Impact Report

2022

Hello there! We are Umbraco, the company behind the friendly and flexible open-source CMS providing companies, agencies, and developers with content management software that helps deliver great web solutions!

Content

01

Introduction from the CEO

Making Our Mark in the CMS World: Our Impact Journey Begins!

What you're about to embark on is an overview of our efforts and commitments to creating positive change in the CMS industry.

We firmly believe that the success of a business goes beyond financial performance.

It's about how we shape and impact our community, empower our stakeholders, and make a difference in the world.

This is our first-ever report of this kind. Our approach has been to gather a summary of how we have been able to impact our stakeholders all while looking at the challenges facing the CMS industry in 2022. And then we just solved them? Unfortunately, no. Most of these challenges are complex and may even take years, or decades, to resolve.

Some of the challenges facing the CMS industry in 2022 were: Embracing diversity and inclusion, global developer shortage, data privacy and transparency, discussion on composable vs. monolith CMS, and one of the big ones - sustainability.

As mentioned, we don't claim to have all the answers or be the absolute best (yet?). However, we take our responsibility seriously, and we've got some initiatives we're incredibly proud of. By sharing this report, we hope to inform our stakeholders about our efforts and inspire others, maybe even you!

If you have any questions about what you're about to read, feel free to reach out to our COO, Javier Miranda at jmi@umbraco.dk.

Now, let's take a look at how we made an impact in 2022
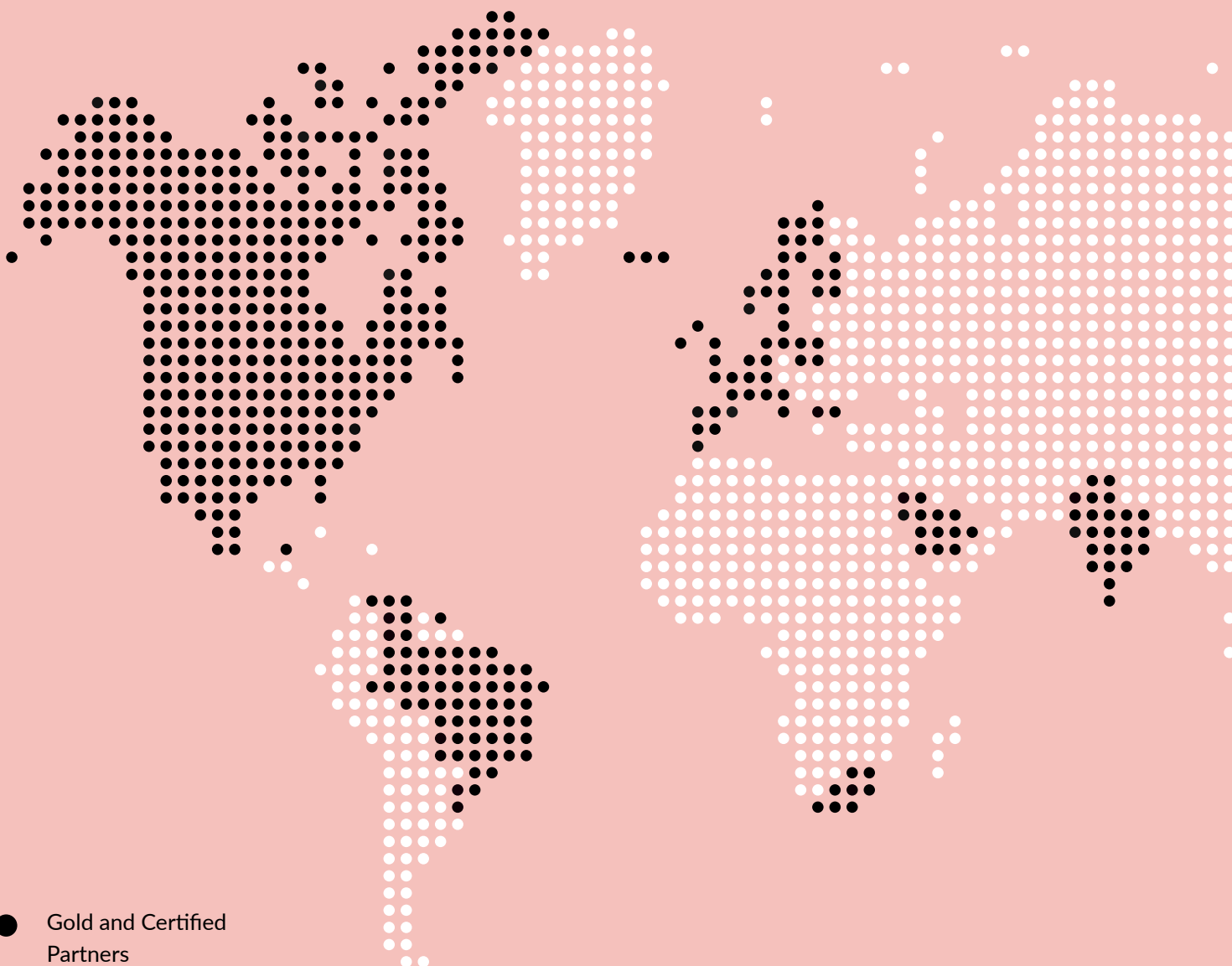
The Umbraco 2022 Numbers

39 active Meetup groups

90 minor releases (CMS, *Umbraco Forms and Deploy*)

80 customer NPSs

72 tech partners

2 major releases in 2022 *(Umbraco 10 and Umbraco 11)*

● Gold and Certified Partners

233
Gold and Certified Partner Agencies

customers from **100** different countries

120 employees in total 2022

67 MVPs

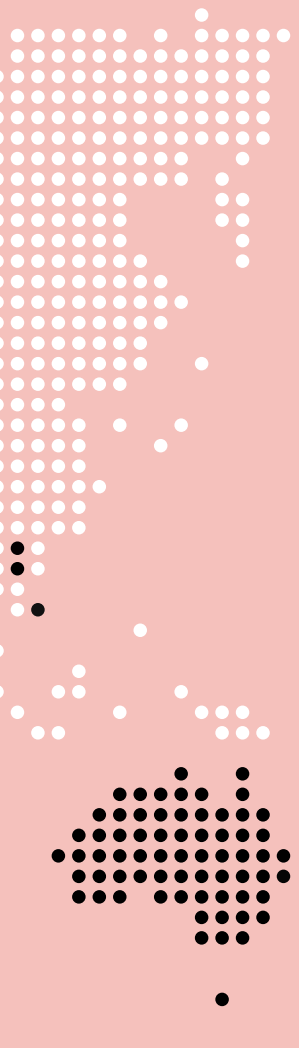**40** new employees in 2022

25 employee nationalities

over **1M** Umbraco sites

1 acquisition

02

Our Impact on Clients and Umbraco Partners

Worldwide, hundreds and thousands of web agencies and companies are running digital solutions using the free open-source version of Umbraco or Umbraco Cloud. They either handle their solution in-house with support from us, Umbraco HQ, or work together with one of our talented 233 Umbraco Partner agencies.

During 2022, many companies and partner agencies used the CMS to build amazing digital experiences worldwide.

We have seen incredible solutions in many different verticals from finance, public sectors, healthcare, education, and e-commerce.

Even better, we are seeing how our Cloud solution is becoming the go-to technology for many of these impactful solutions..

We are very happy to be the preferred CMS for these impressive solutions.

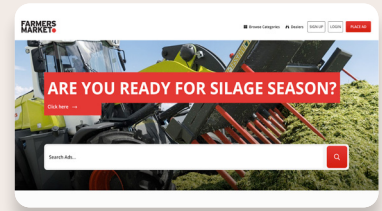Our Umbraco Awards are a great testament to this.
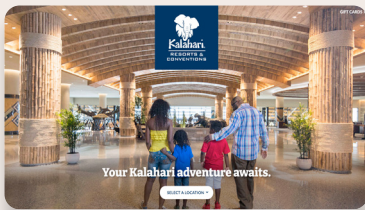
umbraco
awards
2022

BEST CLOUD SOLUTION

Pihl Koncernen

by Gorm Agency

BEST CUSTOM SOLUTION
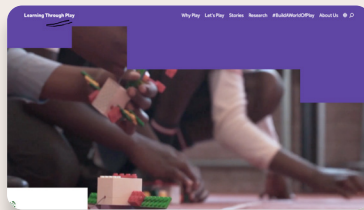

Farmers Market

by Bump Digital & Granite Digital

BEST EDITING EXPERIENCE

Kalahari Resorts

by Emergent Software

BEST EDUCATION SECTOR SOLUTION
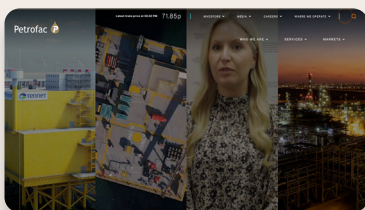

Learning Through Play - Content Hub

by Dwarf

BEST HEALTHCARE SOLUTION
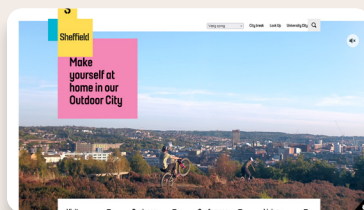

Heilsuvera

by Vettvangur

BEST PROFESSIONAL SERVICES SECTOR SOLUTION

Petrofac Corporate

by Bluegrass Digital

BEST PUBLIC SECTOR SOLUTION

Welcome to Sheffield

by Jaywing

JURY'S CHOICE AWARD

Aardman

by True

03

Our Impact on the Umbraco Community

The friendliest open-source community in the world!

That's how we've described our community for years and luckily, that's still the case - they rock.

Together, we want to keep improving Umbraco, not just through code contributions, but also on topics like diversity, sustainability, and accessibility.

They keep us on our toes (in a good way!) as we believe that listening and creating chances for collaboration is key to staying on top of what's really important for our users.

> "
> Without a doubt, joining the Umbraco community is the single most important move I've made in my entire career. It's given me a sense of belonging in the tech community that I didn't believe was possible, friends for life, and a second family."

Dennis Adolfi
Team Lead and Software Engineer, Sweden
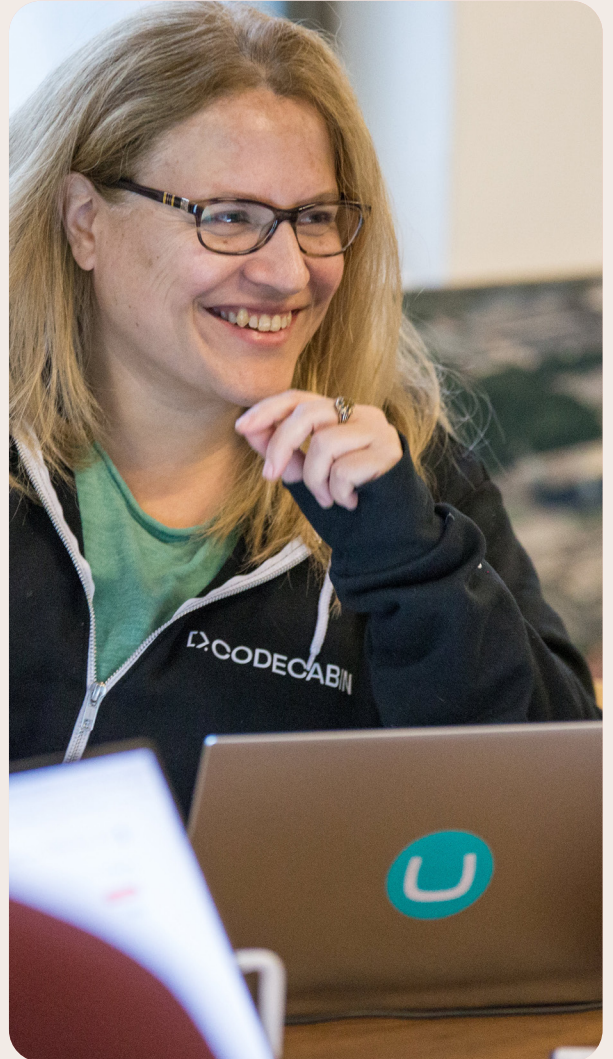
> "
> Umbraco Festivals and events are the perfect opportunity to meet like-minded people & friends within the Umbraco community. A place where thresholds vanish, inclusiveness flourishes, and friendliness thrive, everyone is made to feel welcome at an Umbraco event!"

Corné Hoskam
Software Engineer, The Netherlands

> "For me, a tech community is a safe place to discuss technology. And the Umbraco community is just that! You'll find people who are passionate about Umbraco, people who wish to learn about Umbraco, and people who are already building great solutions with Umbraco. Not to mention that I have gained some great personal friendships through the Umbraco community."

Poornima Nayar
.Net Developer, UK

> "
>
> I strongly believe that when we share our experiences and knowledge with each other, we build empathy, understanding, and connection. Being an MVP makes me feel seen as well as validated and motivates me to continue working to make this a more diverse and welcoming community — one where everyone feels they are safe, they belong, and their voice is valued."

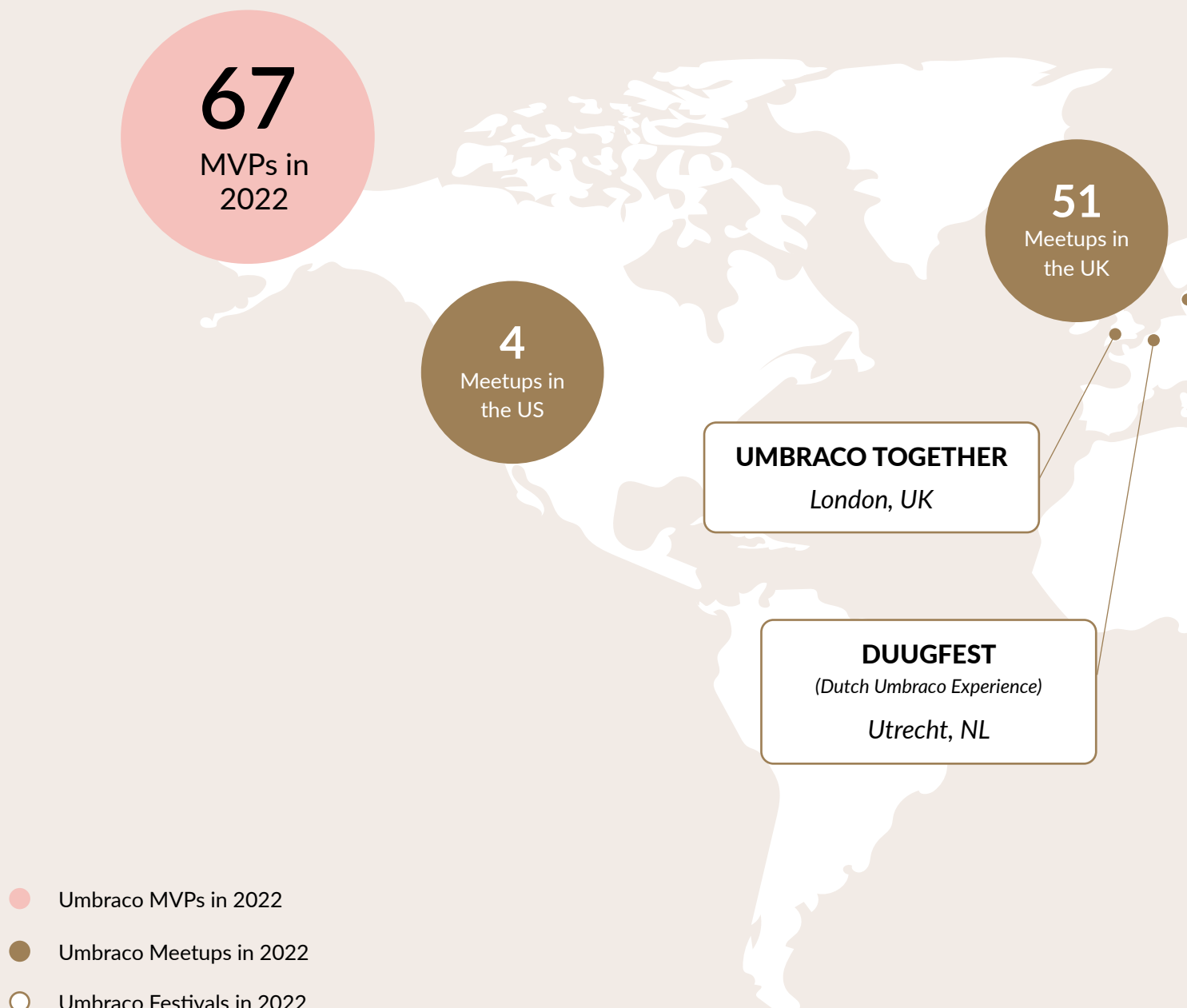**Erica Quessenberry**
UX/UI Consultant, USA

Community Initiatives

THE UMBRACO MVPS (MOST VALUABLE PEOPLE)

If you go the extra mile, you should be rewarded! Every year we honor the hardworking pillars of the Umbraco community with a renowned title, an actual award, and exclusive benefits.

We are humbled by the amount of work that the MVPs put into the project, be it on:

- The community forum
- Pull requests for the Umbraco code
- Packages and add-ons
- Writing and sharing knowledge
- Arranging local Umbraco Festivals and Meetups

67
MVPs in 2022

51
Meetups in the UK

4
Meetups in the US

UMBRACO TOGETHER
London, UK

DUUGFEST
(Dutch Umbraco Experience)
Utrecht, NL

- Umbraco MVPs in 2022
- Umbraco Meetups in 2022
- Umbraco Festivals in 2022

UMBRACO FESTIVALS

These are full-day events (or mini-conferences if you like) for all things Umbraco, organized by volunteers from the community in different locations around the world, around the year. A great way to meet Umbraco peers near you!

UMBRACO MEETUPS

In 2022, there were 77 meetups around the world and online. They are a great way to stay connected with the local community, share your knowledge, learn new tricks, and make new friends.

UMBRACO DK FESTIVAL
Århus, DK

5
Meetups in the Nordics

2
Meetups in the Benelux

13
Meetups in the ROW

Codegarden - a tech conference like no other!

Every year, we invite all Umbracians to participate in our big 3-day-long conference, Codegarden. As the world's largest Umbraco event, it attracts over 1000 developers, editors, tech enthusiasts, and business-minded people to Odense, Denmark, and online.

At Codegarden, you can join a multitude of high-quality sessions covering Umbraco, exciting sneak peeks, and all things digital.

But it's also a bit like a big happy family reunion.

It's a chance to meet fellow community members, talk Umbraco, and connect with the brilliant minds behind the software. This welcoming atmosphere means it's also the perfect place for Umbraco newcomers.

Hosted by us, Umbraco HQ, we always do our best to make sure the conference combines just the right amount of learning, inspiration, collaboration, and a bit of fun.

1458
attendees in 2022
(693 in person, 765 online)

04

Our Impact on Planet

Let's face it, it's not just cars and airplanes sucking up fossil fuels and blowing out CO_2. The internet is also a culprit.

That's why building eco-friendly web solutions is a must. And it turns out that taking care of the planet doesn't hurt business. In fact, green web solutions can reduce data usage and increase website speed, leading to a better user experience and typically lower cost.

With the release of Umbraco on .NET, we've made the Umbraco CMS super light and efficient for our users.

In 2022, we saw the impact of this as Umbraco websites migrated to the new .NET versions became at least 50% more efficient leading to a significant reduction in CO_2 emissions.

But it's not just our products that need to be sustainable - as a company, we need to think about this too. That's why in 2022 we started working toward the official UN Sustainable Development Goals and will follow up on our progress in future Impact Reports.

The Carbon Footprint of Umbraco

2022 became the first year where we started calculating the carbon footprint of the company. This was not a legislative requirement at the time being, but something we believe is of extreme importance.

We now have a tool and methodology at our disposal allowing us to calculate our carbon footprint year on year.

This has been extremely helpful in allowing us to uncover what leads to the biggest emissions as well as helped us plan how to reduce our carbon emissions going forward.

The biggest sources of carbon emissions are from the hosting of Umbraco Cloud and Heartcore web projects which represents more than 50% of our total carbon footprint. Given the nature of our product, this is not surprising but it does underline a challenge that we are facing.
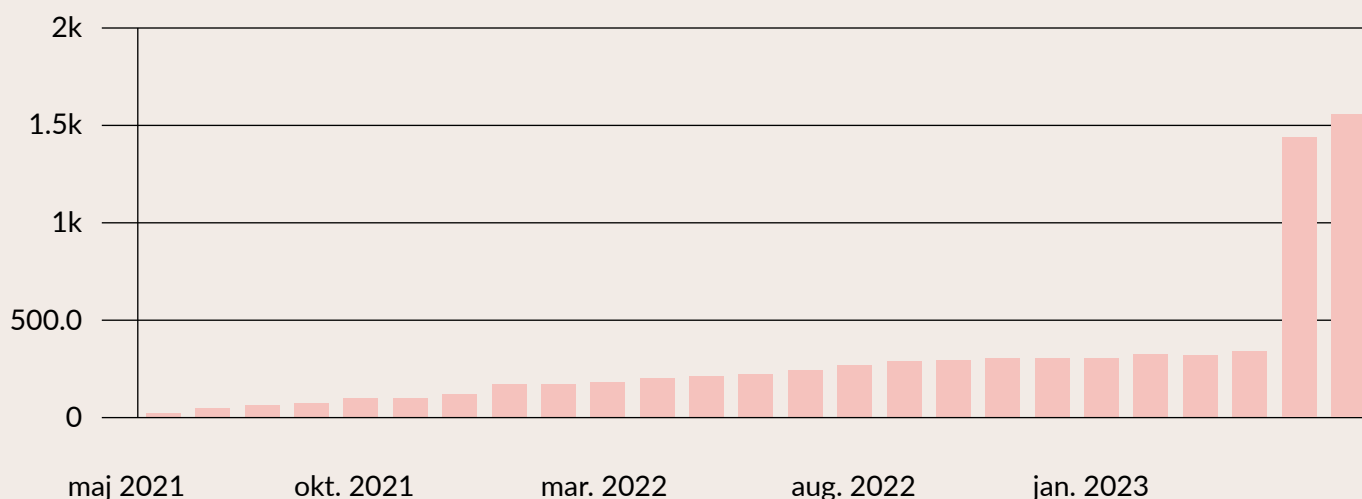
Our second-highest emissions source is business travel, more specifically plane travel. We are very aware of this and are reducing plane travel when possible, using online meetings and other means of collaboration across our offices wherever possible.

Progress of total carbon avoided by Umbraco HQ

1.530,3

certified tonnes CO_2e avoided

Estimated total emissions 2022 in tonnes CO_2e

1.100

SCOPE 1	% OF EMISSIONS	TONNES CO_2E
Fuel combustion	100.0%	2,77

SCOPE 2	% OF EMISSIONS	TONNES CO_2E
Electricity	83.8%	19,9
Heat	16.2%	3,86

SCOPE 3	% OF EMISSIONS	TONNES CO_2E
Business travel	26.5%	284
Capital goods	4.4%	47,6
Purchased goods and services	67.0%	720
Upstream transportation and discribution	2.1%	23,1

Ecologi

Certified
B
Corporation

Our Carbon Neutral Journey has started

Our first step was calculating our footprint. The second one has been to reduce this footprint as much as possible. In 2022, we took significant steps toward sustainability:

- Switched to renewable energy at Umbraco HQ
- Started investigating suppliers' climate impact
- Installed water dispensers at Umbraco HQ to save wastewater and eliminate bottled water
- Initiated trash sorting and recycling at Umbraco HQ

Our goal is to become a carbon-neutral company and while some sources of emissions are beyond our immediate control, we have made the commitment to offset all the emissions we can account for.

Through our partnership with Ecologi, we have offset a staggering 1100 tonnes of CO_2e* in 2022. This has been achieved by sponsoring over 30 verified carbon avoidance projects and contributing to the planting of trees and the conservation of rainforests.

These initial steps mark the beginning of our ambitious agenda as we strive to become a carbon-neutral company. And we hope it will be an agenda we'll undertake together with our partners, customers, employees, and industry stakeholders who share our passion. We firmly believe that everyone has a role to play in shaping a sustainable future.

---

*CO_2e stands for Carbon Dioxide Equivalent and accounts not just for CO_2 but also other greenhouse gasses like Methane, Nitrous Oxide, Hydrofluorocarbons, Perfluorocarbons and Sulphur hexafluoride.

10,000 TREES PLANTED

1,000 TONNES OF CO_2 SEQUESTERED

24 MONTHS OF CLIMATE IMPACT

05

Our Impact on People

We have 5 values that guide us in everything
we do and how we approach our customers,
partners, employees, and colleagues:

Trust
Respect
Open
Hungry
Friendly

What we do internally

We want our employees to look forward to coming to work every day. Simple as that - yet, not that simple at all. Because this requires a holistic approach that includes exciting tasks, supportive colleagues, a welcoming and respectful atmosphere, and opportunities for personal and professional growth.

One of the areas we are committed to improving on is diversity & inclusion. Why?

Because we believe that bringing people together from different backgrounds will create a more sustainable, innovative, fun, and profitable company.

Initiatives started in 2022 to foster D&I included:

- Exceed the national average of female employees in the industry (currently around 30%).

- A Female Mentorship Program in collaboration with the local University College and University in Odense.

- Clearer career paths

- Leadership training programs

What we do externally

What goes around, comes around.

One area we have especially focused on is education as we believe we can make a significant impact here.

We support local students, schools, colleges, and Universities with relevant lectures, training, and certifications to both provide students with new skill sets and also to show and tell what it's like working at a tech company.

EDUCATIONAL INITIATIVES AND COLLABORATIONS:

- Coding Class *(we provide feedback on coded games created by local school classes (12-year-olds))*

- HackYourFuture Gold Partner (providing and supporting refugees, asylum seekers and disadvantaged groups with free Umbraco training and certification)

- Free Umbraco training and certifications for web developer students at UNCC (Charlotte, US), UCL, SDU (Odense, DK)

- Meet and greet at career fairs, school visits, and guest lectures

- A free day of Codegarden for local web developer students

- Teachers tag talent for us

WE LOVE OPEN-SOURCE

Umbraco CMS has been open-source since 2005 and we owe a great deal of our success to our flourishing and talented open-source community. To help encourage and acknowledge the broader open-source community, we sponsor certain open-source projects financially. In 2022 we sponsored:

- Examine (by Shannon Deminick)
- ImageSharp (by SixLabors)
- Rebus (by Mogens Heller)

🇺🇦

WE STAND BY UKRAINE

War is terrible. In 2022, Russia invaded Ukraine, changing the everyday life of millions. At Umbraco, we stand with Ukraine and have made various donations throughout 2022.

"

No matter where you are coming from, you feel welcome, you feel integrated. The culture, the friendliness, and English being the work-language, means that I can really be my complete self here."

Steffie Limère Fugl
Creator of experiences at Umbraco

"

The best part of working at Umbraco? Being able to collaborate with great colleagues and the talented Umbraco community in order to make our products better. I think this is quite unique and you don't get that in many other companies."

Julia Gruszczynska
Frontend developer at Umbraco

"

The alignment across our company helps me feel trusted to work autonomously but never abandoned to figure things out on my own. We're all working toward the same goals and everyone goes out of their way to make sure we deliver the best possible solutions"

Allen Smith
Developer Relations Lead at Umbraco, US

"

Being a team lead at Umbraco offers lots of great opportunities. Not only do you get to work with great people within the company, but you also have a chance to evolve with your team and create awesome solutions that make a positive difference to all our users."

Martin Humlund Clausen
Platform team lead at Umbraco

06

And what now?

"

2022 was a great year. It was a truly impactful year for Umbraco.

We grew as a company, as a tech organization, and as a key player in the CMS industry.

2022 also marked many new beginnings, including our journey toward carbon neutrality and initiatives towards improving D&I.

Our ambitions for 2023 are even bigger: we want to create even more positive impact for our partners, customers, community, and our employees, and reduce our negative impact on the planet."

Kim Sneum
CEO of Umbraco

We are going to do it with you.

Wanna join us?

umbraco