Umbraco

2024

Umbraco Impact Report

Welcome! We are Umbraco, a leading global
.NET open-source CMS platform. We pride
ourselves on being the friendliest CMS. We're
flexible, scalable, and built to support evolving
businesses.

Contents

Welcome to the 2024 Impact Report

I am pleased to share this year's Impact Report, highlighting our progress in 2024 within the CMS space.

Since stepping into the role of CEO in September 2024, I have focused on strengthening our strategic direction, enhancing our product portfolio, and refining our operations, with a clear emphasis on our partners and direct clients.

The strategic foundation laid before my tenure has continued to guide our growth. For those familiar with Umbraco, our approach remains consistent: We keep doing what we do best - but we raise the bar.
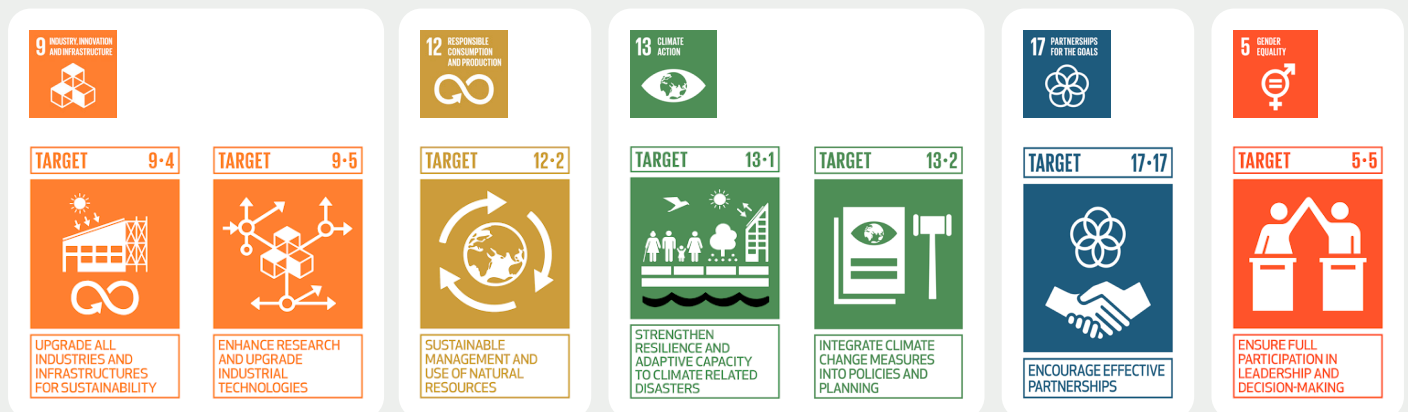
This report reflects our progress, showcasing the impact we've made, and we offer you insights into our future ambitions for our company, our products, and the people we engage with every day.

I hope you find it valuable, and I welcome any thoughts or questions. Feel free to reach out to me at map@umbraco.com.

- Mats Persson, CEO, Umbraco

The UN Sustainable Development Goals

In 2023 we committed to structure our efforts in driving Umbraco towards a more sustainable future by following the UN SDGs. More specifically the five specific goals listed here, with targets relevant to our business.

In 2024, we took the first steps in this journey. Throughout this report, you'll find indicators highlighting our contributions to these goals. This is just the beginning, and we are excited about the progress we will continue to make in the years leading up to 2030.

Building the Future of Content Management

by Filip Bech-Larsen, CTO

The digital landscape is evolving at an unprecedented pace, and our CMS platform is evolving with it. Our commitment to **flexibility, openness, and innovation** ensures that businesses, developers, and content teams can build the digital experiences they need - without being locked into predefined solutions.

Rather than dictating how innovation happens, we're building a **platform for innovation** - a space where new technologies can be explored, integrated, and adapted as they mature. This approach is guided by four key areas of focus: **Generative AI, Search, Personalization, and Orchestration**.
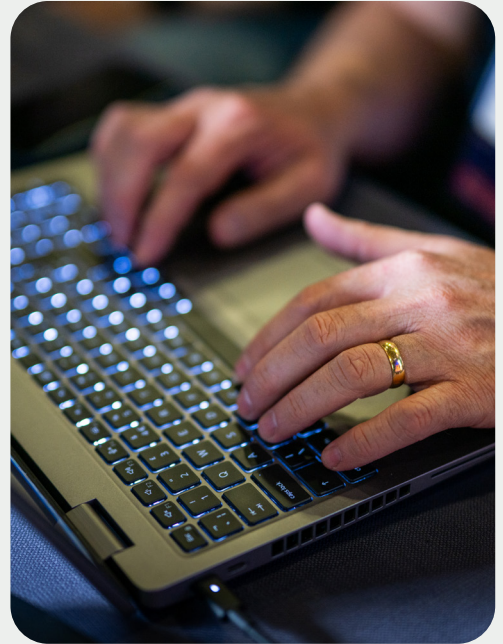
1. Generative AI – A Platform for Experimentation

Generative AI is reshaping how content is created, but the technology is still evolving. Rather than prematurely embedding AI-driven features into Umbraco's CMS platform, we've focused on enabling AI experimentation.

Developers can extend Umbraco with AI-powered add-ons, many of which are already emerging in our marketplace. To support this, we're exploring low-level CMS capabilities such as managing API keys, privacy settings, and permissions, ensuring that AI integrations remain secure, flexible, and aligned with our platform promise.

By creating a foundation for AI rather than forcing a specific implementation, we give businesses the freedom to adopt and adapt AI in a way that suits their needs - without locking them into a single approach.

2. Search – Building the Future of Content Discovery

A great CMS platform is nothing without powerful search. That's why we've set out to redefine how search is structured in Umbraco. While work is still in progress, we've shared our vision in a Request for Comments (RFC), outlining how we intend to make Umbraco a platform for search - one that allows for better abstractions, more flexibility, and easier integration with external indexes.

This will ensure that businesses can use built-in search where it makes sense and seamlessly switch to more powerful external indexing solutions for cases like product discovery and large-scale enterprise search.

With search set to become a core capability of the platform, our goal is to provide developers with more control over indexing, querying, and optimizing search experiences across all types of content.

## 3. Personalization – A New Cornerstone in the Umbraco Ecosystem

Delivering personalized digital experiences is no longer optional - it's an expectation. Recognizing this, we made a strategic acquisition of uMarketingSuite, transforming it into Umbraco Engage - a product that will define the future of personalization in the Umbraco ecosystem.

Umbraco Engage already provides A/B testing, audience segmentation, profiling, and analytics, empowering marketers to deliver tailored content experiences directly within the CMS platform. Moving forward, we will continue to invest in and expand its capabilities, ensuring that content teams have the tools they need to engage users more meaningfully.

As personalization becomes increasingly important across industries, Umbraco Engage will be a key pillar of our platform, helping businesses turn content into conversations that drive both engagement and conversion.
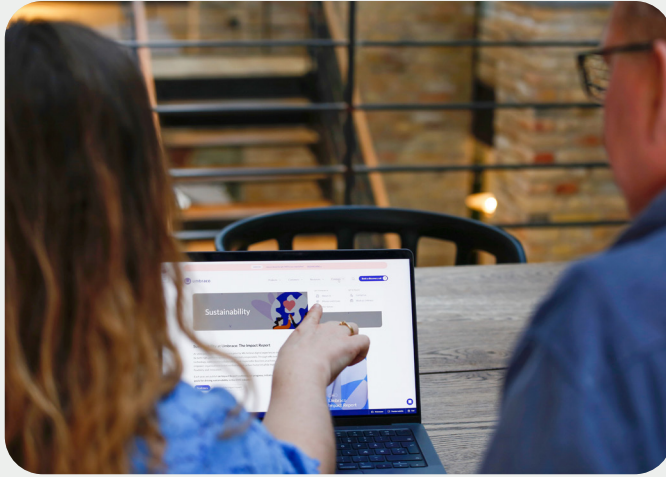
4. Orchestration – Unifying Data Without Compromising Experience

Modern digital platforms pull data from multiple sources - PIMs, ERPs, DAMs, and CMSs - but integrating them often means choosing between scalability and editorial usability. Developers need a clean, decoupled architecture, while editors need a seamless way to manage content.

We believe you shouldn't have to choose.

In 2025, we will introduce a new approach to content and data orchestration. By ingesting data from any source and unifying it through a type schema, businesses will be able to serve just the data they need in a single request without duplication or complex integrations.

The best part? Editors will manage and relate external data as if it were native to the CMS, while developers get a fast, scalable, and composable architecture.

It's early days, but we're excited about what's coming. Stay tuned as we shape the future of content-driven data orchestration.

Looking Ahead

These four lighthouses - **Generative AI, Search, Personalization, and Orchestration** - define the future of Umbraco's CMS platform. We're not just reacting to trends - we're building a foundation for innovation, ensuring that businesses and developers have the flexibility, power, and control they need to create remarkable digital experiences.

As we move into 2025, we'll continue to **push boundaries, refine our platform, and collaborate with our community** to shape the next generation of content management.
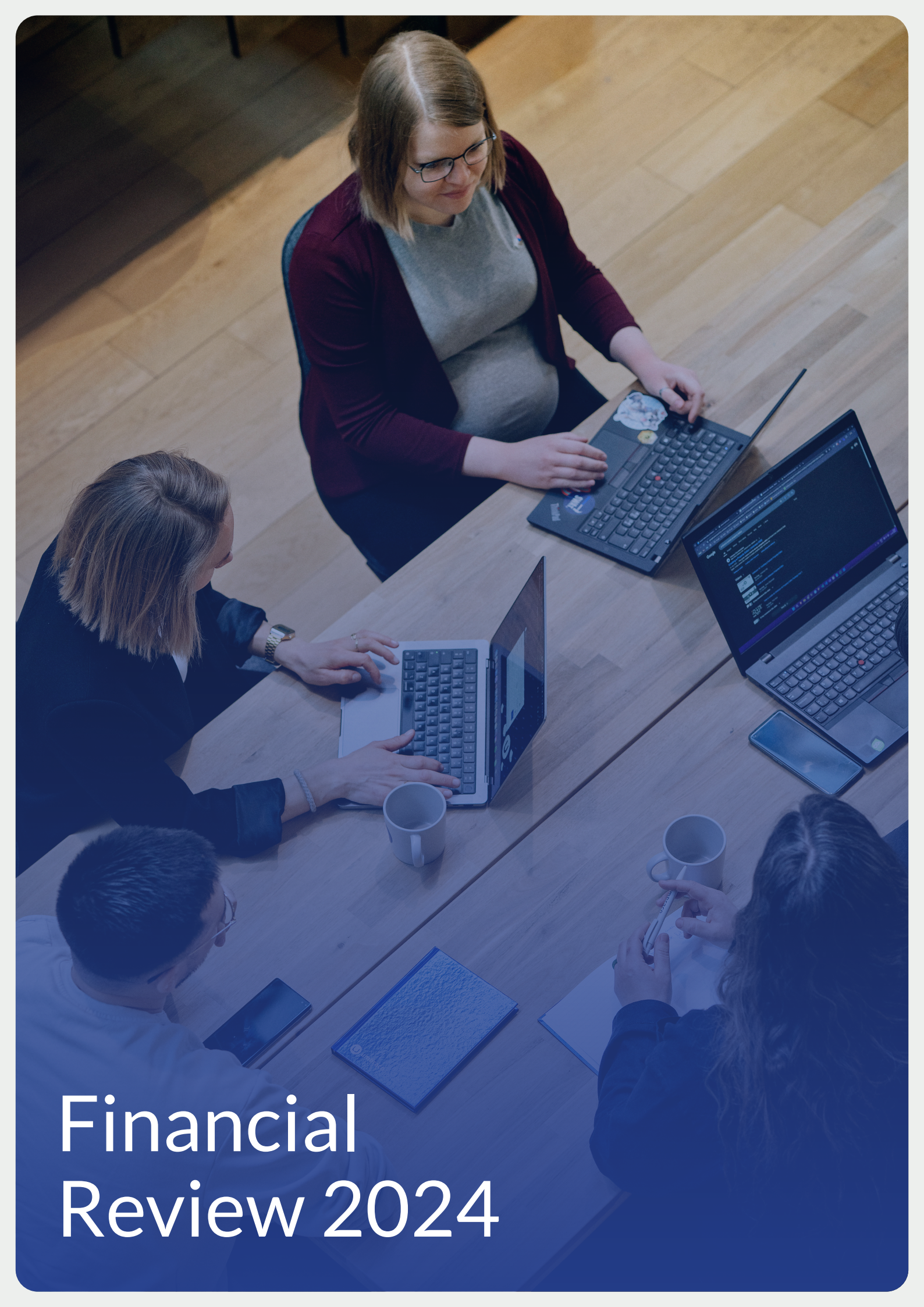
Financial
Review 2024

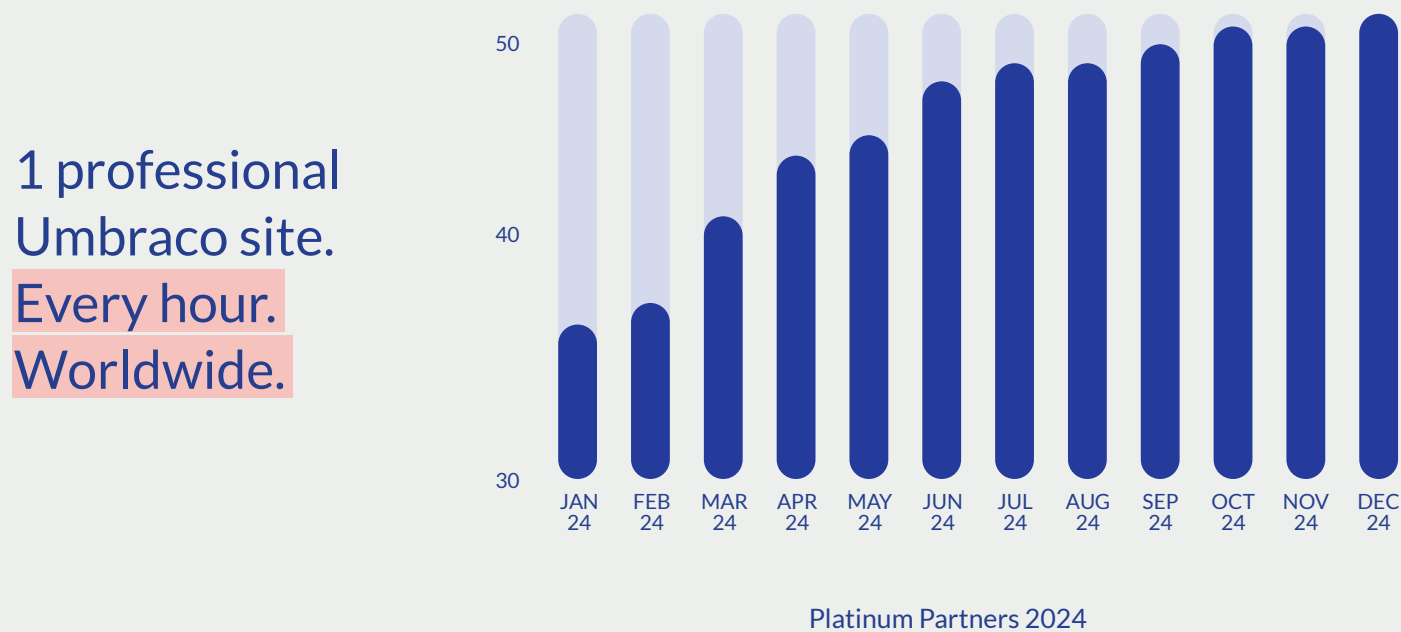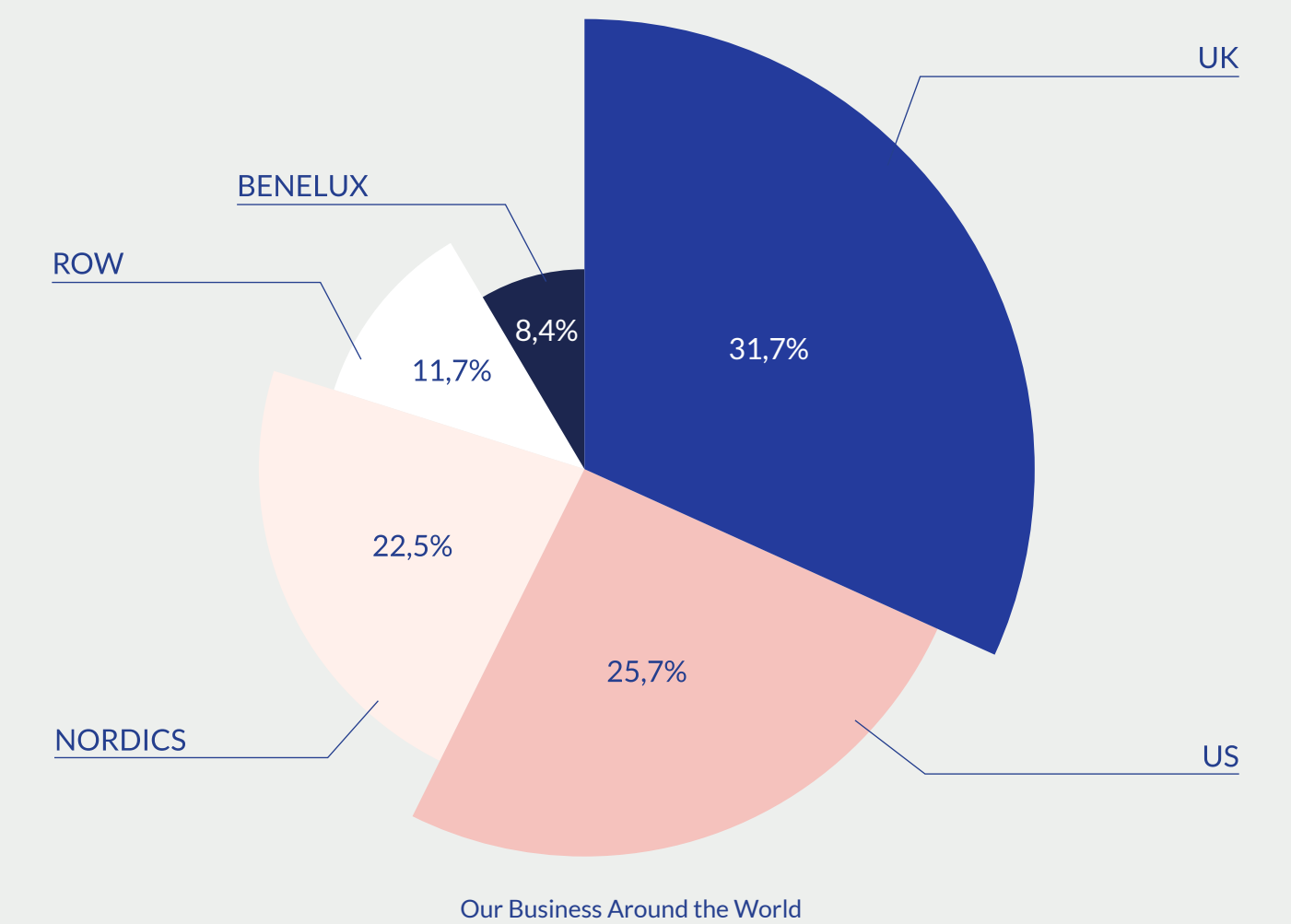## Driving Growth and Strengthening Partnerships in 2024

In 2024, we experienced significant growth, driven by the successful implementation of key strategic initiatives. Our revenue increased by 38% compared to 2023, a testament to our continued investment in enhancing our services and expanding our reach.

This growth was fueled by our welcoming of new partners, direct clients, and increased engagement from our existing network, reflecting the trust and value they place in our offerings.

Umbraco Cloud is increasing in popularity among partners and end clients, which is contributing to growth, customer service, and support, especially in the enterprise segment, and is also greatly contributing to our positive results.

UK

BENELUX

ROW

8,4%

31,7%

11,7%

22,5%

25,7%

NORDICS

US

Our Business Around the World

1 professional Umbraco site. Every hour. Worldwide.

50

40

30

| JAN 24 | FEB 24 | MAR 24 | APR 24 | MAY 24 | JUN 24 | JUL 24 | AUG 24 | SEP 24 | OCT 24 | NOV 24 | DEC 24 |

Platinum Partners 2024

2024: A Year of Leadership and Recognition

2024 has been a year of exciting change and momentum, marked by the welcoming of our new CEO and the continuous recognition of Umbraco as a leading CMS for enterprises. Our top-rated position on G2 reinforces what our customers already know - Umbraco is the go-to CMS for flexibility, scalability, and ease of use.

Enterprises worldwide trust Umbraco to power their digital experiences, and the feedback speaks for itself:

"Umbraco strikes the perfect balance between ease of use and flexibility. The interface is clean and intuitive, making content management simple for our team."

Gemma R., Enterprise (>1000 employees) g2.com

"I love how you can create almost anything in Umbraco. And if you have any issues, there is a big community and great documentation to help you."

Stine V., Small-Business (50 or fewer employees) g2.com

"Umbraco has a great community that is there to help you figure things out. It feels very responsive and easy to navigate."

Dean C., Small-Business (50 or fewer employees) g2.com

Carlsberg Case

PROBABLY THE BEST BEER IN THE WORLD.

The very first Carlsberg beers were brewed by Carlsberg's founder J.C. Jacobsen in Copenhagen in 1847. Today Carlsberg is enjoyed all over the world!

Tuborg Green

Pilsner, 4.6%
Denmark

1664 Blanc

Wheat Beer, 5%
France

Carlsberg Nordic Gylden Bryg

Alcohol-Free, 0.5%
Denmark

Somersby Apple Cider

Cider, 4.5%
Denmark

Brooklyn Pilsner

Pilsner, 4.6%
United States

Carlsberg Group's Pegasus Framework

Carlsberg Group's big online move is a website framework called Pegasus. It allows their 500+ brands to think consumer & content first, speak to fans everyday and share experiences across all markets, channel & screen size, securing the widest digital footprint possible. Pegasus enables individual brands and markets to create locally relevant, on-brand experiences that can be adapted for all.

What we were challenged to solve

Carlsberg Group is a major international enterprise with more than 500 brands in 160 markets. The brands around the world create awesome content, but until now they didn't have a place to share it.
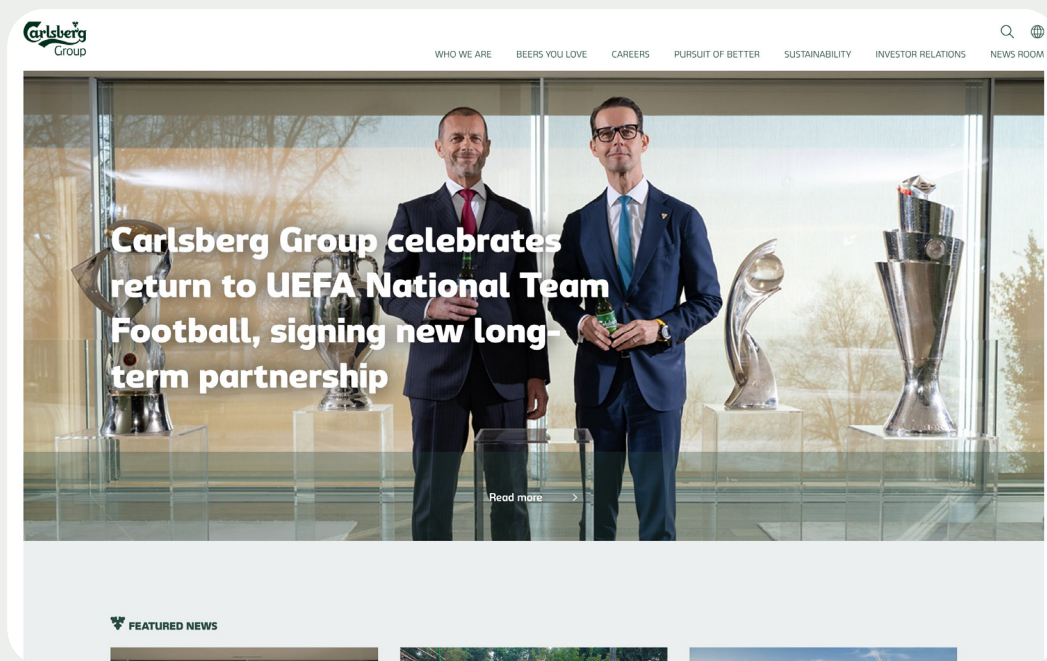
Also, the brand platforms were difficult to find online, and weren't optimized for mobile devices. In order to meet the customers on any device and in any context, it was necessary to change Carlsberg's digital strategy.

How we solved it

The Pegasus Framework acts as a central platform catering for local needs and allows maintenance of one platform only rather than 100+ sites using BaselineFlow.

Thanks to the flexibility of Umbraco we have a smarter way to tell stories around the brand by collecting videos, Instagram & Facebook posts and tweets. Sharing and collaborating on content is made easy using ContentFlow to bring content, product and branding together in one format while staying loyal to individual brand DNA.

The beautiful design for the website was created by Spring/Summer.
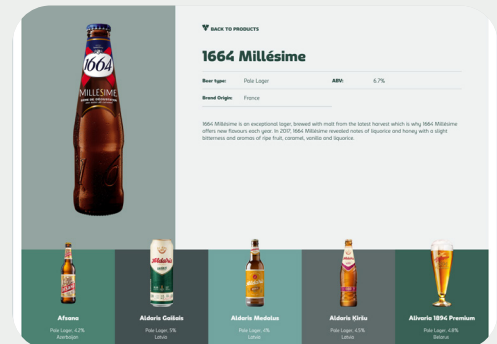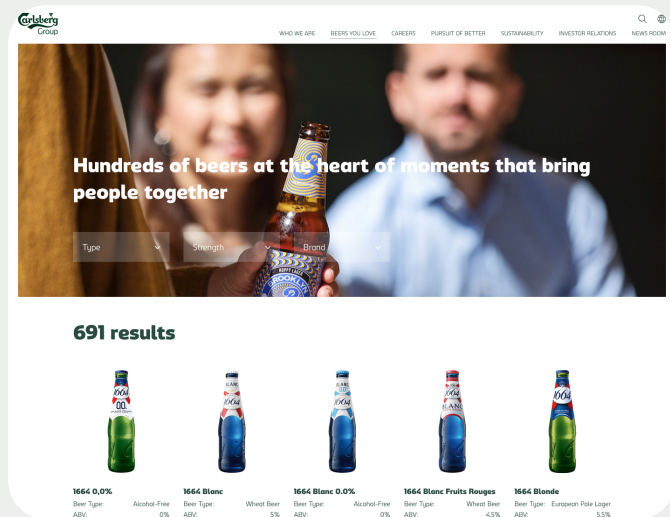
Martin Majlund, Group Marketing Technologist, Carlsberg Group

"Umbraco Cloud enables us to migrate several hundreds of local brand websites into a common framework, where all content and functionality seamlessly travels and gets re-used internally between brands and markets and externally between platforms and devices. So Umbraco Cloud has not only proven significant cost savings but also made our brand presence much stronger by increasing our organic traffic dramatically and making all content accessible at any time on any device."

How it works

The Pegasus platform uses Umbraco Cloud and is governed with just the right balance between central management of shared components and content, and ensuring local flexibility to create unique and strong brand identities.

This predictable global setup and BaselineFlow capability enables Carlsberg to launch numerous brand platforms at low cost, fast time to market and with strong brand adaption.

What we gained from it

The platform won a digital award at Danish Digital Awards in the category 'Managing platforms' and Best Platform at the Danish Internet Awards!

Mats Persson, CEO, Umbraco A/S

"This is a prime example of how enterprise businesses can fully leverage the capabilities of Umbraco Cloud with solutions built to handle scalability, complexity, and ambition without compromise."

View the solution here ↗

Personalization as a Growth Engine: Why Enterprises Must Prioritize Tailored Digital Experiences

By Javier Miranda, Chief Operating Officer, Umbraco

In today's digital-first world, customer expectations are higher than ever. Generic content no longer cuts it - enterprises must deliver experiences that feel relevant, seamless, and personal. Personalization is no longer a 'nice to have' - it's a strategic necessity for businesses aiming to drive growth, enhance customer loyalty, and maximize engagement.

The Business Case for Personalization

Personalization is more than just dynamically inserting a customer's name into an email. Done right, it can increase conversion rates, boost customer retention, enhance overall brand perception, and help companies achieve the ultimate goal: a deeper connection with their clients. Studies show that 80% of consumers are more likely to do business with a company that offers personalized experiences. For enterprises, this means higher ROI, greater efficiency, and a direct impact on revenue.

Some key benefits personalization brings to enterprises include:

- Higher engagement & conversions – Personalized content delivers the right message to the right audience at the right time, increasing customer interaction and conversion rates.

- Customer loyalty & retention – When customers feel understood, they stay longer. Personalization fosters deeper connections with your audience, turning customers into long-term advocates.

- Efficiency & cost savings – Instead of a one-size-fits-all approach, businesses can optimize marketing spend by delivering content that resonates, reducing wasted efforts.

Overcoming Personalization Challenges in the Enterprise Space

Despite its benefits, many enterprises struggle with personalization due to data silos, outdated systems, and privacy concerns. However, these obstacles can be addressed with the right approach:

- Breaking down data silos: Personalization requires a unified data strategy where customer interactions across different touchpoints (website, email, CRM, social) are seamlessly integrated.

- Leveraging AI & automation: AI-driven tools help predict user behavior and serve personalized content at scale, without manual intervention.

- Balancing privacy & personalization: With regulations like GDPR and evolving consumer concerns, enterprises must prioritize ethical, consent-based personalization strategies.

The Future of Enterprise Personalization

The future of personalization goes beyond recommendation engines and dynamic content. Enterprises that embrace hyper-personalization, AI-driven decision-making, and real-time content adaptation will stand out in an increasingly competitive digital landscape. But there is a flip side. Many enterprises embarking on the personalization journey end up in "analysis paralysis." Personalization tools can be complex and overwhelming, and there is a fine balance between great personal journeys and overly complex customer paths.

The key? Choose a flexible and scalable CMS, that allows enterprises to tailor experiences with meaningful possibilities, not just endless options. At Umbraco, we believe that personalization should be both powerful and accessible, enabling businesses to craft meaningful customer journeys at every stage.

Final thoughts: It's Time to Take Action

Personalization is no longer an optional marketing strategy - it's an essential driver of business success. Enterprises that invest in the right tools and approach personalization strategically will not only improve customer experiences but unlock new growth opportunities.
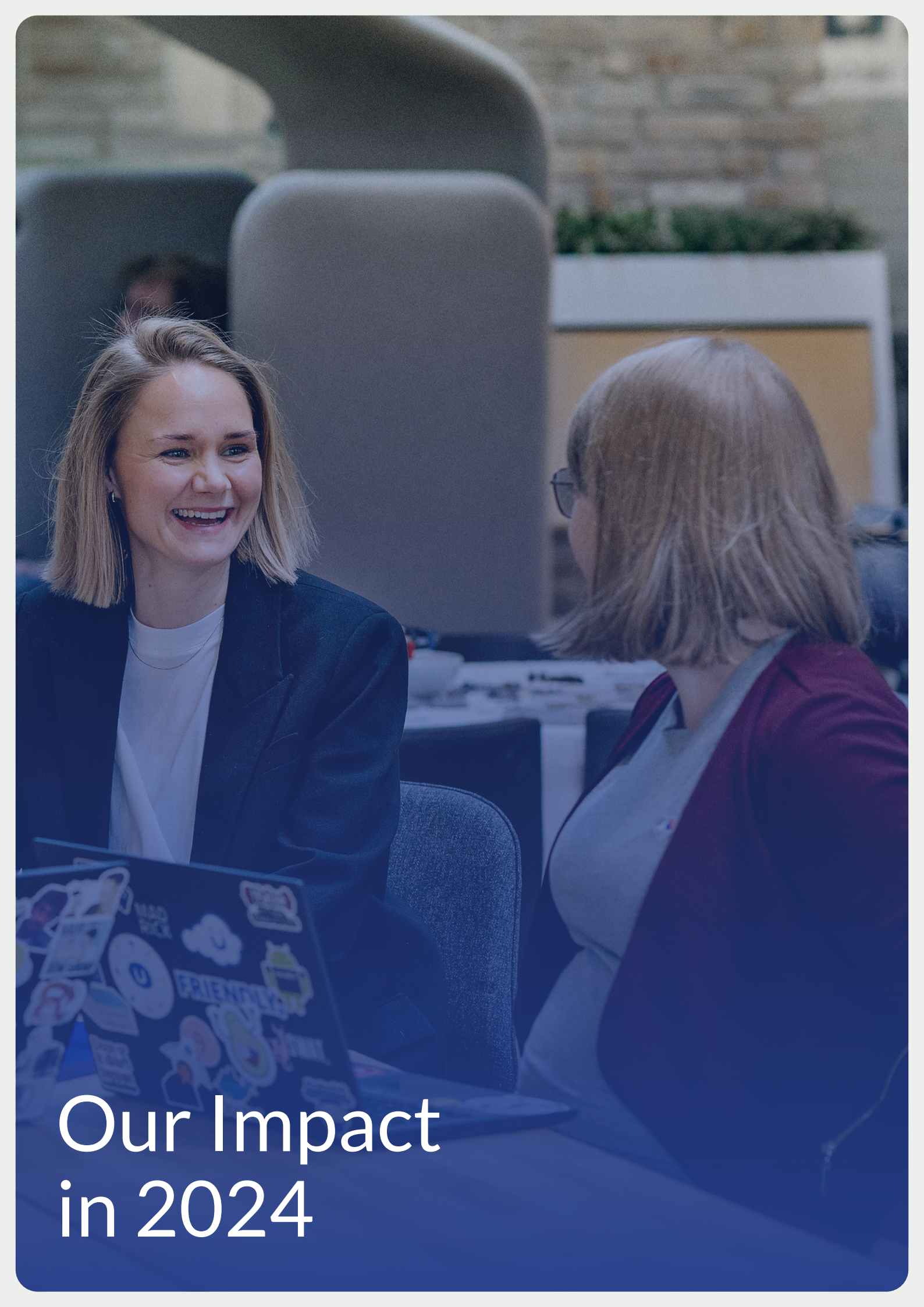
Our Impact
in 2024

2024 has been a year of exciting change, marked by the welcoming of our new CEO. Through it all, our focus has remained steadfast - on our Clients and Partners, our Umbraco Community, the Planet, and our People.

At Umbraco, success goes beyond business growth. We are committed to building strong partnerships, fostering an inclusive and thriving community, championing environmental sustainability, and investing in the well-being and development of our people. These values drive our actions, ensuring we make a meaningful and lasting impact on our industry and the world around us.

People: Empowering the Next Generation through Education

UN SDG
9.5

Umbraco Education Program

We believe that access to education and skill development is key to fostering innovation and creating opportunities in the tech industry. That's why we're proud to highlight the impact of the Umbraco Education Program, which helps bring hands-on learning experiences to aspiring developers worldwide.

One standout initiative in 2024 has been led by our Platinum Partner, Luminary, in Australia, who conducted an Umbraco Fundamentals training session at St. Benedict's College in Sri Lanka.

The Impact:

- More than 25 students participated in this hands-on learning experience on January 4th.

- Students gained real-world skills in Umbraco, helping to prepare them for future careers in tech.

- This initiative supports UN Sustainable Development Goal 9.5, which aims to enhance research and upgrade technological capabilities in developing regions.

This program is an example of how the Umbraco community, together with our partners, is making a real difference - empowering the next generation of developers and expanding opportunities in tech.
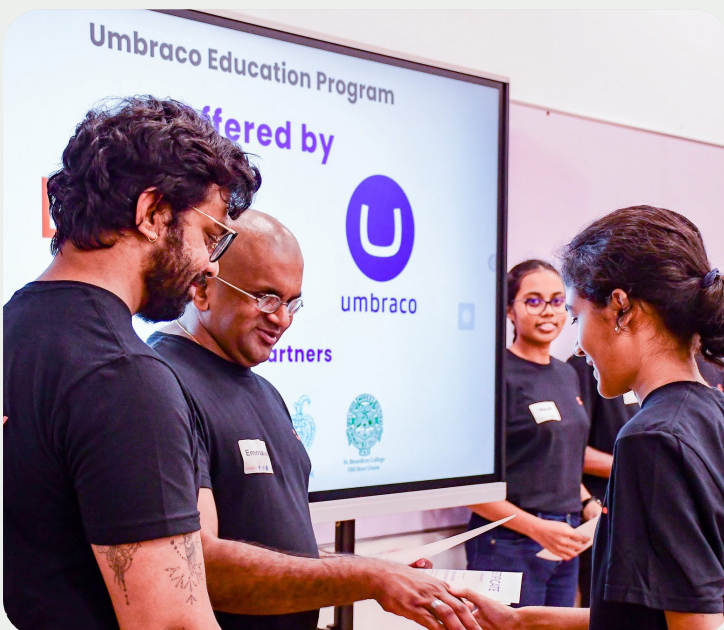
Our Partners and Clients: Strengthening Collaboration & Accessibility

At Umbraco, we are committed to empowering our partners and clients with the resources, transparency, and collaboration opportunities they need to succeed. In 2024, we took significant steps to make learning more accessible and marketing efforts more aligned - ensuring that our ecosystem thrives together.

New Products and Services

One of the biggest areas where our daily work impacts our customers and partners is of course related to the products and services we create.

In 2024, we shipped two major versions - Umbraco 14 and Umbraco 15. Both brought new features with them - focused on the reworked Umbraco Backoffice for greater extensibility and maintainability, with new features including, but not limited to, a comprehensive management API, a new Rich Text Editor, a new caching mechanism, and .NET 9 support.

In August 2024, Umbraco acquired uMarketingSuite, a popular add-on well-known for adding advanced marketing analytics, customer insights, A/B testing, and personalization, to Umbraco. With this acquisition, Umbraco will be able to offer customers a 1st party alternative to web analytics and profiling, content A/B testing, and personalization.

In November 2024, the product formerly known as "uMarketingSuite" was launched with the new name "Umbraco Engage" as a fully integrated part of the Umbraco product offering, including documentation, product support, as well as, training underway.

Training When and Where You Need It

We understand that flexibility is key. That's why we've expanded our online, on-demand training offerings, making it easier than ever for clients and partners to upskill at their own pace, on their own schedule. Whether it's technical training for developers or content management guidance for marketing teams, our learning resources are now more accessible and adaptable to real-world needs.

Greater Transparency & Stronger Marketing Collaboration

Our partners are an essential part of the Umbraco ecosystem, and in 2024, we strengthened our marketing collaboration to create more meaningful opportunities for visibility and growth.

- **Increased transparency** into Umbraco's marketing activities, helping partners align their own strategies.

- **More co-marketing opportunities** to showcase partner expertise and joint successes.

- **Better tools and resources** for partners to effectively market and sell Umbraco solutions.

By enhancing training accessibility and fostering deeper collaboration, we continue to build a stronger, more connected community - one where our partners and clients thrive together.

Umbraco Awards

The Umbraco Awards is an annual celebration of the best Umbraco solutions that are submitted and evaluated by a jury of professionals from the digital industry.

Each year we are recognizing outstanding achievements from agencies across the globe. With nearly 100 submissions from 66 agencies, the competition was fierce, and the jury was thoroughly impressed by the level of excellence displayed. This year's winners demonstrated exceptional use of Umbraco's capabilities,

setting new standards in digital experience, design, and functionality.

Unlike previous years, where AI often seemed to have been added as an afterthought, 2024 saw AI becoming a crucial, well-implemented component of interactive and collaborative solutions. This shift highlights the power of Umbraco's flexibility and extendability - allowing even emerging technologies to be integrated in meaningful ways.

The winning projects stood out for their seamless integration of technology, innovative problem-solving, and user-centric design. From cost-effective multi-site solutions and immersive brand storytelling to cutting-edge e-commerce experiences and editorial efficiency, the jury praised the winners for their ability to push boundaries while delivering real value to users and clients.

CATEGORY	COMPANY	PROJECT
Best Cloud Solution	Visarc	Digital Experience Platform for KGM UK
Most Innovative Solution	Perplex Digital	The Umbraco-Powered Ecosystem Unifying Offline and Online Journeys for Arriva Nederland
Best Editing Experience	Emergent Software	Burford Capital Website Rebuild
Best Designed Site	Screenmedia	Weaving Thredd's digital identity
Best Umbraco Commerce Solution	Enjoy Digital	Crafting Camria's global digital experience
Best Partner Solution	DEPT®	Fastned's cutting-edge website matches its ambitions
Jury's Choice Award	GORM x ENVISION	Dr Koncerthuset - From Box Office To A Content Universe Of Music

Our Impact

Umbraco
Community

"You can always count on the support of the community if you run into problems…"

That's the superpower behind an open-source CMS.

In 2024, the Umbraco community continued to thrive as one of the friendliest and most collaborative open-source communities in the world. Beyond code contributions, members actively shape the future of Umbraco by championing diversity, sustainability, and accessibility, ensuring that the platform evolves in a way that benefits everyone.

This year, we've seen even more engagement, knowledge-sharing, and meaningful contributions, reinforcing what makes Umbraco special: a community that listens, collaborates, and innovates together. We couldn't be prouder - or more grateful - for our users' passion and dedication.

Here's to another year of building something great, together!

★★★★★

5.0 out of 5

"Umbraco provides a user-friendly, intuitive editing experience out of the box"

We use Umbraco for all new web proiects. Compared with several other content management systems I have used, Umbraco's back end experience is far s..

Verified User
Small-Business (50 or fewer emp.)

Read more ↗

★★★★★

5.0 out of 5

"A dev career maker"

In starting up my digital consultancy, I needed a CMS that was easy to use for both clients and myself as a developer. It is easy to integrate & i...

Verified User
Small-Business (50 or fewer emp.)

Read more ↗

★★★★★

5.0 out of 5

"The most intuitive easy to use CMS system I have had the experience of using."

I like the simplistic layot and modules.

Alex B.
Mid-Market (51-1000 emp.)

Read more ↗

A Global Community that Powers Umbraco

The Umbraco community is at the heart of everything we do. It is made up of a diverse and passionate group of developers, content editors, digital agencies, freelancers, and enterprises - all contributing to making Umbraco better every day.

With members from across the world, our community drives innovation, collaboration, and open knowledge-sharing. Whether it's through developing new features, organizing local meetups and global festivals, contributing to documentation, or sharing best practices, the impact of the Umbraco community is far-reaching.

To support this, we continue to invest in programs like the Umbraco Champions Program, MVP Award Program, and direct community contributions, ensuring that those who shape and grow Umbraco have the resources and connections they need.

A strong community makes technology better - and we are incredibly grateful for the people, creativity, and expertise that fuel Umbraco. We look forward to building an even stronger, more connected, and inclusive community in 2024!

Diversity, Equity, and Inclusion

We want the Umbraco community to continue being a safe and welcoming space for open discussions on technology, attracting both dedicated contributors and those curious about Umbraco. That's why fostering diversity, equity, and inclusion remained a top priority throughout 2024, ensuring that everyone feels valued, heard, and empowered within our community.

Throughout the year, the Diversity, Equity, and Inclusion (DEI) Community Team supported Umbraco event organizers within the ecosystem, ensuring more equitable gender representation in speaker lineups and much more.

Umbraco MVPs: A Community of Umbraco Experts and Top Contributors

In 2024, we proudly expanded and strengthened our **Umbraco MVP (Most Valuable People**) community, recognizing those who go above and beyond in contributing to Umbraco's growth, innovation, and community engagement.

Throughout 2024, we welcomed 23 new Umbraco MVPs, and 77 existing MVPs renewed their membership, bringing us to a landmark 100 MVPs across 13 countries and four continents.

The beautiful number of 100 has since been reduced by two, thanks to two fantastic MVPs joining Umbraco HQ. We are excited to have welcomed Corné Hoskam, following our acquisition of uMarketing Suite - now king on Engage with Corné being a star contributor to this, and Laura Neto, joining our CMS team. Our MVP community remains as strong and engaged as ever.

We're incredibly proud of this passionate, knowledgeable, and generous group of individuals who help make Umbraco a better platform and community. And we're not stopping here - 2025 kicks off with our first-ever Umbraco MVP Summit ahead of Codegarden 25, bringing together these thought leaders to shape the future of Umbraco.

Spreading the Love Through Events - Umbraco Festivals and Meetups

Beyond their technical contributions, MVPs drive the Umbraco spirit forward by speaking at major industry events and organizing flagship Umbraco gatherings such as UK Festival, Umbraco Spark (UK), and DUUG (Netherlands).

2024 became the resurrection year of three(!) community-organized Umbraco Festivals: US Fest, Swedish Umbraco Kalaset, and DK Fest. In 2024, community groups in India set up in-person and hybrid events that will continue into 2025. We're excited to see the resurrection of the Umbraco Down Under Festival organized by the community in Australia.

Codegarden 2024: Bigger, Better, and More Inclusive than ever!

Just when we thought Codegarden couldn't get any better - it did.

Codegarden 2024 was our biggest in-person event yet, bringing together an impressive 832 attendees in Odense and 844 online participants from around the world. With people from 60 countries joining the celebration, it was a true testament to the global reach and passion of the Umbraco community.

A Tech Conference Like No Other

If you've been to Codegarden, you know - it's not just a conference. It's an experience.

For three incredible days, developers, editors, tech enthusiasts, and business leaders came together to learn, share best practices, and get inspired - all in a quirky, friendly, and inclusive atmosphere that makes Codegarden unique.

71 phenomenal speakers took the stage, delivering advanced tech insights, best practices, and future-focused discussions. And in an industry that has historically lacked diversity, we're especially proud that 41% of our speakers were women - an important step toward a more inclusive tech space.

A Tech Conference Like No Other

Are we doing it again?

Big fat OF COURSE!

And 2025 isn't just any year - it's our **20th anniversary!** Join us for a special celebration of two decades of Umbraco at Codegarden 2025, happening June 18th-20th in Odense, Denmark.

It will be UMBAZING!

TH
ANNIVERSARY

20

umbraco
codegarden

The Planet

By Martin Wülser Larsen, Business Excellence Manager, Umbraco

*UN SDG
9.4*

*UN SDG
12.2*

*UN SDG
13.2*

In 2024, we continued our efforts to reduce CO_2e emissions across three key areas:

- **Operational Footprint** – Reducing emissions from our offices, suppliers, and business travel.

- **Digital Efficiency** – Optimizing our products to lower energy consumption and improve hosting sustainability.

- **Knowledge Impact** – Sharing our insights to help our community and clients reduce their own carbon footprint.

These areas reinforce each other - our learnings in one field benefit partners, customers, and the Umbraco community, driving further improvements.

Operational Footprint

Digital Efficiency

Knowledge Impact
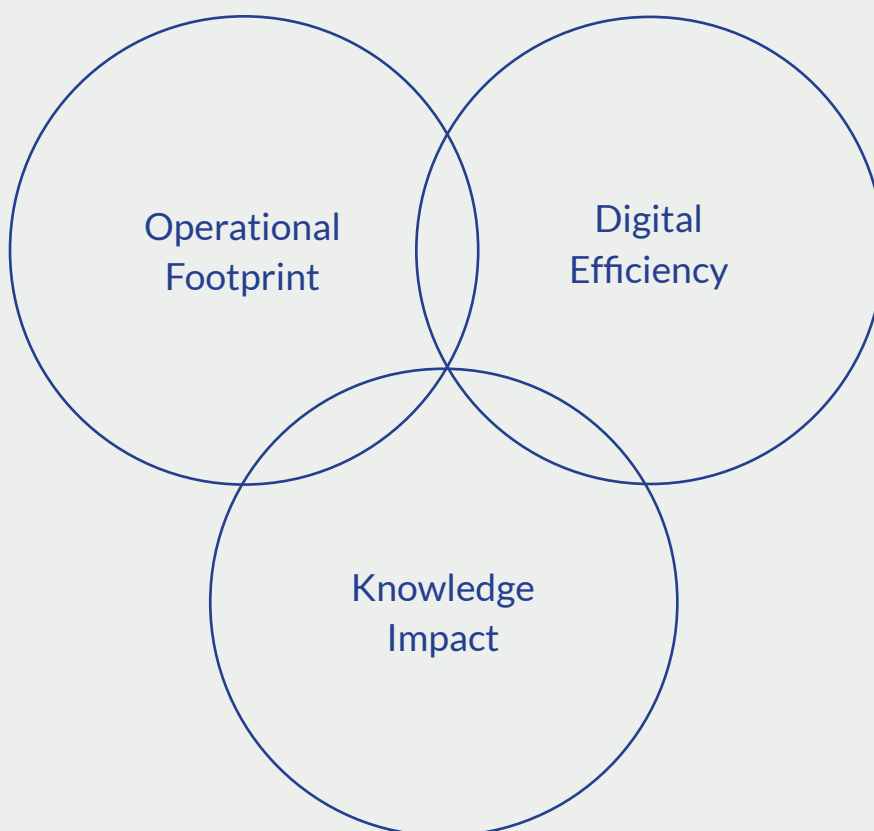
Our Three Main Action Areas

Business travel, particularly flights, remains the largest contributor to our operational emissions. With a global network of clients, partners, and community members, some travel is necessary. In 2024, we aimed to reduce CO_2e emissions from business flights by 10% per employee, but we did not meet this target.

As we have been growing the company travel needs have increased and changing behavior proved more challenging than anticipated. In response, we developed a more accurate tracking model based on our 2024 travel trends. This includes month-by-month forecasting and emissions tracking, and clear targets that are reviewed regularly by top-level management. With these tools in place, we have better visibility and control over our flight-related emissions.

In 2025, we're renewing our commitment to reduce business flight emissions by 10% per employee compared to 2024. This is one of our most significant operational levers for emissions reduction.

Our work on improving our Knowledge Impact continued in 2024 most notably by the work done by the Community Sustainability Team, including their participation in numerous events and podcasts covering sustainability in tech, the release of a Sustainability package for Umbraco and the Sustainability Best Practices for web development with Umbraco.

Regarding our Digital Efficiency we have continued our efforts on making our products more efficient. We released Umbraco 15, built on .NET 9, which means that it benefits from HybridCache technology. This will help large sites, in particular more complex load-balanced sites with high traffic and dynamic content reduce their CO_2e by caching content more efficiently, thus reducing power consumption significantly.

Just as importantly we have moved closer to being able to report our actual emissions related to the hosting of our products by advancing our methodology. This will allow us to better track improvements in digital efficiency in the future.

Advancing Our Methodology

We've improved our emissions tracking by switching from financial estimates to supplier-specific data for one of our biggest emission sources, Umbraco Cloud hosting. This provides precise insights into hosting-related emissions, allowing us to measure the impact of product optimizations and empower our clients to do the same.

YEAR	CONSUMPTION DATA BASED ON FINANCIAL NUMBERS	SUPPLIER-SPECIFIC DATA
2023	278.9 tonnes of CO_2e	N/A
2024	304.16 tonnes of CO_2e	36.45 tonnes of CO_2e

Switching to supplier specific data provided by Azure

This shift revealed two key insights:

- Our hosting emissions are significantly lower than previously estimated.

- Our hosting provider's sustainability efforts are actively reducing emissions.

While these findings are encouraging, we remain committed to pushing further - continuing to enhance our sustainability practices and setting higher expectations for ourselves and our partners. This change in methodology will be reducing our overall emissions significantly, but this is an artificial reduction that does not relate to anything other than the change to the new, more correct methodology.
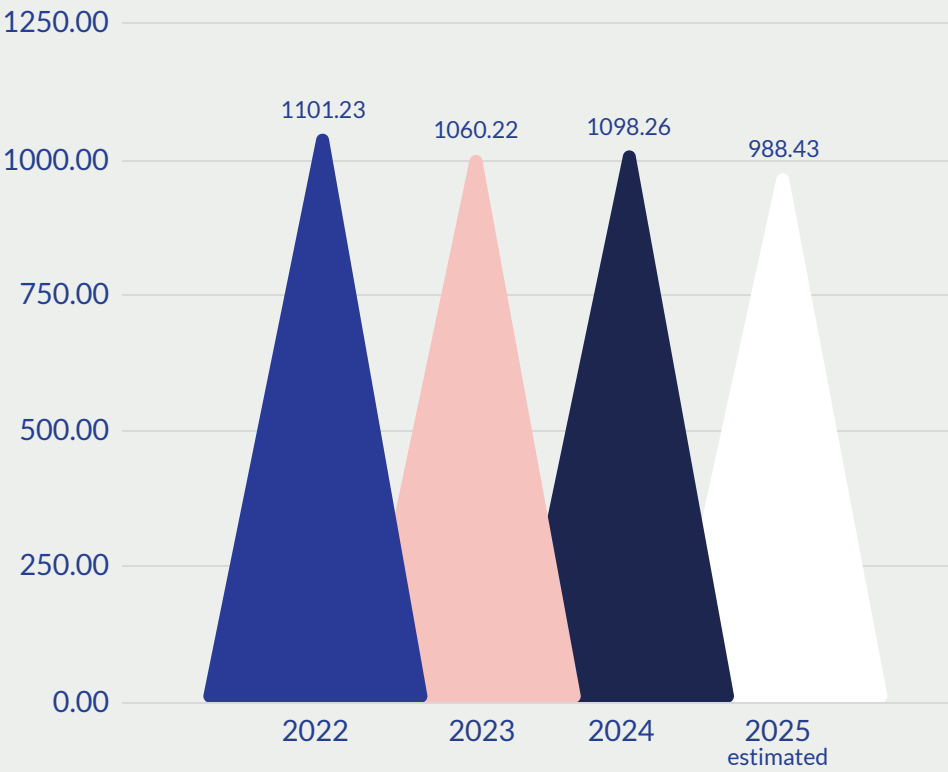
Our goal is to actively minimize emissions, creating a more sustainable digital future.
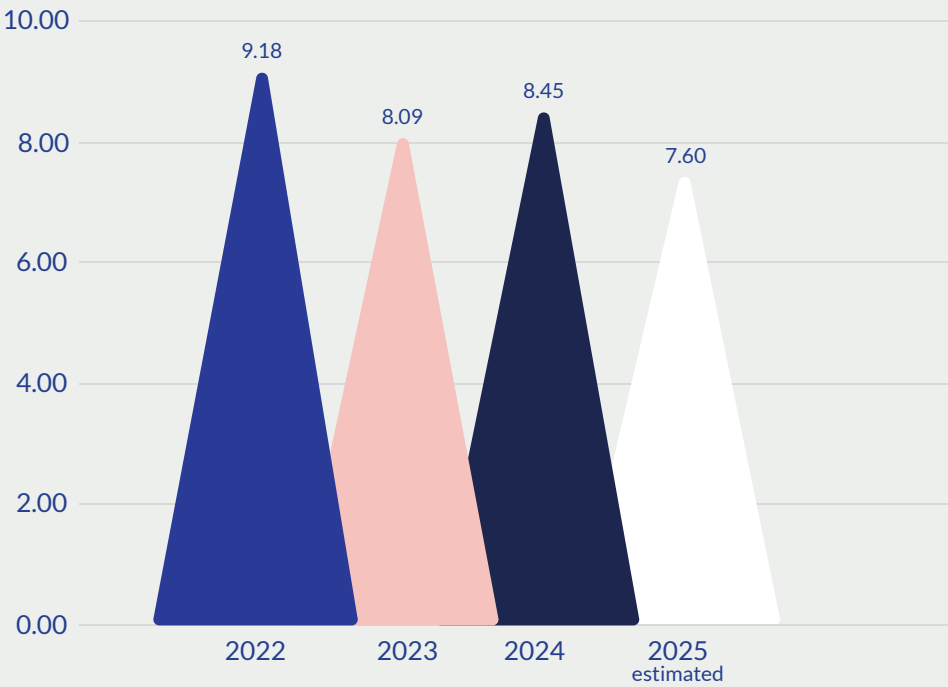
Even with the new methodology in place, our total emissions increased in 2024 compared to 2023. Looking back over the past three years, it's clear that many of the initiatives we introduced in 2022 and 2023 had an immediate effect, contributing to a noticeable drop in emissions. Now that many of the most accessible improvements have been made, further reductions will require a more sustained effort.

As our business continues to grow, so will our baseline emissions. Reducing our footprint from here on will demand deeper changes and longer-term planning. We remain committed to cutting emissions across our three key action areas and will continue to pursue our goal of reducing emissions per employee by 10% year over year.

Company CO$_2$e Emissions in Total

	2022	2023	2024	2025 estimated
CO$_2$e	1101.23	1060.22	1098.26	988.43

CO$_2$e Emissions per Employee

	2022	2023	2024	2025 estimated
CO$_2$e	9.18	8.09	8.45	7.60

A Carbon Neutral Workforce

In 2023, we introduced the initiative: Carbon Neutral Workforce, which means that we offset all employees' individual carbon footprint, based on the national per capita average in our main markets. This initiative continued in 2024.

We Planted More than 10.000 Trees Together With Our Community

Thanks to community contributions through pull requests, Hacktoberfest participation, and individual donations as well as our contributions we planted 10834 trees in 2024.

Planting trees is not a way to offset emissions, it is a way to recognize people for their contributions and noteworthy events in a way that has a positive impact. Whereas we previously would send Umbraco Swag to people, we introduced this option as a sustainable alternative to shipping swag all over the world.

Offsetting Flights of Codegarden Participants

We love welcoming community members from around the world to Codegarden. However, we've become increasingly aware of the environmental impact of air travel. That's why, for Codegarden 2024, we've decided to offset the emissions from flights taken by participants.

While we want to engage with as many people as possible, we've also been working on remote and hybrid participation options in recent years. This provides an environmentally friendly alternative for those who prefer not to fly but still want to join us.

If you have any questions or suggestions about our sustainability efforts, feel free to reach out at mwl@umbraco.com.

Our Impact

The People

*UN SDG
5.5*

Umbraco is a truly international company, with roots in an open-source community that has grown from all regions of the world. Over time, community members have become partners, clients, and employees.

This diversity is something we deeply value, and it forms the foundation for our ongoing efforts to build a more inclusive workplace. We believe that a diverse team gives us a significant advantage in creating, selling, and supporting products across our varied markets.
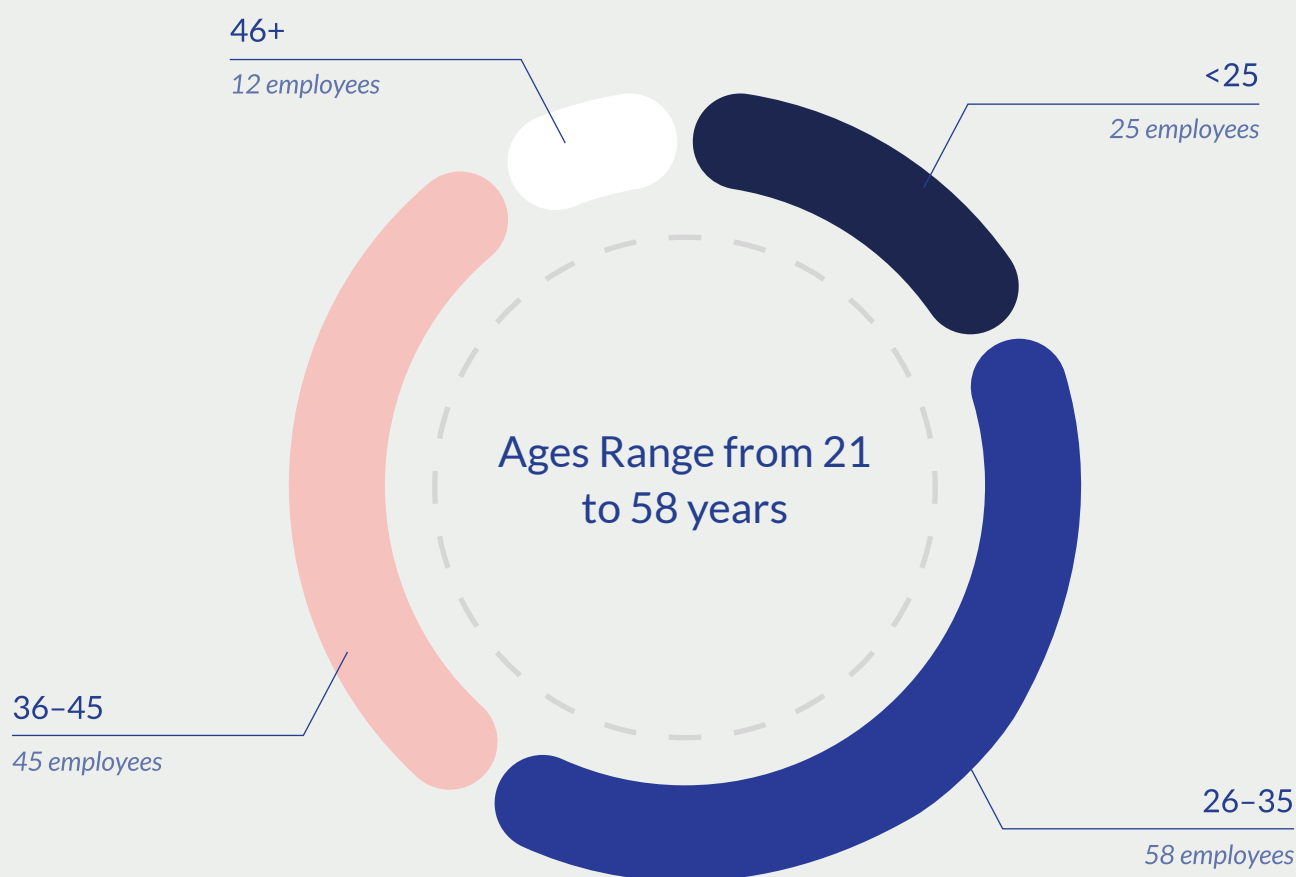
We recognize that the tech industry faces challenges around representation and equity. While increasing gender diversity is one of our focus areas, we are also committed to ensuring that all individuals—regardless of background—feel supported and empowered to thrive. This is an area where we believe we can make a substantial impact, though it's just one focus among many that we are addressing.

Below is an overview of what we've done to make Umbraco and the surrounding communities better for the people in them, using the knowledge and capabilities we have.
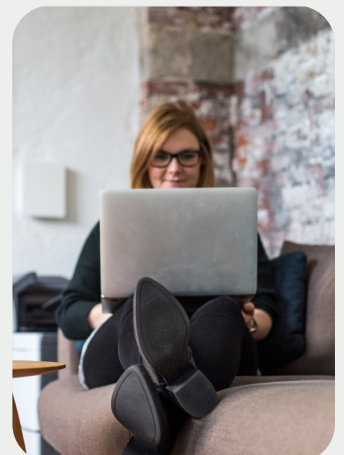
Fostering a Diverse and Inclusive Workplace

Our workforce consists of 140 employees, with 20 part-time-employees, representing 26 nationalities. The age distribution is as follows:

46+
12 employees

<25
25 employees

Ages Range from 21 to 58 years

36–45
45 employees

26–35
58 employees

Gender Distribution

20% female board members

22% female managers

20% female in the C-suite

33% female employees
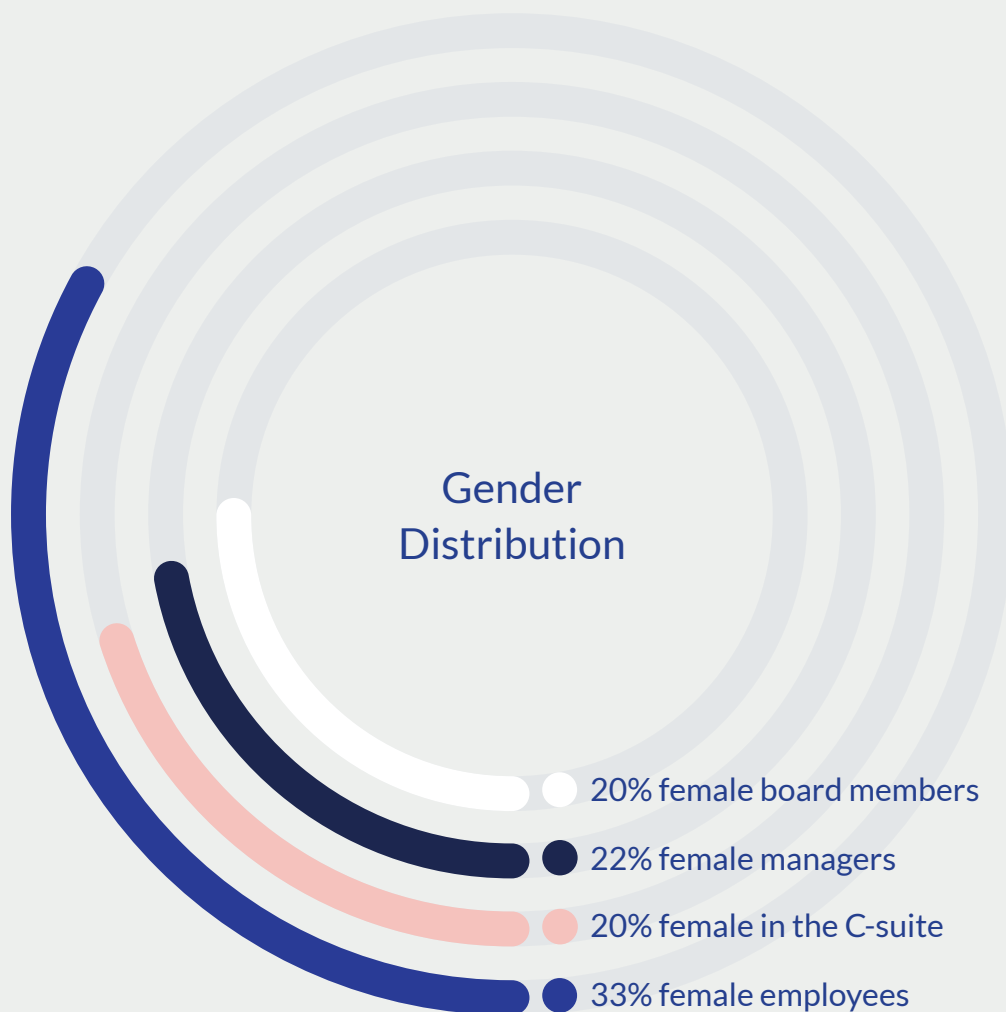
54%
of our new hires in 2024 were female.

To support the advancement of women in tech, we facilitate mentorship opportunities, professional development networks, and forums that address the unique experiences of women in the Danish IT industry.

We have also conducted cultural workshops, focused on psychological safety training for leaders, and held inclusivity workshops. Diversity and inclusion are key elements of our recruitment processes.

Healthy Habits at Work

To promote a healthy lifestyle among our employees, we've engaged an ergonomics consultant to teach proper sitting and standing techniques at our desks. We've also installed exercise equipment to encourage active breaks from sedentary work habits. Mini workouts and stretching sessions are available for those interested.

We've dedicated space for both workouts and meditation, ensuring our employees have the resources to stay active and unwind.

To support sustainable commuting, we encourage employees to bike to work. Twice a year, we provide bike maintenance services to ensure their bikes are ready.

We also promote healthy breaks by encouraging walking meetings and breaks to get outside and stretch.

Our workplace supports several wellness activities, including padel, bouldering, and indoor football.

Additionally, our recent campaign to promote vegetarian eating has succeeded - currently, 40% of the meals eaten are vegetarian.

Empowering Leaders

We continue to invest in our leaders. Four annual workshops with external consultants training in various leadership topics, resulting in a company-wide average leadership satisfaction rating of 4.52 out of 5.

Support Beyond Our Office Walls

Being an open-source company, openness is in our DNA. We want to make a positive impact on people outside our office walls.

In 2024 we introduced our U_Give programme. Our employees can have 2 paid days off per year to do volunteer work.

We've partnered with local universities and colleges to introduce students to IT, Umbraco products, and what it is like to work in a company while creating opportunities for internships and future employment. This ensures a smooth transition from student to professional life, benefiting students, schools, and Umbraco alike. We hosted nine interns in 2024 to fulfill their academic requirements.

Furthermore, Umbraco is participating in educational programs by offering lectures and certifications to students at the schools we have partnered with.

The Coding Class initiative for 6th grade (12–13 years old) pupils to explore the IT world firsthand, by coming to our offices and learning how to create computer games, presenting their projects, and receiving feedback from "real developers" at Umbraco.

We offer a mentorship program for female students to address the gender gap in the IT industry. We invite female students from the local universities and colleges and pair them up with a female employee from Umbraco. During the mentorship the students get an introduction to how it is to work in an IT company, getting to know the Umbraco products, ways of working and engaging with Umbraco employees. The female students find this mentorship inspiring and motivates them to pursue their careers within IT.

Further initiatives to support future IT professionals include our continued collaboration with Hack Your Future, a non-profit coding school, and sponsoring the Kickstart your Future camp, providing financial support and tickets to our Codegarden conference. Additionally, our Cloud Club meetups serve as a platform for students and IT professionals to deepen their understanding of IT technologies, fostering learning, and innovation.

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