

# THE UPRIGHT METHODOLOGY

Short introduction

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# ABOUT THE UPRIGHT MODEL

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The Upright Project is a Helsinki-based technology company that measures and models the net impact of companies. Upright's data-driven quantification model measures both the positive and negative impacts companies create, and summarizes this information into comparable net impact profiles. Over 200 companies and investors all around Europe are already using net impact to understand how their businesses and investments influence the world around them.

Upright's quantification model is based on machine learning, open source science, and the products and services that companies produce and offer. Using Natural Language Processing (NLP) techniques, the model has been taught to understand causality in scientific articles and summarize what science knows about all the impacts that the products and services have on society, knowledge, health, and the environment.

Because the analysis is based on products and services, impacts are defined strongly through *what* companies produce and offer, rather than *how* (i.e. governance and compliance). Because of this, the net impact profile is a comprehensive picture of a company's value creation, and can be interpreted as providing an overall picture of what resources a company uses and what it achieves by using them. Analysis of a net impact profile should focus on the shape - meaning the relative strengths of the various impacts and the resulting overall picture.

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# WHAT IS NET IMPACT?

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# WHAT IS NET IMPACT AND HOW IS IT MEASURED?

Upright's net impact model measures both a company's positive and negative impacts on the environment, health, society and knowledge. The aim is to understand the net sum of the costs and gains created by the company, to enable smarter decision-making for investors.

Compared to more traditional ESG metrics, there is more emphasis on the core business of the company and the largest impacts in absolute terms. Upright's model is based on a neural network summarizing scientific data and currently covers more than 26,000 companies.

**More about the model:**

<https://www.uprightproject.com/model>



**SOCIETY**

Jobs  
Taxes  
Societal infrastructure  
Equality  
Societal stability



**KNOWLEDGE**

Knowledge infrastructure  
Creating knowledge  
Distributing knowledge  
Scarce human capital



**HEALTH**

Diseases  
Physical activity  
Diet  
Relationships  
Meaning & joy



**ENVIRONMENT**

GHG emissions  
Non-GHG emissions  
Fresh water  
Biodiversity  
Waste

# 3 REASONS WHY THE CURRENT IMPACT DISCOURSE IS NOT ENOUGH

The current impact discourse is...	Example	...which leads to:
...stuck at <b>minimizing downsides</b>	<i>"We no longer use suppliers on this black list in our production"</i>	Not understanding what is achieved with the resources, i.e. the plus side
... <b>confusing big and small things</b> in a colourful mess	<i>"We are now using recycled office paper"</i>	Big things get overshadowed by masses of information of secondary impacts
... <b>focused on internal</b> impacts	<i>"We installed water-saving toilets into our offices"</i>	Not understanding impact of actual product or service

# TO ANSWER THE NEED FOR BETTER DATA

Upright has built a mathematical model that measures and quantifies the net impact of companies

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## Both positive and negative impacts

The model summarizes the net impact of a company into a net impact profile that depicts all of the companies **positive and negative impacts** - i.e. what resources the company uses, and what it manages to achieve with those resources in terms of positive impact.

## Four dimensions, 19 categories

Impacts are measured within 4 dimensions (**society, knowledge, health, environment**) and 19 categories, and unlike many traditional sustainability quantifications, throughout the value chain (upstream, internal & downstream).

## Based on scientific articles

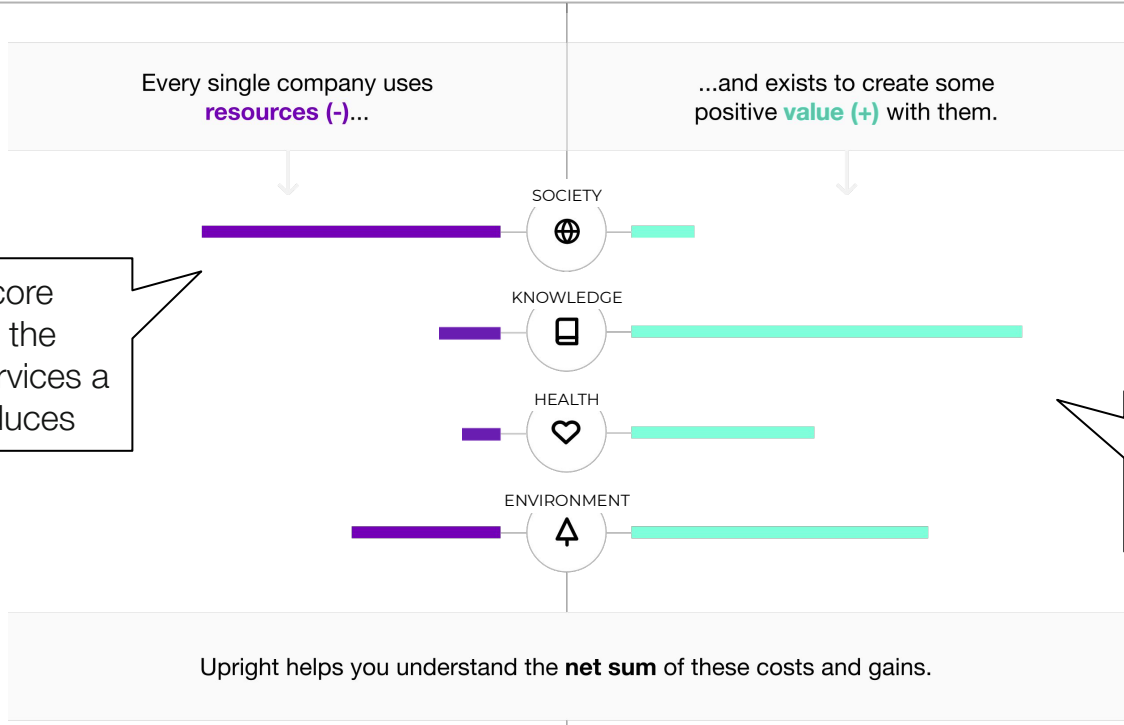
As input, the model uses the world's largest open source database of **200 M+ scientific articles**.

See: <https://core.ac.uk/>

## Comparable and scalable

The data is **comparable** between all types and sizes of companies, helping set your organization's results in context.

# THE NET IMPACT QUANTIFICATION MODEL BRINGS OUT THE “SHAPE” OF A COMPANY



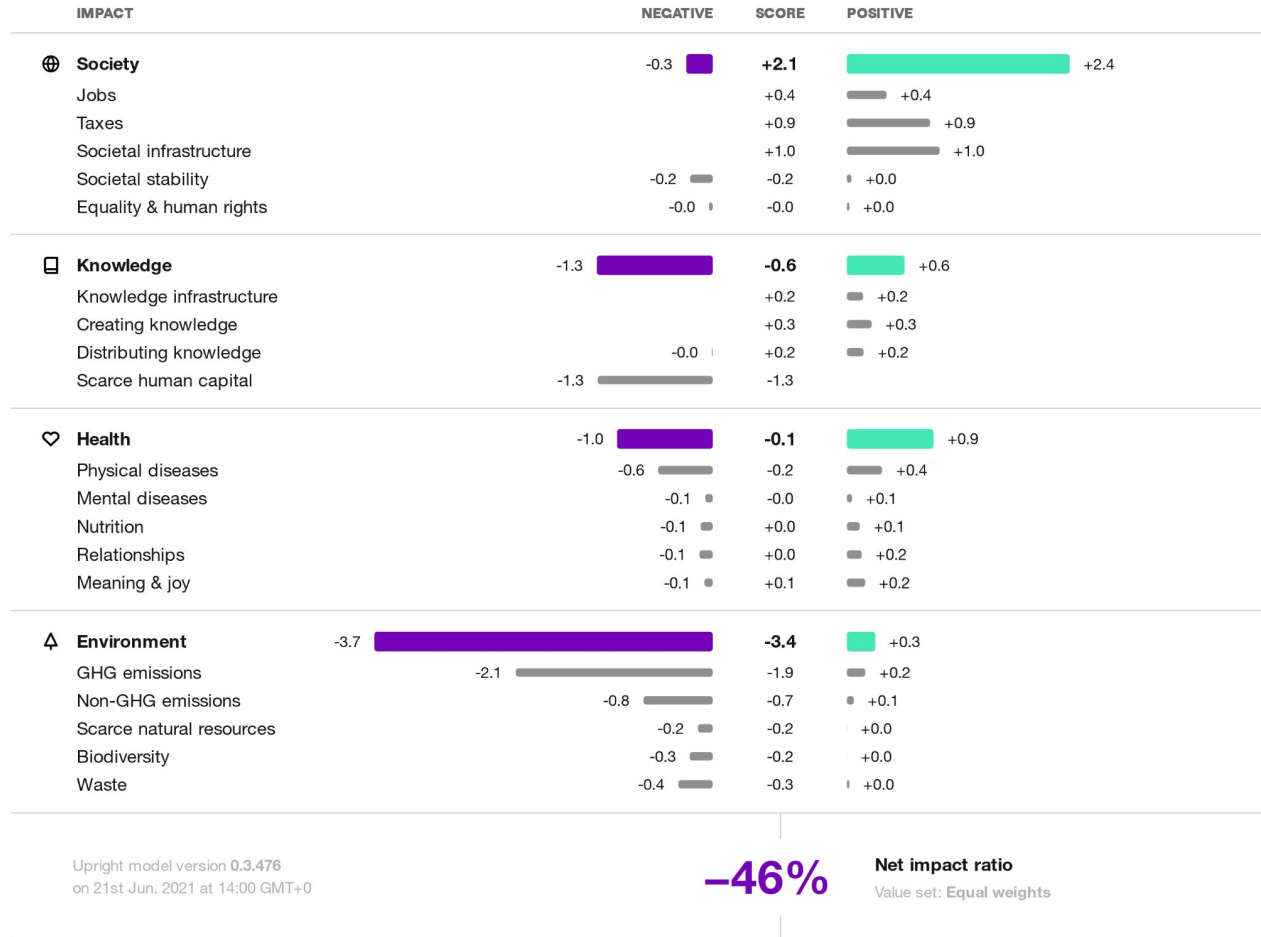
Focus is on core business, i.e. the products and services a company produces

Includes all downstream impacts



# EXAMPLE SCREENSHOT FROM THE MODEL

Aggregate net impact  
profile of Fortune Global  
500





**WANT TO LEARN  
MORE?**

**About The Upright Project:**

<https://www.uprightproject.com/>

**About the Upright model:**

<https://www.uprightproject.com/model>

**About net impact:**

<https://netimpactreport.com/>

**About the net impact of different  
companies:**

<https://netimpactreport.com/datasets>

**UPRIGHT  PROJECT**