



2023

Umbraco Impact Report

Hello there!

We are Umbraco, the leading .NET open-source CMS platform, providing companies, agencies, and developers with flexible content management software that helps deliver great web solutions!

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Introduction from the CEO

Kim Sneum Madsen
CEO of Umbraco



Evolving Umbraco's Impact in the CMS Landscape

Welcome to a pivotal edition of our annual impact journey within the CMS world. This report is a testament to our commitment to not just navigate but also shape the future of the CMS industry through innovation, community engagement, and sustainable practices.

Reflecting on 2023, we aligned our efforts with the evolving needs of our stakeholders and the broader digital ecosystem while drawing insights from the anticipated CMS trends for 2024.

A Year of Strategic Transformation

The landscape of content management is currently undergoing a significant transformation. This is influenced by emerging technologies, changing user expectations, and the global push towards more ethical and sustainable digital solutions.



In 2023, we took bold steps to address these shifts by focusing on areas such as:



Enhanced Personalization and exploring AI integrations

Leveraging more personalized, dynamic user experiences while ensuring ethical use and data privacy.



Sustainability in Digital Experiences

Prioritize eco-friendly practices in our operations and product development to ensure a more sustainable future.



Community and Developer Empowerment

Strengthening our community through inclusive initiatives, education, and support to address the global developer shortage.



Security and Compliance

Enhancing our focus on security measures and compliance with international data protection regulations to safeguard the interests of our stakeholders

As we navigate these challenges and opportunities, our mission extends beyond achieving business success; it's about fostering a positive impact in our ecosystem, empowering our stakeholders, and contributing to the advancement of the CMS industry. This report highlights our journey through 2023, the steps we have taken, the lessons we have learned, and our vision for the future.



We are excited to share our progress and insights with you. Should you have any questions or wish to discuss our initiatives further, please do not hesitate to reach out to me directly at sneum@umbraco.com.



Umbraco 2023 in Numbers

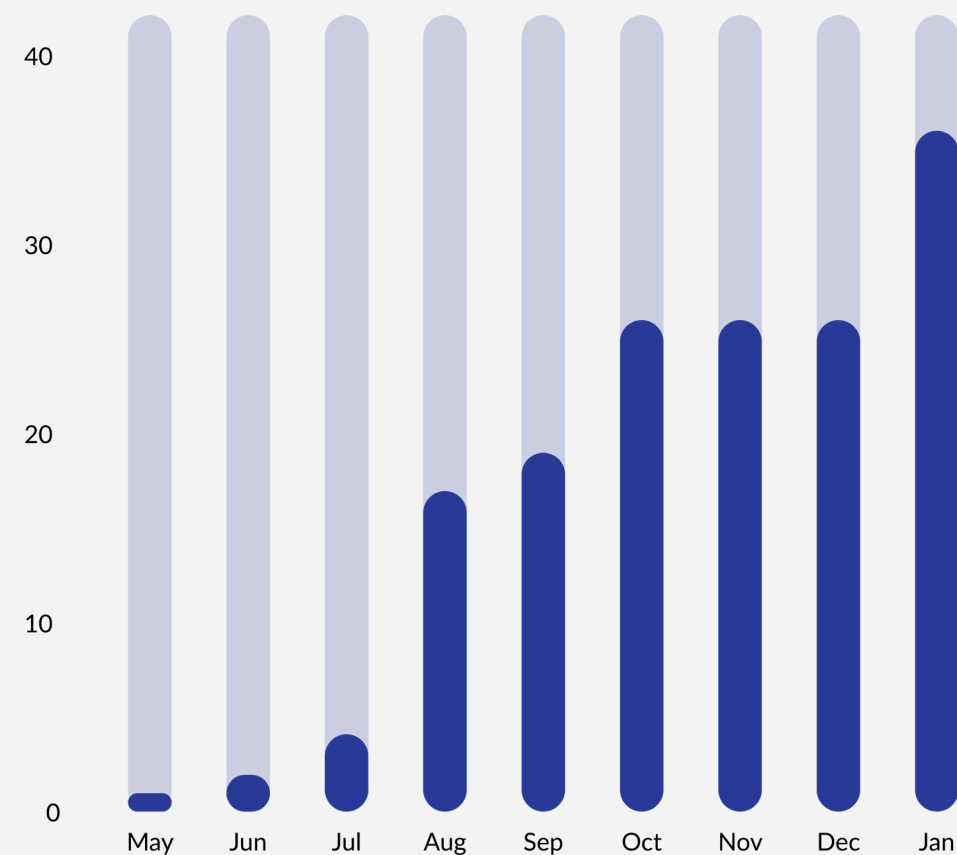
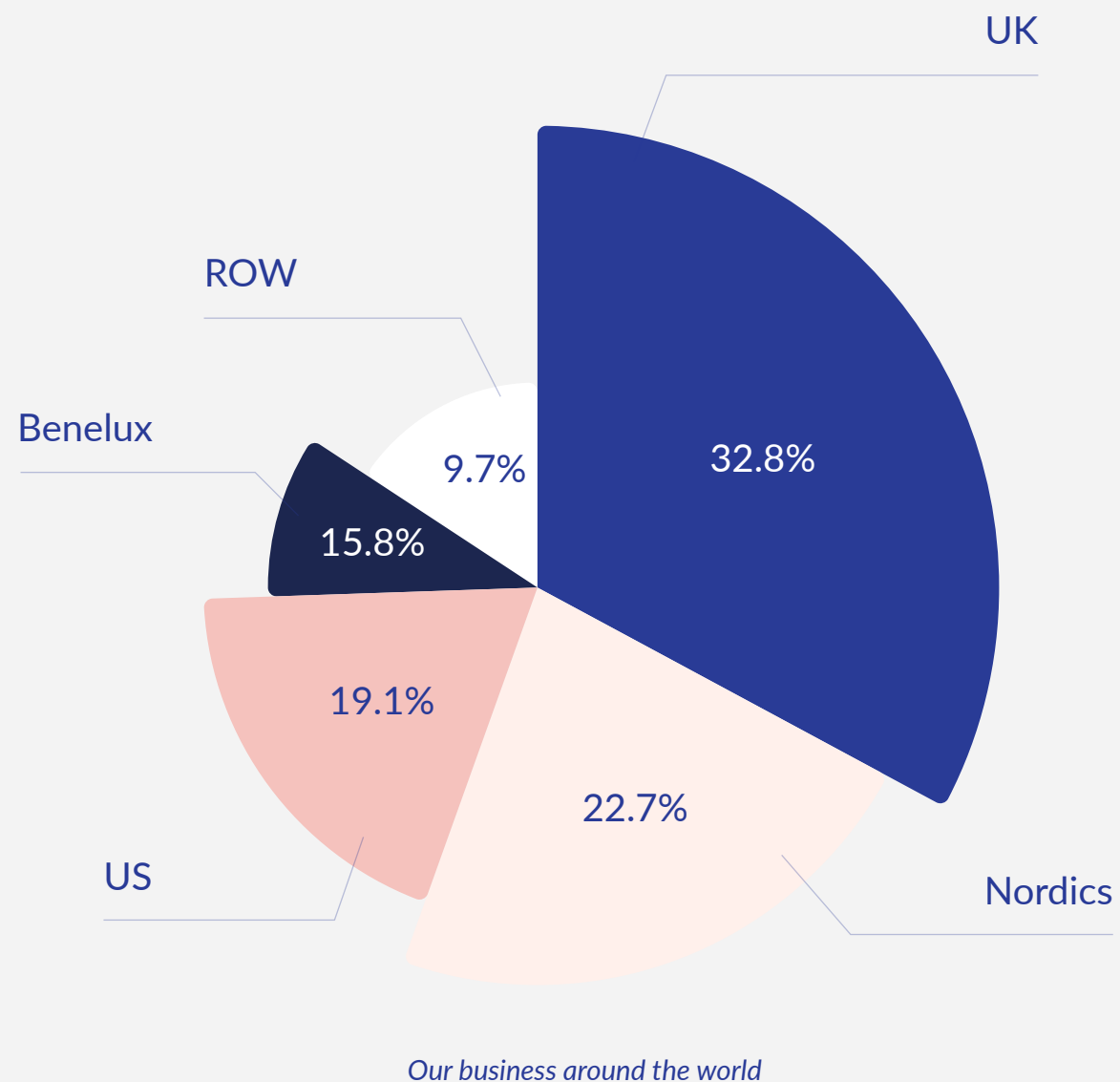


World Client Map

2023 has been a landmark year for Umbraco marked by remarkable achievements and growth. We've seen an impressive +40% growth in the sales and renewals of our products year-over-year, a testament to our platform's value and the trust placed in us by our users worldwide.

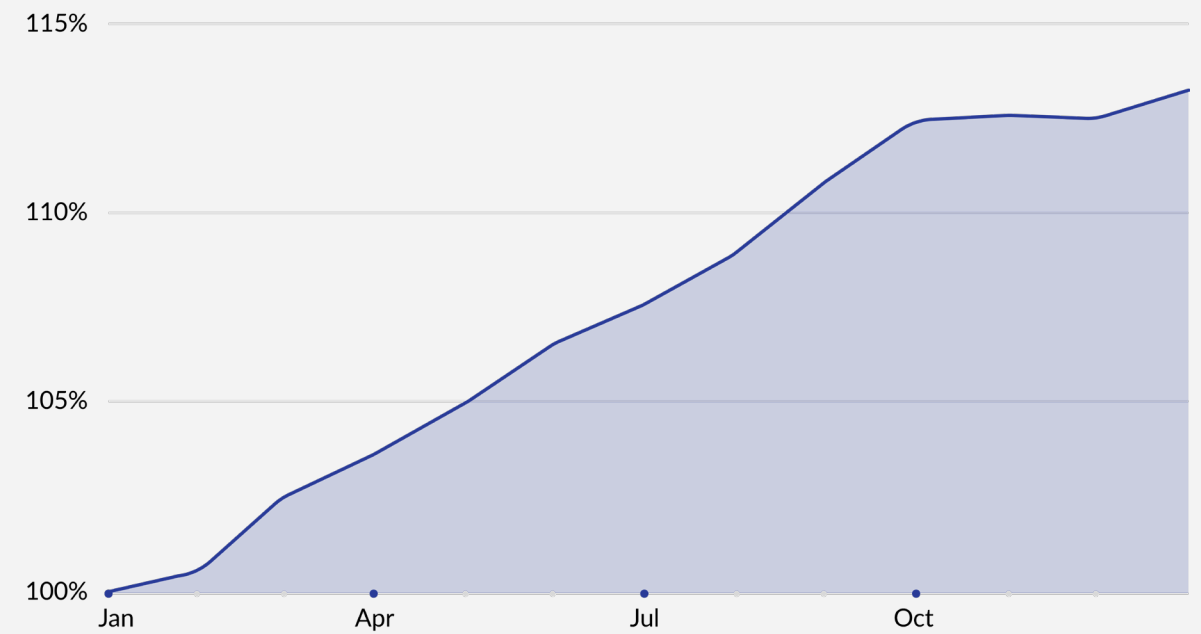
Behind this significant increase in sales, we find the introduction of a new partner program, fostering stronger collaborations with our partners and expanding our global commercial footprint.

Additionally, we've experienced a solid uptake of our cloud offering, Umbraco Cloud, reflecting the increasing demand for flexible and scalable cloud solutions. These milestones underscore Umbraco's commitment to innovation, collaboration, and our continued evolution as a leading CMS provider on the global stage.

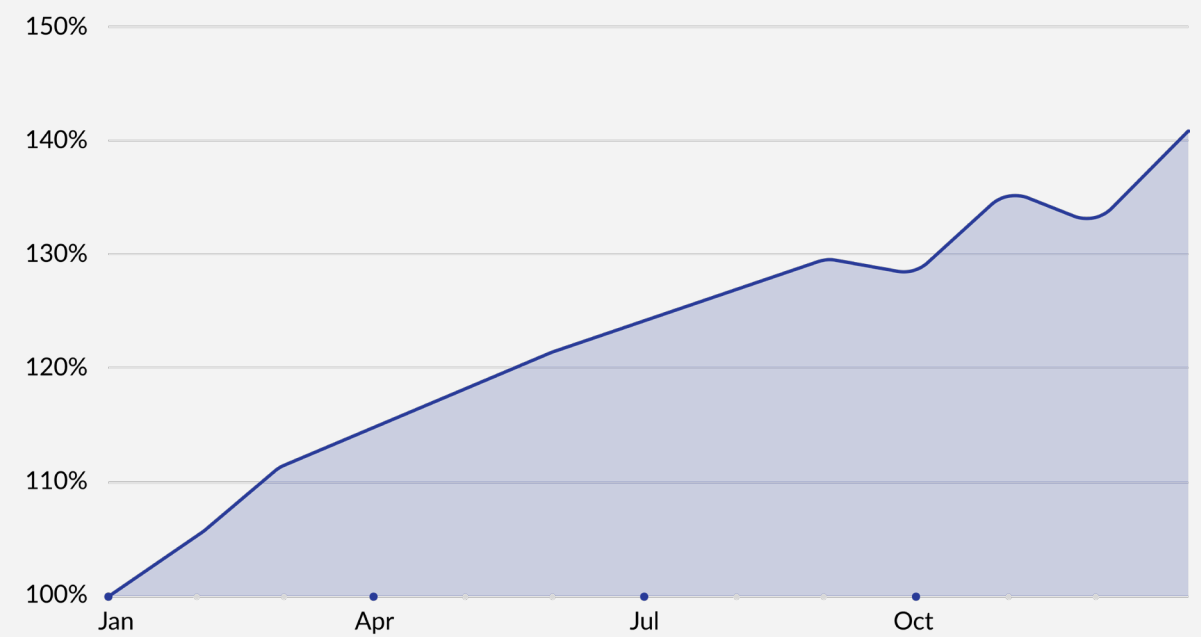


Number of Platinum Partners





Cloud Growth 2023



Umbraco Installs in 2023

TRUST RESPECT OPEN HUNGRY FRIENDLY

Open Source and AI in 2023

by Filip Bech-Larsen, CTO at Umbraco

2023 will be remembered as the year AI (Artificial Intelligence) took the world by storm. AI opens a new world of possibilities, but when the sky is the limit, it has proven difficult for many to see where these new possibilities might take us.



AI is here to stay - but so is the human touch

AI is reshaping the landscape, yet the essence of the landscape remains unchanged. For a CMS platform like Umbraco, the advent of AI is paradoxical – it's both revolutionary and not. Indeed, AI will enhance editor productivity, yet the essence of editing remains untouched. Content management is here to stay, requiring a human touch to validate the output of AI. Before content reaches any CMS, including Umbraco, it undergoes a journey. Our goal is to ensure that the final leg of this journey is efficient and enjoyable.

This sentiment extends to developers as well. While AI can streamline their workflow, the need for human developers persists, especially for scrutinizing AI-generated content. As volume surges, the demand for meticulous oversight increases.



GitHub shows the way

GitHub, the online software development platform, illustrates the potential of AI in coding, especially within the open-source realm. GitHub has implemented AI tools in various processes, including automatic code generation, which has made the work with code even more efficient and smooth for their users. Although open-source contributions are generally in decline – Umbraco being a notable exception – AI can and will simplify the contribution process. Many AI models are open source, promoting inclusivity. However, the open-source community also plays a critical role in ensuring AI’s ethical application, including the mitigation of implicit biases. Despite their open-source nature, these models bear significant operational costs, hinting at challenges in accessibility and the potential for disparities in 2024 due to hardware production constraints.



AI and Umbraco

Transparency has always been Umbraco’s cornerstone, sharing our vision and insights openly to enlighten and inspire our community of developers, partners, and clients. “Openness is allowing anyone to build for everyone.” Umbraco’s core has always been about intuitively empowering editors and offering developers flexibility and transparency. AI introduces new dimensions to these principles. Over time, we plan to integrate “simple yet powerful” AI features directly into the CMS for editors. However, our primary focus remains on maintaining Umbraco as an open and easily extendable platform for AI functionalities and beyond.

Our community’s role is multifaceted and vital in this process. We seek ideas and examples of AI applications that genuinely add value—not merely for the sake of AI but for purposeful, meaningful integration that makes working with Umbraco simpler and more delightful. We encourage our community to experiment, provide feedback, and help us all stay on course toward a secure and inclusive future.

written by:

Filip Bech-Larsen,
CTO at Umbraco

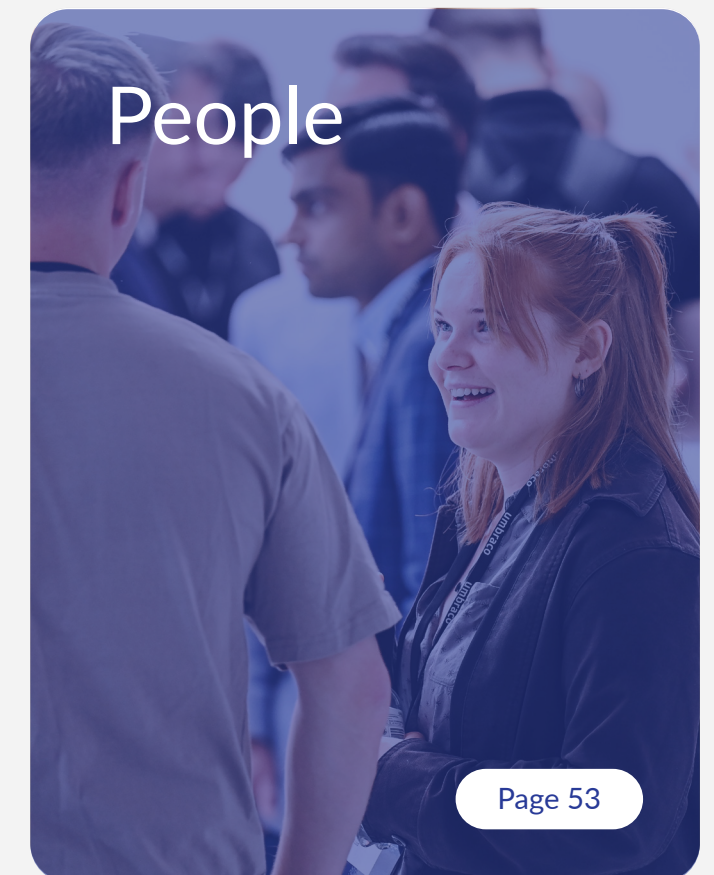
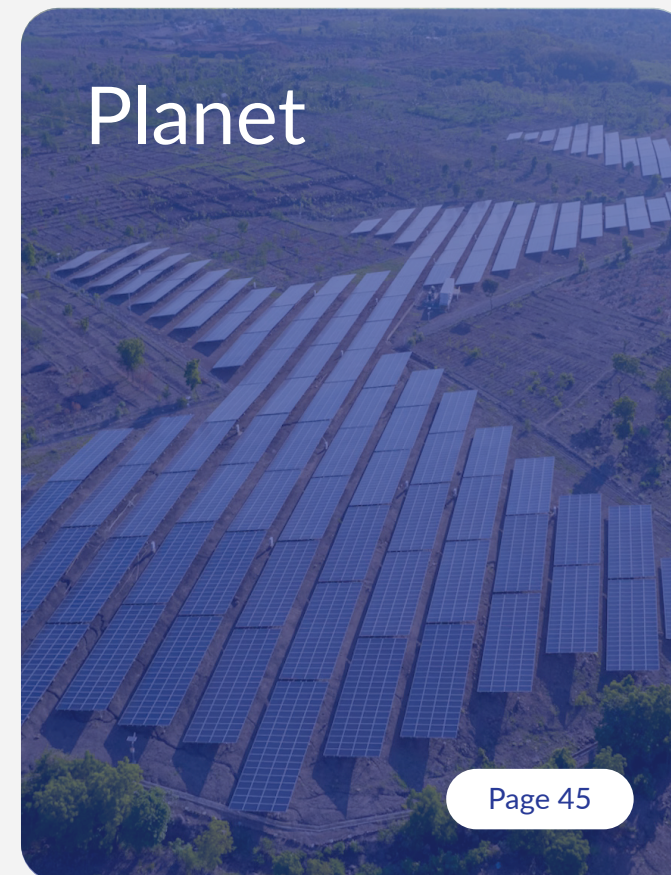
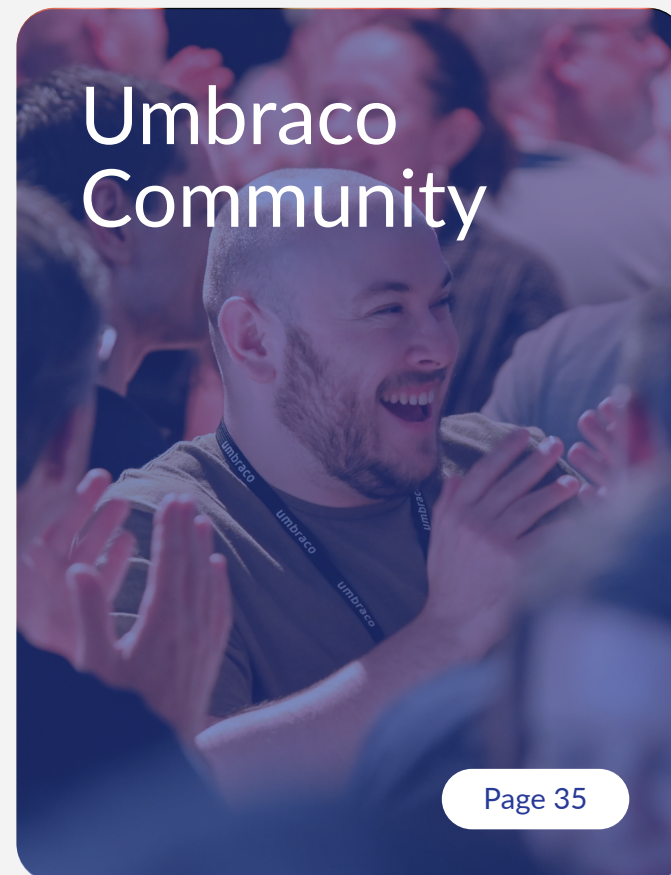
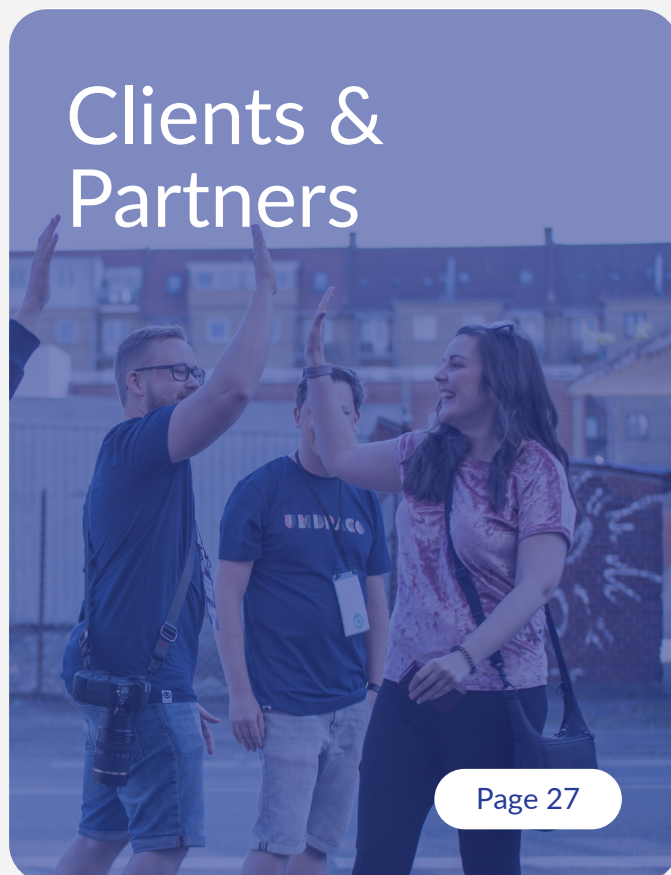




Our Impact in 2023

Building on the momentum of last year, our 2023 Impact Report focuses on four key areas: *Clients and Partners, Umbraco Community, Planet, and People.*

This approach highlights our commitment to more than just business success. We aim to build strong relationships with our clients and partners, foster a vibrant and inclusive Umbraco community, commit to environmental sustainability, and invest in the well-being and development of our people. These priorities shape our actions and help us make a meaningful, lasting impact in the industry and the world around us.





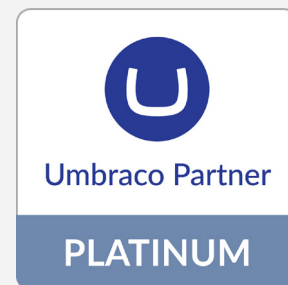
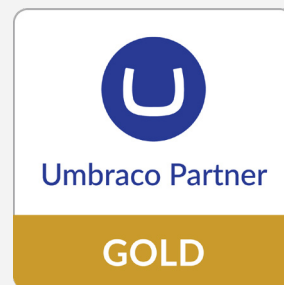
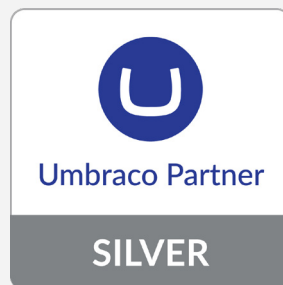
Our Impact

Clients and Umbraco Partners

The impact on our clients and partners in 2023 has been profound. This was mainly due to strategic initiatives that have enhanced our collaborations and service offerings. That crystallized on the launch of our new partner program in August, allowing hundreds of partners to get better services and solutions from Umbraco.

2023 was also the year when we introduced new products and services for our clients, like Umbraco Commerce and Umbraco UI Builder, a user-friendly data management tool. Furthermore, Umbraco version 13 was released. This release is Long-Term Supported (LTS) and aligns with Microsoft's latest LTS version of .NET, which guarantees a secure and forward-compatible CMS platform for our clients until Q4 2026.

We also introduced additional services, like extended support for Umbraco version 7, and improved our training offers and support coverage. Additionally, the introduction of the new partner program in August rapidly accelerated the development of relationships between partners, clients, and Umbraco, creating a more cohesive and dynamic ecosystem.



The 2023 Umbraco Awards

How was Umbraco being used in 2023? The projects showcased in the 2023 Umbraco Awards are great examples of that. The many submissions highlight the innovative, creative, and successful digital projects made possible in collaborations between Umbraco, our clients, and our partners.

This year, we saw a high increase in the complexity and value of the projects submitted, including some very impressive custom solutions centered around cloud technology. This reflects the growing capabilities and aspirations of our users.

We also introduced a new Award category: *Best Green Solution*, and we were thrilled to see many submissions under this category. Even the *Jury's Choice Award* was awarded to a solution where a significant reduction in CO₂ emissions was one of the key achievements, showcasing that well-developed digital projects can and should go hand-in-hand with sustainable web development.

 Best Cloud Solution



semantic

For Gunpowder Immersive and Wildwood so far (via Umbraco Cloud-based LOOP platform)

 Best Editing Experience

McCANN
MANCHESTER

for HSL Chairs

 Best Custom Solution

durable

for Lazard website

 Best Green Solution

kruso

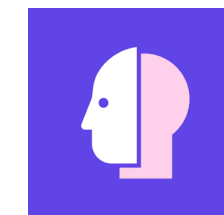
for Herning Kommune - Herning.dk
- Climate friendly website

 Best Designed Site

**DOT
CONT
ROL**

for De Nationale Bioscoopbon
- From Physical Card to Digital Experience

 Umbraco Package Award



Impersonator

by Søren Kottal



 Best Partner Solution

**EN
Joy**[®]
DIGITAL

Sherwin-Williams (Valspar) - Building a
Virtual Assistant for Valspar

 Jury's Choice Award

tangent

for UK Power Networks - UK Power
Networks Website



Our Impact

Umbraco Community

“This CMS is not just a tool, it is a gateway to a dynamic, friendly community...”

In 2023, the Umbraco community remained the friendliest open-source community in the world! Members took an active part in making Umbraco better, not only through code contributions but also by addressing important issues such as diversity, sustainability, and accessibility. The commitment of the community to listen, provide feedback, and foster collaboration remained unwavering - and we are extremely proud and thankful for this!



Switching to Umbraco was like opening a door to a vast, welcoming world. Information was abundant and easily accessible, from social media buzz to lively forums, a thriving marketplace full of great packages, and numerous events throughout the year. **This new CMS was not just a tool, it was a gateway to a dynamic, friendly community, backed by a company with a genuinely positive vision.**



Andy Boot
Senior Web Developer & Umbraco Lead Company
at Pixel Builders, United Kingdom



What I found from day one is as true as it is today – **Umbraco users want other people to use Umbraco and will go out of their way to help.** With myriad channels of communication and individuals who will spend considerable time and effort to understand your problems, it's rare that a problem is left unsolved. But crucially, there's a community of lovely people who are just happy to chat!



Richard Jackson
Cloud Software Engineer
at Nightingale HQ, Cardiff, UK



When I joined the blossoming Umbraco community over a decade ago, I never expected some of my oldest and most valuable friends to come from diving into content management software. **Umbraco is more than a tool I use every day - and it is an excellent tool - it's also a thriving group of people from around the world, excited to welcome in others, share their knowledge, and help solve problems.** And I'm one of them!



Janae Cram
Senior Dev & Tech Lead at ProWorks Corporation,
USA

Our Community has been Brilliant in 2023!

With such a creative and active community, we always want to find more ways to support community-driven initiatives. That is why we in 2023 introduced the Umbraco Champions Program. This program lets community members voice their ideas to us, and we can then help either financially, with any specific material or resources, or perhaps connect them to the right people to get the initiative going. So far, this has resulted in 7 new community-driven initiatives supported by Umbraco HQ.



Diversity, Equity, and Inclusion

We want the Umbraco community to remain a secure haven for open technology discussions, drawing in individuals dedicated as well as curious about Umbraco. That is why our focus on diversity, equity, and inclusivity remained a top priority in 2023.

Throughout the year, the Diversity, Equity, and Inclusion (DEI) Community Team provided support to Umbraco event organizers within the ecosystem, ensuring a more equitable gender representation in speaker lineups. Additionally, in 2023, the team started their DEI book club. This book club was, of course, open for all community members to join, broadening their knowledge around DEI.



Connecting Through Events - Umbraco Festivals and Meetups

Umbraco Festivals and Meetups were vital hubs for connection and knowledge sharing in 2023. These events foster inclusivity and facilitate meaningful interactions between community members locally and globally.

We're thrilled to see an expansion of Umbraco meetups across various regions. In 2023, we welcomed new meetups in India and Turkey, and a restarted meetup in Norway. In total, there were 1750+ individuals at 111 community organized meetups.

MVPs Leading by Example

Umbraco MVPs (Most Valuable People) are influential advocates, both for Umbraco itself and for their fellow community members.

In 2023, the MVP program welcomed 17 new and 66 renewed MVPs. In total, that is 83 amazing people from +20 different countries, who have gone above and beyond by contributing through code, knowledge, help, events, and more. A massive thanks to all of you!



Codegarden 2023

Codegarden has once again shown its status as the world's premier Umbraco event! In June 2023, we welcomed over 1,700 developers, editors, tech enthusiasts, and business professionals both in Odense, Denmark, and online - all eager to get updated on the latest Umbraco news and tech trends within the industry.



A Joyful Combination of Learning, Inspiration, and Fun

At Codegarden 2023, we blended learning, technical sneak peeks, innovation, and community spirit into a 3-day dynamic event relevant for experienced 'Umbracians', partners, and newcomers.

With a total of 60 inspiring speakers - 35% of whom were female or gender non-conforming - attendees got to choose from a wide and diverse range of sessions as well as a hands-on workshops, a hackathon, and memorable social activities in the evenings.

As always, Codegarden 2023 was more than just a conference—it was a vibrant “family reunion” for the Umbraco community, a place to meet in person, discuss solutions directly with Umbraco HQ developers, exchange ideas, and meet new inspiring peers.

Are we doing it again in 2024?

Of course!

Save the date for Codegarden 2024,
12th -14th of June in Odense, Denmark.





Our Impact

The Planet

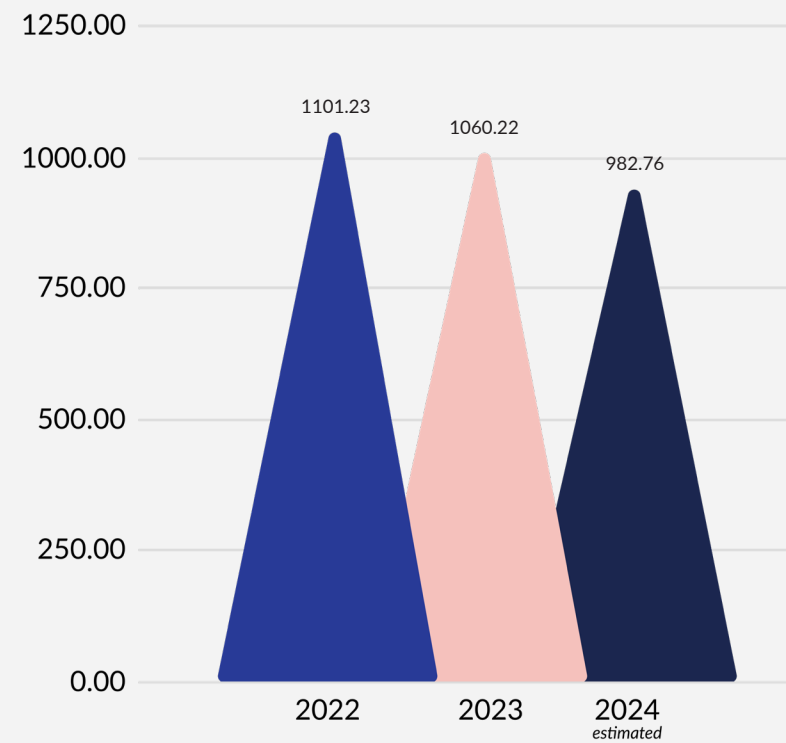
Status On Our Carbon Neutral Journey

In 2023, we have taken several steps towards minimizing our environmental impact. Our efforts have been multifaceted, focusing on reducing CO₂ emissions across all aspects of our operations.

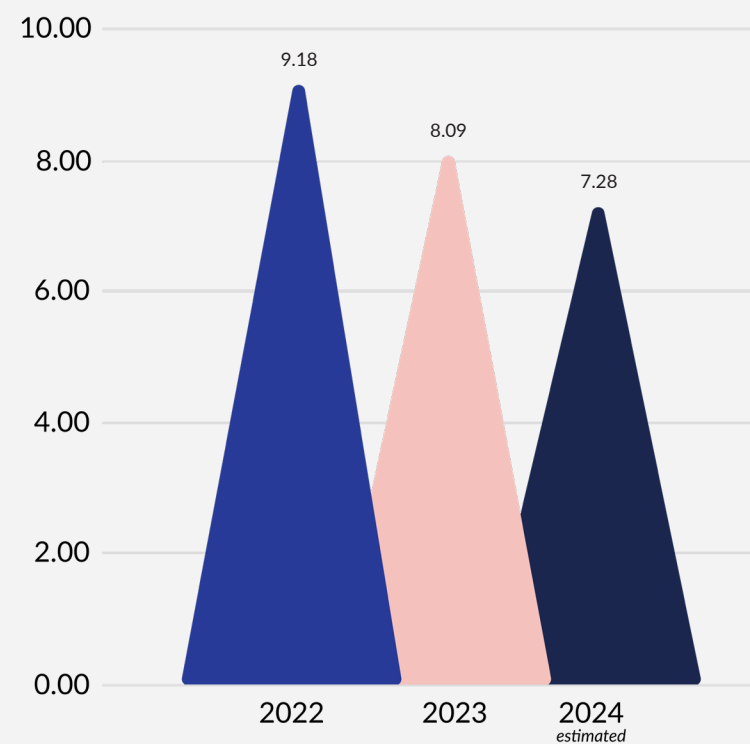
When we started our journey toward Carbon Neutrality in 2022, we introduced a program to track and measure our CO₂ emissions*, enabling us to make clear actions to reduce our emissions. Based on new learnings, we have made our methodology and tracking even more accurate. An example of this is that business travel is now measured by distance traveled, providing a more precise measure of our travel-related emissions. Business travel remains one of the biggest contributors to our overall emissions in 2023, and we will continue to evaluate our travel needs closely.

Our operation of Umbraco Cloud and Umbraco Heartcore on Microsoft Azure and Cloudflare remain our biggest sources of carbon emissions. We are working closely with Azure and our partners to ensure that our setup is as efficient and thus sustainable as possible, and we are following Microsoft Azure's efforts on their goal of becoming CO₂ neutral by 2025.

*We have been applying the GHG Corporate Standard (ghgprotocol.org/corporate-standard) when calculating our Scope 1, 2 and 3 emissions.



Company Emissions TM CO₂e



Emissions per Employee TM CO₂e





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.



Our Community Planted 3,281 Trees

When people from our open-source community decide to contribute, we show our appreciation by supporting CO₂ avoidance projects. Through initiatives such as the Hacktoberfest tree-planting program and community contributions to each new Umbraco CMS release, the Umbraco community planted 3,281 trees, offsetting 197 tonnes of CO₂e.

All of our offsetting is done through the supplier Ecologi (ecologi.com/umbraco), focusing primarily on funding CO₂ avoidance projects. For 2023, we supported two projects: *Repairing water boreholes in Eritrea* and *Solar electricity generation in Indonesia*. It is important to note that offsetting is not our primary or ideal solution to minimizing our climate impact; reducing our own emissions and those of our suppliers will always be our number one goal.



Sharing Is Planet-Caring

One of the most promising initiatives in 2023 has been the establishment of the Umbraco Community Sustainability Team. The mission of this team is to provide hands-on tips and tools for developers and web agencies to support them in building sustainable Umbraco solutions.

This initiative has already shown remarkable results, with examples of redeveloped websites demonstrating up to a 75% reduction in CO₂ emissions by upgrading to the latest technologies and implementing sustainability best practices.

By spreading their knowledge and tips about sustainable web development, this team is doing a phenomenal job at highlighting the need for green web development to be a top priority within the Umbraco ecosystem - and hopefully beyond!

Sustainable Umbraco

Redeveloped websites can reduce CO₂ emissions up to

75%

2024 Goal

Cutting CO₂ emissions per employee by

10%



Our Carbon Neutral Journey Continues

We are committed to continuously improving our own operations as well as promoting sustainability within our community, aiming to set an example in the tech industry's battle against climate change. And we already have ambitious goals for 2024, like cutting CO₂ emissions per employee by 10%.



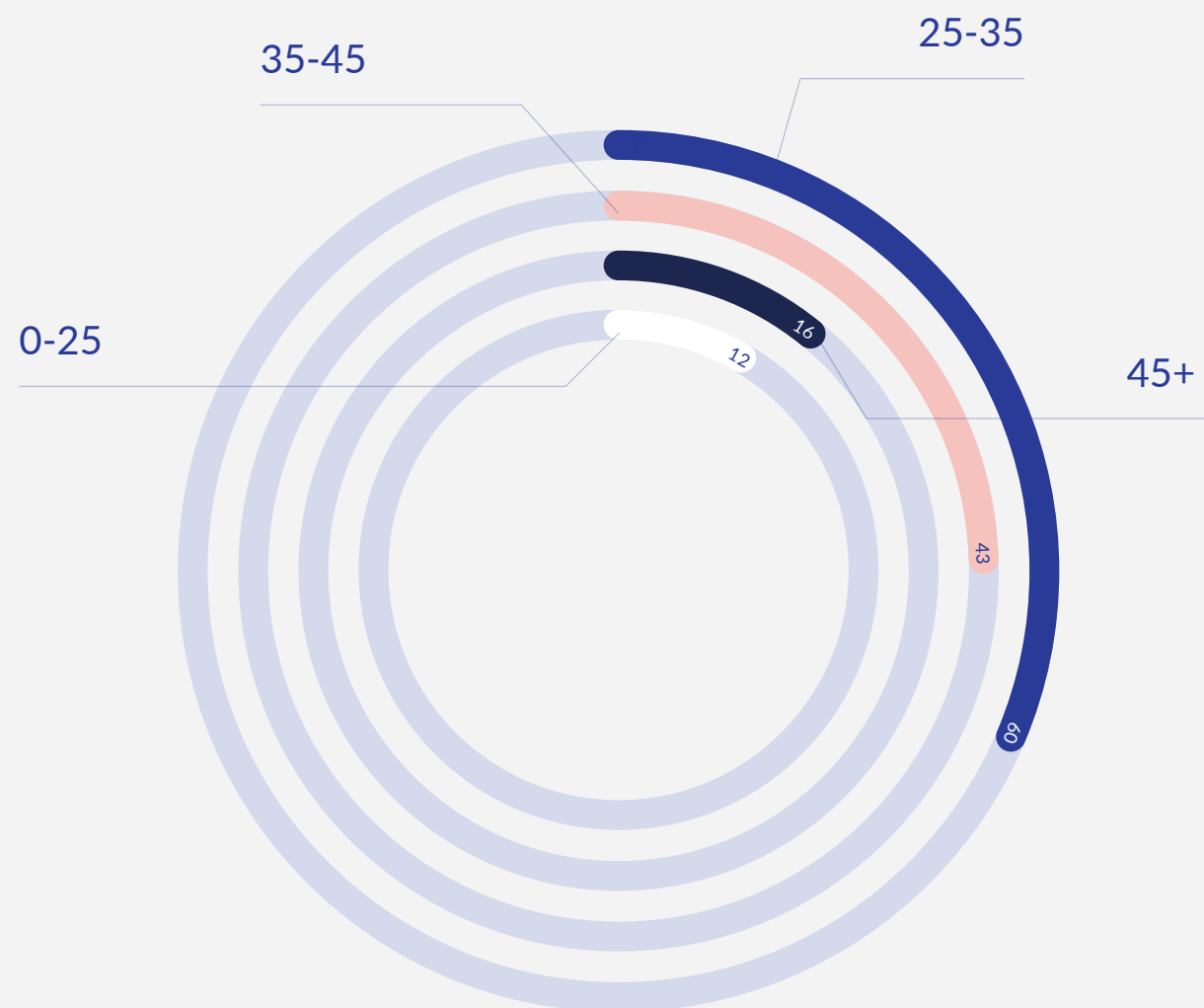
Our Impact

The People

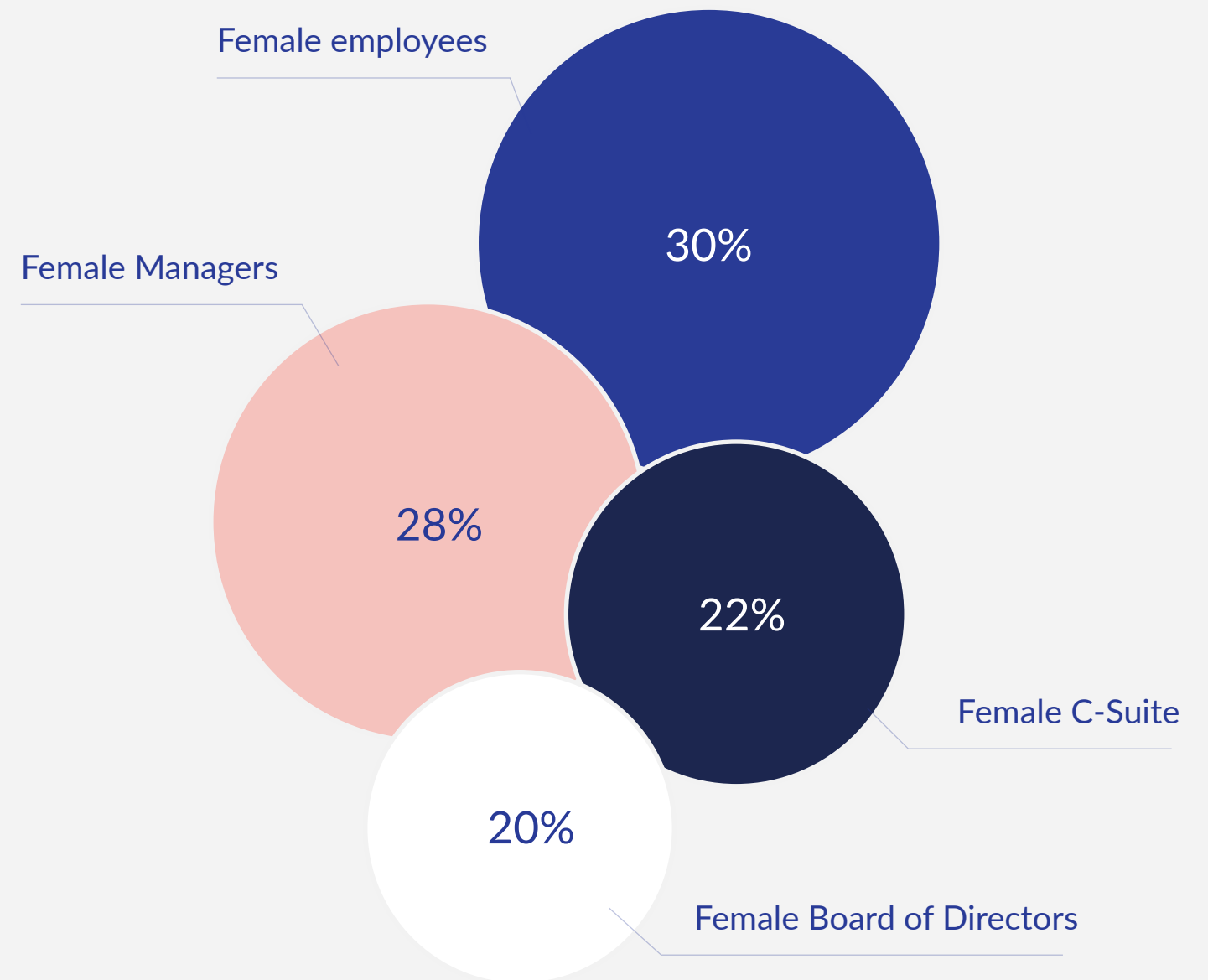
Fostering a Diverse and Inclusive Workplace

Our users and customers are diverse and from all over the world. To excel in our work, it's crucial that our team mirrors this diversity, bringing a wide range of perspectives to our roles.

As of December 2023, the entire Umbraco team is a vibrant mosaic of 27 nationalities, with an age distribution that spans from under 25 to over 60, highlighting our dedication to age diversity. On top of that, in 2023 we welcomed our first team based in Vietnam, extending our employee footprint to South Asia.



Number of Umbraco Employees



Female Employees at Umbraco

Our gender distribution shows that 30% of our workforce is female, including 22% in the Management Team and 28% in third-level management positions. In our 2023 recruitment efforts, we welcomed 41 new employees, 40% of whom were female, highlighting our ongoing commitment to enhancing diversity within our team.

To support our female employees, we have initiated female-only book clubs and a network for social and professional development, complemented by external female mentorship opportunities within the Danish IT industry.

Other initiatives in 2023 to foster D&I included:

- ☆ A culture awareness workshop for all employees
- ☆ A course on Vietnamese culture for those interacting with our Vietnamese colleagues
- ☆ A Masterclass for our managers in Bias Conscious Leadership and Culture Awareness
- ☆ Inclusivity courses for all staff



Empowering Leaders

Great leadership is important for a thriving work environment and for business. That is why leadership development is another area where we have made big improvements. In 2023, we introduced more leadership training, resulting in a company-wide average leadership satisfaction rating of 4.23 out of 5.

Healthy Habits at Work

To promote a healthy lifestyle among our employees, we have conducted workshops on life balance and installed exercise equipment, encouraging active breaks from sedentary work habits.

All these initiatives are part of our broader strategy to create a workplace where diversity is celebrated, inclusion is practiced, and well-being is prioritized. This ensures that Umbraco remains a nurturing and empowering environment for all our employees.



Our engagement with the academic world is another cornerstone of our external impact. Our 2023 support included:



Partnership with local universities and colleges.



Participation in educational programs by offering lectures and certifications.



Hosting 9 interns to fulfill their academic requirements.



The Coding Class initiative for pupils to explore the IT world firsthand, presenting projects and receiving feedback.



A mentorship program for female students to address the gender gap in the IT industry.



Support Beyond Our Office Walls

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

A great example of this, was our 2023 charity auction. This auction was a collaborative effort between Umbraco and our creative and dedicated employees, where donations were auctioned off to the highest bidder. The auction raised significant funds for the local Red Cross chapter, directly supporting the children of Ukrainian refugees. Additionally, our contributions to Toys for Tots and UNHCR (United Nations High Commissioner for Refugees) further exemplify our dedication to humanitarian causes.















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.



Strategies for the Future

Throughout the years, Umbraco has been committed to supporting numerous impactful causes, leveraging our technology and community to make a meaningful impact. In 2024, we are taking a significant step forward by deepening our commitment under the umbrella of the Environmental, Social, and Governance (ESG) goals of the United Nations.

This means that by 2030, we commit to focus on and make ourselves accountable for 5 specific Sustainable Development Goals (SDG)* that resonate with our core values and mission in order to make a more positive impact in the technology industry:

													
TARGET 9-4		TARGET 9-5		TARGET 12-2		TARGET 13-1		TARGET 13-2		TARGET 17-17		TARGET 5-5	
													
UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY		ENHANCE RESEARCH AND UPGRADE INDUSTRIAL TECHNOLOGIES		SUSTAINABLE MANAGEMENT AND USE OF NATURAL RESOURCES		STRENGTHEN RESILIENCE AND ADAPTIVE CAPACITY TO CLIMATE RELATED DISASTERS		INTEGRATE CLIMATE CHANGE MEASURES INTO POLICIES AND PLANNING		ENCOURAGE EFFECTIVE PARTNERSHIPS		ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING	

As we close the chapter on 2023, it's clear that our journey towards making a positive impact on society and the environment has been both challenging and rewarding. Looking forward, we are filled with optimism and a renewed sense of purpose.

Our plans for deepening our engagement with ESG goals in 2024 and beyond are ambitious. However, we are confident that with our innovative spirit, collaborative

ethos, and the continued support of our ecosystem, we will forge a sustainable path that benefits all. The journey is ongoing, and we are just getting started. Together, we will continue to strive for excellence, impact, and a brighter future for generations to come.

*<https://sdgs.un.org/goals>



Umbraco HQ'ers

codegarden Umbraco

Umbraco HQ'ers to P... 2023

