



Rent. Return. Repeat.



Impact Report 2024

Our 2024 Impact Report Global Summary

Despite the global challenges of economic uncertainty, geopolitical shifts, and rapid tech developments in 2024, we took significant strides toward economic sustainability and remained committed to our core mission:

Making tech more accessible, sustainable, and circular.

This year's Impact Report reflects the progress we've made—both inside Grover and beyond. We finetuned our sustainability strategy, sharpened our impact measurement, and moved closer to alignment with the Corporate Sustainability Reporting Directive (CSRD).



**Driving impact
through access over
ownership**

From day one, we've believed in access over ownership. In 2024, our rental model helped avoid 300,000 new device purchases. That's around 543 tons of e-waste and 28,000 tons of CO₂e we avoided—just by keeping devices in circulation longer. We now have a total of 1.9 million circulations under our belt, with 42% of our devices rented out more than once.

This year, we updated our Double Materiality Assessment to meet CSRD standards and identified 30 material impacts, risks, and opportunities that define the scope of our reporting and will shape our long-term strategy. These include key topics like climate action, circularity, workforce wellbeing, customer data protection, and supply chain transparency.

Total increase of

300,000
circulations

from 1.6

1.9 million

**543 tons of e-waste
& 28,800 tons of CO₂e
helped to avoid**



**Less emissions,
more impact**

We made solid progress on our corporate carbon footprint. Our total emissions dropped to 23,053 t CO₂e in 2024, with Scope 1 and 2 accounting for just 28.1 t CO₂e (market-based).

That's a 35% reduction compared to 2023.

It's important to recognize this reduction was driven by reduced overall spending and more precise emission factors for purchased goods, as well as optimized logistics, the closure of the US market, a smaller team, and other driving factors that are described in the full report.



We've also updated how we measure our footprint by switching to the CEDA methodology, which better reflects our European operations. Scope 3 emissions remain our biggest challenge—but also our biggest opportunity.

Circularity remains at the heart of our business model. From refurbishing and repairs to re-renting and responsible end-of-life handling, we keep devices moving—and out of landfills. Our three most circulated devices each had over 28 rental cycles in 2024. We also introduced paperless returns and joined forces with Circularity e.V. to improve how we track our model's environmental benefits.



**Our people
make it happen**

Our team of 300 people across 10 countries kept us moving forward this year. Even in the face of difficult decisions and structural changes, we remained committed to creating a safe, inclusive, and flexible work environment.



We introduced new benefits like Corporate Benefits, ran events that brought people together—from GroVegan breakfasts to rooftop gardening—and supported personal development through a €95,000 total education budget. We also launched an Ethics Elevation Program and new whistleblowing process to make sure everyone at Grover has a voice and a safe space to speak up.

As of December 2024, 37% of our workforce identifies as female and 0.26% as non-binary. Women hold 29% of management roles. A DEI policy is currently in development and is expected to roll out in the first half of 2025.

	Female	Male	Non binary
Total number (in full-time equivalent (FTE))	97	160	1
Share of all employees	37.7%	62.6%	0.26%

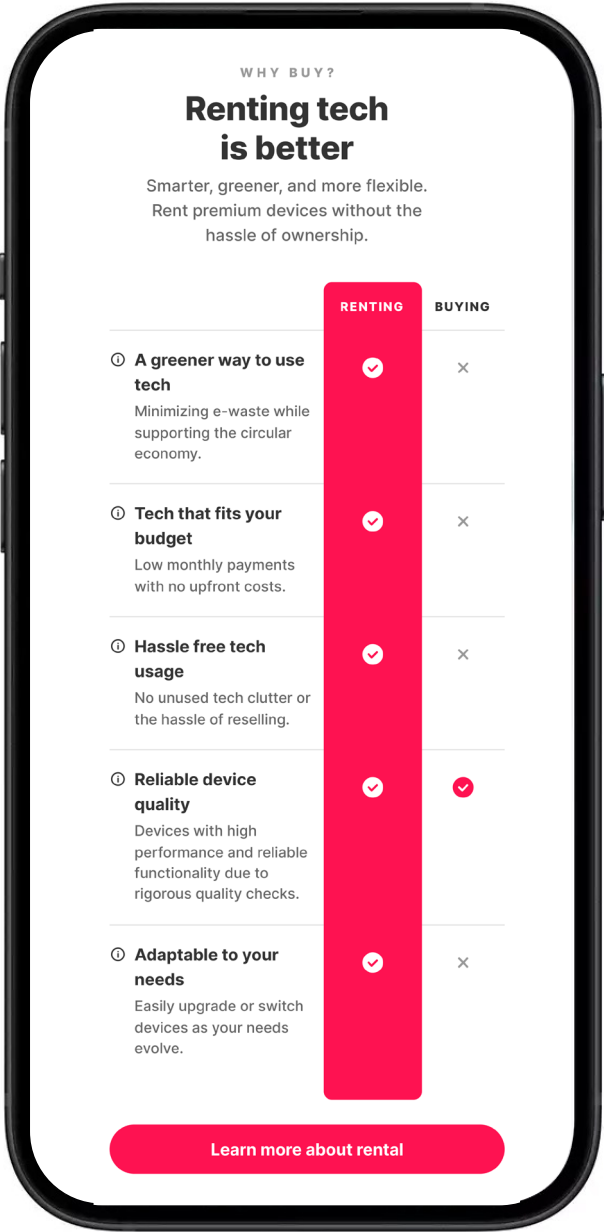
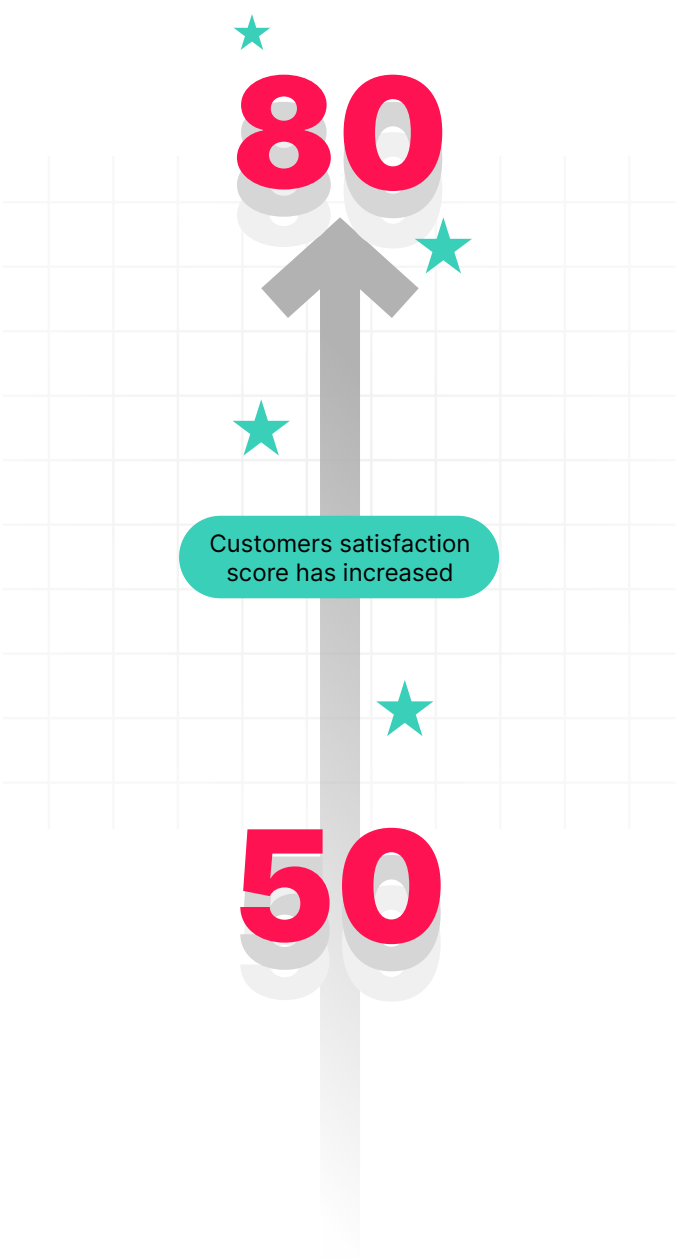
29%

Woman in management roles



**Better
experiences
for our customers**

Our customers are central to our mission — and in 2024, we worked hard to improve their experience. We redesigned parts of our website and app, made it easier to find and keep the right device, and kept response times fast. Our customer satisfaction score jumped to around 80, and most customers now get a personal response in under an hour.

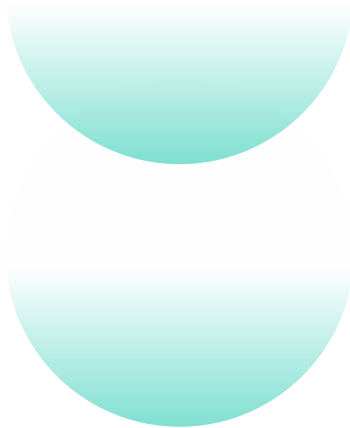


We take privacy seriously, with robust GDPR-aligned policies in place. In 2024, we also began collaborating with Visa’s Behavioural Insights Lab to better understand how we can encourage more people to choose circular consumption over traditional ownership.

**Stronger
governance and
partnerships**

Our internal governance saw major upgrades this year. We continued the roll out of our Code of Conduct to key product suppliers, covering around 40% of our purchasing volume, and built stronger relationships with partners in our circular supply chain.

While our influence on upstream manufacturing remains limited, we're committed to improving transparency and supporting responsible practices wherever possible. We continue to prioritize close collaboration with our warehousing, logistics, and repair partners—all of whom play a key role in making our circular model work.



**Looking
ahead**

In 2024, we made big strides in how we measure, manage, and reduce our impact—and we did it during a tough year. But we know sustainability isn't a destination. It's a commitment to doing better, every year.

As we head into 2025, we're focused on deepening that commitment—with clearer targets, better data, stronger partnerships, and an unwavering belief in the power of circular tech.

