

DANIEL&JACOB'S
APARTMENTS



ImpactReport™

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CVR DK33874340

Selected Data from VSME

Based on EFRAG's VSME ESRS standard from December 2024

This report is based on selected data from the basic module of the EU's voluntary reporting standards for SMEs (EFRAG's Voluntary ESRS for Small- and Medium-Sized Enterprises – VSME ESRS). [See the standards here.](#)



Let's Get Real About ESG

At **Daniel&Jacob's**, we're not here to greenwash or slap buzzwords on a brochure, and we know there's no such thing as a climate-neutral vacation. But rather than hide from that, we're stepping up to the mark, and working every day to minimize the footprint we make.

That means dialing down on our emissions, pushing for smarter solutions, operating more sustainably, and working with local partners and vendors.

This isn't about perfection. It's about progress, and about making better choices every day.

And that goes for how we treat our people, too. We're building a company culture rooted in fair pay, equality, diversity, and short decision-making paths. A company where every voice and thought counts, and everyone has room to grow.

Daniel Guldager & Jacob Guldager

Daniel&Jacob's Apartments



Low-impact living, built in









Our apartments aren't just stylish and comfy – they're designed with the planet in mind, too.

And the best part? Guests don't have to lift a finger to lower their footprint.

We've built sustainability into every single stay, from green energy and pedal-powered operations to eco-certified cleaning products and refillable toiletries.

We skip single-use plastics wherever we can and we source locally – whether it's for sleek furniture or eco-labeled toilet paper. And yes, even the coffee capsules are biodegradable here.

This is just smart, low-impact choices that make every stay a little lighter on the planet.

 <p>Waste-reducing vacations</p> <p>No unnecessary paper or plastic in our apartments. Soap, shampoo, lotion – all in refillable dispensers. No guidebooks, or maps cluttering your space – it's all digital. Even our coffee capsules are 100% biodegradable. Waste sorting? Yes please.</p>	 <p>Wind powered apartments</p> <p>If you're a fan of green energy, get ready to be blown away when you flick on the lights or turn on the oven in our apartments. Scanenergi has us covered with electricity from Danish windmills.</p>
 <p>Circular linen service</p> <p>Towels and linens? They're in cahoots with Elis, a CSR and Bureau Veritas certified pioneer for circular services. All their water, energy, and detergent use are certified by The Nordic Swan Ecolabel.</p>	 <p>No single-use plastic, please</p> <p>Plastic? Not our style. Glasses made of glass, cutlery made of metal, plates and cups made from natural materials. That's how we like it. Who wants their coffee in a plastic cup anyway?</p>
 <p>Local sourcing</p> <p>Most of our furniture and inventory, from beds and chairs to lamps to rugs, are sourced from local suppliers. Coffee, soap, toilet paper – all from our close friends. Sorry, China, we're keeping it local.</p>	 <p>Eco-labelled cleaning</p> <p>They are not the cheapest cleaning company in town, but Stjerner (The 5 Stars) has the highest standards for environmental protection and employee standards. They offer cleaning products certified by the Nordic Swan Ecolabel. Cleaning Dream Team!</p>
 <p>Intelligent Heating</p> <p>The greenest energy is the one we don't use. In 2024 we are upgrading the heating in our apartments up with digital genies. Thermostats will automatically lower the temperature when guests check out and turn it back on well before the next check-in. That's energy efficiency in a nutshell.</p>	 <p>Pedal-Powered Operations</p> <p>With apartments throughout the city, there's a fair amount of transportation for our staff. This is primarily done on bicycles provided by SwapFiets. It's more fun and way faster than taking a car. And better for people and planet.</p>

CO2 and Climate

Our Scope 1 emissions come in at just 2.05 tonnes—and we plan to keep it that low. We don't own any company vehicles, we don't burn gas on-site, and we don't operate any fossil-fuel-based systems ourselves. The small footprint that does exist comes from occasional maintenance work or shared building infrastructure we don't fully control.

CO2e scope 1

2.05ⁱ
ton
2024

CO2e scope 2 location-based

16.7ⁱ
ton
2024

Scope 2? Well, that is mostly electricity—and ours comes from Danish wind mills. But since we report using location-based data, our emissions reflect the local energy grids where our buildings are located. So while we *buy* clean energy, the reported figure still lands at 16.7 tonnes. We operate over 160 apartments and more than 600 beds, so yeah this is still quite. Not quite zero, but damn close, if we say so yourself.

[All of this is based on real data from utility invoices and property owners]



Energy Consumption

We only use 100% renewable electricity— directly from Danish windmills.
No offsets, just clean energy straight from the source.

Wind power is one of the cleanest sources out there, and we're proud to say it's what keeps the lights (and everything else) on in Daniel&Jacob's Apartments.

Energy consumption

133

MWh

2024

[This data comes straight from our energy provider]



Water Consumption

We don't want to waste water. Simple as that.

From low-flow fixtures and machines to efficient cleaning practices, we design our spaces, and services to use less, without compromising comfort. Just thoughtful choices to save water where we can.

We also work with property owners to upgrade systems when needed.

Water consumption

2,929ⁱ
m³
2024

[This data comes straight from invoices and property owners we work with]



New in 2025 – GreenKey

Guess what? Our Apartment Hotel in Aarhus just bagged the GreenKey certification in March 2025, and yeah... we're feeling pretty stoked about it.

Now, GreenKey is the real deal – an international label handed out to players in the hospitality industry who actually walk the talk when it comes to sustainability. No greenwashing. No shortcuts.

This milestone is a *massive* step in our mission to keep things cozy, cool, and conscious. Sustainability isn't just words on a paper for us – it's deeply woven into the way we think, build, and operate. From the materials we choose to the partnerships we form, every decision is guided by a commitment to doing better – for the people, the planet, and for a cleaner future.

So yeah, we're pretty proud. But don't worry, we're not stopping here.



GREEN KEY

UN Sustainable Development Goals

We don't just talk sustainability—we have build it into every part of our company culture. From using renewable energy to partnering with local businesses, we always aim to give more to the cities we operate in, than we take.

We source locally and sustainable, and we only work with partners who care about their environmental and social impact—just like we do. We keep an eye on our energy, water, and waste consumption, and we gently nudge our guests to do the same.

Our spaces support well-being with clean air, sound insulation, fitness access, and room for our guests to actually relax.

Behind the scenes, we're all about fair pay, equal opportunities, cultural inclusivity and a company culture that doesn't glorify burnout (yes, unlimited vacation and company endorsed bikes and gym is a thing here).



Health and Wellbeing

We must ensure a healthy life for everyone and promote well-being for all age groups



Gender Equality

We must achieve gender equality and strengthen the rights and opportunities of women and girls



Sustainable Energy

We must ensure that everyone has access to reliable, sustainable, and modern energy at an affordable price



Sustainable Cities and Communities

We must make cities, communities, and settlements inclusive, safe, resilient, and sustainable



Built for People, Run with Purpose

At Daniel&Jacob's, sustainability isn't just about the environment – it's also about people. That's why the social and governance side of our ESG efforts is just as important as our carbon footprint.

Fairness starts from within

We're committed to fair pay and equal opportunities across the board. That means equal pay for equal work, regardless of gender or background, and a transparent approach to how we recruit, promote, and support our team. We don't believe in glorifying burnout. Instead, we offer unlimited vacation days, company-paid gym access, and even bikes to make it easier for our people to show up feeling good – both mentally and physically.

Inclusive by design

Our team is proudly multicultural, and we're all about creating a space where different perspectives aren't just welcomed – they're needed. We genuinely believe that different backgrounds and perspectives make us stronger. Creating a workplace where people feel safe to speak up, be themselves, and contribute to the group dynamics is core to how we operate.

Transparency at Every Level

We keep our decision-making transparent, with open communication around business goals, financials, and major shifts. Because everyone deserves to understand how their work connects to the bigger picture.

Leadership that listens

Our leadership culture is flat, fast, and people-first. We keep decision-making paths short and make sure that everyone – no matter their title – has a voice, and a seat at the table. We hire with intention, prioritizing values and mindset just as much as experience, and we believe good leadership is about empowerment, not ego. We have build a feedback culture where people can speak honestly – not just in performance reviews, but day to day. No politics, no silos, just mutual respect.

Partnerships with Purpose

We work with partners and vendors who share our values around fair labor, sustainability, and equality. We dont just choose the cheapest supplier. Being small gives us the freedom to be selective

The Work's Not Done

We're all about keeping it honest – no fluff, no empty promises. That means you won't see us tossing out bold emission reduction targets with exact dates just to sound good. Why? Because we're growing fast (like, really fast), and we're not in the business of making commitments we can't follow through.

Sure, our sustainability numbers might put the bigger hotel chains to shame—but we're not high-fiving ourselves in the mirror just yet.

At Daniel&Jacob's, we're always looking for smarter, greener, and fairer ways to do what we do. That means using more sustainable buildings, working with local vendors, backing legit carbon capture projects, and giving our team unlimited vacation days (no joke—they already have that).

Thank you for following our journey. Stay tuned—there's more to come.



Data Overview

This is an overview of all data in the ImpactReport.

	2024
CO2e scope 1	2.05 ton
CO2e scope 2 location-based	16.7 ton
Energy consumption	132,988 kWh
Water consumption	2,929 m3
Global Goals	SDG 7, SDG 5, SDG 3, SDG 11

Comments on the report

The report is not verified by an independent third party. Although we have made efforts to ensure that the content of the report is accurate, there is no guarantee regarding its accuracy and/or completeness, and we therefore disclaim any liability for any damage or loss that may arise from actions taken based on the report.

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