

Impact & responsibility Report 2025



GREEN
FURNITURE
CONCEPT

Foreword

Sustainability has never been a static goal for us; it's a journey of continuous learning and conscious improvement. This report is part of that journey. It reflects our progress and points us toward our purpose.

At Green Furniture Concept, we believe transparency builds trust, both within our team and with the world around us. Reporting allows us to be accountable for the promises we make and the actions we take. It's about creating clarity: for ourselves, for our partners, and for anyone who wants to understand how design and sustainability coexist at the heart of what we do.

This report is not a finished product; it's a living tool. Each edition will grow in depth, data, and dialogue. Our ambition is to move from storytelling to measurable performance; from snapshots to progress tracking. We aim for it to reflect both our results and the thinking that drives them.

For our customers, partners, and community, we want this report to be an open window. A place where you can see not only our numbers and goals, but our mindset, how we think about design as a force for good. We want to be transparent about both our progress and our challenges.

Sustainability is not a destination we arrive at, but a responsibility we carry forward together. As we continue to evolve, our ambition is clear: sustainability is a defining aspect of our business model, not just something we report on. Thank you for following our journey, challenging us, and joining us in creating change that lasts.

Warm regards,



Joakim Lundgren
Head of Design & Sustainability
Green Furniture Concept



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About this report

REPORTING BOUNDARIES AND LIMITATIONS

This report is based on the EU Voluntary Sustainability Reporting Standard for non-listed SMEs (VSME). The VSME is the EU’s voluntary sustainability reporting standard designed specifically for unlisted micro, small and medium-sized companies. Developed by EFRAG, it provides a framework so SMEs can disclose key ESG information in a simple, comparable way that meets the needs of customers, banks, and investors without adopting the full ESRS set. The standard offers modular requirements: a Basic set of core metrics (A) and a more Comprehensive module, containing more metrics and details (B). This year, we have based our report on the Basic Module (A), and next year we plan to apply option B by adding the Comprehensive Module in addition to the Basic Module. The report is prepared on an individual basis for the Swedish limited company. The U.S.-based subsidiary is excluded this year.

TOOLS USED TO PREPARE THIS REPORT

This report has been prepared with the help of Pure Act, a sustainability reporting and climate emission calculation tool designed for small and medium sized enterprises. Additionally, we have used AI as a tool to compile the report, mainly to structure and write texts. All content generated with the help of AI has been reviewed and approved by Green Furniture Concept employees to ensure accuracy and validity.

VSME INDEX

This report does not follow the VSME’s prescribed order. To support traceability, the table below shows where each VSME disclosure is addressed in the report.

Some topics are considered material in a broader sense, but the specific focus and metrics defined by the VSME disclosure are not considered material. These items are marked as ‘Not material under the VSME disclosure scope’ and may be addressed elsewhere in the narrative or strategy sections.

No disclosures have been omitted due to classification or sensitivity.

ENTITY INFORMATION

- Legal form: Limited Company (Aktiebolag)
- NACE code(s): 74.1
- Balance sheet total: 37 882 TSEK
- Turnover: 95 870 TSEK
- Employees: 19
- Country of primary operations and location of significant assets: Sweden
- Geolocation of sites owned, leased or managed: Head office, Carlsgatan 3, 211 20 Malmö, Sweden. Coordinates: 55.610397, 13.000206

TOPICS AND LOCATION IN THIS REPORT

DISCLOSURE	LOCATION	COMMENT
B1 – Basis for preparation	p5	
B2 – Practices, policies, and future initiatives for transitioning towards a more sustainable economy	p8	Future initiatives is mentioned in every chapter
B3 – Energy and greenhouse gas emissions	p18	
B4 – Pollution of air, water, and soil	N/A	Not material under the VSME disclosure scope
B5 – Biodiversity	N/A	Not material under the VSME disclosure scope
B6 – Water	N/A	Not material
B7 – Resource use, circular economy, and waste management	p27	
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Business model & sustainability strategy

At Green Furniture Concept, we redefine high-traffic public spaces into meaningful places with biophilic, modular, and long-lasting seating and interior solutions. Our approach combines durability, design quality, and a human-centred experience, shaping public spaces that are designed to last and be used every day.

We primarily work with airports, railway and bus stations, healthcare and education environments, and retail destinations, such as shopping centres and flagship stores. Our customers include architects, interior designers, developers, and operators who seek to invite nature into their spaces and connect aesthetics with measurable sustainability outcomes.

Today, our strongest markets are in Europe and North America, and we are growing in Asia, with a particular focus on airport, transport hubs, and retail-driven public spaces. From our base in Sweden, we support projects globally together with a network of local partners and resellers. Additionally, we have a U.S. subsidiary; however, the U.S. business is not included in this year’s report except where explicitly stated.

Our sustainability strategy is rooted in circular thinking, while acknowledging a basic reality: we design, manufacture, and ship physical products, and this inevitably creates environmental impact. We do not claim to be perfect. Instead, our focus is to understand our footprint better each year and use that insight to continuously improve.

Circularity principles guide decisions across design, sourcing, operations, use, and end of life, and our Circular Design Checklist turns those principles into practical criteria in every R&D project. It helps us make better choices on materials, construction, manufacturing processes, transport efficiency, maintenance, repairability, and disassembly. With the manufacturing of our products outsourced, choosing suppliers who align well with our strategy is a key factor to success. In parallel, we work to reduce climate emissions, support climate projects, substitute hazardous substances, foster a healthy and high-performing team, and remain actively engaged in our local communities.

CERTIFICATIONS

The majority of our product portfolio is certified by Möbelfakta, a Swedish certification system that verifies quality, environmental responsibility, and social accountability in furniture production. At Green Furniture Concept, we use Möbelfakta, alongside other frameworks, as a reference point for our sustainability and product development work.



Read more about Möbelfakta here:
<https://mobelfakta.se/en/>



TOP TIER SUPPLIER LOCATIONS

- Nybro, Sweden
- Anderstorp, Sweden
- Mariestad, Sweden

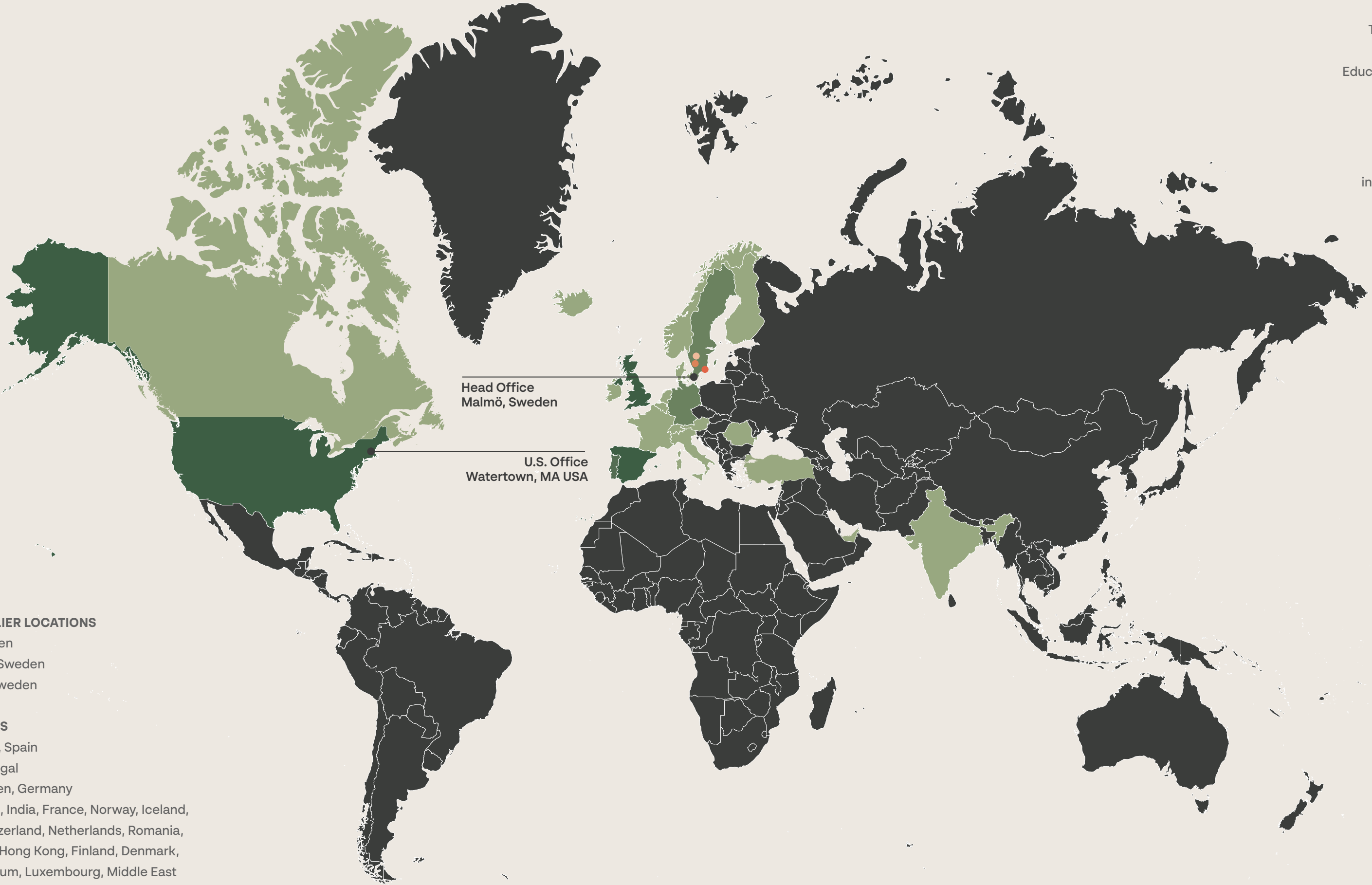
SHARE OF SALES

- >15%: US, UK, Spain
- 10-15%: Portugal
- 5-10%: Sweden, Germany
- <5%: Canada, India, France, Norway, Iceland, Austria, Switzerland, Netherlands, Romania, Turkey, Italy, Hong Kong, Finland, Denmark, Ireland, Belgium, Luxembourg, Middle East

SECTORS

Airports	57%	
Transport hubs	10%	
Retail spaces	20%	
Educational spaces	4%	
Workplaces	6%	
Healthcare	0%	
Public spaces	3%	

The data presented here includes the U.S. subsidiary



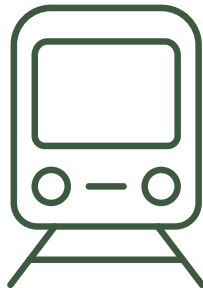
Company policies

Our policy framework sets out standards and minimum requirements for responsible conduct. It guides employees and partners, ensures legal compliance, and embeds ethical and responsible practices throughout the company.



DIVERSITY & INCLUSION POLICY

At Green Furniture Concept, diversity and inclusion are fundamental to how we work and grow. We believe that a diverse team drives innovation and a dynamic workplace culture. This policy guides our commitment to equal opportunity, respect, fair treatment, accessibility, and an inclusive workplace.



TRAVEL POLICY

We prioritise travel choices with lower climate impact. The Travel Policy supports employees in making conscious business travel decisions, balancing environmental responsibility with efficiency and practicality.



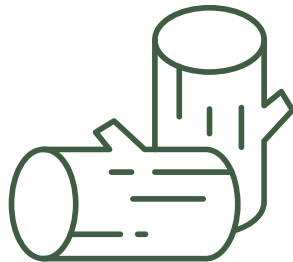
ENVIRONMENTAL POLICY

The Environmental Policy outlines our core commitments connected to minimising our negative environmental impact across our operations and the full product life cycle. With the precautionary principle and legal compliance as a baseline, we apply circular economy principles, innovation, collaboration, and continuous improvement.



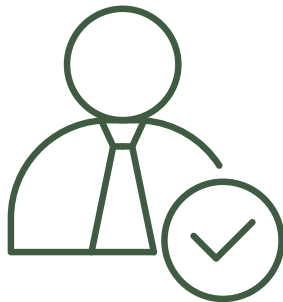
CODE OF CONDUCT

Our Code of Conduct defines our values, sustainability commitments, and standards of professional ethics for employees, agents, and non-supplier partners. It sets clear expectations for responsible behaviour in all professional activities.



SUPPLIER CODE OF CONDUCT

Our Supplier Code sets expectations for supplier conduct, based on Möbelfakta criteria and aligned with UNGC, ILO, and UN frameworks. To ensure compliance beyond direct suppliers, we require suppliers to cascade the Code upstream within their own supply chains.



ANTI-CORRUPTION POLICY & GUIDELINE

Our Anti-Corruption Policy and Guideline sets a zero-tolerance stance toward all forms of corruption. It defines what constitutes corruption and provides practical guidance to help employees prevent, identify, and avoid corrupt practices.

Highlights of 2025



PRODUCTS

We launched our newest product series, Pelago, inspired by the Nordic archipelago. This product reflects core design principles: biophilia, modularity, repairability, and maintainability. Materials have been carefully selected to minimise environmental impact while supporting timeless design and long-term durability.



PRODUCTION

We began production with our new partner, Qtech. This partnership is rooted in an enhanced focus on quality control and a shared commitment to sustainable practices. We also started implementing SSAB Zero™ in steel parts of our product range. As steel is our most widely used material and a key contributor to our climate footprint, this transition represents an important step toward reducing the overall impact of our products.



REFORESTATION

Since 2018, we have partnered with PlanT to plant almost 55 000 trees in Colombia. Beyond carbon sequestration, the project supports biodiversity, strengthens water systems and soil stability, and creates jobs that benefit rural communities where income opportunities often are scarce.



SOCIAL COLLABORATIONS

During the year, we also began our collaboration with Botildenborg to support local communities. As a Malmö-based company, we are proud to support an organisation that brings people, food, and nature together through urban farming and agroforestry, helping to build more inclusive communities across the city.

Past initiatives and future goals



MATERIAL TOPICS

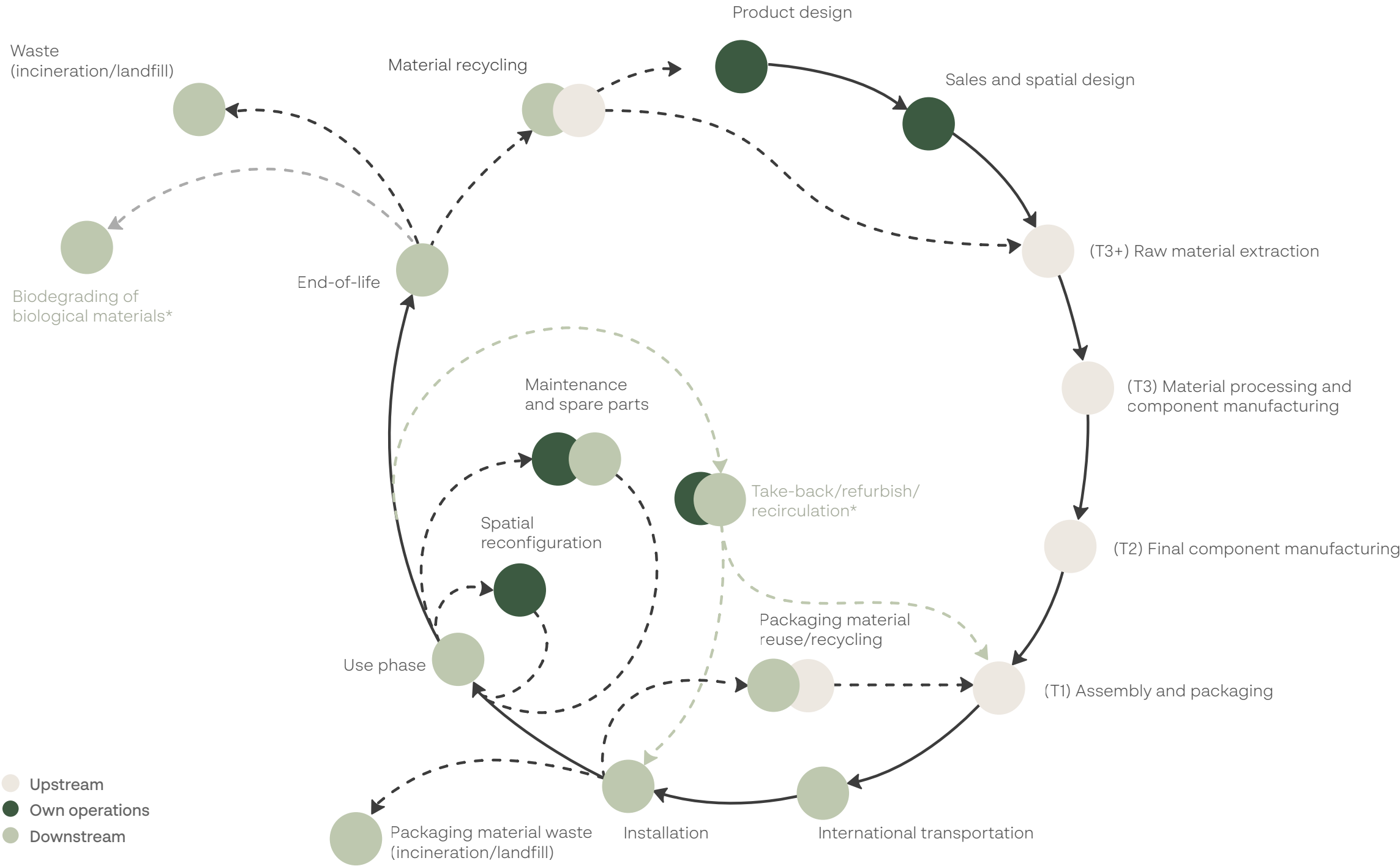
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Our value chain

The purpose of mapping our value chain is to provide an overview of the key activities and actors involved in designing, manufacturing, distributing, and selling our products, including circular initiatives and end-of-life processes. We recognise that we have an impact on many stakeholders across our value chain, and by mapping key activities and flows, we create a foundation for evaluating and identifying impacts, risks, and opportunities to determine our material sustainability topics.

This illustration provides a simplified overview of our value chain, highlighting the main steps without detailing every activity involved. Beyond the core life-cycle activities currently in place, the value chain map also highlights circular activities that we have not yet fully operationalised or scaled. These elements are included to reflect how past and ongoing trials and research tie to our circular ambitions, and to highlight the value chain steps where further development is needed. Text and arrows in light green indicate these circular concepts we are researching and piloting, but have not yet found operational solutions to scale beyond piloting.

Transportation occurs between most stages of the value chain, but it is not shown in the map to keep it clear and easy to follow. Posts marked with an * indicate things that are a goal to be implemented going forward, but not in practice yet.



Risk assessment and material sustainability topics

To identify our material sustainability topics, we combined insights from our value chain mapping and supply chain risk assessment, conducted as part of our Möbelfakta certification, with the results of a materiality assessment carried out in collaboration with sustainability consultants from PureAct.

SUPPLY CHAIN RISK ASSESSMENT

We conduct regular risk assessments in line with international due diligence principles to proactively manage potential risks in our supply chain. This approach enables us to identify and mitigate risks related to human rights, occupational health and safety, environmental impact, and corruption. Risk identification considers each supplier's activities and location, using data from recognised sources, such as the International Labour Organization (ILO), Amnesty International, and Transparency International.

Key risk areas identified during the supply chain risk assessment are health and safety of workers throughout the supply chain; resource use; biodiversity, ecosystems and deforestation; climate change and energy use; chemicals and hazardous substances; and pollution of air, water or soil.

MATERIALITY ASSESSMENT

In a dedicated workshop with PureAct, we mapped our key impacts, risks, and opportunities based on our business model and strategic priorities. These were then linked to relevant UN Sustainable Development Goals (SDGs) to ensure alignment with the UN framework for a sustainable future.

By combining the workshop outcomes with the key risk areas identified in our supply chain risk assessment, we developed an aggregated list of material topics to guide our sustainability efforts.

In the year 2026, we plan to further develop this work by expanding our value-chain impact analysis and adopting a more systematic approach to assessing financial risks and opportunities related to sustainability.



ENVIRONMENTAL

- Circular economy, resource use, waste, and related impacts
- GHG emissions, energy, and the effects of climate change
- Biodiversity, ecosystems, and deforestation
- Chemicals and hazardous substances

SOCIAL

- Working conditions, health, and safety
- Diversity, inclusion, and gender equality
- Workers in the value chain
- Supporting local communities

GOVERNANCE

- Ethical business practices
- Corruption and bribery

UN Sustainable development goals

The Sustainable Development Goals (SDGs) are a global framework adopted by the United Nations to guide progress toward a more sustainable, equitable, and prosperous world by 2030. The SDGs provide a structured set of shared goals and targets that help translate broad sustainability ambitions into clear priority areas and measurable action.

The 17 goals are interconnected, with cross-cutting issues, synergies, and trade-offs between them. While primarily aimed at governments, the SDGs are designed to rally a wide range of organisations and shape priorities and aspirations for sustainable development efforts around a common framework.

For businesses, working with the SDGs supports a clearer connection between business activities and broader global challenges, helping to identify where meaningful contributions can be made.

8 DECENT WORK AND ECONOMIC GROWTH



- 8.4 Improve resource efficiency in consumption and production
- 8.5 Full employment and decent working conditions with equal pay for all
- 8.8 Protect workers' rights and promote a safe and secure work environment for all

By collaborating with customers, suppliers, and peers, we drive innovation, circular design, responsible sourcing, and efficient manufacturing to improve resource efficiency and reduce environmental impacts across production and use.

This goes hand in hand with our focus on decent work: ensuring fair, secure, inclusive conditions, and promoting health and well-being across our value chain.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- 12.2 Sustainable management and use of natural resources
- 12.4 Responsible management of chemicals and waste
- 12.5 Significantly reduce the amount of waste

By applying circular economy principles throughout our operations and value chain, we aim to reduce waste generation and limit resource depletion by keeping products and materials in use and circulating them at their highest value.

We also take proactive steps to avoid hazardous substances, minimising potential harm to human health and the environment while enabling safe material recirculation.

13 CLIMATE ACTION



- 13.2 Integrate climate change measures into policy and planning
- 13.3 Increase knowledge and capacity to deal with climate change

We aim to measure and understand our greenhouse gas emissions to identify key sources and reduction opportunities. This insight helps guide our climate strategy and informs decisions made early in the design process to reduce emissions across the full product lifecycle.

Recognising that our products and operations continue to generate emissions, we contribute to climate action beyond our value chain by supporting a reforestation project in Colombia.

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Strategy for climate change mitigation

Our climate change mitigation strategy combines current action and future ambition to reduce our climate footprint and strengthen our contribution to a circular and regenerative economy.

BUILDING THE FOUNDATION: UNDERSTANDING OUR EMISSIONS

In 2025, we began mapping our greenhouse gas (GHG) emissions across Scope 1–3 and will continue to refine methods and data quality over time. While emissions were not previously measured in a structured way, we have long applied practices aimed at reducing operational emissions, such as limiting air travel and purchasing refurbished electronics. However, these operational emissions are relatively small in comparison to our product-related impacts, so our primary focus is on reducing product emissions.

REDUCING EMISSIONS ACROSS THE PRODUCT LIFECYCLE

Today, our work is driven by a proactive approach based on circular principles that spans the full product lifecycle (read more on p23-34). We apply Life Cycle Assessments (LCAs) to measure and verify the environmental performance of our products and to identify emission hotspots and reduction opportunities. Together, these tools enable us to create durable, responsible designs that minimise waste and contribute directly to emission reductions through smarter use of resources.

CURRENT INITIATIVES AND BEYOND-VALUE-CHAIN ACTION

Current initiatives include implementing more sustainable shipping solutions, optimising product design to reduce shipping volume, and increasing the use of materials with low embodied carbon. In parallel, we take tangible action through reforestation efforts in Colombia via the PlanT initiative, restoring ecosystems and sequestering carbon through responsible tree planting. This project forms the foundation of our current beyond-value-chain mitigation.

LOOKING AHEAD: PRIORITIES FOR CONTINUED PROGRESS

First, based on emissions data collected in 2025, we will set targets and develop action plans aligned with the Paris Agreement. Priorities include further reductions from manufacturing and shipping, and expanding our circular offering, such as a maintenance concept and a take-back model. Second, we will strengthen our sourcing of wood-based materials by going beyond conventional forest certifications, ensuring forests are managed with consideration for carbon storage, biodiversity, ecosystem integrity, and social responsibility. Third, we will expand beyond-value-chain mitigation by supporting technological advancements that help address climate change. By combining circular design, regenerative action, and technological innovation, we aim to build resilient, future-proof systems that support long-term positive change.



Scope 1-3

WHAT ARE GREENHOUSE GASES?

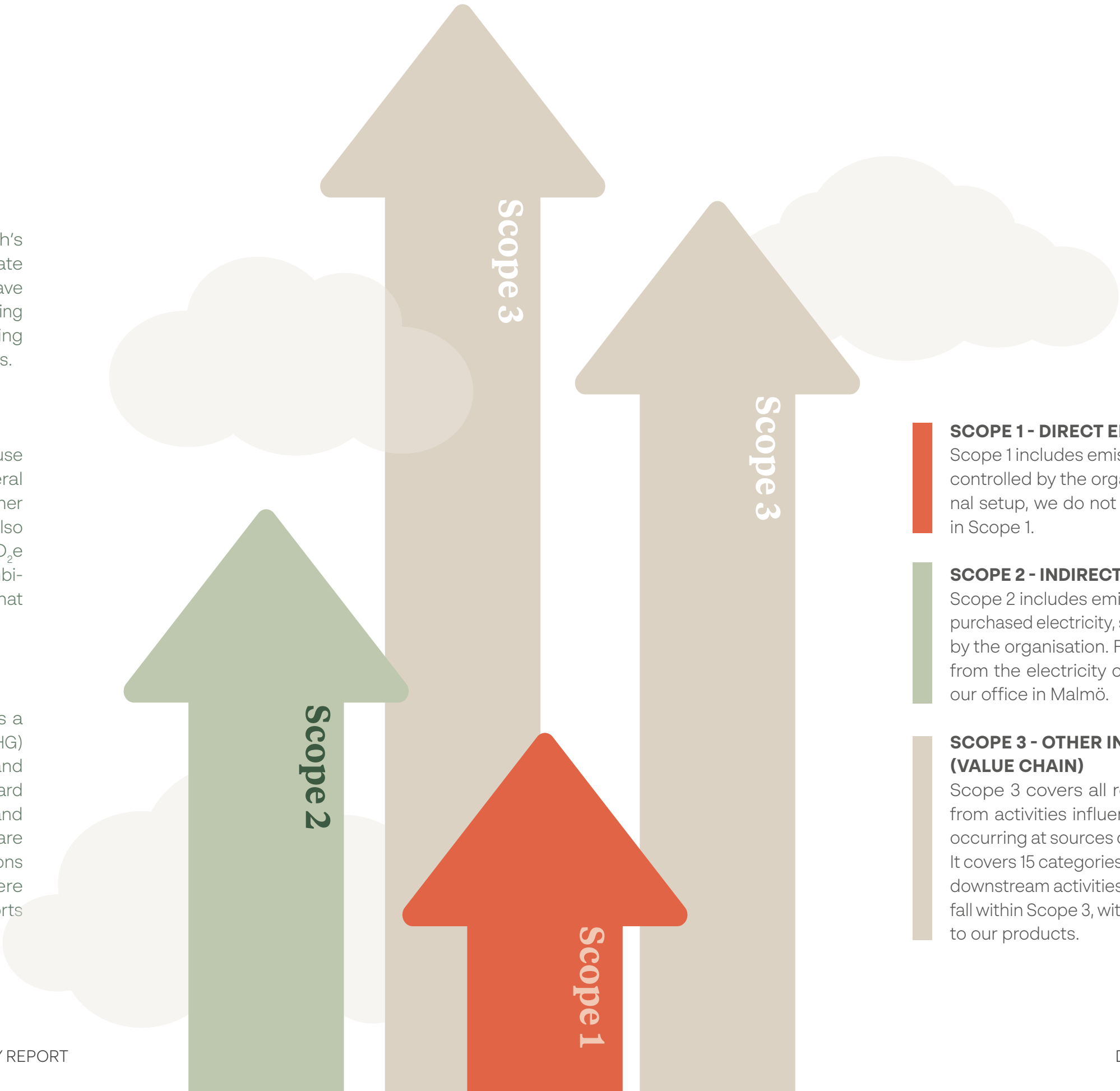
Greenhouse gases are gases in the Earth’s atmosphere that trap heat and help regulate the planet’s temperature. Human activities have increased the amount of these gases, intensifying the natural greenhouse effect and contributing to global warming and its associated impacts.

WHAT DOES CO₂e MEAN?

We use the term CO₂e to describe greenhouse gases. Carbon dioxide is only one of several greenhouse gases that affect the climate. Other gases, such as methane and nitrous oxide, also contribute to global warming. The “e” in CO₂e stands for equivalent and represents the combined impact of different greenhouse gases that would cause the same effect.

WHAT IS SCOPE 1, 2 AND 3?

Categorising emissions in three scopes is a concept introduced by the Greenhouse Gas (GHG) Protocol, the global standard for measuring and reporting organisational emissions. The standard sets accounting rules on how to calculate and disclose emissions, to ensure that results are consistent and comparable. Grouping emissions into three categories helps to identify where emissions originate and where reduction efforts can be most effective.



SCOPE 1 - DIRECT EMISSIONS

Scope 1 includes emissions from sources owned or controlled by the organisation. Given our operational setup, we do not currently have any emissions in Scope 1.

SCOPE 2 - INDIRECT ENERGY EMISSIONS

Scope 2 includes emissions from the generation of purchased electricity, steam, heating, or cooling used by the organisation. For us, this includes emissions from the electricity consumed to heat and power our office in Malmö.

SCOPE 3 - OTHER INDIRECT EMISSIONS (VALUE CHAIN)

Scope 3 covers all remaining indirect emissions from activities influenced by the organisation but occurring at sources owned or controlled by others. It covers 15 categories, including both upstream and downstream activities. The majority of our emissions fall within Scope 3, with the largest categories linked to our products.

Our climate footprint

We calculated our Scope 1-3 emissions for the first time in 2025, following GHG Protocol guidance. Scope 3 data and calculations will be refined over time as our methods continue to improve.

Our calculations are based on the Pure Act climate calculator, product footprint data from our portfolio and manual calculations based on energy bills, business travel records and other sources. Data on emissions associated with our products is derived from an LCA screening of Nova C by Above Agency (see more on p19), with insights applied across the remaining portfolio. Given current data limitations, the results should be viewed as indicative rather than definitive. Improving data quality and methodology over time remains a key priority in our climate work.

Our total energy consumption in 2025 was 17 912 kWh, out of which 100% was from renewable sources. This only includes energy used to heat, cool and operate our office in Malmö, while CO₂e emissions from energy consumption in our value chain are part of the Scope 3 emissions.

As recommended by the GHG Protocol, we report Scope 2 emissions using both the location-based and market-based approach. In 2025, our location-based Scope 2 emissions were 1 054,59 kg CO₂e, while our market-based Scope 2 emissions were 6,28 kg CO₂e.

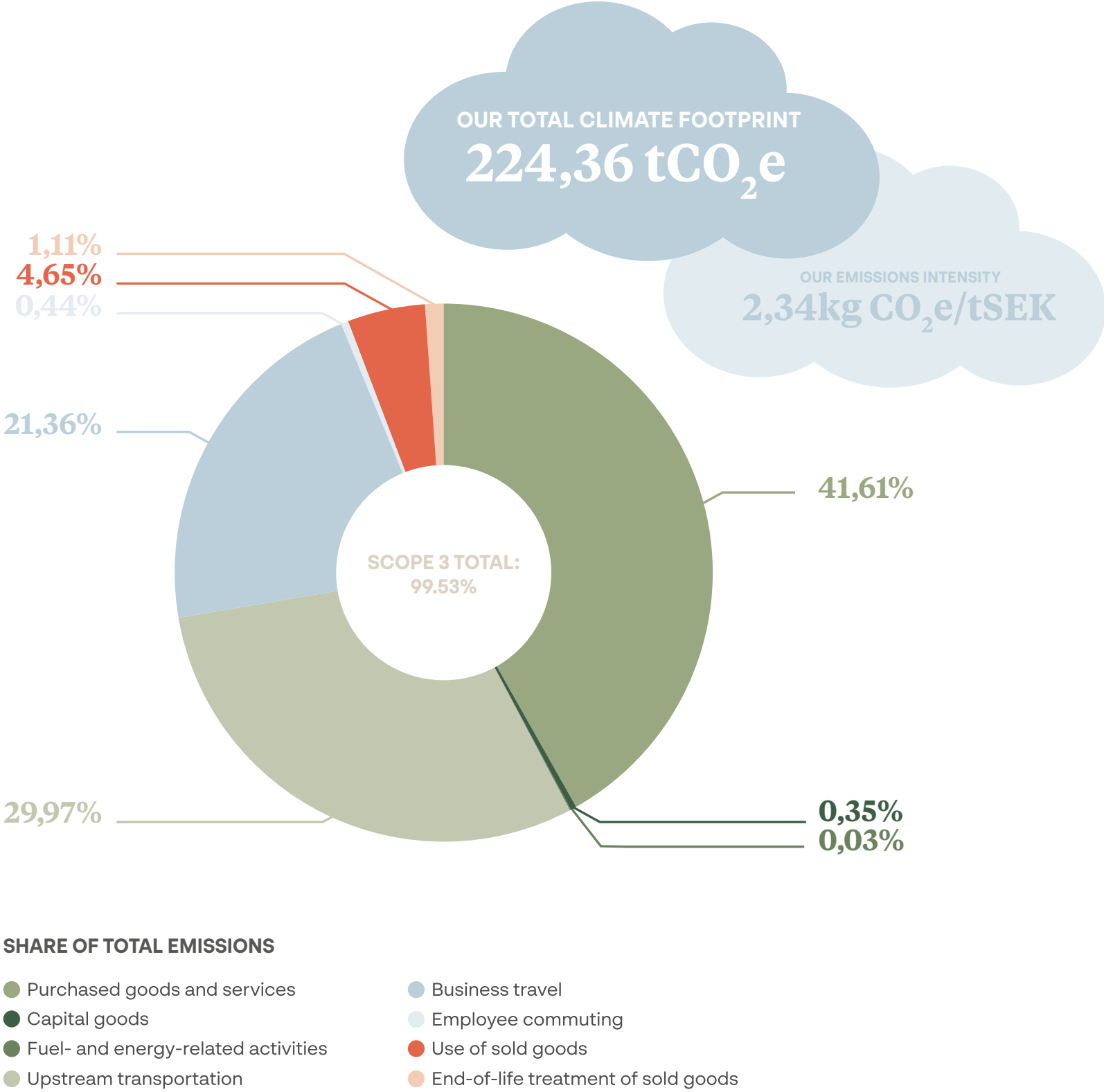
EMISSION REDUCTION INITIATIVES

These are examples of initiatives we’ve launched to reduce our climate footprint, in parallel with our continuous work to minimise product impacts through circular design.

Scope 1: We don't have any emissions.

Scope 2: Our office is located in a Building Research Establishment Environmental Assessment Method certified building, using 100% renewable energy. Indirect emissions from energy use (location based), share of total emissions: 0.470%

Scope 3: We are conducting life cycle assessments (LCAs) of our products to understand how we can reduce their impact. We have transitioned parts of our product range to SSAB Zero® steel with 98% recycled content. Starting in 2026, we will implement a new climate funding project alongside PlanT. We continuously explore more sustainable shipping solutions and plan on implementing HVO fuel for truck freight.



Product spotlight: Nova C climate footprint

HOW DID WE CALCULATE THE FOOTPRINT?

The data presented here is based on a Life Cycle Screening carried out by the Above Agency in 2019. The purpose of the screening was to determine the steps of the life cycle with the most significant environmental impact, often referred to as “hot spots”, with a focus on CO₂e emissions. The screening was done by using already published data from the Ecoinvent 3 database and information provided by Green Furniture Concept, and does not constitute a verified Life Cycle Assessment (LCA). The results should therefore be viewed as indicative rather than definitive.

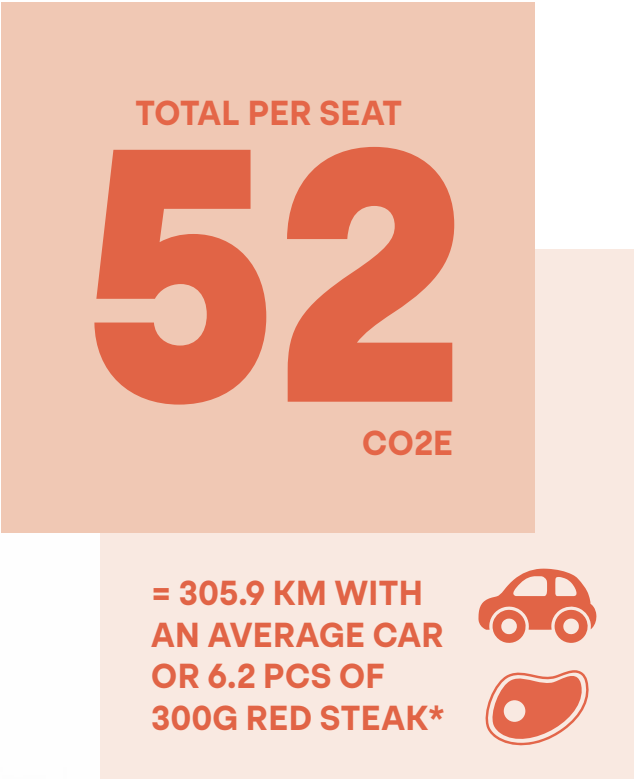
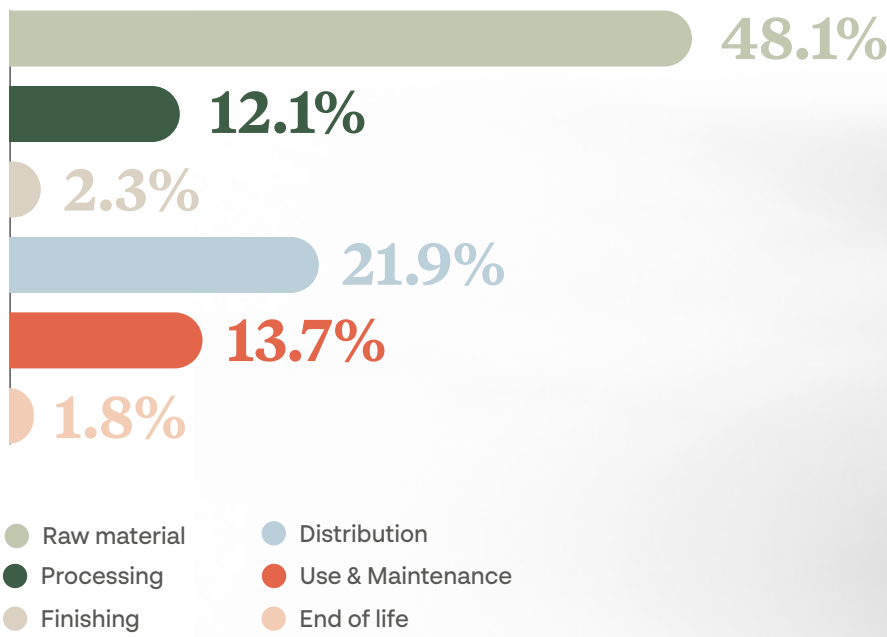
During 2026, we aim to implement an LCA software that enables us to assess and verify the climate footprint of our product portfolio. This will allow us to present more accurate and detailed climate footprint information in next year’s sustainability reporting.

To calculate the climate impact of transport, shipping to Rome (Italy) by truck was used as an example, but CO₂e emissions from transportation vary depending on destination and transportation mode. The LCA Screening was conducted in 2019 and does not reflect more recent changes of the product that affect its climate footprint, such as the change to SSAB Zero® steel.

WHY DO WE PRESENT THE FOOTPRINT PER SEAT?

Our products are part of modular solutions that can be configured in different ways. Disclosing the climate footprint per seat makes it easier to understand and compare the total impact of a full configuration.

*The average climate footprint comparisons are based on Emission factor sources [Our World in Data](#) and [Stockholm Environmental Institute](#).



Growing a future together with PlanT

We recognise that our business has an environmental impact. While we continuously work to reduce our emissions, we also take responsibility for the footprint we leave behind. In 2018, we began our collaboration with PlanT, grounded in a shared belief that business can play a role in restoring the natural systems that sustain us all.

Since then, nearly 55,000 trees have been planted in Colombia, a long-term effort to nurture biodiversity, rebuild soil health, and contribute to nature-based carbon sequestration as part of the global response to climate change. We know this initiative does not neutralise our footprint, but we believe it represents a meaningful step toward accountability and positive change.

PlanT’s approach goes beyond planting trees. Their experts carefully select native species, such as Colombian mahogany, rosy trumpet, and princewood, that complement the landscape and help regenerate a healthy ecosystem. This diversity not only strengthens plant life but also provides habitats for local wildlife, helping restore the balance between nature and community.

Through our partnership with PlanT, we continue to learn, improve, and take action, one tree at a time, to turn responsibility into regeneration and to contribute to a living, greener future.

THE PLAN T APPROACH
The trees planted by PlanT on behalf of Green Furniture Concept are part of sustainably managed commercial forest plantations designed to produce timber for long-lived products such as furniture and pallets. When designed, managed, and governed responsibly, such plantations are not drivers of deforestation. Instead, they can form part of a possible solution, bridging conservation goals with rural development and long-term climate action.

PlanT manages these plantations under “closer-to-nature forestry” principles, which emphasise active, science-based forest management that maintains continuous tree cover and ecosystem functionality. Rather than relying on passive natural regeneration, this approach combines careful species selection, selective harvesting, and staggered rotation cycles. Clear-cutting is avoided, and forest structure is maintained over time to support carbon capture, soil stability, and biodiversity.

The species selected for planting are well adapted to local conditions and are designed to complement surrounding native forest remnants, rather than replace them. At least 5% of each reforested area is designated as a permanent conservation zone that remains non-harvestable and contributes to increased habitat continuity and ecosystem resilience. Trees are harvested only after reaching optimal bio-



logical maturity, following species-specific rotation plans. At this stage, carbon uptake naturally slows as growth stabilises. The harvested timber is primarily used in durable, long-lived products, where the carbon remains stored for extended periods, achieving what is commonly referred to as carbon permanence. Selective harvesting and staggered rotations ensure that forest cover is maintained and that carbon capture continues across the landscape over time. The PlanT plantations are audited every two years by the independent third-party certification body CERES, which verifies compliance with good forestry practices, legal requirements, and traceability standards.



CARBON QUANTIFICATION METHODOLOGY
PlanT’s carbon sequestration quantification methodology is based on national protocols developed by the Colombian Institute of Hydrology, Meteorology, and Environmental Studies (IDEAM), as well as peer-reviewed academic research conducted in collaboration with the University of Bern, University of Caldas, and École Polytechnique Fédérale de Lausanne (EPFL).

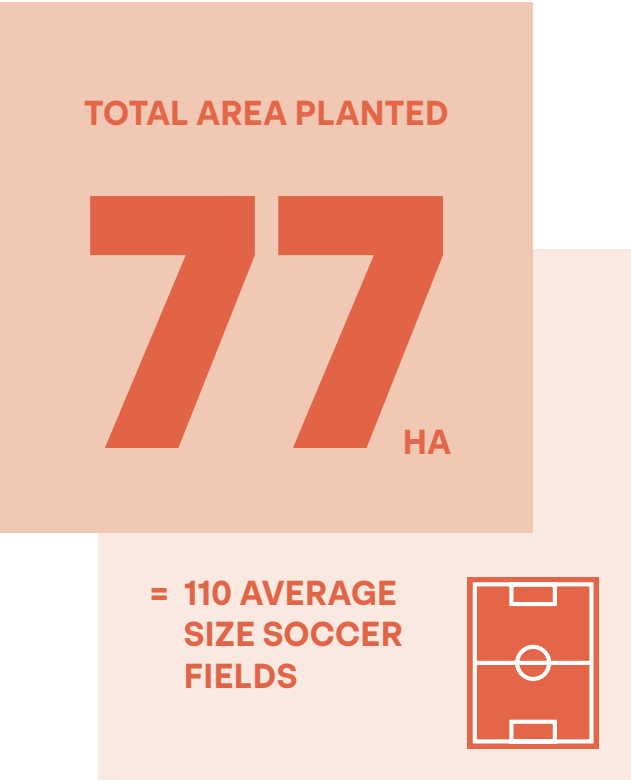
Carbon estimates are derived from field data and species-specific allometric equations. Tree species are identified, and key parameters such as diameter and height are measured in the field. These data are used to estimate aboveground and belowground biomass, which is then converted into CO2-equivalent values using internationally recognised scientific methods. Once a tree is harvested, the carbon stock associated with the tree is accounted for up to the harvest event, in line with the defined rotation cycle. To complement field data, satellite-based multispectral imagery and AI-supported modelling are used to enhance monitoring, validate vegetation health, and track forest development over time in a transparent and cost-efficient manner. You can read more about PlanT and our collaboration [here](#).

PLANTATIONS
The project started at Hacienda La Tentación, where trees were introduced among cacao plantations to provide shade, protect the soil, and support natural balance. It later expanded to the neighbouring El Bosque de la Vida, transforming degraded pastureland into thriving forest while preserving denser natural areas. Together, these plantations form ecological corridors that reconnect fragmented habitats and protect vital river basins.

NUMBER OF TREES PLANTED



Total: 54 975





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Circular design strategy

Circular design is at the core of our product development and one of the most effective ways we have for reducing environmental impact long before a product reaches production. Because the majority of a product’s footprint is determined during the design stage, our approach focuses on minimising waste, retaining value and keeping products in use for as long as possible, designing impact from the start.

A STRUCTURED APPROACH TO CIRCULARITY

Our work is guided by our Internal Circular Design Checklist, which is applied in all R&D projects. This checklist helps us to evaluate material sourcing, manufacturing, distribution, use, and end of life through a circular lens. It supports decisions such as increasing the use of recycled and renewable materials, eliminating hazardous substances, designing for efficient transport, enabling maintenance, and ensuring disassembly for material recycling

BIOPHILIC AND TIMELESS DESIGN

At the same time, our design philosophy is rooted in biophilic principles. We take inspiration from nature, its forms, materials, and calm aesthetics, to create products that feel intuitive, warm, and human-centred.

Nature is constant. It evolves slowly and harmoniously, and a design grounded in natural expressions has a greater chance of becoming timeless. This aesthetic longevity is a crucial part of circularity: when a product remains visually relevant for decades, it is used longer, replaced less often, and preserves resources simply by remaining desirable.

BUILDING FOR LONG-TERM USE

To support longevity in practice, our products are engineered for maintenance, repairability, modularity, and reconfiguration. Every component can be accessed, replaced, or upgraded without discarding the entire product. Surfaces are selected for their ability to be restored on site, allowing the furniture to age gracefully rather than deteriorate.

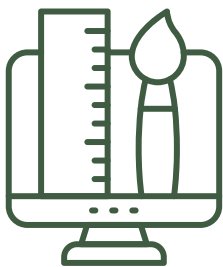
PREPARING FOR A RESPONSIBLE END OF LIFE

Finally, our circular strategy prepares products for a responsible end of life. By designing for material separation and closed-loop recycling, we make it possible for components to return to technical or biological cycles, completing the circle and turning products into future resources rather than waste.



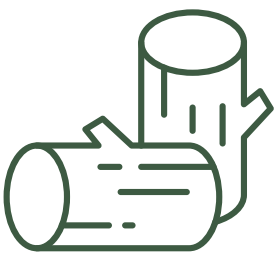
Circular design checklist

Our internal circular design checklist is a guiding tool used across all R&D projects to ensure that every design decision supports our circular ambitions. It helps our teams identify risks, avoid environmentally harmful choices, and strengthen circularity throughout the product's full lifecycle, from material sourcing to end-of-life recovery.



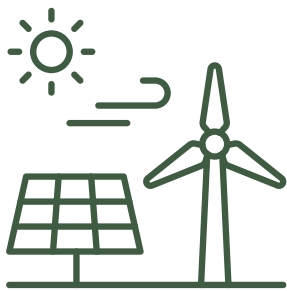
DESIGN FOR LONGEVITY

- Design supported by data and strong customer alignment.
- Timeless design guided by nature's principles.
- Design for modularity.
- Design for meeting customer needs.



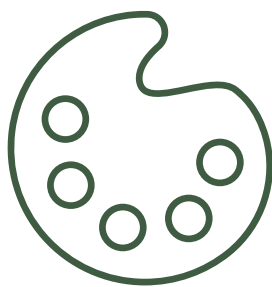
DESIGN FOR MATERIAL SOURCING

- Reduce the weight and volume of the product.
- Increase the use of recycled materials and replace virgin materials.
- Increase the use of sustainably sourced renewable materials
- Increase use of upcycled materials.
- Use materials with lower embodied energy.



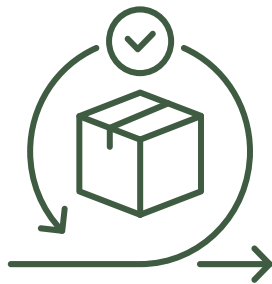
DESIGN FOR MANUFACTURE

- Increase the use of renewable energy.
- Reduce process waste.
- Reduce the number of parts.
- Eliminate hazardous substances in production.



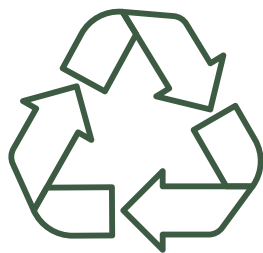
DESIGN FOR USE

- Increase access to spare parts.
- Maximise ease of maintenance.
- Maximise ease of reuse and disassembly.
- Ensure the design supports long-term durability and life extension.
- Eliminate hazardous substances in use.



DESIGN FOR TRANSPORT AND DISTRIBUTION

- Optimise product shape, volume, and weight for packaging density.
- Maximise ease of packaging and repackaging.
- Increase the use of recycled materials in packaging.
- Increase the use of renewable materials in packaging
- Eliminate hazardous substances in packaging



DESIGN FOR END OF LIFE

- Enable easy refurbishment through accessible, adaptable design.
- Design so materials can be easily separated and recycled at end of life.
- Prepare for closed-loop material recycling.

Guided by nature

Nature is our most consistent design partner, and the Pelago Series is a clear example of this approach. Its character draws directly from the Nordic archipelago, with its shaped coastlines, rounded rock formations, and landscapes softened by wind and water. These qualities guided the series’ flowing silhouettes, gentle transitions, and modular “island” configurations that can cluster or stand alone like skerries.

Rooted in the visual language of the archipelago, Pelago feels familiar, calming, and enduring. Design guided by nature is less dependent on trends, helping the series maintain long-term aesthetic relevance.

This supports circularity by encouraging long use, reduced replacement, and a product that naturally ages gracefully, much like the landscapes that inspired it.

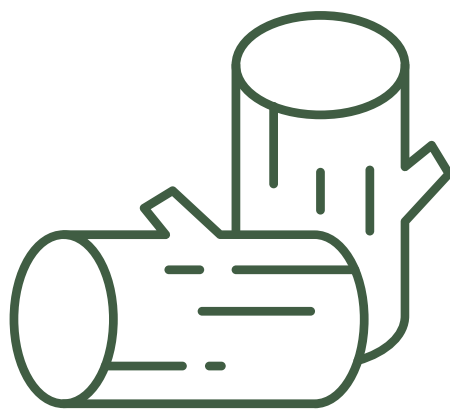


Our main materials



CIRCULARITY STRATEGY

We promote materials that can circulate effectively within the two main cycles of a circular economy: the biological and the technical. By avoiding material mixes that hinder repair, reuse, or recycling, we maintain clear and traceable material streams that support long product lifecycles and simple disassembly. This approach ensures that each component can return to its appropriate cycle at the end of life, preserving value rather than becoming waste.



BIOLOGICAL MATERIALS

Our biological materials, such as wood, cork, wool, and biobased wood coatings, are renewable resources that belong naturally in the biological cycle. When used in durable, high-quality products, they are given the time needed to regenerate while aging gracefully in use, developing patina rather than showing wear. Combined with responsible sourcing, such as certified forestry, this approach supports biodiversity and helps safeguard these materials for future generations.



TECHNICAL MATERIALS

Our technical materials, including aluminium, steel, and plastics, are selected for their ability to circulate repeatedly within the technical cycle. They can be repaired, remanufactured, and recycled without losing their core properties. By choosing high-quality recycled inputs and keeping material streams pure, we preserve material value across multiple lifecycles, reduce dependence on virgin resources, and support a circular system in which materials remain in use rather than becoming waste.



SHARES IN NUMBERS 2025

- 55,72% Share of recycled content, technical materials
- 96,82% Share of biological materials with chain of custody certification

Only recycled content that our suppliers can certify as originating from recycled sources is included. Materials that may contain recycled content but cannot be certified are treated as virgin material. Electrical components and packaging are not included. Biological materials include wood, wool and cotton.

Materials circularity performance

MEASURING CIRCULARITY PERFORMANCE

Few widely accepted metrics exist to compare the circularity of business models or products, making it hard to track performance across the full range of circular strategies. In previous years, we have explored indicators developed by the Ellen McArthur Foundation and Research Institutes of Sweden, and we currently assess the Global Circularity Protocol for Business (GCP). For this reporting year, our KPIs focus on weight-based measurements of materials used in our products. Looking ahead, we aim to add KPIs that capture broader circular performance, including design for durability, facilitation of reuse, and extended product lifespans.

HAZARDOUS SUBSTANCES

Another essential element of circular design is avoiding hazardous substances. We proactively select and screen materials, using the SIN List to go beyond regulatory requirements. For example, we source electrical cables that are free from halogens and PVC. This reduces risks to human health, prevents environmental pollution, and enables material recirculation. The reported SVHC- and SIN-listed substance (CAS 7439-92-1) is present in certain electrical components.

SIN LIST

The SIN (Substitute It Now) List, developed by ChemSec, identifies hazardous chemicals that pose a threat to human health and the environment and should be prioritised for substitution. It helps companies move toward safer alternatives ahead of formal regulatory restrictions.

Number of SIN-listed chemicals in products*: 1

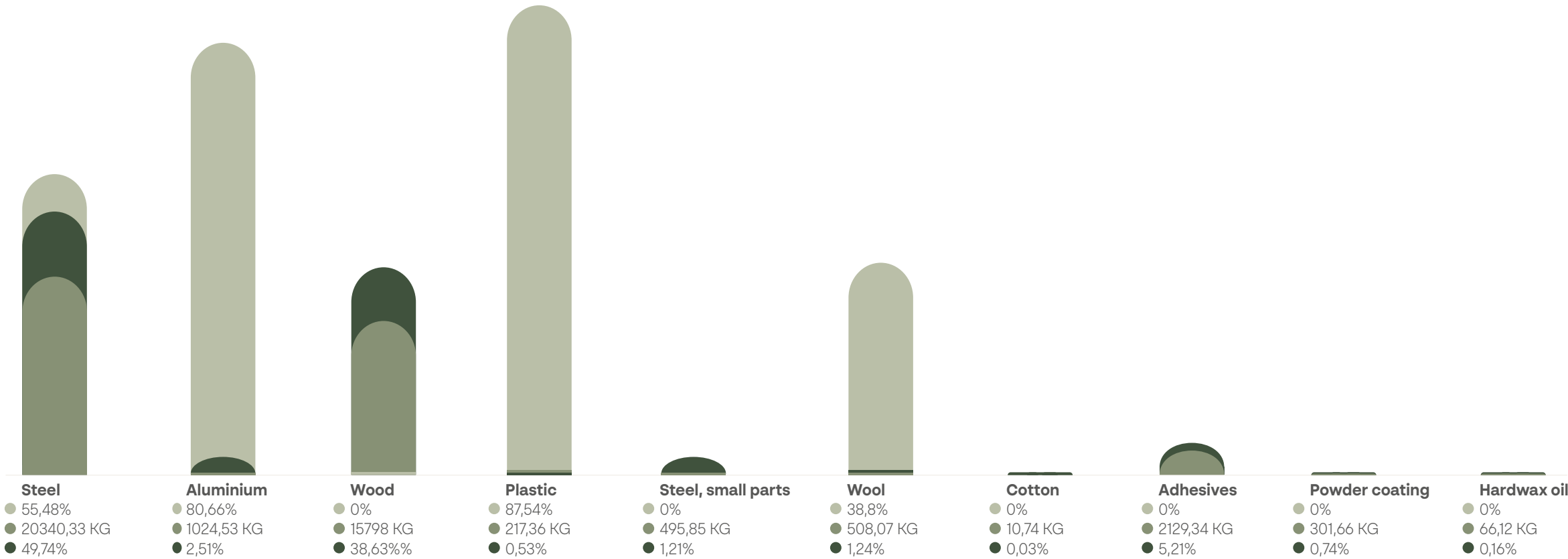
SVHC LIST

The SVHC (Substances of Very High Concern) List is maintained by the European Chemicals Agency (ECHA) and lists chemicals that may have serious effects on human health or the environment. The use of these chemicals is restricted and creates legal information duties.

Number of SVHC-listed chemicals in products*: 1
*Only concentrations > 0,1% by weight are reported.

Packaging and electrical components are excluded due to a lack of reliable data. Only recycled content that our suppliers can certify as originating from recycled sources is included. Materials that may contain recycled content but cannot be certified are treated as virgin material.

- Recycled content share %
- Total weight (kg)
- % of mass-flow based on weight



Reducing climate footprint with recycled aluminium

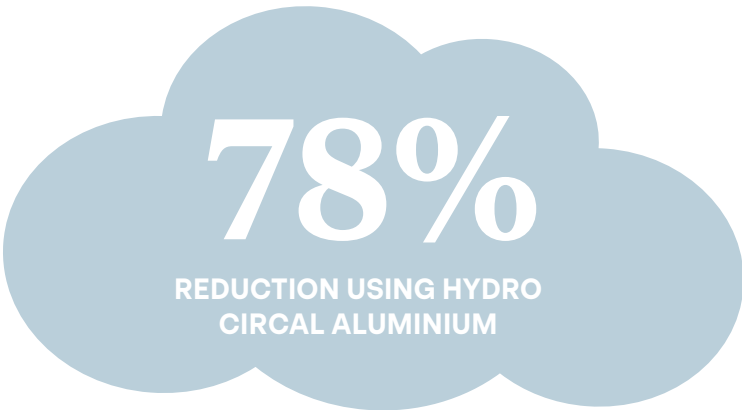
Primary aluminium production is energy-intensive and can have significant impacts on ecosystems around bauxite mines. At the same time, aluminium is highly recyclable: it can be remelted indefinitely without degrading, and remelting requires far less energy than producing primary aluminium. We have chosen to use Hydro CIRCAL in our products; containing minimum 75% post-consumer scrap, produced at Aluminium Stewardship Initiative (ASI) certified facilities. This choice supports our circular design strategy. Read more about Hydro CIRCAL [here](#).

CRADLE-TO-GATE CLIMATE FOOTPRINT OF ALUMINIUM COMPONENTS IN ASCENT BACK STRAIGHT 2 M (4 SEATS)

Assumptions made about the climate impact of different types of aluminium are based on the Environmental Product Declaration (EPD) from Hydro and on data on the climate impact of global average primary aluminium production published by the International Aluminium Institute (IAI).

Powder coating is not included in the carbon footprint of the 100% primary aluminium scenario, while the Hydro CIRCAL scenario includes powder coating. Aluminium parts made from 100% primary aluminium*: 169,89 kg CO₂E, while aluminium parts made from Hydro CIRCAL aluminum: 36,10 kg CO₂E

*Based on global average primary aluminium production, processes include mining, refining, anode production, electrolysis, and casting. Source: [International Aluminium Institute](#)



Circular business model strategy

Our circular business model strategy focuses on keeping products valuable, functional, and in active use for as long as possible. While circular design shapes how our products are created, our business model defines how they are used, adapted, and recirculated within a broader system. The goal is to shift from a traditional linear “make–sell–discard” approach to a model where value is continuously preserved through maintenance, reconfiguration, and responsible end-of-life pathways.

SUPPORTING LONG PRODUCT LIFESPANS

A central part of this strategy is helping customers care for and extend the lifespan of the products they already have. Our maintenance offering provides structured upkeep to prevent early wear, restore surfaces, and replace components with minimal material use. This not only reduces the need for new products but also strengthens the long-term performance of existing installations. In parallel, our spatial design service helps clients rethink layouts using their current furniture. By adapting configurations to new passenger flows, updated branding, or changing functional needs, spaces can evolve without full replacement.

DEVELOPING CIRCULAR BUSINESS MODELS OVER TIME

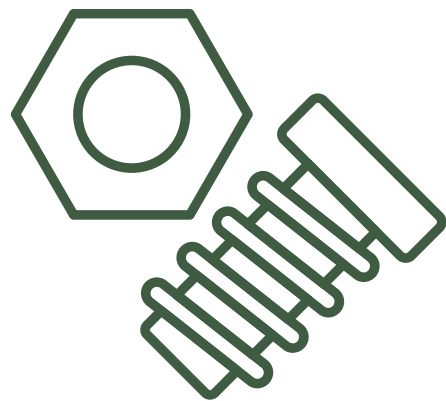
Another key pillar of the strategy is developing business models that support longevity by design. We take a step-by-step approach, starting with pilot initiatives and scaling as insights and experience grow. This includes exploring leasing models, long-term service agreements, and reuse pathways where components or modules can be repurposed into new settings. Each step aims to increase the circulation of materials and products across their full lifecycle.

LEARNING FROM PRACTICE TO GUIDE FUTURE SERVICES

Our circular business model strategy is informed by real project data, pre-studies, and learnings from past adaptation and maintenance cases. These insights help us refine targets, identify where the greatest environmental value can be created, and build a practical roadmap toward future circular services at scale. By combining customer-focused services with lifecycle responsibility, we create a system where circularity is not only designed into our products but actively supported throughout their entire life in use.

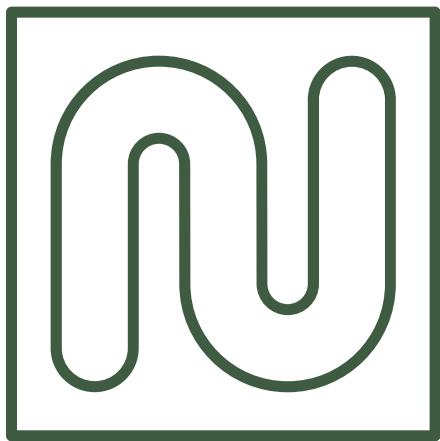


Operational pillars of circularity



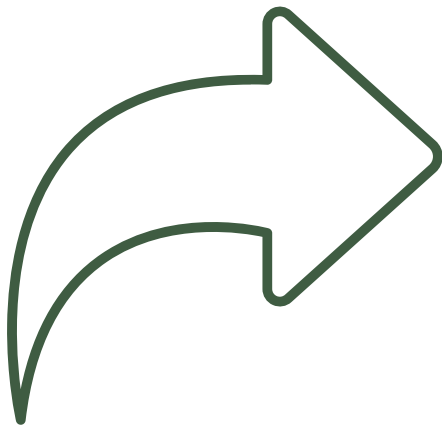
MAINTENANCE & LIFECYCLE CARE

Our maintenance approach ensures products remain functional, attractive, and safe throughout decades of use. By designing accessible components and surfaces that can be repaired or refreshed on site, we reduce the need for replacements and extend product life significantly. Scheduled care, part replacement, and on-site restoration keep installations performing as intended while minimising resource consumption. Maintenance is a core pillar of our circular model, preserving product value and preventing premature waste.



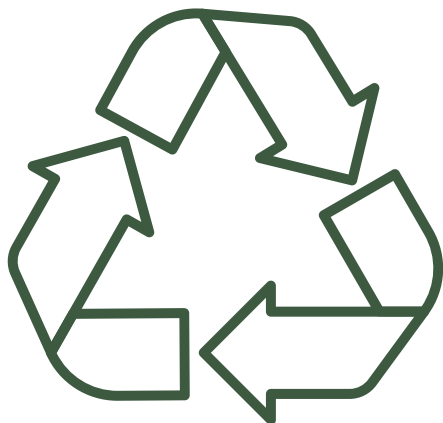
SPATIAL RECONFIGURATION

Our modular solutions allow clients to adapt their spaces as needs evolve, without the need to purchase new furniture. Through spatial redesign support, we help clients adapt existing installations to fit new flows, layouts, or functions. This keeps products in use longer, reduces environmental impact, and protects our clients’ investment over time. By enabling reconfiguration rather than replacement, we ensure that functionality and value are continuously retained within the system.



TAKE-BACK & RECIRCULATION

Our take-back and recirculation ambition is a key focus for the future. We explore how to build scalable pathways for recovering products at the end of their first lifecycle and reintegrating valuable components or entire products into new projects. With design for disassembly already in place, the next step is developing practical systems that can be tested and refined in real-world settings. As our learnings grow, we aim to establish a robust recirculation model that keeps materials in use and significantly reduces end-of-life waste. Read more about circular trial cases on the next page.



CIRCULAR OWNERSHIP MODELS

We explore how circular ownership models and service-based agreements could shift value from one-time purchases to long-term performance, keeping products within a controlled circular system. These models have the potential to simplify maintenance, upgrades, and end-of-life handling, but require careful evaluation and real-world testing. As we learn from pilot cases, alongside our take-back work, our ambition is to build ownership structures that extend product lifespans, improve material recovery, and support a more circular business model. Read more about circular trial cases on the next page.

Circular trial cases

FURNITURE-AS-A-SERVICE: PILOT TEST WITH MALMÖ EMERGENCY DEPARTMENT

The Furniture-as-a-Service pilot with the Malmö Emergency Department was our first real-world test of a leasing model for public furniture. The project started when the old waiting-room furniture had worn out after just five years, and the department wanted a more durable alternative.

Instead of purchasing new furniture outright, the regional council of Skåne County chose to lease Nova C benches. Under this model, we retained responsibility for maintaining the furniture throughout the contract period. The focus shifted from ownership to long-term performance, reliability, and lifecycle care.

Over five years, the furniture was serviced every six months. Maintenance needs were minimal, limited to minor repairs and surface care. Yet, the structured servicing helped preserve the furniture’s condition and extend its service life.

When the contract period ended, the furniture remained in excellent condition and was relocated to Skaraborg Hospital for continued use. The project demonstrated that circularity depends as much on business models and long-term responsibility as on materials and design.

DOING BETTER WITH LESS: A CIRCULAR BUSINESS CASE WITH NETWORK RAIL

At Green Furniture Concept, we have collaborated with Network Rail in the UK for several years, supporting major stations across London, including Waterloo and Paddington. In 2023, we identified an opportunity to unlock greater value from existing assets rather than supplying new products.

During discussions with Network Rail, we discovered that one station had a surplus of Green Furniture modules while another faced a shortage. Because the sites were operating independently, the reuse opportunity had not been spotted.

Instead of proposing new procurement, we suggested relocating modules from Waterloo to Paddington, supported by temporary storage, on-site adaptations, and coordination between project partners. This approach avoided unnecessary procurement, achieved significant cost savings, reduced material waste, and delivered faster improvements for passengers.

Delivered in close collaboration with Network Rail and Atkinson Contract Services, the case highlights how service-based, circular models can create tangible customer value by helping clients “do better with less.” At the same time, the project revealed an important



insight. While relocation proved both practical and beneficial, the absence of a formal system to identify and coordinate such opportunities makes these cases difficult to scale. Developing more structured ways to track surplus assets and facilitate relocation projects will be an important step in unlocking their full circular potential.

GREEN FURNITURE TAKE-BACK PILOT: EXPLORING CIRCULAR RECIRCULATION IN PRACTICE

The Green Furniture Concept take-back pilot was an initiative that explored circularity through the recirculation of products. Running for several years in the 2010s, the project set out to test whether furniture could remain in active use even after a client chose to replace or update an interior.

During the pilot, furniture, primarily from Swedish railway stations, was collected and transported to a central hub in Sweden. There, the products were inspected, repaired, and refurbished before being prepared for new installations. When transport distances were relatively short, the environmental benefits were clear: reusing existing products avoided the need to manufacture new ones.

At the same time, the pilot also revealed significant challenges. Logistics, component inspection, warehousing, and reassembly proved complex and financially demanding.

The long lifespan of our products means low recirculation volumes, making each project resource-intensive. Storage time quickly generated costs, highlighting the need for faster turnaround and stronger partnerships in logistics.

The pilot provided valuable insights into what is required to make product recirculation work at scale. It showed that successful and financially viable recirculation depends heavily on efficient logistics and warehousing solutions, alongside thoughtful product design.



Learning & research

We actively engage in research and projects to better understand the factors that make circular solutions succeed. By exploring new ideas with partners and experts, we gain insights that help strengthen circularity at the product and system levels. The examples below have been particularly influential in shaping our current strategy.

BIOGLUE: COMPETENCE CENTRE FOR BIO-BASED ADHESIVES

Since 2024, we have been participating in a research initiative by the Swedish University of Agricultural Sciences, intending to develop more sustainable adhesives for the wood industry by addressing the entire value chain. The collaboration brings together universities and industry partners to align technical requirements with sustainability goals.

Within this collaboration, we contribute to the development of a fully bio-based adhesive, particularly suited for bent plywood production. Replacing conventional synthetic adhesives with a 100% bio-based alternative would strengthen the circular potential of plywood by reducing reliance on fossil-based inputs and enabling wood components to biodegrade at the end of their life.

The project is ongoing, and our ambition is to initiate industrial trials of a fully bio-based adhesive, with the long-term goal of replacing the synthetic adhesives currently used in our and others' products.

MASTER'S THESIS ON THE ENVIRONMENTAL AND ECONOMIC IMPACT OF CIRCULAR SOLUTIONS

In 2022, we partnered on a master's thesis project to assess the economic and environmental effects of shifting a conventional seating product to a circular model. Using an integrated Life Cycle Costing (LCC) and Life Cycle Assessment (LCA) approach, the study compared a business-as-usual (BAU) bench with a circular alternative across the full life cycle, from material sourcing to end-of-life.

The circular option showed lower global warming potential and lower lifecycle costs. At the same time, the analysis highlighted significant system challenges, with transport and reverse logistics emerging as key sensitivity factors. As transport distances increased, the environmental and financial benefits decreased. Beyond a certain range, the circular model risked losing its advantage unless logistics and packaging were improved. The study reinforced an important insight for our work: circular transition cannot be addressed at the product level alone. It requires system-level thinking, strong supplier collaboration, and careful consideration of logistics and material

flows to ensure that circular solutions deliver both environmental and financial value.

CROSS INNOVATION LAB ON SUSTAINABLE SHIPPING

In 2024, we joined the EU-funded Cross Innovation Lab to explore how shipping Nova C could be made more sustainable. Through workshops with innovation leaders and peer companies, we assessed multiple ideas for impact and feasibility; the highest-impact solution was to make Nova C stackable.

With the upcoming supplier transition to Qtech, enabling tighter tolerances and removing the need for pre-assembly, the timing for exploring this solution was right. Our R&D team is currently developing a stackable design, with potential to reduce both environmental impact and freight costs for customers. At the same time, any potential implementation must be carefully evaluated. Changes to product architecture can affect aspects such as backward compatibility with existing installations, and these implications need to be fully understood before a final decision is made.

RISE INNOVATION SPRINT, CIRCULAR SOLUTIONS

In late 2025, we joined an innovation sprint with RISE (Research Institutes of Sweden) to identify and assess circular solutions aligned with our business model. We initially set out to assess a take-back program, but mapping our value chain and reviewing dependencies and capacity constraints clarified where we can create the greatest impact.

The analysis showed that, under current conditions, maintenance offers greater near-term scalability and impact than a take-back model. While product recirculation remains an important long-term ambition, the findings highlighted that extending product lifespans through structured maintenance can currently deliver stronger and more immediate results. This insight helped refine our circular strategy, leading us to prioritise maintenance-focused solutions in the near term while continuing to explore recirculation pathways for the future.

Looking to the future: keeping value in use

Circularity is the foundation of our product development, and we continuously work to improve our approach. It shapes not only the environmental impact of manufacturing and transport, but also technical longevity and aesthetic relevance, making products more likely to stay in use rather than be replaced.

Trials and research continue to reveal both the potential and the complexity of circular solutions. The master's thesis that examined the environmental impact of circular models showed that take-back systems can reach points where financial and environmental outcomes turn negative, underscoring the need to assess system-wide effects. In parallel, our innovation sprint with RISE helped us evaluate how our current size, structure, and value chain influence which circular solutions are both impactful and scalable. These insights steer our roadmap toward preserving value in use before focusing on recirculation.

Building on this insight, our next step is to introduce a structured maintenance offering to support product longevity. This translates circular design intent into everyday practice, making care simple, predictable, and cost-effective throughout the use phase. Extending service life reduces replacements, material demand, emissions, and waste, while improving the total cost of ownership and strengthening long-term partnerships. According

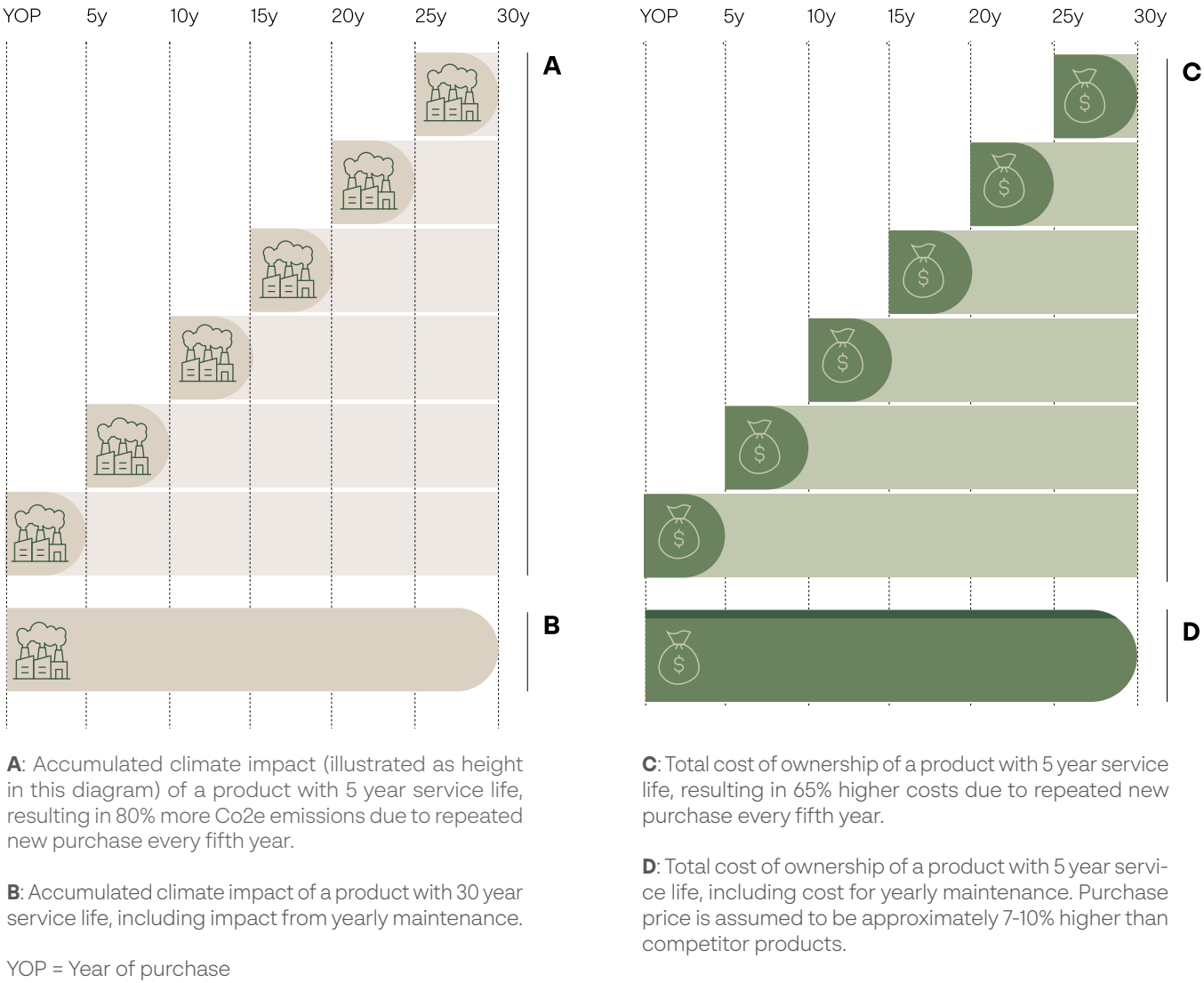
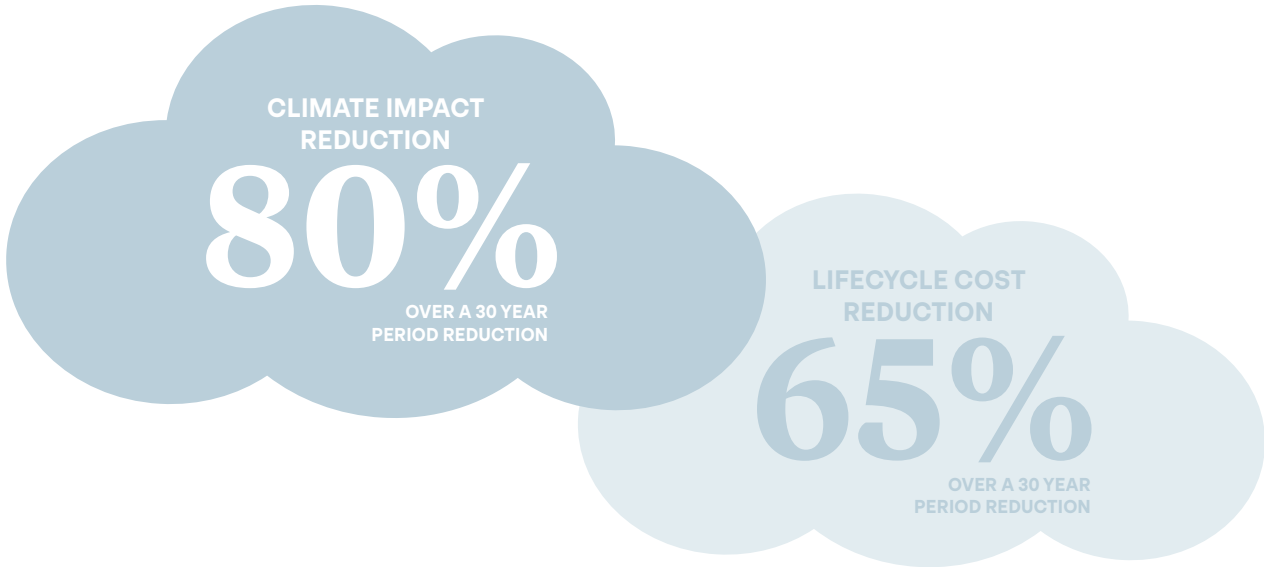
to our calculation example, illustrated to the right, increasing a product's service life from 5 to 30 years through proper maintenance has the potential to reduce lifecycle costs by roughly 65% and climate impact by roughly 80% over a 30-year period.

MAINTENANCE CALCULATION EXAMPLE

The 5-year service-life scenario is illustrative only, based on Green Public Procurement (GPP) minimum warranty guidance. Since many public-space products use materials that are more difficult to maintain (e.g., textiles), we assume that typical lifespans align with GPP warranties. The 30-year scenario reflects Nova C's warranty. Maintenance modeled in the examples is annual re-oiling of wood ribs. The climate and cost impacts of oil and labor are excluded from the 5-year scenarios. Part replacements are not included.

Making credible assumptions on the average climate impact of public-space furniture is difficult. We therefore use Nova C only as a consistent reference to illustrate cumulative climate impact over time, even though a 5-year lifespan is not representative of Nova C.

The product price used in the total ownership cost comparison is based on price per seat of Nova C and estimated average price per seat for competitor products. Disposal costs are excluded.





PEOPLE & COMMUNITY

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The Green team

CARING FOR OUR PEOPLE

Our social responsibility begins with the well-being of our employees. We believe that a healthy, supportive, and value-driven workplace is the foundation for making a positive difference in what we do. Everyone in our organisation contributes to a shared purpose, and together we aim to build a culture where collaboration, care, and respect guide our everyday work.

THE AVERAGE EMPLOYEE RATING OF "GREEN IS A GREAT PLACE TO WORK"

5,57

OUT OF 6

THIS WAS ASKED AS PART OF THE YEARLY EMPLOYEE SURVEY



Team spirit is something we nurture every day. We work together, support each other, and celebrate both personal and collective achievements. Our common values unite us; they are something we live by in our daily interactions, shaping the way we make decisions and move forward as one team.

Employees are encouraged to take courses and pursue further education through external training, certifications, and internal knowledge-sharing, enabling them to grow in their roles and develop their skills.

To promote both physical and mental well-being, we offer initiatives designed to help our employees feel balanced and supported. Each week, everyone is encouraged to use a wellness hour to focus on exercise or self-care.

We also provide flexible working hours and the possibility to work from home two days a week, while keeping three days in the office to maintain close collaboration and team connection.

Our workspace is ergonomically designed, and we collaborate with specialised physical therapists to support healthy work habits. We also arrange regular teambuilding activities that create opportunities to connect, learn, and strengthen our collaboration.

ABOUT OUR TEAM

Our team in Sweden is made up of 19 permanent employees and no temporary employees. All employees are covered by a collective bargaining agreement and have access to parental leave in accordance with Swedish law, as well as parental pay in line with the collective bargaining agreement. During 2025, there were no recordable work-related accidents, and the employee turnover rate was 0%.

Men
Women

ALL EMPLOYEES

42%
58%



MANAGEMENT TEAM

75%
25%



BOARD OF DIRECTORS

75%
25%



GENDER SPLIT

We illustrate the gender split over all employees, the management team and the board of directors. The average pay gap between female and male employees is 27,53%, which is largely driven by the current gender distribution in management and by our small organisational size, where most employees have highly specialised and varied roles. As a result, direct comparisons between positions and pay are limited.

Supporting local communities with Botildenborg

Making places matter has always been at the heart of what we do. For us, design goes beyond form and function; it’s about people, connection, and the places we share. That’s why our collaboration with Botildenborg feels so natural.

Just outside Malmö, Botildenborg has transformed from a once-abandoned manor into a thriving community hub where regenerative food production, cultivation, and social inclusion grow side by side.

Their work combines environmental care with social responsibility, offering education, work training, and opportunities for people to come together and make a difference. Each year, hundreds of participants and thousands of visitors experience how sustainability can be lived, shared, and felt.

Using food and farming as tools, Botildenborg creates a meeting place for children, the elderly, migrants, and others to meet and share cultures, knowledge, and experiences, helping to bridge barriers that otherwise divide.

In collaboration with the City of Malmö, Botildenborg runs a work-training programme for people facing long-term unemployment, a first step towards employment.

Participants work alongside staff in the kitchen, in service, and on the farm, building language skills, confidence, and practical understanding of working life. To date, the programme has supported more than 200 people in finding employment.

Besides the social activities, Botildenborg is one of Sweden’s largest urban farms. Through regenerative farming and agroforestry practices, they produce up to five tonnes of food each year. By offering courses and training, Botildenborg also spreads knowledge on urban farming, strengthening local health, food resilience, and connection to nature.

Botildenborg is a partner that reflects our values. Together, we explore how design, nature-connectivity, and collaboration can strengthen communities. One example is our joint project to create a new play area for children, designed with imagination, inclusion, and sustainability in mind. It will become a space where families meet, children play, and visitors are reminded of the joy of growing together.

Through our partnership with Botildenborg, we are proud to support our local community and contribute to a more sustainable Malmö.



Strengthening communities with PlanT

EMPOWERING COMMUNITIES THROUGH NATURE

Our partner PlanT’s reforestation work in Colombia is not only about restoring forests but also about strengthening the communities that depend on them. At Hacienda La Tentación and El Bosque de la Vida, the reforestation and agroforestry projects have brought new opportunities to local communities, creating connections between nature, livelihoods, and learning.

Local families and smallholder farmers are actively involved in planting and caring for trees. This approach creates long-term employment opportunities, strengthens skills, and provides a renewed sense of stewardship for the land. Families previously dependent on seasonal or informal work have gained access to stable, year-round employment and technical training in reforestation, nursery management, and cocoa production. Today, the plantations sustain 14 direct jobs and 7 permanent indirect positions, providing steady income and fair working conditions in a region where formal employment remains scarce.

All positions comply with the UN Food and Agriculture Organization’s (FAO), Decent Rural Employment principles and International Labor Organization (ILO) conventions, ensuring benefits such as paid vacation, health and pension coverage, and family welfare support. Beyond employment, PlanT strengthens community life through initiatives like “Mi Mochila, Mi Futuro”, which has provided over 1000 school kits to local children, and through local festivities that bring families together and nurture environmental awareness.

By linking social well-being with environmental restoration, PlanT demonstrates that climate action can also be community action. Their work shows that planting trees is about more than offsetting carbon; it’s about creating hope, restoring balance, and empowering people to become guardians of the forests they help grow.





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Partnering with the right suppliers

When selecting suppliers, we rely on a set of criteria designed to ensure quality, sustainability, and stable long-term partnerships. We prioritise geographical proximity to reduce transport emissions and to enable regular visits from our team, as well as the supplier’s ability to handle relevant manufacturing processes in-house. This helps provide better production oversight and improves delivery reliability.

We also consider the supplier’s capacity to grow with us, both organisationally and operationally. We aim to work with companies large enough to offer specialist expertise, such as dedicated buyers, project managers, and production engineers, yet still allow us to be a meaningful and engaged customer.

Where possible, we try to create synergies by connecting suppliers and thereby spreading the use of sustainable materials, such as plastics made by old fishing nets and hardwax oil, primarily derived from natural, renewable ingredients.

Certifications, including ISO 9001 and ISO 14001, are an important part of the evaluation as they indicate structured approaches to quality and environmental management.

71% of our Tier 1-2 suppliers are certified according to at least one sustainability standard. Standards include ISO 14001, ISO 45001, ISO 5001, ISO 26000, FSC, EcoVadis, ASI, and FR2000.



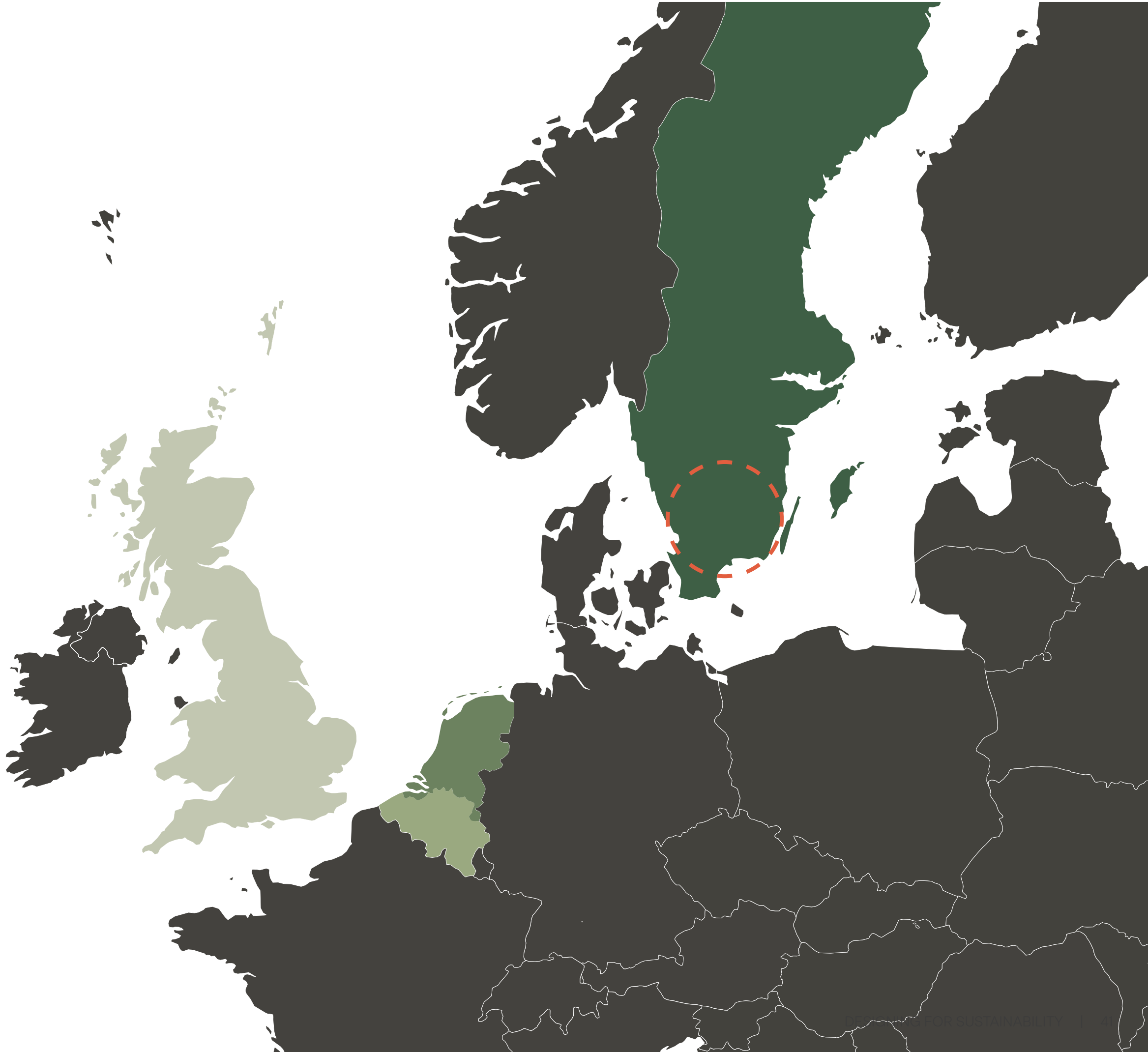
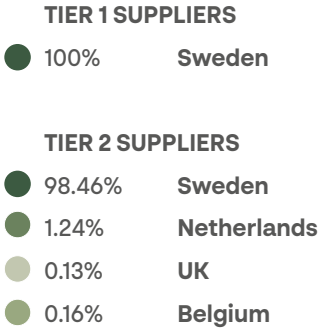
Map of Tier 1-2 locations

WHERE ARE OUR PRODUCTS MADE?

We have chosen to work primarily with Swedish suppliers, most of whom are based in Småland, a region renowned for furniture craftsmanship. Swedish legislation and union guidelines help us ensure compliance with our requirements on working conditions and environmental responsibility. Our geographic proximity and cultural affinity foster strong collaboration, and we visit key suppliers regularly throughout the year. This gives us good insight into their operations and helps build transparent partnerships.

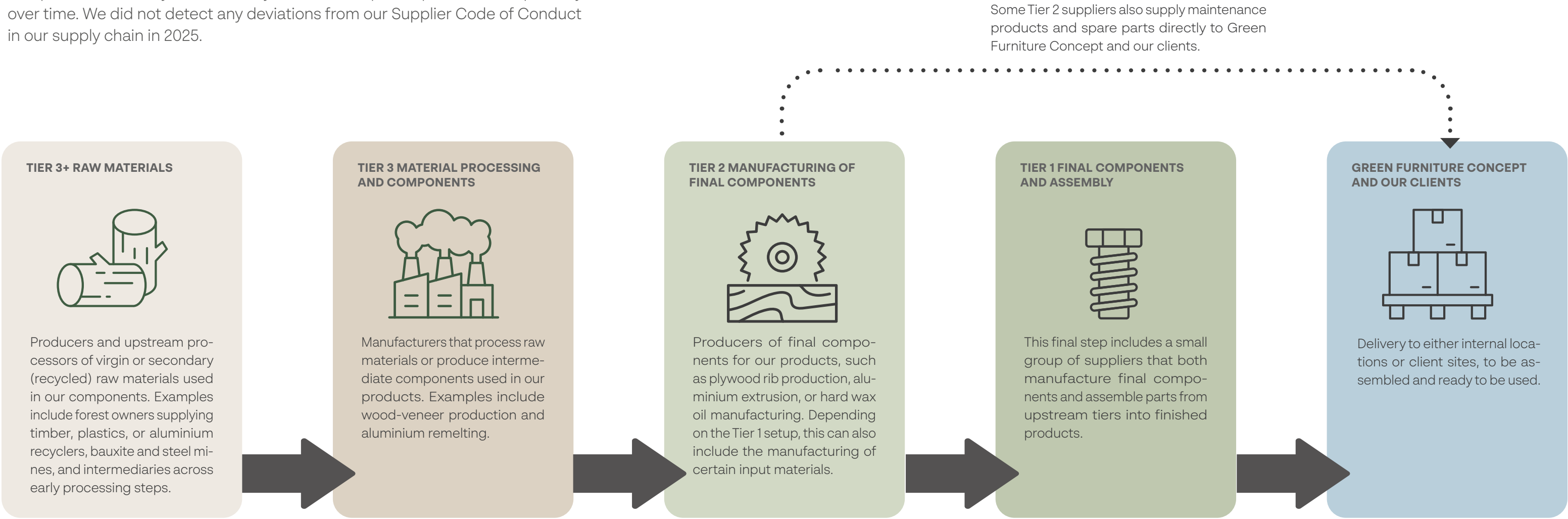
We also collaborate with selected suppliers outside Sweden, especially in cases when they strongly align with our sustainability ambitions and can deliver products with superior environmental and/or technical performance.

Country shares are calculated based on the total weight of products and components purchased in 2025. Some small parts are not included.



Our supply chain

We categorise the supply chain into tiers to improve visibility, traceability, and risk management. Tiering helps us map where impacts and responsibility sit, supports risk-based due diligence, and helps us prioritise actions. While we aim for full transparency back to raw materials, the complexity of certain components currently limits visibility. We aim to expand upstream transparency over time. We did not detect any deviations from our Supplier Code of Conduct in our supply chain in 2025.



Supplier spotlight: Qtech

Our collaboration with Qtech formally started in June 2025, when Qtech started manufacturing the Nova C series. Based in Anderstorp, in southern Sweden, Qtech operates within a strong regional manufacturing cluster and draws on a broad network of local suppliers.

Their business idea is to act as a ‘spider in the web’, coordinating suppliers and customers into a robust network with the aim of amplifying sustainability impact despite being a relatively small organisation.

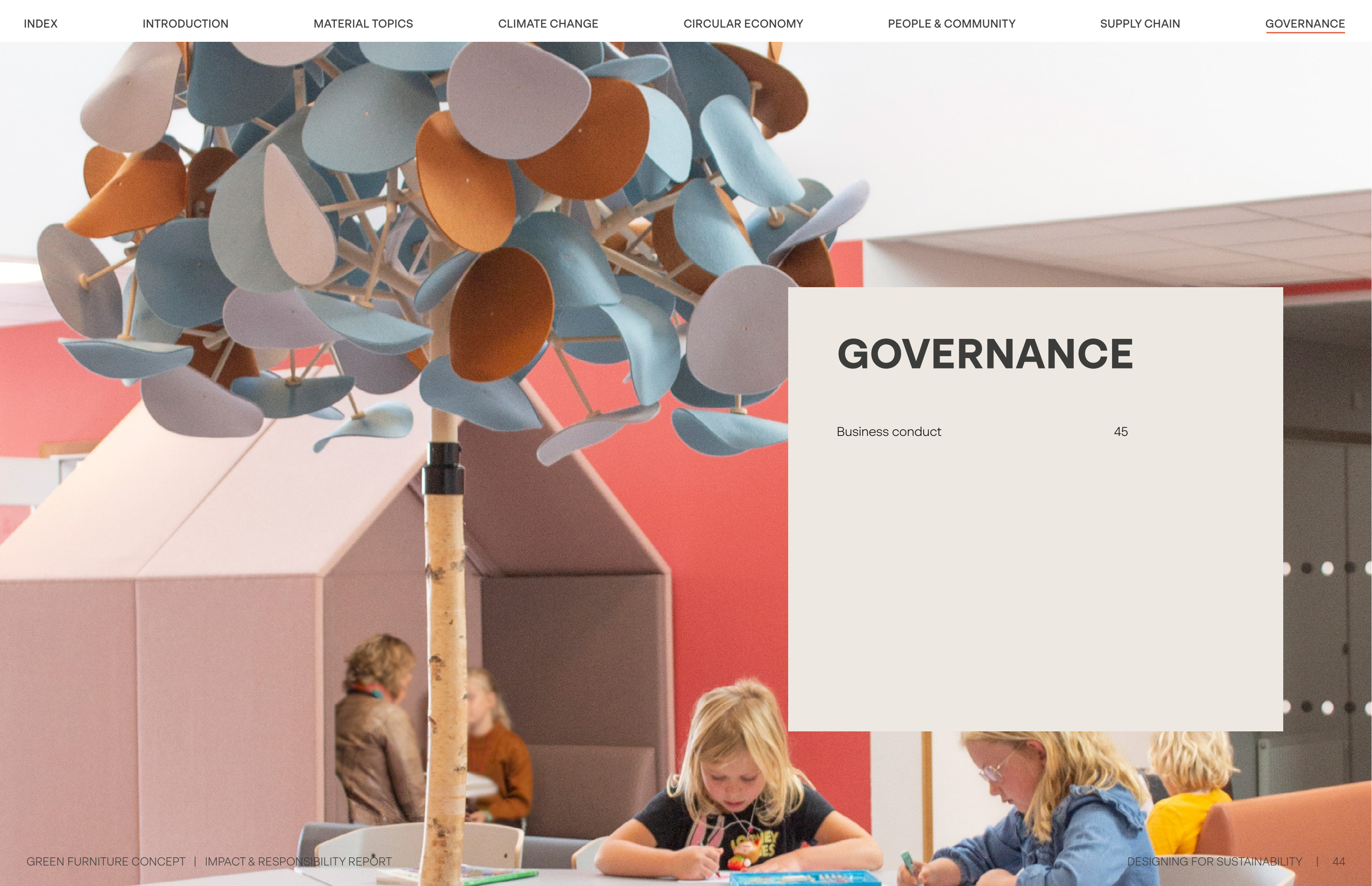
Our collaboration with Qtech is characterised by transparency and a shared commitment to quality and sustainability. By combining Qtech’s manufacturing expertise with an open dialogue around challenges and areas for improvement, we create space for joint solutions that strengthen both our businesses.

One example is Qtech’s proposal to optimise the Nova C table frame: moving from three variants to a single standardised base that fits all versions. This change reduces material use and waste while improving stability and durability. It also drives resource efficiency across the value chain, lower energy consumption, fewer transports, and reduced inventory, further decreasing our environmental footprint.

Working with a supplier who shares our values and long-term perspective allows us to evolve together. It supports ongoing progress across environmental impact, product quality, and innovation, and reinforces our belief that meaningful progress is achieved when responsibility is shared and improvement is treated as a collective journey.

[Read the full interview with Qtech on our website.](#)

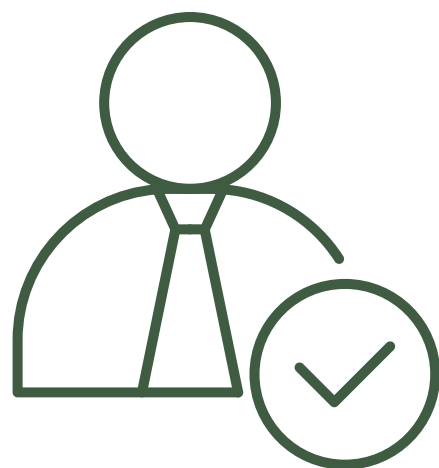




GOVERNANCE

Business conduct 45

Business conduct



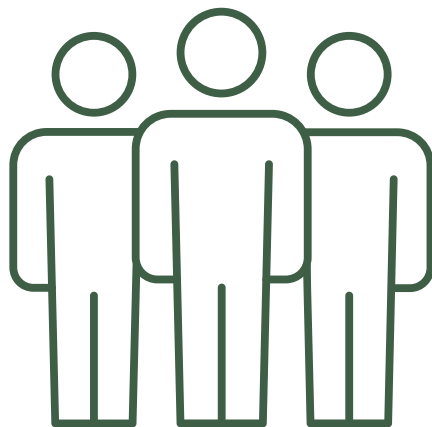
We at Green Furniture Concept operates with a strong commitment to transparency, integrity, and fair business conduct. Our position is clear: every action we take must withstand scrutiny. We maintain a zero-tolerance approach to corruption and bribery, and no employee or representative may offer, request, or accept any improper benefit.

All activities are to be carried out in compliance with applicable laws and regulations. These principles are reinforced through internal routines, including clear guidance on acceptable conduct and escalation of suspected misconduct, and regular reviews of high-risk business interactions.



Our approach extends beyond our own organisation. When entering new collaborations or markets, we conduct risk assessments and continue to monitor potential risks over time. Through close and long-term relationships with our suppliers, we actively promote ethical behaviour throughout our value chain.

We strive to ensure respectful cooperation, fair and timely payment practices, clear expectations, and transparent communication. Compliance with all valid national and international laws or regulations is compulsory for suppliers, and requirements are regulated through our Supplier Code of Conduct and cascaded upstream in the supply chain.



Together, these practices help safeguard our operations, strengthen trust among partners, and support a culture where responsible business behaviour is the foundation for sustainable growth.

No incidents of corruption or bribery were identified in 2025.

Thank you,

We appreciate that you have read all the way to the end. We hope this report has given you a clear first view of how we work with sustainability; where we've been, what we've learned, and where we're heading.

Creating our first report has helped us step back and clarify our sustainability ambitions, understand our current position, and define next steps. While sustainability has always been a defining aspect of our business model, some of the insights and data generated through this process have been unexpected. It reinforced a simple point: to reduce our impact over time, we first need to understand it properly.

Building on these insights, our focus going forward is to improve the quality of our impact data and translate it into clear priorities; reducing negative impacts while continuing to create business and customer value. Circular principles will remain a guiding framework in both product and business development, shaping how we design, deliver, and extend the value of our solutions over time.

As stated at the beginning of this report, sustainability is not a destination we arrive at, but a responsibility we carry forward together. We hope you will follow our journey ahead in future reports.

Best,
The Green team



