

Designed
TO LAST

Made in
EUROPE

Certified B
CORPORATION

Industrial
EVOLUTION

Since
1995



IMPACT REPORT 2025

DESIGN AS
A FORCE
FOR GOOD

TAKING RESPONSIBILITY IS ESSENTIAL, NOT OPTIONAL.

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A NOTE FROM OUR FOUNDERS

We've hit a milestone... Our B Corp score made a remarkable leap forward from 85.4 to 114.5. An achievement that captures the spirit of this new Impact Report: working hard to do better and increase our positive impact on people and the planet.

We're honestly proud that our sustainability efforts pay off and receive well-deserved recognition. For example, the BBC highlighted our collaboration with sheltered workshops in the BBC Storyworks series 'Common Good.' We were selected from 700 companies worldwide to be part of this inspiring series.

Speaking of collaborations, we joined forces with Vaayu, a renowned impact measurement company. They are helping us assess our environmental footprint. For instance, we can now run 'what if' scenarios, such as switching materials or adjusting logistics, to find smarter ways to reduce emissions and water use.

Focusing on people, the Secrid Impact Fund invests 1% of our revenues to support talented designers. To date, this has benefited a community of over 40 designers. We organised the annual Secrid Talent Podium during Dutch Design Week in Eindhoven in light of this. During the event, seven visionary product designers presented their impressive solutions. These range from kitchenware designed specifically for visually impaired users to nutritious products made from high-quality food waste.

We mentioned just a few of the achievements and other sustainability updates you'll find in this edition of our Impact Report. Looking at the world today, we feel more than ever that 'small matters' and every decision counts. Therefore, toward the end of this report, we invite you to reflect on your role in the bigger picture.

For now, let's dive into the heart of the matter.
We hope you enjoy it.

*Warm greetings,
Marianne van Sasse van Ysselt & René van Geer*



FACTS ABOUT SECRID

2024: the world of Secrid in numbers.



2009

Secrid was founded by René & Marianne in 2009



1

Headquarters in The Hague



1 NEW PRODUCT

Launched a new product: the Coinpocket

4,792
unique retailers
(with multiple stores) in 100 countries worldwide in 2024



2021

Secrid is a B Corp since december 2021



44%

women
56%
men

1,488,232
products sold
in 2024



€41,892,602

net revenue
in 2024

3

Launched a campaign: Valuing Capabilities - thanking over 150 people at 3 sheltered workshops



154

people working at Secrid in 2024



€569,751

Invested in community through our Impact Fund



1

Opened our Flagship Store in The Hague



30 YEARS

Celebrated 30 years of evolution: The Cardprotector



34

The average age of people working at Secrid in 2024

Our Manifesto

A BETTER WORLD STARTS IN YOUR POCKET.

Every product begins as an idea before turned into something real. But what we create and use, shapes our lives and impacts the ecosystems we all depend on.



1

LOOK AROUND. EVERYTHING IS DESIGNED.



**THE BUILDING YOU'RE IN. THE
CLOTHES YOU WEAR. THE WALLET IN
YOUR POCKET.**

Every object in your life was once just an idea in someone's mind. What we choose to create—and what we choose to buy—shapes not just our daily lives, but also impacts the ecosystems we all depend on.

*“We are living in a
world out of balance.
So, how do we restore
harmony?”*

2



A WORLD OUT OF BALANCE

Picture this: a smartphone designed to slow down after just two years. A jacket that falls apart after one season. A coffee maker that costs more to repair than to replace.

Since the Industrial Revolution, we've built an economy in which mass-production of low-priced, short-lived products has become the norm. This brought unprecedented prosperity, but it also created something else: a world drowning in waste.

Right now, we are burning through Earth's resources 1.8 times faster than nature can replenish them, while producing 2 billion tons of waste each year. The impact is visible everywhere: forests disappear, oceans fill with plastic, and climate patterns shift in ways that threaten our future.

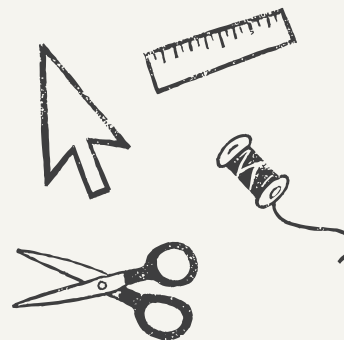
3

DESIGNERS LEADING THE INDUSTRIAL EVOLUTION

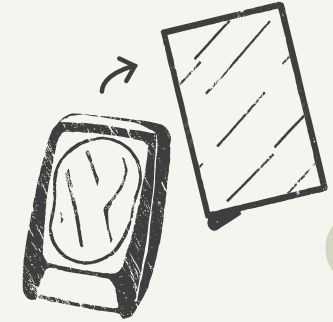
We believe industry can't be stopped. But it can be changed. At Secrid, we see a leading role for designers in this transition. The universal guiding principle is surprisingly simple:

Every new product design must be better than its predecessors.

In this way, we believe we can build a movement that helps shift the focus of industry from producing more to producing better. We call this the Industrial Evolution.



4



DESIGN AS A FORCE FOR GOOD

Over the past four decades, our founders have developed a clear belief through experience and practice: better products come from a holistic design approach that deeply understands the relationship between people and products.

That belief shapes everything we make. For us, better products combine enhanced functionality, longer lifespan, and a smaller ecological footprint. To achieve this, we design for longevity and repair, and work with European manufacturers who run clean factories, ensure fair working conditions, and deliver exceptional quality.

When we all realise that we are better off choosing quality products and recognise our power to drive positive change, brands will follow our lead. So, let's use design as a force for good and transform the Industrial Revolution into the Industrial Evolution.

WHAT DOES 'BETTER' ACTUALLY MEAN?

As outlined in our manifesto, we've defined a universal guiding principle to help shift from the Industrial Revolution to Industrial Evolution: "Every new product design must be better than its predecessors."

But what does better actually mean? To us, it goes far beyond aesthetics or performance. It's about taking responsibility—for the impact our products, partners, and business have on people, the planet, and future generations.

In this Impact Report, we explore what better means at Secrid and how we put our vision into practice by using business and design as a force for good.

We invite you to read our story about taking responsibility through evolution.



→ Co-founders
Rene & Margot

01 THROUGH OUR COMPANY

At Secrid, doing better starts from within. That's why we invite you inside our company to see how our core values guide every decision and shape the way we work. Discover why we pursued becoming a certified B Corporation and how Secrid's Sustainability Ambitions will lead us toward meaningful and measurable progress. This is a story about a company with a mission to change the industry.

- p 16 Our core values*
- p 18 Work culture*
- p 20 Force for good*
- p 22 Future ambitions*

Through our company

OUR CORE VALUES

Every day, you make countless decisions, at work and in life. The way you choose reflects who you are. Do you seek certainty or adventure? Are you compliant or self-willed? Reactive or proactive? These are your values. They are not about right or wrong, but about character. Your values define you.

Secrid also has its own character, which is reflected in Secrid's values. They act as a kind of moral compass, offering direction in everything we do.

→ The seven core values that define Secrid

RESPONSIBLE

PLAYFUL

OUTSTANDING

CURIOUS

Here, we share the 7 core values that define who we are at Secrid

INNOVATIVE

CONNECTED

MEANINGFUL

Through our company

WORK CULTURE

Our values are apparent in the way we work together, how we are organised, and what we offer our colleagues to help them develop and perform at their best.



↑ Our meeting rooms

OUR WORK POLICY

To promote a healthier work-life balance, we have adopted a 36-hour workweek. Also, our hybrid work policy allows employees to choose where they work, based on what suits them best. This combination of reduced hours and flexible work options respects individual needs, helping our team recharge, stay motivated, and achieve their full potential without compromising productivity.



↑ A welcoming espressobar to meet and work together.

OUR WAY OF WORKING

How we work matters as much as what we make. We work from a foundation of trust, intention, and being in tune with natural rhythms, both within our teams and the world around us.

We plan our goals in sync with the seasons, creating space to reflect, grow, and adapt, just like nature does. In daily routines, we slow down to check in at the start of meetings, strengthening connection and focus.

We use Holacracy, a self-management system that replaces traditional hierarchy with clear, decentralised roles. This allows our teams to make decisions independently, stay agile, and grow together.

GROWTH & DEVELOPMENT

We believe people thrive when they work to their strengths, therefore we offer a talent scan to help colleagues discover their unique abilities and find roles that truly suit them. To support this, we are developing personal growth plans that link individual ambitions with Secrid's mission, providing everyone with a clear path to grow and make an impact. By encouraging employees to participate in a wide range of courses and master classes, we foster both professional development and personal growth.



PHYSICAL & MENTAL HEALTH

Taking care of mental and physical well-being is very important to us. That's why we provide tools like OpenUp, Calm, and Headspace to support mindfulness and better sleep. We also offer biweekly yoga sessions and a wellness budget for sports memberships and healthy meals. For deeper growth, colleagues can join a systemic training or work with a Secure Base Coach to explore their personal development.

A special yearly highlight is a week at the Secrid Academy in Mandali (Italy). This week is an inspiring retreat focused on reflection, development, and reconnecting with Secrid's roots and values.



↑ The Secrid company bike

OUR HEARTQUARTERS

Our HeartQuarters in The Hague is the heart of Secrid. It is a place where we connect, collaborate, and care for one another. The open, green workspace is designed according to Feng Shui principles and filled with plants supporting focus and well-being.

Each day, we enjoy healthy, vegetarian lunches made with local, organic, and seasonal ingredients. Inspired by natural food and macrobiotic principles, our meals are free from refined sugars and genetically modified wheat, nourishing body and mind while minimising food waste.

We also promote an active lifestyle through our bicycle plan and encourage commuting by bike or train. For short trips, we use the Secrid bike, and for those who drive, we now offer electric charging stations as well.

Feng Shui is an ancient Chinese practice that arranges your environment to create balance and harmony, helping to promote positive energy flow and well-being. It's often used to design spaces that feel peaceful and supportive.

Through our company

FORCE FOR GOOD

Ever noticed the B Corp Certified logo on a product and wondered what it actually means?

Behind that small circle with a 'B' is a global movement of companies that are using business as a force for good. And we are proud to be part of it since 2021.

Becoming a B Corp means meeting the highest standards of social and environmental impact, transparency, and accountability.

For us, it is yet another recognition of our approach to doing business from the very beginning: every choice we make - from the way we design, to where we source our materials, and how we care for our team - sup-

ports our mission to shift from the Industrial Revolution to an Industrial Evolution. It's a shift that replaces careless growth with conscious progress.

What does that mean for you? When we say, "A better world starts in your pocket", we're not just talking about our responsibility. Your choices matter too. Every time you support a B Corp you back a more responsible way of doing business and help create a future we can all believe in.



OVERALL B IMPACT SCORE	
●	114.5 Overall B Impact Score
●	80 Qualifies for B Corp Certification
●	50.9 Median Score for Ordinary Businesses

THE PROGRESS WE ARE MAKING

Becoming a B Corp is just the first step. Every three years, companies must recertify. Not by repeating the past, but by demonstrating how they've improved.

Accordingly, we have been focussing on three important areas: workforce development, resource conservation, and reducing harmful toxins. An example of workforce development is our #ValuingCapabilities campaign, in which we raised awareness about the importance of making inclusion a fundamental part of everyday business. Because, after all, we truly believe everyone deserves the chance to do meaningful work.

This commitment led to our participation in *Common Good*, a BBC StoryWorks and B Lab series highlighting businesses creating meaningful impact. Our short film shows how inclusion can be built into the foundation of a company, and how collaboration drives long-term progress.

Whilst finalising this report, we received the great news that we got recertified with 114.5 points. We look forward to sharing more about this remarkable leap forward soon.



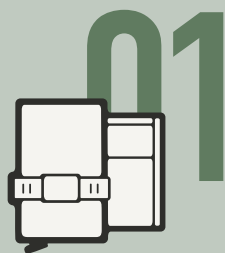
Through our company

FUTURE AMBITIONS

While we are proud of our B Corp certification and the progress we've made so far, we believe true responsibility goes beyond any label. That's why, over the past two years, we have been developing our own roadmap for positive impact: the Secrid Sustainability Ambitions. Secrid is a company that designs and makes consumer products, therefore this roadmap focuses on three essential questions: what we make, how it is made, and by whom.

Together, these pillars align seamlessly with Secrid's mission and vision, serving as a clear compass for all our actions. When read as one sentence, the subheadings reveal the core promise of this roadmap:

Products designed to be better, made within a responsible value chain, by a conscious company with thriving people.



EVOLVE PRODUCTS

Products designed to be better

OUR FIRST AREA OF FOCUS

Since we cannot do everything at once, we're starting where we can make the most immediate impact: our materials. Our current



EVOLVE INDUSTRY

Made within a responsible value chain

focus is on Circular Design & Materials (1.1). We have already taken steps by using recycled aluminium.

Now, we are turning our attention to leather, a key material with a relatively high environmental footprint. We are exploring ways to reduce the chemicals used in leather tanning, shift to biodegradable processes, ensure full transparency in the



EVOLVE COMPANY

By a conscious company with thriving people

leather supply chain, and raise animal welfare standards. At the same time, we are searching for high-performing alternatives that match leather's durability.

This does not mean other areas are on hold. In collaboration with our teams responsible for each topic, we are setting goals and working together to identify and make meaningful progress.

02 THROUGH OUR POCKETWEAR

Since most of a product's footprint is determined early on, the choices we make at the design stage matter most. Even the smallest details can make a big difference. We think through every design choice and dilemma, resulting in products that are built to last, made with responsible materials, and designed to be repairable. Here is a story about how we try to do better through the Pocketwear we create.

- p 26 30 years of evolution*
- p 28 Design principles*
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Through our pocketwear

30 YEARS OF EVOLUTION

Since 1995, Secrid has evolved from a minimalist card protector into a brand shaped by innovation, design, durability and responsibility. Discover our journey over the past 30 years and know that we will keep evolving, step by step. Pocket by pocket.

2010



COVERS MADE FROM LEATHER

The Cardprotector as mini wallet

Our first leather cover is made from leather so thick and beautiful that it doesn't require further finishing. This reduces labour costs, allowing us to compete with lower-cost producers.

2013

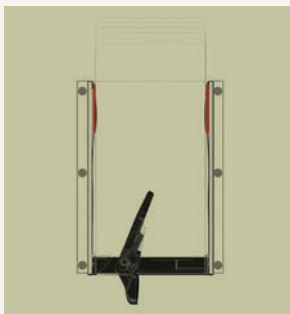


PREVENTING CRASHES DUE TO CROOKED CARDS

A more flexible mechanism

Curved or damaged cards can clog the Cardprotector. Our patented 'Flexarm' solves this by adding flexibility to a specific part of the arm, so it can smoothly adapt to the contour of curved cards.

2017



A SOLUTION FOR EXCESSIVE LOAD

Inspired by a salamander

Our patented Cardprotector salamander mechanism prevents jams. If overloaded, it ejects two cards and then self-resets, like a salamander shedding its tail and subsequently regrowing it.

1995



INNOVATION TO PROTECT BANK CARDS

The Bodycard: our first cardholder

We develop the Bodycard, a plastic cardholder that protects bankcards from bending and breaking. Our patent application is filed on August 11, 1995.

2003



A QUEST FOR DESIGN AND FUNCTIONALITY

First Secrid: redesign with coins

A new version, as a response to the organic design of the modern Nokia phones of that year. Due to popular demand, it also has a coin compartment.

2009



FROM CRISIS TO CARDPROTECTOR

Business according to our own values

Due to the credit crisis we pivot to creating 'the best cardholder ever': inspired by the iPhone, featuring a high-quality aluminium pocket-sized design.

2022

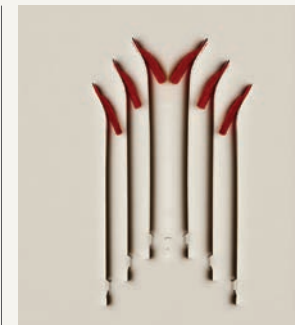


THE USE OF RECYCLED ALUMINIUM

A step in reducing our footprint

By switching to green energy and recycled aluminium we cut CO₂ emissions by 65%.

2024



PREVENTING CRASHES DUE TO CROOKED CARDS

The evolution of felt

Cards stay secure in the Cardprotector with brake pads. We innovate with a durable alternative to felt, replacing wool for reliable security.

2025



MEANWHILE - OVER 1000 COPIES AND COUNTING

Copy our values, not our product

We are copied over 1,000 times. While others mimic our design, they miss what matters: local production, quality and sustainability. Copycats quickly end up as waste. Ours are made to last.

Through our pocketwear

EVOLUTIONARY DESIGN PRINCIPLES

Staying true to our own guiding principle, our 30-year evolution timeline shows how each version of our product has improved upon the last. But what drives that progress? To guide this process, our founder René created 7 Evolutionary Design Principles that help create new, better products.

These principles give designers clear goals and serve as a useful framework for refining each new design at every stage.

1. **Evolve Economy:** Optimise commercial value.
2. **Evolve Ecology:** Optimise circularity.
3. **Evolve Efficiency:** Optimise resources.
4. **Evolve Engagement:** Optimise emotional attachment.
5. **Evolve Effectiveness:** Optimise interactions.
6. **Evolve Effects:** Optimise impact on society.
7. **Evolve Ethics:** Optimise moral value.

ENGAGEMENT THROUGH PERSONALISATION

One way we deepen meaningful engagement with our products

is through personalisation. Allowing customers to customise their own Secrid by choosing a Cardprotector, selecting a cover, and adding a personal engraving makes the product uniquely theirs.

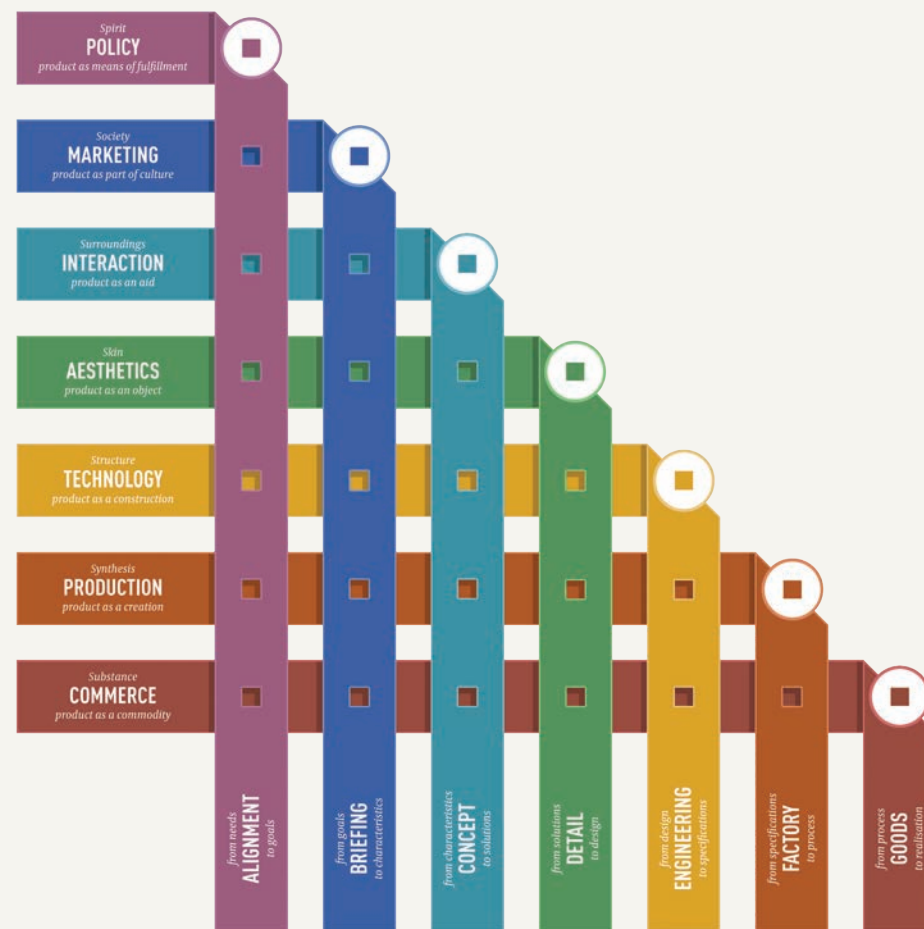
This not only adds value but also creates a stronger emotional connection. As a result, users are more likely to keep their Secrid for longer.

THE 7ANGLES TABLE

At Dutch Design Week 2024, Secrid introduced the 7ANGLES Table, an interactive experience that brought our seven design principles to life. Each angle connects a product to a key stakeholder and reveals a deeper layer of meaning. Visitors explored a finished product by considering one simple question: What could be better?

Originally created to guide designers, the 7ANGLES Table also invites consumers and industry leaders to reflect, evaluate, and make more thoughtful choices.

→ The 7angles table and the 7 layers model



SPIRID DESIGN MATRIX

Through our pocketwear

COLLECTIONS

At Secrid, we release two collections each year. Each release blends timeless design with styles that capture the spirit of the moment.

To support this approach, we maintain limited production runs. Seasonal items are not restocked once sold out, and pieces that do not return in the next collection are offered to retailers at a reduced rate while stock lasts. We encourage retailers not to discount these items, helping to discourage overconsumption.

This way of working limits stockpiling, stimulates retailers to sell through existing inventory, and motivates us to avoid overproduction. And when stock does remain, we find new ways to repurpose it. Our collection team, for example, often reworks leftover materials into new designs for future collections.

We believe that sustainability means more than longevity alone. That is why our collections offer a range of styles that resonate with people from different cultures and with differing preferences. In the end, durability is not only technical, but also functional and emotional. When people truly love what they own, they keep it longer.

→ A peek at our
latest collection



Through our pocketwear

OUR MATERIALS

We use a variety of materials in our products and packaging. In this section, we will tell you more about each of them.

LEATHER

OUR VISION ON LEATHER

Given the environmental impact of animal farming, its effect on animal welfare, and that our founders are vegetarians, we envision a future with reduced consumption of animal-based products. This raises a fair question: why do we still use leather?

As long as meat and dairy demand exceeds that for bovine leather, hides will remain a by-product we can upcycle into durable goods. Leather's longevity and graceful aging make it an ideal material for

creating long lasting products – at least until a better alternative meets our environmental as well as our quality standards.

In the meantime, we commit to using leather as responsibly as possible. This means sourcing only European hides and working with tanneries that meet strict environmental standards—either through LWG certification or trusted, long-term relationships.

At the same time, we continually look for ways to further improve leather processing, with a focus on reducing the use of chemicals in traditional tanning methods. Our efforts include exploring biodegradable tanning, alternative finishing techniques, full leather traceability, and improving animal welfare standards throughout the supply chain.

LEATHER ALTERNATIVES

In the past few years, we have introduced several vegan alternatives to our collection, including Truck Tarpaulin, MIRUM® and LIBA®.



Slimwallet F705 SECRID x FREITAG

TRUCK TARPULIN

The Swiss brand Freitag specialises in up-cycling discarded tarpaulins from trucks. A perfect example of designers solving sustainability problems. This waste material is strong and ages nicely, much like leather.



Vegan alternative for leather



Miniwallet MIRUM® Black

MIRUM®

In 2023 we added MIRUM®, a fully plant-based alternative to leather, to our collection. MIRUM® is made from FSC-certified natural rubber, agricultural waste, plant-based oil, and natural pigments and minerals. It is then molded onto a woven cotton backing without glue, resulting in significantly lower CO₂ emissions than traditional leather. This material represents a significant milestone in our search for a durable, 100% plastic-free leather alternative.

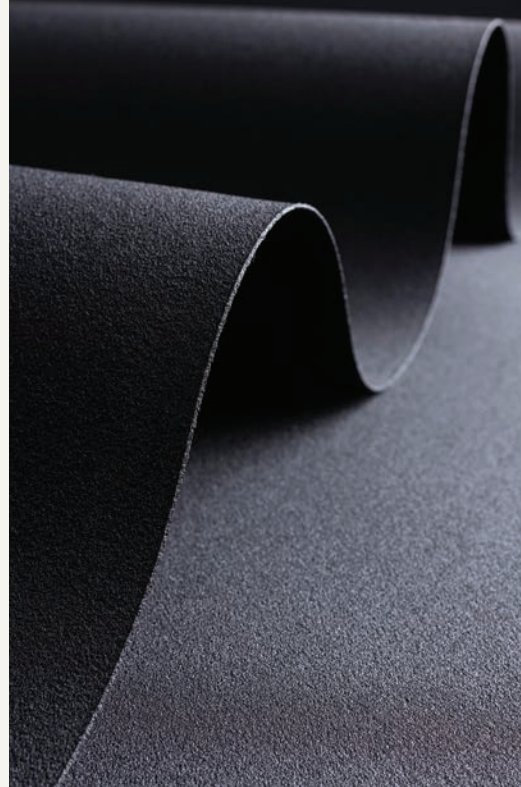
MIRUM® stands out as a completely natural product that can be fully recycled into new MIRUM® or returned to the earth. This aligns with our commitment to organic and circular materials.



Vegan alternative for leather



Plastic free / 100% recyclable



Bandwallet LIBA® Green Orange

LIBA®

With the introduction of LIBA® in 2023 we took another step towards circular product design: using a higher percentage of recycled content instead of virgin content. LIBA® is made from 30% recycled TPU, making it a mono-material that is fully recyclable.

The LIBA® Bandwallet offers a smart and durable alternative to leather. Its cover is flexible, lightweight and resistant to water and abrasion. LIBA® Smart is sourced by Brunner in Sweden and produced, cut, and welded in the Netherlands.



Vegan alternative for leather





Clips



Buttons

STEEL

Some parts of our products are made from steel. For example, the leafsprings inside every Cardportector that keep your cards safely stored inside the aluminium case. Other steel parts include springs and push buttons. Although we do not know the exact percentage of recycled content in our steel materials, we do know that steel is the most recycled material in the world and that steel scrap is always added to the production of new steel. Our suppliers are located in the Netherlands and Italy.



Recycled content unknown



100% recyclable



Oeko Tex Standard 100 certified



Springs



Miniwallet Yard Powder Ochre

YARD

This microfiber material is made in Germany and serves as a vegan alternative to leather. A thin film is applied on top of the microfiber to give it texture and colour.



Vegan alternative for leather



TPU Bandwallet Black Ochre

TPU

Plastic can have great specifications and is usually recyclable, provided it is not mixed with other materials. That is why we use TPU (Thermoplastic Polyurethane) for our bandwallets. This material is scratch-resistant, water-repellent, free from PVC and solvents, and retains its colour and texture. We leverage its resilience with high-frequency welding to enhance the material's durability.



Vegan alternative for leather

TEXTILES

FELT

Inside our Cardprotectors, small pieces of felt are attached to the steel leaf springs to provide the essential grip that keeps cards securely in place. Because this component is relatively fragile and often shows the first signs of wear, we have developed an improved material composition to extend its lifespan. We are transitioning from wool felt to a durable fibre material, extending the parts lifespan and enabling us to offer a fully vegan product.



Leafsprings



Cardprotector Silver

Aluminium

ALUMINIUM

The Cardprotector is at the core of all our wallets. Its main material is aluminium, which makes the product lightweight and protects your cards against bending, breaking, and skimming. Our aluminium profiles are produced in the Netherlands and Germany.

 Partially made from recycled content



Aluminium profiles

ELASTIC BAND

The Moneyband is designed to keep your banknotes and receipts secure while remaining as minimal in size as possible. It is produced in Belgium and made from a combination of synthetic threads and elastic fibers.



Oeko Tex Standard 100 certified



Moneyband

WOVEN TEXTILE

The logolabel of the Coinpocket is made from cotton and Newlife yarn. This yarn is made from recycled PET. Two colours of yarn and the mentioned cotton are woven together by our specialised partner EE Labels located in the Netherlands.



Logolabel Coinpocket

PLASTICS

ABS

Our Cardslides are made from Acrylonitrile Butadiene Styrene (ABS). This material is known for its high tensile strength and resistance to physical impact, which can come in handy if you accidentally drop your Cardslide.



Cardslide Charcoal & Desert

SERAFIL

Our leather covers consist of three separate parts that need to be stitched together. We use Serafil, a sewing and embroidery thread made from continuous filament polyester, to accomplish this.



Serafil



Dacron

DACRON

This woven material is very thin and can therefore easily be stitched onto our covers. It's essential for connecting our covers to our Cardprotectors.



Polypropylene

POM

Polyoxymethylene (POM) is highly rigid, making it an excellent material for our patented card sliding system. It is also used for the clip on the Bandwallet band.



Levers

TAPE

We use polyester tape to connect our covers to the aluminium Cardprotector. Our partner Berkleba supplies high-quality tape with a strong adhesive that is ideally suited to our product.




Tape

POLYPROPYLENE

Inside our wallets you'll find the Moneyflap, which offers the opportunity to store some cash and other small items. The Moneyflap, along with several parts of our Coinpocket, is made from Polypropylene containing 80% pre-consumer recycled material.


NEW: PAPERWISE


There is one exception, our Coinpocket is packed in Paperwise. Paperwise is a sustainable packaging material made from agricultural waste, such as leaves and stems left over after harvest. It serves as an alternative to traditional paper and cardboard alternative and is both biodegradable and recyclable within the paper waste stream.

 100% recyclable

PACKAGING

The packaging for most of our products is made from paper and cardboard, is 100% recyclable and FSC Mix 70% certified. All our packaging suppliers are based in the Netherlands and Belgium.

 FSC Mix 70% certified

 100% recyclable



Giftbox



Cash & Cards



Coinpocket Packaging



Shipping Boxes



Fake money



E-commerce box

Through our pocketwear

MATERIAL LAB

With the launch of the Cardprotector in 2009 and the Miniwallet a year later, we changed the way people carry their essentials. Echoed in over a 1,000 imitations, our iconic design set a new standard in the wallet industry. But even icons evolve. While the silhouette and feel of our wallets remain instantly recognisable, the design has quietly improved over time. With better materials and subtle refinements, we have made them more durable, functional, and responsible.

As we continue to improve, we are looking ahead. The world is full of innovation, with promising new materials emerging all the time. But which ones are truly better? More sustainable? These questions inspired us to create the Material Lab: a collaboration to test new materials and technologies to answer a simple question: is it good enough to become part of a Secrid product?

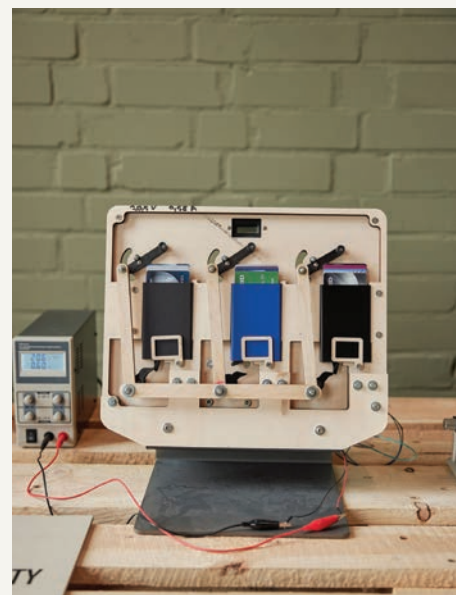
So far, we have explored many alternatives to traditional materials like leather. The results contribute to our growing material library which serves as a source of inspiration and a practical tool- helping us track what meets our standards, what needs work, and what could shape the future of our products.

ONE OF OUR FINDS: CELIUM™

One promising example in our Material Lab is Celium™, a leather alternative developed by brothers Axel and Alexis Gómez Ortigoza from Polybion. As winners of the 2024 What Design Can Do challenge, their work reflects the kind of innovation we actively look out for.

Celium™ is made from cellulose cultivated by bacteria that feed on agricultural waste — a process that merges biology with technology. The result is a customisable, natural material with the potential to significantly reduce reliance on animal and plastic-based leathers. Just the mango waste from Mexico alone could support production volumes equivalent to 50% of global leather output, showing the scale and promise of this approach.

At the Lab, we are now testing Celium™ with Polybion by carefully evaluating each sample to meet our standards for durability, functionality, and aesthetics. By supporting pioneers like Polybion, we not only explore what is possible for Secrid but also support designers accelerating the shift toward smarter, more sustainable materials.



↑ Testing of the Cardprotector



↑ Testing of the Coinpicket



↑ Wallets from Celium™ material



↑ Polybion at DDW

CARE & REPAIR

In the past repairing used to be the norm. Now, it is often cheaper and more tempting to buy something new. That change comes at a cost: more production, more transport, and ultimately, more waste.

At Secrid, we believe in a different way forward: not more, but better. That is why we design products that last and can be repaired.

Today, across more than 1,400 Care and Repair points, we help fix the most common sign of wear: the felt inside the Card-protector. When it wears down, cards may start to slip. Fortunately, we made it easy to fix.

Yet not everyone lives near a repair point, and in some places, sending a wallet back and forth costs more than replacing it. To avoid sending a new product, we asked ourselves: what if people could repair their wallet at home?

To make that possible, we are now exploring a home repair kit. It might be a small step, but one with big potential. If more people choose repair over replacement, fewer products need to be made and less is wasted.

Let's make repair normal again, just like it used to be. It is better for the planet and better for your wallet too.

“We repair because we care.”



IS YOUR WALLET IN NEED OF SOME CARE?

Head to our Care & Repair page to find out if it can be repaired and locate the nearest Care & Repair point.

 secrid.com/care-and-repair

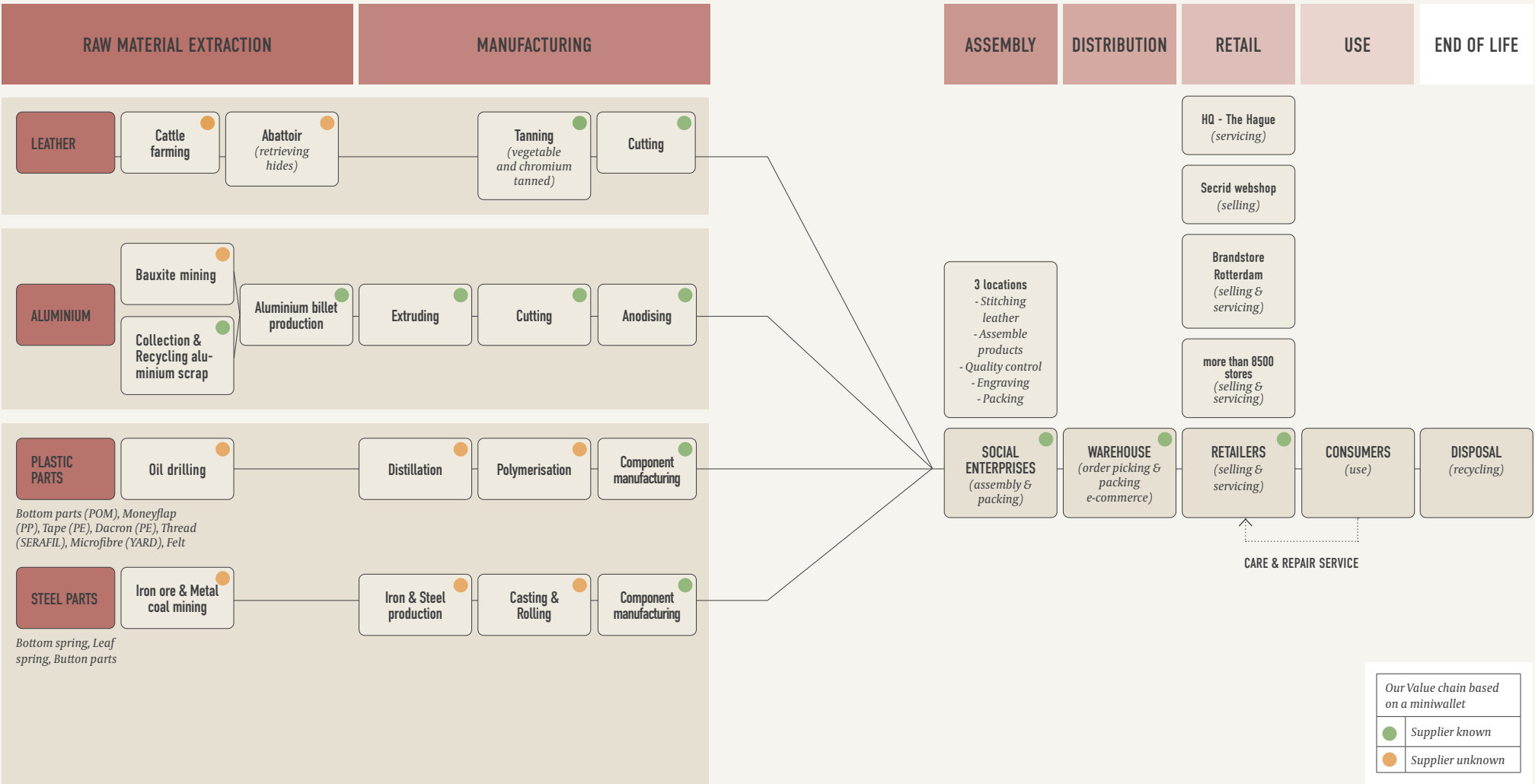
1400+
Repair points



03 THROUGH OUR VALUE CHAIN

To create products that are truly better, what you design, how you design it, and which materials you choose are all essential. Equally important is how, where, and by whom the product is made. Our approach across the entire value chain is rooted in the vision of our founders. We hope this story will inspire others to follow.

- p 50 Compact supply chain*
- p 52 Value chain transparency*
- p 54 Cutting waste*
- p 56 Sheltered workshops*



Through our value chain

COMPACT SUPPLY CHAIN

Value chains are complex and often lack transparency. Consequently, understanding every step of the process is not easy. At Secrid, however, we have insight into most of our production and distribution steps.

From sourcing materials to manufacturing parts, assembling, and packaging the final

product, our designs come to life through the work of 68 trusted production and distribution partners.

To provide greater insight into our value chain, we created an overview of the processes behind our most popular product: the Miniwallet. This overview maps out each key stage of production, highlights the partners we work with, and identifies where further transparency is needed.

As you can see, the value chain does not end at the final stage of production. Value continues to be added throughout the product's lifetime. Our products are built to last and need little maintenance. But with daily use, signs of wear can appear. When that happens, we offer repair services to help extend the life of your product.

Only when a wallet reaches the end of its first, second, or perhaps even third life does its value chain truly come to an end.

Through our value chain

VALUE CHAIN TRANSPARENCY

In an ideal world, products are made close to where they are needed, using local materials and partners. This reduces transport, lowers emissions, and supports regional economies. Since our start in 2009, we have built a compact supply chain within Europe that allows us to work closely with trusted partners.

Yet the world is not ideal, it's complex. Not every material or area of expertise is available locally. And depending on local infrastructure, producing elsewhere can sometimes be cleaner or more efficient.

Europe remains our focus, but not our limit. When innovation or materials aren't available here, we sometimes look further, though only if the partner shares our values.

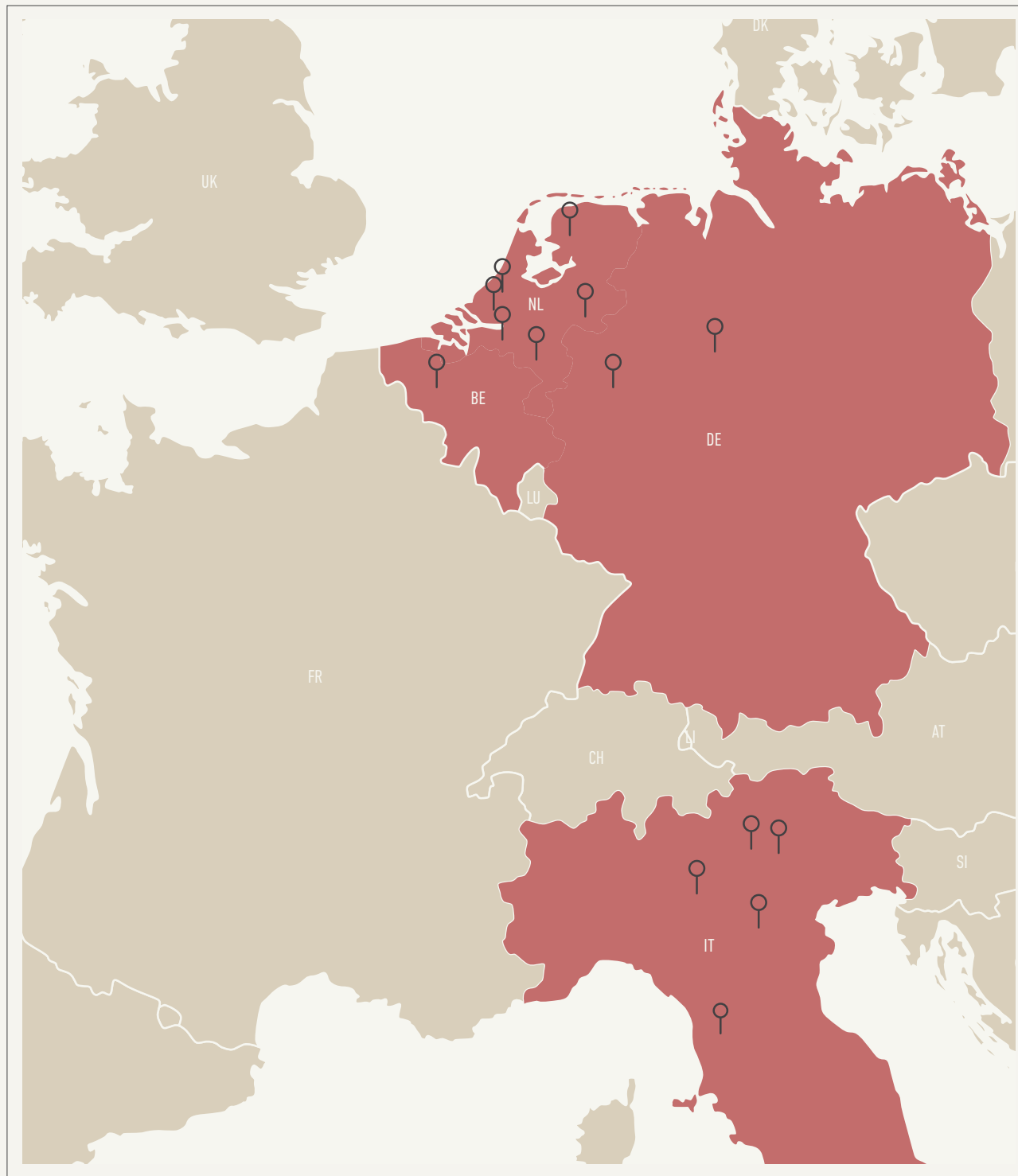
Take Natural Fiber Welding in the U.S., for example. They developed MIRUM®: a plastic-free, circular, plant-based alternative to traditional leather, just as strong and stylish, but with a lower environmental impact.



↑ A zoom on North America



→ Where our suppliers are located.



Through our value chain

CUTTING WASTE

At Secrid, we strive to use resources as efficiently and responsibly as possible. However, managing this comes with its challenges. Sometimes, parts come out of production with minor imperfections—like a small scratch or spot—even though they function perfectly. In the past, aluminium profiles like these were set aside, waiting for a way to give them a second life.



Today, we have found several ways to upcycle a portion of these profiles. One of them is powder coating: a smooth, colourful finish that hides flaws while preserving the quality of the material. It's a simple, efficient step that helps extend the life of components and preserves resources.

In collaboration with Deege Metaal Finishing BV, we have fine-tuned the process to meet our high standards. Since powder coating uses fewer resources than full recycling, we waste less, use less energy, and make more of what we already have.



To help illustrate this process, we created a visualisation.

01. START OF PROCESS

The Cardprotectors are placed one by one on a large rack and blown dust-free.

02. 1ST LAYER

A container of coloured powder is connected to a spray gun, which is used to coat the profiles with powder.



03. 2ND LAYER

The profiles receive a second coat for optimal coverage.

04. INSPECTION

Each Cardprotector is checked to ensure it is completely covered with powder and free of dust particles.

05. DRYING

In the drying room, the profiles are heated, causing the powder particles to melt and fuse together.

06. FINISH

The racks are collected and prepared for transport to our assembly locations.



In our supply chain

SHELTERED WORKSHOPS

VALUING CAPABILITIES

On Labour Day 2024, we celebrated our team in sheltered workshops. Since the beginning, Secrid has partnered with three workshops where over a 150 colleagues with disabilities assemble our products. These colleagues are essential to our production and success would not be possible without them. To show our gratitude, we shared a special video as part of a broader awareness campaign. We want the world to see that we focus on their abilities, not their disabilities.

For us, this collaboration is an obvious choice. We work with these individuals because they are simply the best for the job. As skilled, valued employees, they are –again– integral to Secrid's operations, identity, and success.

Yet 125,000 people with disabilities in the Netherlands are still seeking work. This untapped talent pool is especially valuable in industries that require precision and consistency. To help other companies unlock this potential, we published a white-paper with five key tips for integrating sheltered workshops into production.

Drawing on 15 years of experience, it aims to break down barriers and promote inclusive workplaces. We believe companies must lead the way in creating better solutions. This campaign puts labour participation front and center for manufacturers, policymakers, and stakeholders alike.



NEL

→ Assembly of our card protectors.
Leiden, the Netherlands.



MARIO

→ Quality control card protectors.
Leiden, the Netherlands.



SANDRA

← Assembly of our Salamander mechanisms.
Leiden, the Netherlands.

04 THROUGH OUR CLIMATE STRATEGY

Climate change is one of the biggest challenges of our time, and we all have a role to play. For us, taking responsibility begins with understanding our impact and using that knowledge to do better. With the support of a new partner and smarter tools, we have taken important steps to improve our climate strategy. This chapter shares what we have learned, what we are doing now, and what lies ahead. We hope this story shows what is possible and inspires others to take part.

p 60 Measuring impact

p 62 Impact numbers

p 68 Carbon timeline

p 70 Compensation

p 72 What's next

Through our climate strategy

MEASURING IMPACT

Every part of our business, from producing aluminium and shipping products to employee commuting, impacts our planet.

Although we do our best to reduce this impact, it cannot be completely avoided. That is why accurate measurement is essential. Each year, we calculate our environmental footprint to find where our impact is greatest and, crucially, how we can improve. This year, we decided it was time to further enhance how we do this.

INTRODUCING VAAUY

To improve accuracy and transparency, we partnered with Vaayu. It is the world's first automated software empowering retail brands and businesses to track and cut environmental impact in real-time.

Using advanced science and internationally recognised standards, our calculation now follows the Greenhouse Gas Protocol. This makes our data not only more precise but also more consistent and comparable. And this is just the beginning.

DEEPER INSIGHTS, BETTER CHOICES

Vaayu enables us to measure not only our overall Corporate Carbon Footprint but also detailed Product Carbon Footprints. For the first

time, we include each product's full lifecycle, including end-of-life.

Its Scenario Modelling tool lets us explore 'what if scenarios', such as switching materials or adjusting logistics, to find smarter ways to reduce emissions and water use.

WHY THIS MATTERS

Throughout this report, we have shown our commitment to doing better. Improving how we measure our impact is a vital part of that. Partnering with Vaayu gives us greater clarity, control, and confidence to make responsible decisions based on real data. Doing better is a continuous journey. Thanks to this collaboration, we are better prepared than ever, and we are excited about what is next.

"It's a privilege to work with Secrid as the brand takes a more rigorous, science-based approach to understanding its climate impact. By calculating detailed product footprints and a full company carbon footprint with Vaayu, Secrid is building the transparency and insight needed to drive real progress, and this report reflects that commitment. Our partnership marks an important step forward, grounded in robust data and a clear ambition for improvement."

— Namrata Sandhu, Founder & CEO of Vaayu

→ Greenhouse Gas Protocol explainer

HOW WE TRACK OUR CLIMATE IMPACT

To better understand and reduce our impact on the climate, we measure all greenhouse gas emissions linked to our business activities. This includes everything from heating our buildings to how our products are made, transported, and returned.

We use an internationally recognised standard by the Greenhouse Gas Protocol to guide these calculations. It divides emissions into three categories, known as scopes:

SCOPE 1

These are emissions from sources we control directly, such as the natural gas used to heat our buildings.

SCOPE 2

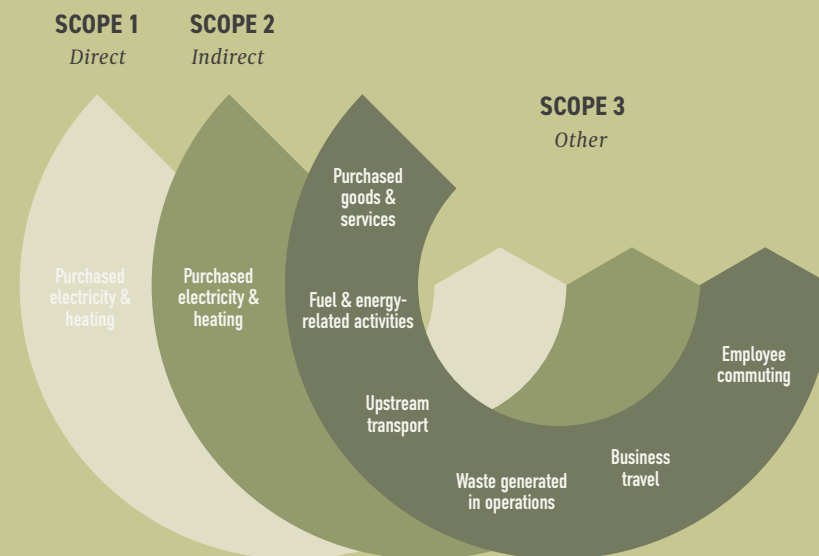
These come from the electricity we use in our offices. Even though we do not generate it ourselves, we are responsible for the emissions released during its production.

SCOPE 3

This is the largest and most complex category. It includes, for example:

- Emissions from producing and transporting our products
- Emissions from returned items
- Emissions from the energy used by our suppliers
- Emissions from how employees travel to and from work

Because Scope 3 emissions fall outside our direct control, they are the most challenging to reduce. At the same time, they offer the greatest potential for impact through smarter material choices, more efficient transport, and encouraging more sustainable ways of working and commuting.



IMPACT NUMBERS

This year, our reported emissions show a noticeable increase compared to previous years. This does not necessarily mean that our actual emissions have grown. The main reason is that we upgraded the software we use for our impact calculations.

By partnering with Vaayu, we can now include a wider scope of our operations, extend the life cycle stages we measure such as the use phase and end of life of our products, and work with more detailed data. As a result, we have a clearer and more complete picture of our footprint.

The higher numbers should therefore be seen as a positive step. Improved accuracy gives us the insights we need to take more meaningful action in reducing our emissions. Unfortunately, we have not been able to adjust previous calculations yet, but from 2024 onwards our annual impact calculations and reports will consistently follow this methodology, allowing for reliable year-on-year comparisons.

CORPORATE CARBON FOOTPRINT

OUR TOTAL EMISSIONS

As mentioned, we report our emissions across scopes 1, 2, and 3, which is in line with the Greenhouse Gas Protocol. The results for the 2024 fiscal year are presented in the table below.

2024 RESULTS (T CO ₂ EQ*)	
Scope 1	82
Scope 2	6
Scope 3	5931
TOTAL	6020

*CO₂ equivalent is a unit based on the global warming potential (GWP) of different greenhouse gases.

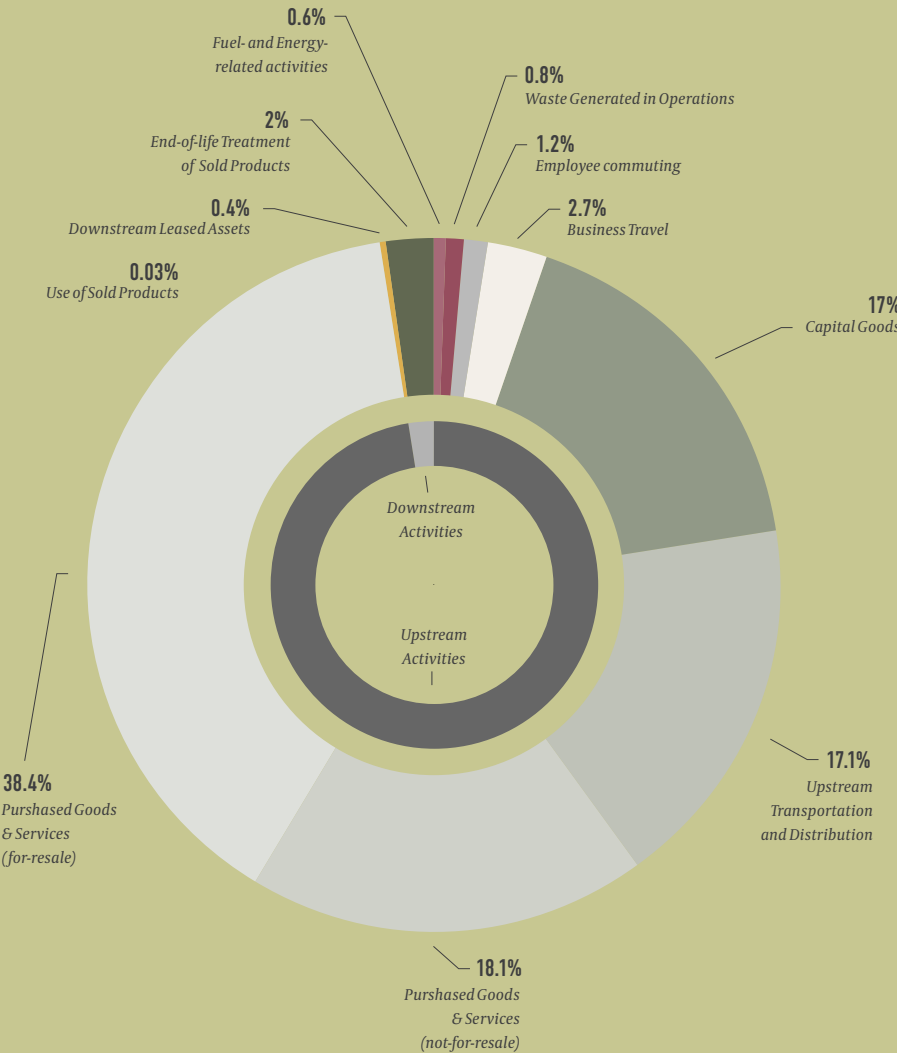
SCOPE 1 & 2

Our direct emissions from company cars and onsite natural gas (Scope 1) account for less than 2% of our total emissions. The natural gas we use for heating is supplied by Greenchoice, a company that invests part of its gas income in reforestation projects. Through Greenchoice, our indirect emissions from purchased electricity and heating (Scope 2) are under 0.1%, as they provide us with 100% renewable Dutch wind energy.

SCOPE 3

To run our facilities and create a comfortable and well-heated work environment for our employees in the winter, we use natural gas. Additionally, we rely on electricity to power various items like laptops, presentation screens, lights, servers, coffee machines and more.

We purchase our electricity from Greenchoice, which provides 100% renewable energy from a mix of Dutch wind, solar, and biomass sources. The natural gas we use, also comes from Greenchoice. While we compensate for these emissions (which you'll read about in paragraph Carbon removal), Greenchoice invests part of their gas income into reforestation projects to create new forests simultaneously.



Through our climate strategy

PRODUCT CARBON FOOTPRINT

Within the Product Carbon Footprint (PCF) we measure the total greenhouse gas emissions generated throughout a product's life. It offers a clear and standardised way to understand the climate impact of a product expressed in CO₂ equivalents.

By calculating the PCF, we gain insight into the emissions linked to each stage of a product's journey: sourcing materials, manufacturing, transport,

usage, and disposal. This helps us identify where we can reduce impact and make more conscious design choices.

We have calculated the Product Carbon Footprint (PCF) for all Secrid products within 9 different categories. Examining our 2024 sales reveals clear hotspots, especially when comparing emissions across product categories.

Unsurprisingly, our most popular product, the Miniwallet, accounts for the largest share of emissions: 64% of total product-related emissions. We therefore took a closer look at this category to better understand the impact of the different Miniwallet variations we offer.

PRODUCT CATEGORY	TOTAL PRODUCT-RELATED EMISSIONS (T CO ₂ EQ BASED ON 2024 SALES)
Miniwallet	1364
Twinwallet	201
Slimwallet	321
Cardprotector	201
Cardslide	7
Bandwallet	22
Additional Slide	1
Moneyband	7
Coinpocket	1
Total	2127

EMISSIONS PER PRODUCT

MINIWALLET MATTE

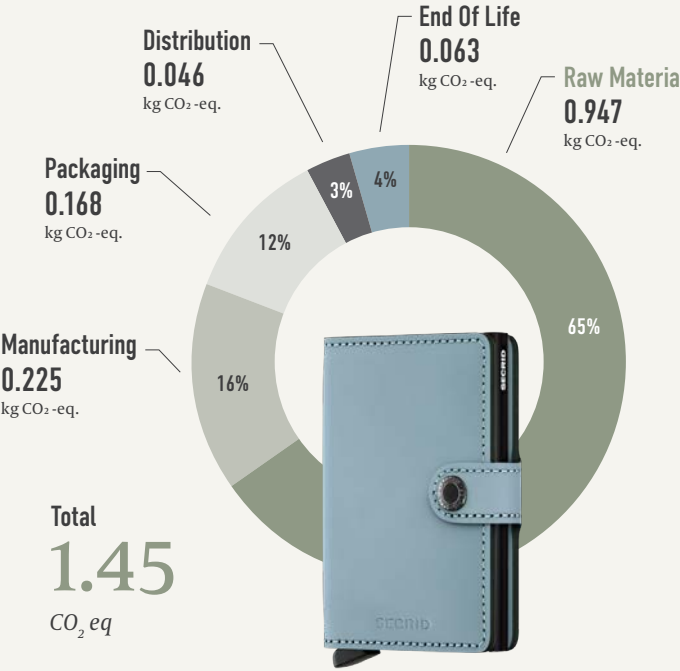
Based on 2024 sales, the Miniwallet Matte is our highest-impact product, responsible for 363 tonnes of CO₂ eq, which equates to 1.45 kg CO₂ eq per wallet.

EMISSIONS PER LIFECYCLE STAGE

We took a closer look at the different lifecycle stages of the

Miniwallet Matte. The results show that 65% of its total emissions come from the raw material stage, which includes sourcing and processing of materials. When we zoom in further, it's clear that leather is the main contributor to this impact.

In recent years, we have already made progress by increasing the share of recycled aluminium in our products. Now, the next big opportunity lies in rethinking how we source and use leather, a step that could significantly reduce the footprint of our most popular wallet.



← Total emissions based on sales numbers of 2024 per product category.

→ Emissions per lifecycle stage of the Miniwallet Matte

WATER SCARCITY PER PRODUCT

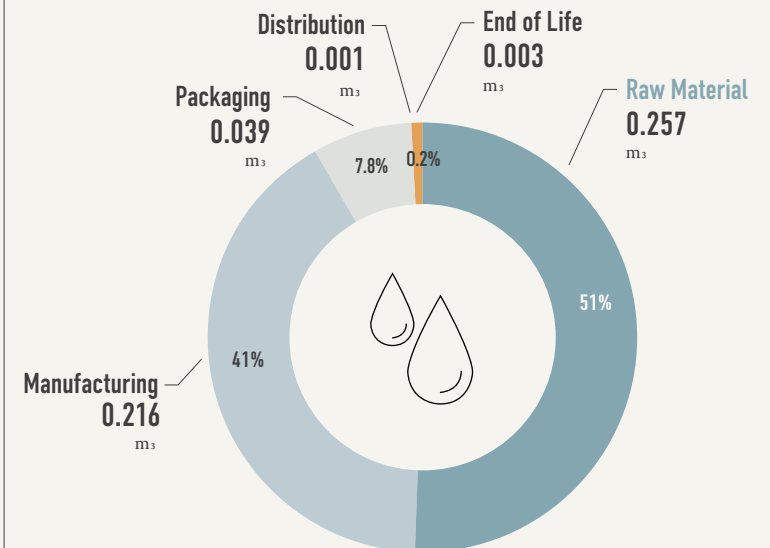
EMISSIONS PER LIFECYCLE STAGE

In addition to measuring carbon emissions, we have also mapped the water scarcity impact of the Miniwallet Matte across its full life cycle. Water scarcity, as defined by the PEF methodology, goes beyond simply tracking how much water is used. It considers where it's used, meaning that one liter consumed in a water-scarce region has a greater environmental impact than

the same liter used in a water-abundant area.

This approach provides a more accurate picture of environmental impact by focusing on water stress rather than volume alone. Once again, the raw material stage stands out as the most critical contributor. However, manufacturing also plays a significant role, accounting for 41% of the Miniwallet's total water scarcity footprint.

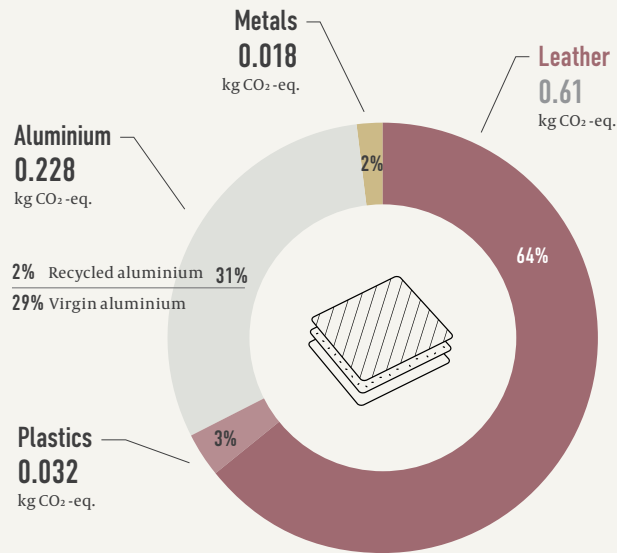
This insight opens up meaningful conversations with our manufacturing partners about reducing water usage, helping us move toward more responsible production, together.



→ Water scarcity per lifecycle stage of the Miniwallet Matte

BREAKDOWN RAW MATERIAL

Even though most of the aluminium in our profiles is recycled, it is the smaller share of virgin aluminium that dominates the footprint. As this figure shows, the aluminium profile accounts for 31% of the Miniwallet Matte's total emissions, with 29% from virgin aluminium and only 2% from recycled.



→ COMPARING A MINIWALLET'S IMPACT

To make these numbers easier to grasp, we used Vaayu's Equivalencies Calculator to translate the emissions of one Miniwallet Matte into everyday terms.

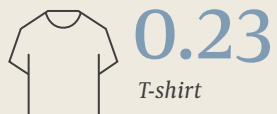
MINIWALLET MATTE



CHARGING ELECTRONICS



T-SHIRT PRODUCTION



USING WASHING MACHINE

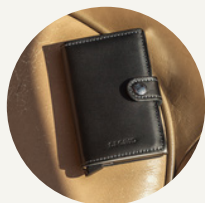


CARBON TIMELINE

MILESTONES IN REDUCING IMPACT

Since Secrid's start in 2009, and with growing awareness around global warming, we have become increasingly committed to reducing the carbon footprint of our products. Over the years, this focus has led to meaningful progress and real results. In the timeline ahead, you will find key milestones that show how far we have come.

2010



THE BESTSELLER

After the Cardprotector launched in 2009, we introduced another model with a leather sleeve: the Miniwallet.

2013



ALUMINIUM PROCESS OPTIMISATION

The aluminium production process was streamlined by combining steps like sawing, brushing, and anodising at fewer locations. This reduced transport, waste, and contamination while improving speed and quality.

2014 >



CONTINUOUS IMPROVEMENTS

We have continuously enhanced our cutting efficiency by adopting advanced machinery and working closely with our supplier. Over time, we increased our leather cutting efficiency with 35%.

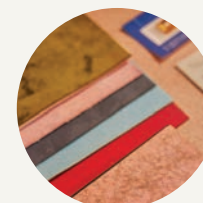
2023



RECYCLED ALUMINIUM

In collaboration with Alumero, our other aluminium supplier, we shifted to using 85% recycled aluminium and 15% virgin aluminium from Austria. This replaced the previous mix of 90% virgin and 10% recycled aluminium from Malaysia. This change has cut carbon emissions by 62% per aluminium profile.

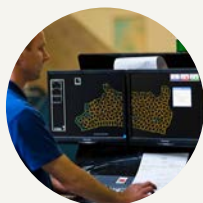
>2024



LEATHER IMPROVEMENTS

After making significant progress with aluminium, we are turning our attention to leather. We are exploring ways to reduce chemicals used in tanning, and shift to biodegradable processes. At the same time, we are searching for high-performing alternatives that match leather's durability.

2014



PRECISION CUTTING

We improved leather cutting by switching to computer-assisted methods, combining hand-marked imperfections with digital scanning for more precise and efficient material use.

2022



LOW CARBON ALUMINIUM

In collaboration with Erbslöh, one of our two aluminium suppliers, we switched to low-carbon aluminium molten with renewable energy from Iceland. This change has reduced carbon emissions by 65% per aluminium profile.

2023



MIRUM®

We introduced MIRUM®, our first plant-based alternative to leather. It lowers carbon emissions by avoiding methane from livestock and the energy-heavy leather tanning process. Plus, its rectangular shape improves cutting efficiency, reducing material waste.

Our impact on the planet

COMPENSATION

Each year, we measure our carbon emissions and reduce them where we can. However, some emissions remain. We are far from perfect, but for what's left, we are doubling our efforts.

Since 2018, we have partnered with FairClimateFund to offset our footprint through two high-impact climate projects: clean cooking in India and reforestation in Peru. And because the planet is warming faster than the world is responding, we decided to double our commitment by investing twice as much in carbon compensation as we need.

We chose FairClimateFund because they go beyond carbon alone. Their Fairtrade model invests in communities hit hardest by climate change, creating both social and environmental impact.

Together with FairClimateFund, we have helped install 1,365 clean cookstoves and restore 322 hectares of forest, almost the size of New York's Central Park or 450 football fields.

All climate projects of FairClimateFund are based on the following principles:

1. Fairtrade minimum price

Secrid pays a minimum price for the CO₂ credits or Fairtrade Carbon Credits. This minimum price covers all costs of the project.

2. Ownership

Local households own the Fairtrade Carbon Credits which they use to pay off their cooking stoves.

3. Fairtrade premium

A premium is paid on top of the minimum price. This premium is managed by the local cooperative and invested in climate adaptation activities.

4. Bottom-up capacity building

Local communities initiate the climate projects themselves, provide training and take care of the monitoring and maintenance.

5. CO₂ reduction plan

Buyers of Fairtrade Carbon Credits like Secrid have a CO₂ reduction plan.

→ The two climate projects we support



WHY CLEAN COOKING MATTERS

Around 2.5 billion people still cook over open fires. This causes serious health risks and carbon emissions on par with global aviation.

Our project in India replaces open fires with biogas stoves, cutting emissions by up to 90 percent and fuel use by up to 60 percent. The result: safer homes, cleaner air, and a healthier planet.



WHY REFORESTATION MATTERS

Forests are among our strongest natural allies in the fight against climate change. Yet we are losing them faster than we are restoring them.

In northern Peru, we support a reforestation project with local farmers and the Norandino cooperative. The trees help enrich the soil, retain water in the land, and strengthen long-term climate resilience. This is not a quick fix. It is climate action that grows stronger over time.

Our impact on the planet

WHAT'S NEXT

SECRID PRODUCT PASSPORTS

Knowing what a product is made of and how it is created helps you make more conscious choices. That's why our next step is to share the full story behind our products through a Digital Product Passport (DPP).

Over the coming year, we will be working on introducing DPPs that provide a clear view into each product's journey: where it is made, which materials are used, its environmental footprint, and how it can be cared for, repaired, or eventually recycled.

By making this information easy to access, we not only prepare for upcoming EU regulations but also help you make informed choices and extend the life of your Secrid product. This is a step towards greater value chain transparency and a more circular way of creating.

We invite you to read our story about taking responsibility through evolution.

→ Making product information as easy to access as making a payment.





NO ONE
CAN DO
EVERYTHING
BUT
EVERYONE
CAN DO
SOMETHING.

*We think it's best
to do it together.*

p 76 Secrid Impact Fund
p 78 Secrid Talent Podium
p 80 What Design Can Do
p 82 Donations

SECRID IMPACT FUND

Our vision extends beyond creating useful pocketwear. With our pocket-sized wallets, we aim to demonstrate how design can drive change—not only in products but also in industries and society as a whole. We see our business as a platform for sharing ideas and inviting others to join our mission of shifting the Industrial Revolution towards the Industrial Evolution.

One of the ways we extend this responsibility is through the Secrid Impact Fund. This fund serves as a catalyst for our vision: connecting and supporting the next generation of designers who are building a better future through innovation. With the Secrid Impact Fund, we invest in their ideas, support the development of products that raise industrial standards, and showcase their work to increase awareness and encourage more conscious choices.

We dedicate 1% of our revenue to the Secrid Impact Fund, enabling us to support initiatives that align with our mission. By doing so, we are not only improving what we make ourselves—we are actively contributing to a wider movement. Together, the designers we support present a hopeful vision for our future. They exemplify what design as a force for good looks like. We hope they inspire companies to join us in our movement. The Industrial Evolution is already happening.

← Dutch Design Week 2024



Through our Impact Fund

SECRID TALENT PODIUM

During Dutch Design Week (DDW) we shine a spotlight on 7 talented designers, whose product designs are driving the evolution of their industry. In our eyes, these creatives stand out because they prioritise design choices benefiting both people and the planet.

In addition to a podium spot, each designer receives coaching, communication and PR support as well as a cash prize of € 7,777: a reference to our 7 design principles for evolutionary product design.

The Dutch Design Week is the largest design event in Northern Europe, reaching a wide variety stakeholders with 350,000 visitors over 8 days. The Secrid Talent Podium at DDW is a collaboration between Secrid and the Dutch Design Foundation, united by a belief in using design as a force for good. Here, you can discover the inspiring stories of the designers we supported in 2024.



05. Studio Milou Voorwinden

Milou Voorwinden is revolutionising the fashion industry with her 3D weaving techniques that produce ready-to-wear, fold-out garments directly from the loom, completely waste-free. Her on-demand approach offers a sustainable alternative to mass production.



06. Resty

Doreen Westphal and Ruud Zanders founded Resty to transform rejected vegetables into tasty, plant-based burgers and sausages. In the Netherlands alone, tens of thousands of kilos of edible produce are discarded each week, even though they are suitable for human consumption.

07. Suntex

Pauline van Dongen created a lightweight solar textile that lets designers and architects build energy-generating surfaces. With 660 km² of Dutch facades suitable for solar use, it's a smart alternative for buildings that can't host traditional panels.



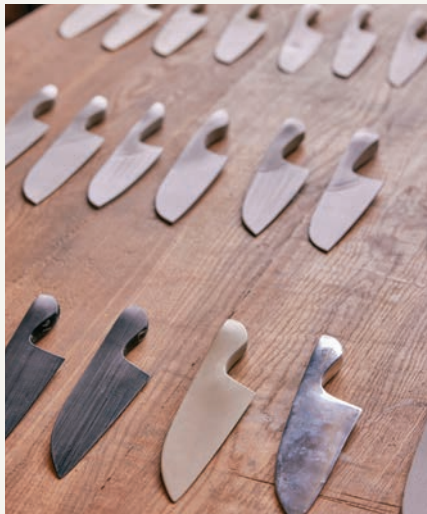
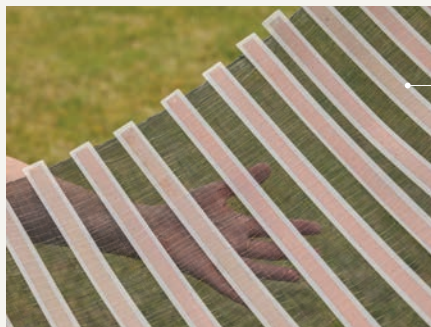
03. Omlab

Through their design studio Omlab, Huub Looze and Margreet van Uffelen develop biobased, circular embankment tiles and birdhouses designed to restore soil and biodiversity after use. Their work is a response to a construction industry that generates a quarter of all Dutch waste and negatively impacts the natural environment.



04. Meaningful Matter

Lotte Douwes transforms ceramic waste into high-quality tableware and interior products, aiming to make the entire porcelain production process circular and sustainable. In response to the global mining and mass production of clay, she reveals the hidden value in materials many consider disposable.



01. Boey Wang

Boey Wang designs inclusive, multi-sensory cooking tools that are functional and appealing to both visually impaired and sighted users, highlighting the broader benefits of accessible design.



02. Aectual

Aectual offers fully circular interior design solutions made from recycled and plant-based materials with zero production waste. By taking back and reusing their products, Aectual addresses the waste and CO₂ emissions generated by the production of commercial interiors.

Through our Impact Fund

WDCD 2024

As the Secrid Impact Fund aims to support designers who use design as a force for good, we maintain an ongoing collaboration with What Design Can Do, an organisation that launches design challenges to address the most pressing social dilemmas of our time. In 2024, this included the Redesign Everything Challenge.

This challenge invites designers and innovators from around the world to submit their most ambitious and creative climate solutions. Participants are encouraged to go beyond aesthetics and commercial viability, considering the environmental and societal implications of their work.

In 2024, a total of 557 participants from across the globe submitted projects proposing bold ideas to radically redesign the world through a circular and regenerative lens. Eleven of the most promising initiatives were selected to receive funding, mentorship and training through the Redesign Everything Accelerator Programme.

Secrid is supporting three of these winning projects to help accelerate the next generation of designers and drive change accross industries. The projects supported by Secrid in 2024 are *Forestguard*, *Electric Skin*, and *Celium*.



01. Forestguard

ForestGuard is an advanced wildfire prevention system that detects fires within the first 15 minutes and enables early intervention through integrated monitoring. With wildfires contributing to up to 20% of global carbon emissions and devastating biodiversity, ForestGuard helps protect vital natural areas before disaster strikes.



02. CELIUM™ by Polybion

Celium™ is a customisable bio-textile made from cellulose produced by bacteria that feed on agricultural waste, such as mango peels from Mexico. This innovative process offers a sustainable alternative for multiple industries, and, according to Polybion, has the potential to replace up to 50% of the global leather supply using only mango waste sourced in Mexico.



03. ElectricSkin

Electric Skin is a speculative project by developed a team of female biodesigners exploring how electricity-producing bacteria can be used to create compostable electronics from algae-based biomaterials. By replacing scarce metals with renewable resources, the project offers a potential solution to the growing issue of toxic e-waste.



Through our Impact Fund

DONATIONS

The 1% of our revenues allocated to the Secrid Impact Fund is utilised in two primary ways:

- 1) Partnerships for impact: We form strategic partnerships that leverage design as a force for good. These partnerships include dedicated collaboration programs, such as scouting, acceleration, and network support, all aimed at empowering promising designers.
- 2) Direct community support: We also provide support to individuals and communities in need, including those who are underprivileged, or come from disadvantaged backgrounds.

We have created an overview that shows how the 1% of revenue allocated to the Secrid Impact Fund is distributed, including details about the various organisations and foundations we support. In 2024, spending exceeded the 1% budget. Thanks to a financial buffer, we were able to invest beyond our original commitment.

SHELTERSUIT FOUNDATION

€ 25,000.00

Project Donation

The Sheltersuit Foundation makes and distributes water-proof Sheltersuits and Shelterbags to help keep homeless people warm and comfortable. We find it inspiring how Sheltersuit Foundation approaches its work –using repurposed materials, designing for durability and addressing the genuine needs of people.



DUTCH DESIGN FOUNDATION

€ 127,000.00

Community investment

The Dutch Design Foundation (DDF) is an organisation that, like Secrid, believes in the problem-solving ability of designers to help make the world a better place. The foundation fosters creativity, innovation and design thinking by providing a platform for both emerging and established designers to showcase their work, exchange ideas and collaborate.

SECRID TALENT PODIUM

€ 110,692.23

Project Donation

VERKAART FOUNDATION

€ 50,000.00

Donation

This organisation has a very special purpose: to support underprivileged girls in Kenya by providing them with education, a decent place to live and healthy nutrition. They have therefore established three secondary schools with boarding facilities. For each employee of Secrid, we support one girl with a four-year secondary education, accommodation, and healthy food.

WHAT DESIGN CAN DO

€ 225,000.00

Community investment

IMPACT HUB AMSTERDAM

€ 5,000.00

Community investment

Impact Hub Amsterdam is a community for entrepreneurs focused on social and sustainable innovation. They offer programs, events, and mentorship to help impact-driven startups grow. Their network supports changemakers across sectors like circular economy and food. By connecting people and ideas, they accelerate the transition to a more sustainable future.

Total Spend	€569,751.23
1% of revenue	€423,926.00

BACK TO NATURE X SUPER LOCAL

€ 27,059.00

Project Donation

In 2023, we started a research project together with Luc van Hoeckel, one of the designers of the Secrid Talent Podium at DDW23. Through his company, Super Local, he has designed products that can generate employment and funding for the Back to Nature Foundation, using local materials in collaboration with the Maasai community in Kenya. Back to Nature is currently setting up a facility in Kenya where these products can be manufactured in the future.



06 THROUGH CONSCIOUS DECISIONS

YOUR POCKET, YOUR POWER

Now that we've shared how we're creating a better world with our pocketwear and beyond, it's time to ask: what story is your pocket telling about you?

You have more influence than you might realise. Everything you buy reflects what you value and what you are willing to support. When you choose products built to last, you vote against waste. When you choose quality over convenience, you vote for craftsmanship. When you support companies that care, you help shape a different kind of future.



WHAT YOU DO
MAKES A DIFFERENCE,
AND YOU HAVE TO
DECIDE WHAT KIND OF
DIFFERENCE YOU WANT
TO MAKE.

- Jane Goodall

JOIN THE EVOLUTION

READY TO USE YOUR PURCHASING POWER FOR GOOD? HERE'S HOW:

Every product begins as an idea before turned into something real. But what we create and use, shapes our lives and impacts the ecosystems we all depend on.

1

Before you buy something new, take a moment to ask: Who made this? How long will it last? What happens when I am done with it?

2

Choose companies that design for longevity, manufacture responsibly, and stand behind their products.

3

Care for what you own and repair it when possible.

These conscious choices make you part of a larger shift - one that tells a story worth sharing. The Industrial Revolution changed everything by putting quantity first. The Industrial Evolution will change everything by putting quality first.



← At our
HeartQuarters

ABOUT THIS REPORT

This report captures our journey throughout 2024: the steps we have taken to reduce our footprint, increase our positive impact, and contribute to a more responsible world. Published in September, 2025, it reflects our ongoing promise to be transparent, accountable, and keep evolving.

At Secrid, our mission is to drive the industrial evolution, by creating better products. We hope this report not only informs, but also inspires- demonstrating how thoughtful design and conscious choices can help shape a better future for all.

Have ideas, questions, or feedback? We would love to hear from you at info@secrid.com.

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2025

Secrid Impact Report



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