

Press Release

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New partnership to support sustainable urban green space

Today Husqvarna and NL Greenlabel announce a new partnership to collaborate on the HUGSI.green platform with the intention to add new relevant knowledge and services to further promote sustainable development of urban green space.

The partnership aim to develop HUGSI into a leading platform quantifying green cities and making sustainability measurable for living area's.

In short the mission and purpose of the respective organization is:

HUGSI = Quantified greenness and NL Greenlabel = Quantified sustainability.

"Adding NL Greenlabel as a partner will contribute with vital knowledge, experience and network to add qualitative sustainability services ontop of the quantitative HUGSI data." Ulf Axelsson Lejon, Vice President Digital Innovation, Husqvarna Group

This is one of those occasions where 1 + 1 equals more and theses synergies will enable a new layer on top of HUGSI by making the sustainability self assessments tools for green space developed by NL Greenlabel available for all HUGSI users.

"The collaboration between NL Greenlabel and HUGSI is an important step towards the future. Greening cities is a keytopic in every city around the world fighting climate change, airpollution and creating livable and healthy environments. But greening is not always sustainable and by making it measurable better choices can be made in designing and managing living environments." says NL Greenlabel founder Lodewijk Hoekstra

The new service will be launched in the beginning of 2021 with The Netherlands as a first focus market and then expand into other markets. HUGSI will develop further towards the future by continuously adding content and services, making the platform even more relevant for professionals working in green living environments. New partnerships on an international base in this context will be made.

For more information please contact:

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About NL Greenlabel

NL Greenlabel has stood for a measurably sustainable living environment since 2010. We use a coherent concept of sustainability that connects urgent challenges such as climate adaptation, energy transition, preservation of biodiversity and public support. In this way it is possible to steer towards a sustainable and nature-inclusive living environment throughout the entire development process, from design to realization and management.

Thanks to our sustainability passports, we can translate the broad concept of 'sustainability' into tangible results. Areas, grounds, gardens, as well as products and materials are independently assessed on the basis of their value to people and nature. In a readable report, a professional assessment is combined with feasible advice that affects many relevant aspects.

In addition, we are proud of our extensive partner network of more than 200 partners. Organizations ranging from gardeners to consultancies have joined because they agree with our mission to make the living environment greener and more sustainable. The Fair Outdoor Living Foundation and the Scientific Advisory Board also ensure that our insights are continuously tested and improved.

About HUGSI

Husqvarna Urban Green Space Index — HUGSI is a digital innovation initiative developed by Husqvarna in collaboration. The ambition is to help safeguard and improve maintenance of green spaces in urban areas. By applying computer vision and deep learning techniques on satellite images, HUGSI unveils insights about the size, proportion, distribution, and health of green space in urban areas. From 2020 the index is calculated based on data from 155 cities in 60 countries all over the world. The insights and data is freely available at www.hugsi.green.

About Husqvarna

Husqvarna is a brand within Husqvarna Group. Since 1689, Husqvarna has manufactured high performing products and delivered industry-changing innovations such as anti-vibration and automatic chain-break on chainsaws, as well as robotic mowers. Today, Husqvarna offers a broad range of high performing outdoor power products for parks, forest and garden, and represents technological leadership in the key areas; chainsaws, trimmers, ride-on mowers and robotic mowers. Husqvarna products are sold in more than 100 countries, mainly through servicing dealers.

About Husqvarna Group

Husqvarna Group is a global leading producer of outdoor power products and innovative solutions for forest, park and garden care. Products include chainsaws, trimmers, robotic lawn mowers and ride-on lawn mowers. The Group is also the European leader in garden watering products and a global leader in cutting equipment and diamond tools for the construction and stone industries. The Group's products and solutions are sold under brands including Husqvarna, Gardena, McCulloch, Poulan Pro, Weed Eater, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries. Net sales in 2018 amounted to SEK 41bn and the Group has around 13,000 employees in 40 countries.