



News – August 25<sup>th</sup> 2021 07:00 am

## Footprint Level® elects New Equal Board of Directors

Footprint Level® held its very first Annual General Meeting on July 19<sup>th</sup> 2021. The main topic on the agenda was to vote for a new Board of Directors. During the build up of Footprint Level® the network has grown and a shortlist of Board Member candidates was created. We will now officially publish the new Board of Directors.

– Footprint Level® is levelling up to the next phase where we will raise our first financial round and then it is natural for us to set up a new Board of Directors to assist us in this important task, says **Mats Huss**, CEO and Co-Founder of Footprint Level AB.

The new Board of Directors is:

**Daiva Staneikaite Naldal** - Board Member

**Anna Branten** - Board Member

**Yaroslava Kudrina** - Board Member

**Mats Huss** - Chairman of the Board, CEO and Co-founder

**Karl-Fredrik Johnfors** - Deputy Board Member, Concept Developer and Co-founder

**Daiva Staneikaite Naldal** is an international marketing and innovation leader with many years of career at the LEGO Group in Denmark. She is also a long term Strategic Advisor and Jury Member for the Global Creative Business Cup, and a passionate mentor for several startup networks. Daiva is a founder of DSTN-ventures in Denmark where she works as a strategist and advisor on future-fit innovation and business models.

– As we are transforming our lives into more sustainable models, every footprint in our journey counts. The Footprint Level® concept takes a unique approach to monitor the progress of the efforts through that journey, and that is motivating! I look forward to working with the passionate team and board members to bring the Footprint Level® method to many organisations and business around the world.

**Anna Branten** is founder at the Institute for Transition and initiator of the project “The Yes Way”. She is a system entrepreneur, equality and sustainability advocat, business strategist and advisor to startups and management boards in questions regarding future economies, business models and equality. Anna is based in Skåne and has also been CEO of Ideon Innovation.

- It is my firm belief that we need new ways to measure and communicate around the large social transition that we are facing. The team at Footprint Level® has shown that they have innovative ways to make this happen and I am looking forward to participate on the journey.



**Yaroslava Kudrina** is an Attorney at Law specialised in Intellectual Property Law with a special interest in untraditional trade marks. Her articles have been published in Scandinavia's largest business magazines. Yaroslava is based in Stockholm and she has a commercial insight from working in-house at Microsoft Sweden and as an online brand protection analyst at Ports Group.

- Footprint Level caught my attention as being an innovative company, which from the start saw the value of Intellectual Property and design. Learning more about the company, I joined their journey because I am a strong believer that the Footprint Level® environmental impact meter will lead to behaviour change and prepare our generations for a better future.

**For more information please contact:**

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**Topics**

#sustainability #communication #brand #startup #fintech #cleantech #prv #climatetech

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**Footprint Level®** visualises complex climate data in a simple way. We develop services for companies that show their climate footprint in relation to the 1.5°C target in the Paris Agreement. The company was founded in 2020 in Skanör, southern Sweden.

Footprint Level® is the winner of Creative Business Cup Sweden 2021.

Footprint Level® is owned by Andrea Hägg, Karl-Fredrik Johnfors and Mats Huss.

[www.footprintlevel.com](http://www.footprintlevel.com)