Environmental management

Policy, environmental aspects, objectives and procedures

English translation. The Swedish original is the governing text.

Document control	
Company	Upstrat Lab AB (Up Strategy Lab), reg. no. 559172-7218
Version and date	2.0, 2026-11-17
Owner	Noel Braganza, co-founder and head of design, Environmental Manager
Contact details	noel@upstrategylab.com, +46 707 40 36 84 (main number)
Deputy	Daniel Nilsson, CEO
Approved by	Daniel Nilsson, CEO, 2026-11-17
Applies to	All employees, as well as consultants and subcontractors working on our assignments
Next review	January 2027, then every January and whenever there are significant changes

1. Scope

Our environmental management covers everything Up Strategy Lab does: our Gothenburg office, remote work, travel, the equipment and digital services we use, and the work we produce and commission for clients, such as websites, digital content, print and photography.

2. Environmental policy

Up Strategy Lab is a knowledge business that works mainly digitally. Our largest environmental impact lies in travel, in the electronics we use and in what we create and commission for clients. This policy is proportionate to our size and the impact we have. We commit to:

- protecting the environment by reducing the impact of travel, electronics, digital deliverables and production,
- complying with environmental law and the environmental requirements set by clients,
- helping our clients choose solutions with a lower environmental impact,
- setting measurable targets, following them up and continually improving environmental work.

3. Roles and responsibilities

Role	**Who**	**Responsibility**
Environmental Manager	Noel Braganza, co-founder and head of design	Owns our environmental management, keeps the registers up to date, tracks progress against the targets and leads the annual review.
Deputy	Daniel Nilsson, CEO	Steps in when the Environmental Manager is absent. Responsible for making sure environmental requirements are included in contracts and purchasing.
Assignment Lead	Appointed for each assignment	Adds the client's environmental requirements to the assignment plan and checks them before delivery.

Role	Who	Responsibility
All staff	Employees and consultants	Follow the procedure and flag any deviations.

4. Significant environmental aspects

We have mapped how our operations affect the environment. An aspect is significant if the impact is large, if we can influence it and if it is subject to legal or client requirements. The register is reviewed every year.

Activity	Environmental impact	Significant	How we manage it
Business travel	Greenhouse gas emissions	Yes	Digital meetings first. Train within Sweden when the journey takes under five hours. Flights only when there is no reasonable alternative.
Computers, phones, screens	Resources and emissions in manufacture, e-waste	Yes	Keep devices in use for longer, repair, reuse, approved recycling (section 5).
Websites and digital content we build	Energy for storage, transfer and display	Yes	Low data volumes and efficient code (section 5).
Print and production we commission for clients	Paper, chemicals, transport, waste	Yes	Ecolabelled options and requirements on suppliers.
Cloud services and AI tools	Energy in data centres	Yes, to a lesser extent	We clear out old files and use AI where it adds value.
The office	Electricity, heating, waste	No, minor impact	Waste sorting, equipment switched off at the end of the working day.

5. Environmental objectives

The objectives are based on the significant aspects. Measurement starts on 1 January 2027; the 2027 results will form the baseline for future objectives.

Objective	Indicator and measurement method	2027 target	Owner
Lower-emission travel	Share of business trips within Sweden taken by train, based on travel bookings	At least 90%	Environmental Manager
Digital meetings first	Share of client meetings held digitally when an in-person meeting is not needed, from the calendar	At least 75%	Everyone
Lightweight websites	Home page weight of websites we launch, measured with the browser's developer tools	Under 2 MB	Assignment Lead
Electronics passed on	Share of replaced electronics that goes to reuse or approved recycling	100%	Environmental Manager
Eco-friendly print	Share of print jobs where we have suggested a Nordic Swan or FSC-labelled option	100%	Assignment Lead

We use computers and phones for as long as they work well for the job, normally around four years. In design, development and engineering we sometimes replace them sooner, when newer equipment makes us noticeably more efficient. Replaced equipment then goes to reuse as the first option.

6. Sustainable digital deliverables

Most of what we deliver is digital, and that is where we can make the biggest difference for clients. We follow the principles of the W3C Web Sustainability Guidelines:

- images are compressed and served in modern formats at the right size, and video plays only when the user chooses,
- we cut unnecessary scripts, tracking and third-party services, which also makes for faster pages and better privacy,
- content and structure help users find what they need quickly, so fewer pages have to load,
- when the client chooses hosting, we recommend a hosting provider that reports its use of renewable electricity.

7. Legal and other requirements

The Environmental Manager keeps a register of the laws and requirements that apply to us and checks every year that we comply with them. The most important are:

Requirement	How it affects us
Environmental Code (1998:808), chiefly the general rules of consideration in Chapter 2	Knowledge, precaution and opting for less harmful alternatives in what we do
Waste Ordinance (2020:614)	Sorting waste at source and handling general waste and e-waste properly
Client environmental requirements in contracts and call-off orders	Added to the assignment plan and checked before delivery

8. How we organise environmental work on each assignment

Client environmental requirements go into the assignment plan at kick-off, and the Assignment Lead checks them before every delivery. Subcontractors such as printers and photographers are told which requirements apply to their part and must follow them; for print, we suggest ecolabelled options and combined deliveries. That is how we meet the environmental requirements for the whole contract period and deliver what the contract says.

New staff go through the environmental policy and this procedure in their first week, and environmental work is an item on the team's quarterly review of the objectives.

9. Nonconformities

When an environmental requirement, objective or procedure is not followed, it is recorded in the same nonconformity log used for quality, with a description, root cause, corrective action, owner and date. The client is informed when the nonconformity concerns their assignment. The corrective action must be completed within 10 working days and is followed up before the nonconformity is closed.

10. Monitoring, audit and management review

The objectives are monitored every quarter. Each November we audit our environmental work alongside the quality audit, and in January management reviews performance against the objectives, the aspects, the legal register, nonconformities and audit findings, and decides on new objectives and actions. Everything is recorded in minutes.

11. Access for the client

The policy, registers, nonconformity log and minutes are open to inspection by the client throughout the contract period and are provided within five working days of a request.