



2025

# Annual Report



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# From the CEO



Dear partners, stakeholders, and colleagues:

The world is changing — and so are the risks that come with innovation. As new technologies reshape how we live, move, and connect, safety must evolve, enabling progress while protecting people. That is the role of UL Standards & Engagement.

Though ULSE is a young organization, we are built on more than a century of safety science and standards leadership. In 2025, we fully stepped into our identity as a safety organization — one that combines globally trusted standards with education and advocacy to drive real-world impact.

Our approach is simple and powerful: we identify emerging risks, convene the right voices, and translate expertise into action. From advancing battery safety through insights, awareness, and policy to shaping solutions to complex safety challenges through standards, we are moving the world forward — more safely.

This report reflects a year of momentum made possible by our team, our champions, and a shared commitment to our mission: working for a safer world.

**Jeff Marootian**  
 President & CEO  
 UL Standards & Engagement

# Impact at a Glance

UL Standards & Engagement works to protect people, property, and the planet through standards development and adoption, educating key audiences about original safety insights, and advocating for policies that deliver safety action.

From the moment you turn on the lights to when you close your garage door at night, our safety science is hard at work. You might not see it or notice it, but our work is quietly protecting you while fitting seamlessly into your everyday life.



**278**

Standards modernized and adopted — first and new editions plus revisions

## Education & Convening Highlights

Partnerships across industry, government, & NGOs

- NBDA
- NCOAA
- U.S. Conference of Mayors
- INTERPOL

Reports, campaigns, and events shaping awareness

- NY Economic Impact Report
- TRIP 2024 Data Review
- Salon Events
- CES

## Standards Highlights

**3,352**

Responses to surveys of our TC members and other stakeholders

**92**

TC meetings held

**167**

Expos, keynotes, panels, and roundtables attended

**439**

New TC members

## Advocacy Highlights



E-mobility safety legislation based on ULSE standards passed in California, Georgia, and Illinois



U.S. Council of Mayors and African American Mayors Association (AAMA) pass resolutions supporting voluntary adoption of ULSE e-mobility standards



# ULSE Priorities In Action

## Advancing global safety through standards

### CES

At the 2025 Consumer Electronics Show, we continued building awareness about ULSE and standardization at one of the world's top expos for tech and innovation.

While there, we released our research report, [Enhancing Consumer Trust and Innovation in Smart Homes Through Standards](#). It addresses perceptions about how standards and certification build consumer trust and foster business innovation.

ULSE leaders and staff participated in a variety of engagements including interviews and leading or participating in panel discussions.

### China Industry Outreach

Over a period of 11 days in June and July, ULSE led a set of four workshops in different cities throughout China to build collaboration with industry groups. The events, held in partnership with UL Solutions, covered topics including AI, connected robotics, HVAC, and participation in standards development.

### IEC General Meeting

ULSE continued its longstanding support for and active presence at the IEC General Meeting, held in Delhi, India. Hosted by our partner, Bureau of Indian Standards, ULSE staff participated in four panel discussions, served on two IEC technical committees, and hosted a reception for new and longstanding partners and stakeholders.

Year after year, ULSE's participation at the IEC General Meeting helps us expand our global network of partners and demonstrate our active involvement and impact on international standardization.

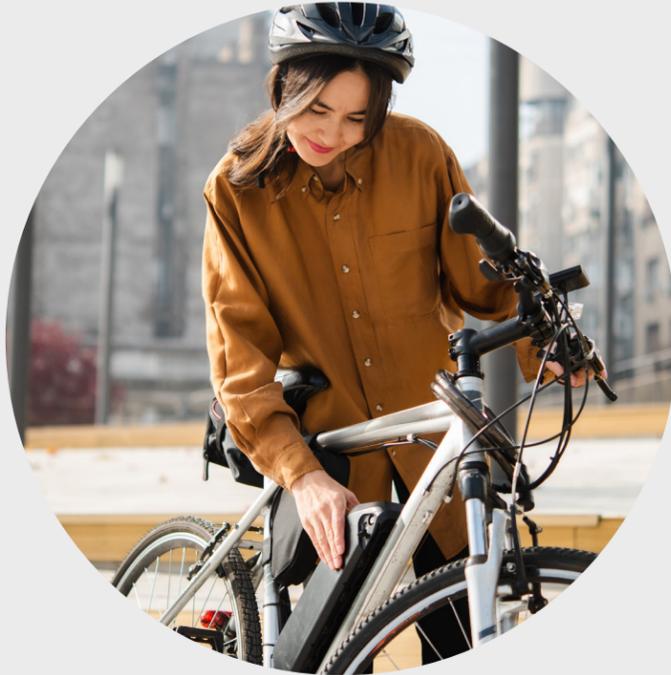
### ASEAN Formally Recognizes ULSE as a Partner

In August, ULSE officially formed a partnership with the ASEAN Battery Safety Network to support the safe implementation of large-scale energy storage systems in the region. Although ABSN typically deals government-to-government, ULSE was given a prominent seat at its table due to its expertise and strong network of experts both within and outside of the organization. The partnership follows ULSE co-hosting the April 2025 [ASEAN Battery Safety & Innovation Conference](#) in Singapore, and Publishing the May 2025 report, [Lithium-Ion Battery Safety in Air Travel: An Asia-Pacific Focus](#).

### ULSE Tapped to Lead Canada's Wildfire Resilience Standards

In August, the Standards Council of Canada selected ULSE to create a portfolio of safety standards that will equip communities with resources to mitigate the risks of wildfires. Through this initiative, ULSE will create three National Standards of Canada focused on community planning, structure ignition zone mitigation, and implementation guidance.

# A Safer Road for E-mobility

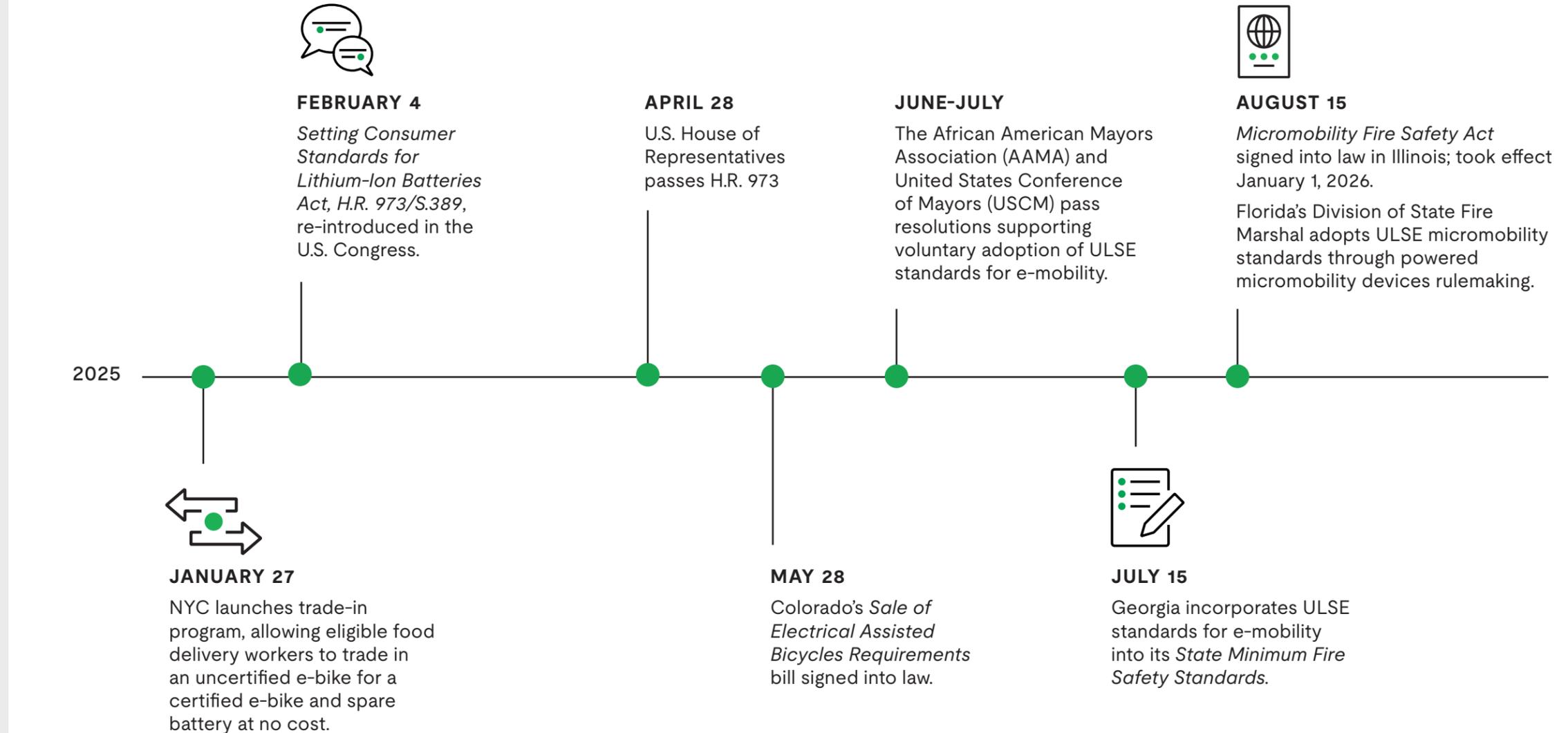


## Legislation Advanced

Following the success of New York City's Local Law 39, several more U.S. jurisdictions and organizations took action in support of ULSE safety standards requirements for the sale, lease, or distribution of micromobility devices, such as electric bikes or electric scooters.

To advance these initiatives, ULSE worked with local policymakers, including the Atlanta Regional Commission and Tony Pritchett, deputy commissioner of insurance and safety fire, and Martin Sullivan, chief of staff, from the Georgia Office of the Commissioner of Insurance and Safety Fire. In Illinois, we worked with Sen. Ram Villivalam to introduce the legislation and advocate for its passage.

[ULSE.org/e-mobility](https://ulse.org/e-mobility) [LEARN MORE](#)



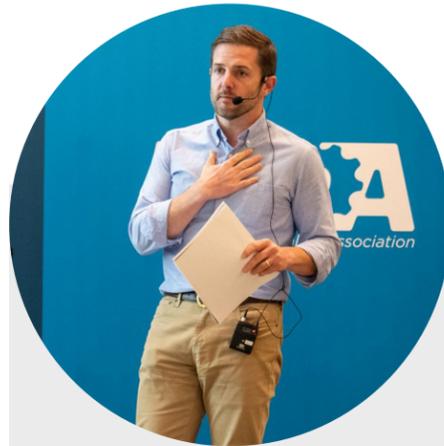
# A Safer Road for E-mobility

## Webinars / Events / Partnerships



### League of American Bicyclists (LAB) Partnership

In March, ULSE and the League of American Bicyclists published the report, [E-Bikes on College & University Campuses](#) at the LAB Bike Summit. In the report, ULSE and LAB share findings of a collaborative study among Bicycle Friendly Universities, which revealed that although e-bikes are common fixtures on many BFU campuses, there are significant gaps in infrastructure and policy development and enforcement, coupled with concerns centered around road and battery safety. Anna Schnerre and Lesley Rohrbaugh presented the data at the summit.



### National Bike Dealers Association (NBDA) Retailer Summit

In May, ULSE Head of Partnerships David McKnight spoke at the NBDA Retailer Summit on current safety standards and regulations, common causes of battery-related incidents, best practices for retailers, and opportunities for collaboration to raise the bar on safety and education.



### The Impact of E-Mobility Battery Fires in NYC/ Triple-I/JIF Partnership

In March, ULSE released an analysis quantifying the economic, human, and community toll that deadly e-mobility fires have had on New York City. [The report](#), conducted with Oxford Economics, revealed that from 2019 to 2023, e-mobility fires cost the city a staggering \$518.6 million in loss and damage.

In June, ULSE presented the findings of the report at the [Joint Industry Forum](#) organized by the Insurance Information Institute in Chicago.



### SafeRoutes to School Partnership and Webinar

In November, ULSE sponsored the webinar, A New Culture of Safety: Best Practices in E-bike Education, part of the Safe Routes to School Virtual Summit. Jennifer Bradley and Anna Schnerre presented during the webinar on ULSE's ongoing collaboration with the League of American Bicyclists' Bicycle Friendly Universities.



### Driving Safe Mobility: Safety Standards for Electric Vehicle Batteries (LATAM)

In August, ULSE hosted the event, Driving Safe Mobility: Safety Standards for Electric Vehicle Batteries, in Mexico City, to promote the adoption of international safety standards for EV batteries and foster collaboration toward a robust technical framework for electromobility in Mexico.



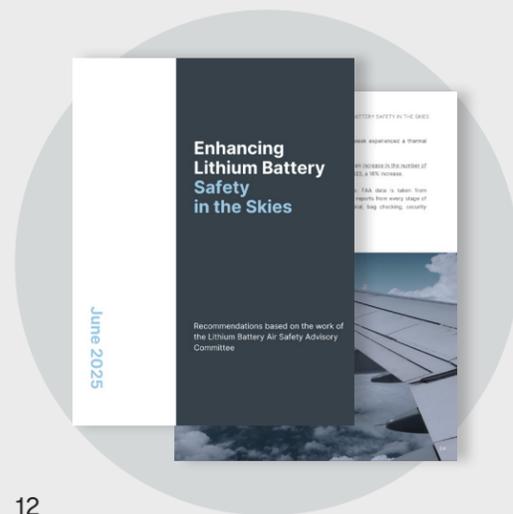
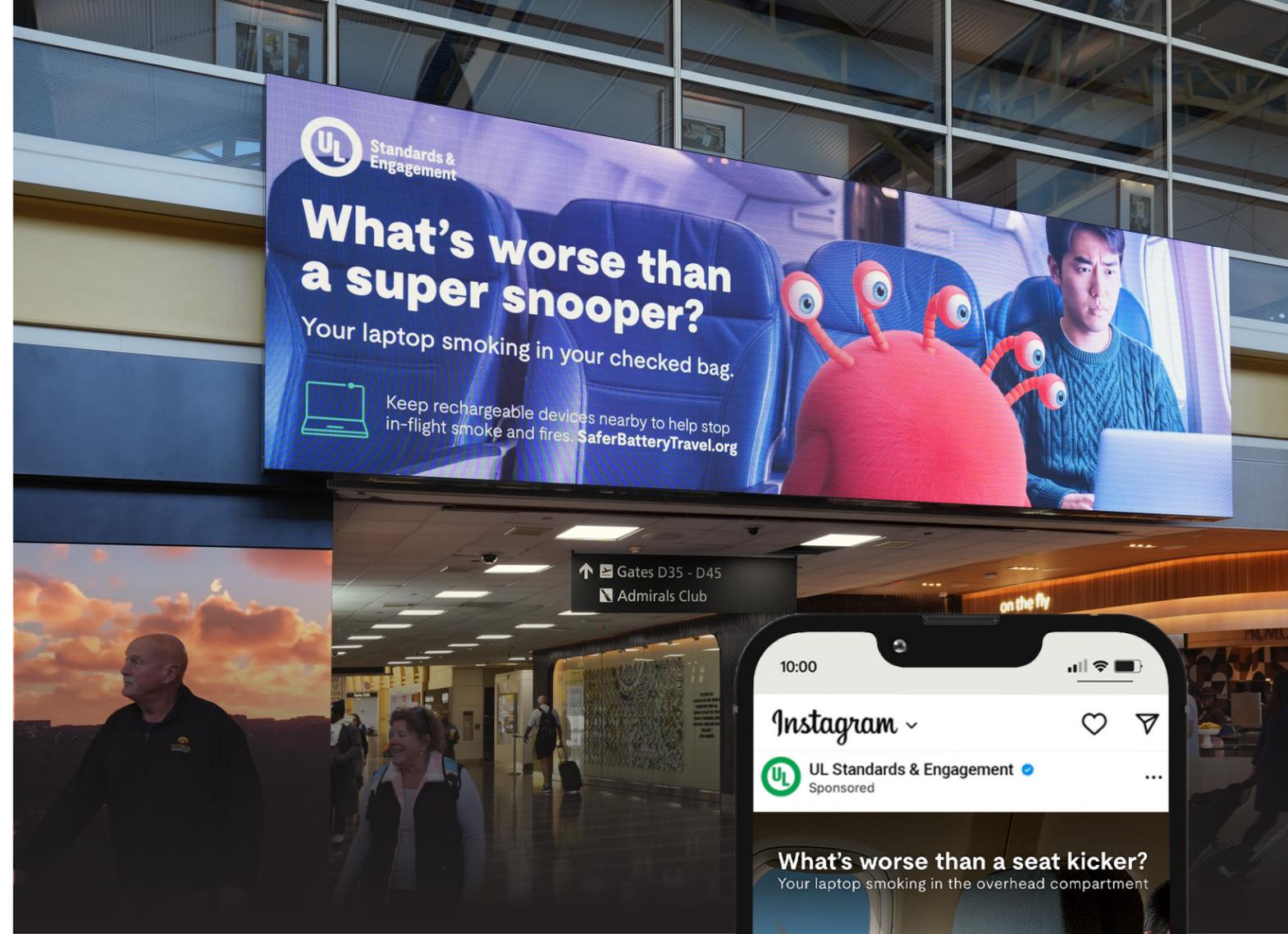
### Advancing Fire Safety in Mobility: Standards for a Safer Future (LATAM)

In September, ULSE co-organized the event, Advancing Fire Safety in Mobility: Standards for a Safer Future, in Medellín, Colombia, as part of Fire Expo LATAM. The forum convened regional and international stakeholders to examine emerging fire risks associated with electric vehicles, micromobility, and lithium-ion battery technologies. During the event, speakers explored the role of safety standards in supporting the safe adoption of e-mobility in Latin America.

# Rechargeable Safety in the Skies

In 2025, ULSE continued expanding the Thermal Runaway Incident Program internationally with two key summits in Singapore (May 6-8) and Chicago (October 7-9). These invitation-only events convened leaders in the aviation industry for critical conversations on passenger and cargo safety and provided an opportunity for TRIP members to network with international air carriers and aviation stakeholders. At the Singapore summit, ULSE released [Lithium-Ion Battery Safety in Air Travel: An Asia-Pacific Focus](#), a report focusing on survey data from travelers in the Asia-Pacific region. In the lead-up to the Chicago summit, ULSE published [Lithium-Ion Battery Incidents in Aviation: 2024 Data Review](#), the second annual report on TRIP data.

2025 was also the first year with Transportation Safety Senior Program Manager Bob McClelland on staff at ULSE. With more than 30 years of experience in dangerous goods compliance at UPS and UPS Airlines, McClelland has helped to expand TRIP's scope into cargo safety. In 2026, ULSE will release a forthcoming report on cargo-related lithium-ion battery incidents in the TRIP database.



## LIBASAC

In 2018, ULSE joined the Lithium Battery Air Safety Advisory Committee (LiBASAC), which was created to provide expert guidance to the U.S. government about safe transportation of lithium batteries aboard aircraft. The committee was suspended before the report to Congress was finalized and transmitted. In response, ULSE supported the completion and submission of a document summarizing the committee's recommendations.

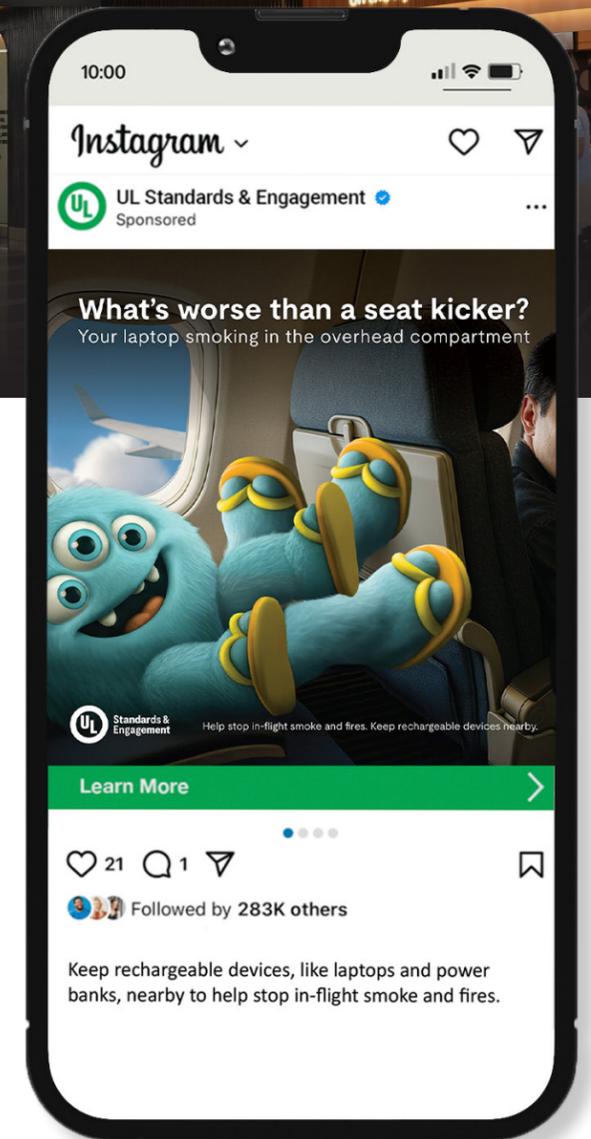
## Passenger Awareness Campaign

When flying, what's worse than a nosy neighbor, a seat kicker, a close talker, a smelly snacker, or a window hog? A lithium-ion battery going into thermal runaway on a plane.

Launched ahead of the end-of-year holiday travel season, ULSE's all-new passenger education campaign reached flyers online and in person at Washington, D.C.'s Reagan International Airport with ads and billboards featuring quirky characters, relatable situations, and authentic messaging around lithium-ion battery safety. ULSE also placed safety messaging in the bins at TSA checkpoints at Reagan urging travelers to keep rechargeable devices within arm's reach.

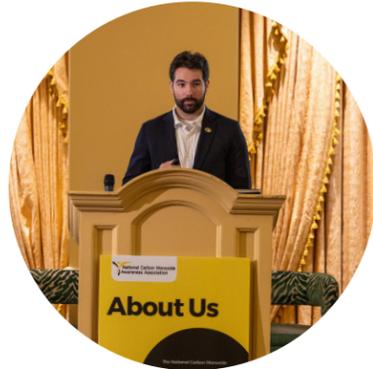
[ULSE.org/safer-battery-travel](https://ulse.org/safer-battery-travel)

LEARN MORE



# CO Poisoning Prevention

Throughout 2025, ULSE ramped up efforts to help reduce the risk of carbon monoxide poisoning through research and awareness campaigns, engagement at industry events, and collaboration with nonprofit advocacy organizations such as the National Carbon Monoxide Awareness Association and the Jenkins Foundation.



## NCOAA CO Safety Summit

At the NCOAA 2025 CO Safety Summit in August, ULSE led two expert sessions on data-driven approaches to carbon monoxide risk and prevention — sharing insights from our CO Risk Assessment Report, identifying the reasons why some states are at greater risk, and exploring actionable strategies states can implement to reduce CO-related injuries and deaths, from updating building codes and strengthening alarm enforcement to improving surveillance and public education.



## CO Risk Assessment

In May, we introduced our CO Risk Assessment to evaluate each U.S. state's code and regulatory efforts, health outcomes, and public awareness levels. The report serves as both a benchmark and a call to action — providing each state with a risk readiness score, and recommendations on how they can improve.

[ULSE.org/CO-risk-assessment](https://ulse.org/CO-risk-assessment) [LEARN MORE](#)



## Jenkins Foundation Sponsorship

ULSE donated \$10,000 and 500 copies of the CO Risk Assessment Report to the Jenkins Foundation, in support of its Free CO Alarms for Patients Project. The Jenkins Foundation is a nonprofit organization dedicated to the prevention of deaths and injuries from carbon monoxide poisoning, and its founder, Kris Hauschildt, has been instrumental as a contributing member of the technical committee for UL 2034, our standard for carbon monoxide alarms.

# 86.2M

U.S. adults report that they have no means of detecting CO leaks in their homes.

# Battery Energy Safety

ULSE standards support clean energy efforts in a variety of ways. In order to harness solar, wind, and other sustainable energy sources, energy must be stored in systems that utilize large lithium-ion batteries. ULSE has two standards for battery energy storage systems in its portfolio that address hazards and other considerations. These systems are in high demand in many parts of the world where clean energy is embraced to realize environmental and health benefits, as well as to meet ever-increasing demand for electricity.



## In Focus: International Energy Storage Safety Outreach

**ASEAN** – In August, ULSE was recognized as an official partner of the [ASEAN Battery Safety Network](#). Through this strategic partnership, ULSE will support the deployment of large-scale battery energy storage systems in ASEAN member countries. The partnership was formalized soon after ULSE co-sponsored the ASEAN Battery Safety & Innovation Conference, at which more than 200 participants from throughout southeast Asia discussed issues and new advancements in battery safety and energy storage.

In November, ULSE and the Singapore Civil Defence Force both received the Pro-Enterprise Impact & Partnership Award at the Pro-Enterprise Panel–Singapore Business Federation (PEP-SBF) Awards 2025. The award recognizes ULSE and

SCDF's involvement in the public-private collaboration which led to Singapore updating its fire code to reference UL 9540A, our document on test methods evaluating fire and explosion hazard characteristics in battery energy storage systems, in requirements for underground BESS applications.

**China** – In September, ULSE and UL Solutions co-hosted the Power Banks Regulatory Compliance and Technical Exchange Seminar in Shenzhen, China, to address hazards and risks associated with power banks. Speakers included Sonya Bird and David Wroth, highlighting the fundamental role of standards in addressing the concerns of regulators, consumers, and suppliers regarding the safety of power banks and the widespread use of popular portable rechargeable devices.

**India** – In March, Sonya Bird, vice president of international standards, visited India to engage in high-level discussions and strategic meetings that underscored ULSE's commitment to revolutionizing smart energy standards. Sonya led discussions with key stakeholders and partners, including the Bureau of Indian Standards and the International Solar Alliance, reinforcing ULSE's commitment to aligning with national standards and regulatory frameworks. Sonya and the ULSE team also participated in events including India Smart Utility Week and the 11th U.S.-India Smart Energy Workshop. Through these strategic meetings and active participation in key events, ULSE reinforced its dedication to supporting India's journey toward a safer, smarter, and more sustainable energy future.

# Battery Energy Safety

## Salon Event Series

In 2025, ULSE hosted the first two of what will be a series of salon events, bringing together cross-industry experts and leaders to explore emerging issues and new approaches in safety and discuss what's ahead. The first event focused on the changing risks of fire and investment in resilience, while the second centered on the future state of battery safety. Speakers included influential thought leaders representing government, research, and business.

ULSE is uniquely positioned to lead these discussions because our work sits at the intersection of science, standards, and policy.



### Key Takeaways:

-  Consistency helps industries conform to safety standards and helps keep consumers and communities safe.
-  Limited awareness about lithium-ion battery risks and behavior puts both consumers and first responders at risk.

-  Counterfeit products introduce unpredictable risks, creating dangers that require coordinated action from governments and international partners.
-  Highlight that investing in safety means investing in resilient communities.



## Standards Spotlight

### UL 1487, Battery Containment Enclosures

This standard sets construction and performance requirements for cabinets and other enclosures designed to contain fire or explosions associated with lithium-ion batteries. These enclosures are useful in facilities where rechargeable devices at risk of thermal runaway are stored or serviced, such as stores that sell and/or repair e-mobility devices, as these have been the scene of past fire incidents.

The fire service was highly supportive of UL 1487's development, viewing the standard as a tool to help prevent potentially devastating fires.



## Standards Spotlight

### UL 2252, Adapters for Use with Electric Vehicle Couplers

### UL 2278, Megawatt Charging Configured Electric Vehicle Couplers

These standards support different types of electric vehicle charging: UL 2252 covers adapters allowing connections between different configurations of vehicles and charging stations as the North American Charging Standard becomes available for all auto OEMs.

UL 2278 addresses the emerging need for higher-power charging required by large vehicles such as electric trucks and buses. Both are binational standards for the U.S. and Canada.



# Sustainability

## 1 Circularity25

ULSE leveraged its participation at Circularity25 to continue building bridges with the sustainability industry and grow awareness of how standards can help drive positive environmental impact. Through Caitlin D'Onofrio's participation in a panel discussion about battery circularity and ULSE hosting a booth in the event's expo area, we received strong, positive interest in our growing suite of standards for circularity and sustainability. Networking resulted in new applications to serve on ULSE technical committees, which expands the knowledge base driving our standards development process.

## 2 WTO TBT Agreement Workshop

In March, ULSE partnered with the National Commission of Standards, Metrology and Quality of Viet Nam (STAMEQ) to host the Standards Supporting International Trade and Climate Change Adaptation conference, which focused on the role of safety standards in international trade and climate

change adaptation. At the event, approximately 100 key stakeholders, including policymakers, industry leaders, and experts, came together to discuss the impact of harmonized safety standards on trade facilitation and resilient infrastructure.

In addition to the conference, ULSE and STAMEQ also hosted two workshops on the implementation of the World Trade Organization's Technical Barriers to Trade Agreement in Vietnam. Since Vietnam's accession to the WTO in 2007, the country has become a key player in global supply chains and a major exporter. The workshops provided trade negotiators, policymakers, regulators, and industry leaders with deeper insights into WTO rules and policy-regulatory tools, including ULSE and other international standards, to support Vietnam's economic growth and integration into global trade flows. Through our own adherence to the WTO TBT Agreement, ULSE develops standards that support international trade, without creating unnecessary barriers.

## 3 COP30

For the second year in a row, ULSE partnered with the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) to co-host the Standards Pavilion at COP30, the 30th Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC). The standards pavilion showcases how science-based safety standards are essential to climate resilience and a sustainable future. As ULSE expands its portfolio of sustainability standards, COP30 is a platform at which we can showcase our work on a global stage, network with new partners, and learn about emerging issues.

## 4 Circular Economy India Webinar Series

Between a populace well over 1 billion and the impacts of continuous growth in the industrial and technology sectors, India is at a crossroads with respect to sustainability and circularity. ULSE and its partner organization, the Confederation of Indian Industry's

Institute of Quality, hosted a three-part series of webinars in June on advancing circularity efforts with a particular focus on battery recycling.

Each webinar included discussion on ULSE's development of standards for measuring circular economy as well as battery circularity as a model for India to consider in developing benchmarks and frameworks to drive impact.

## 5 Smart Grid Technology at India Smart Utility Week

With sharply increasing demand on its aging energy grid, India is turning to smart grid technology to meet current needs and scale for the future. At India Smart Utility Week in March, ULSE served as the event's knowledge partner, guiding collaboration while sharing insights and trends, and encouraging the adoption of harmonized standards. ISUW drew participation from a broad range of stakeholders.

# Growing and Celebrating TCs

## Industry Event Outreach

During 2025, ULSE's Stakeholder Engagement team began an initiative to boost the organization's visibility at industry events via hosting an expo booth at an expanded number of trade shows. The rationale is twofold: interacting with existing TC members and stakeholders in attendance and recruiting new participants in the standards development process.

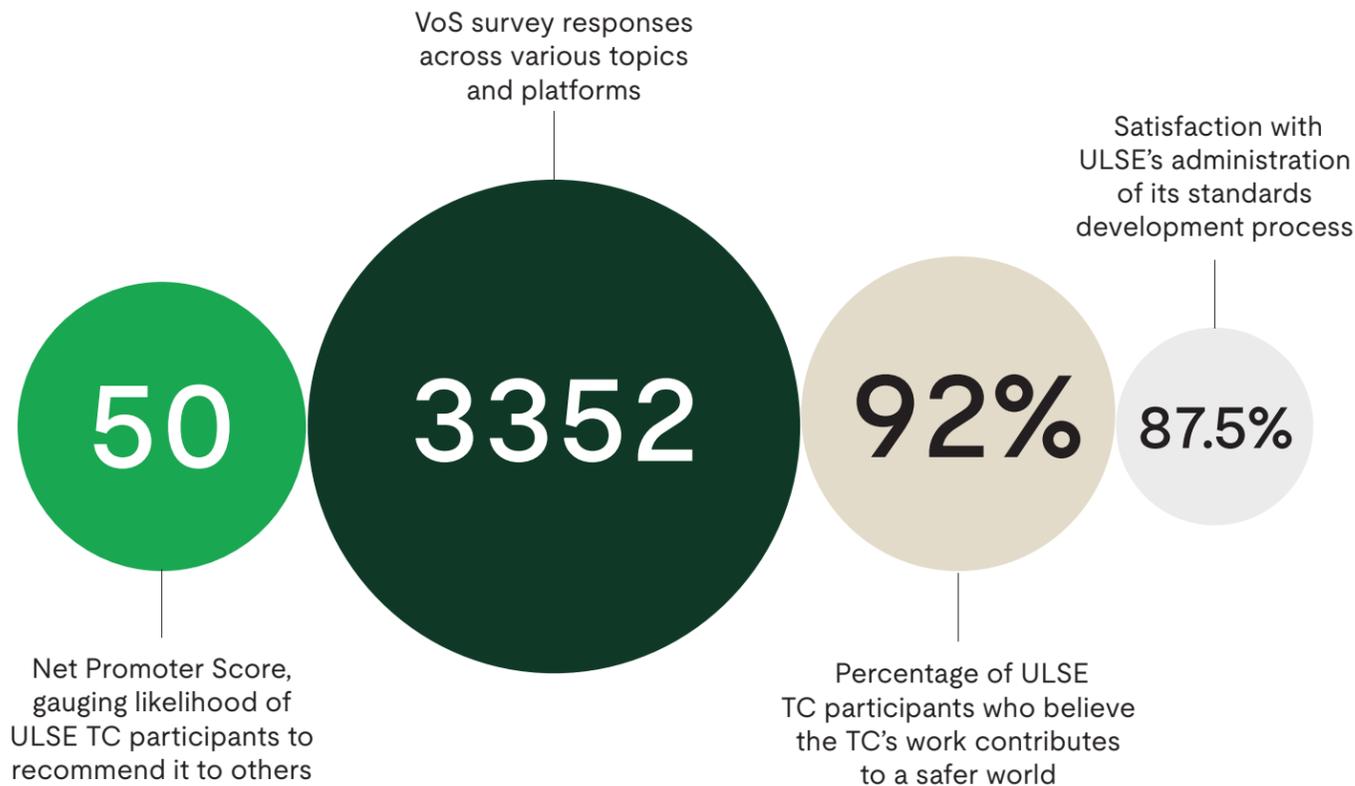
Through this effort, ULSE hosted booths for the first time at several events, including RE+, a major renewable energy conference, and the National Electrical Contractors Association annual conference — gathering 372 new contacts at these events. Through a customer relationship

management platform, the team tailors post-event follow up messaging to each visitor's interests, invites them to learn more about ULSE and get involved in standards development, and addresses any other needs or questions.

## Data-Driven Approach

Because ULSE is reliant on its community of volunteer experts to develop and maintain its standards portfolio, it's essential to retain them by providing a positive user experience. To do so, the Stakeholder Engagement team surveys and collects other feedback from these participants through its Voice of the Stakeholder program — to be responsive to their wants and needs, as well as to advise strategies for recruiting new TC members.

## Stakeholder Engagement by the Numbers:



## STAKEHOLDER AWARDS & RECOGNITION

By UL Standards & Engagement

### STAR Awards

Behind every ULSE standard is a skilled technical committee composed of a variety of experts volunteering their time and expertise to optimize our safety impact. In June, ULSE celebrated several of them at the second annual Stakeholder Awards & Recognition Ceremony, also known as the STAR Awards. With this program, we are proud to highlight and celebrate the many important contributions our stakeholders make through our standards development process.

# Building for the Future

## Developing a Strategic Plan to Guide the Future of ULSE

The initiation of a strategic plan was among the first actions of ULSE President & CEO Jeff Marootian upon joining the organization. The plan establishes standards, education, and advocacy as three pillars defining who we are and our pathways to advancing safety.

Applying these pillars to the world's safety issues and leveraging our 130-year legacy of building trust to advance safety guides our approach to identifying the challenges where we can have the greatest impact.

## IP Crime Conference

In September, ULSE Anti-Counterfeiting and INTERPOL co-hosted the 18th annual International Law Enforcement Intellectual Property Crime Conference in Lyon, France. Under the theme, Working in Partnership to Advance Security and Safety, the conference featured panel discussions and presentations on enforcement activities, training, and innovative ideas for rethinking international cooperation and initiatives focused on advancing global safety and security.



## Standards Spotlight

### UL 4900, Micromobility Charging Equipment

Covers various types of charging infrastructure intended for e-mobility devices, including charging stations and kiosks, interfaces, built-in charging circuits, and battery management systems. This binational standard for the U.S. and Canada helps ensure user safety for charging equipment — important at a time when e-bikes, e-scooters, and similar devices are rapidly gaining in popularity.

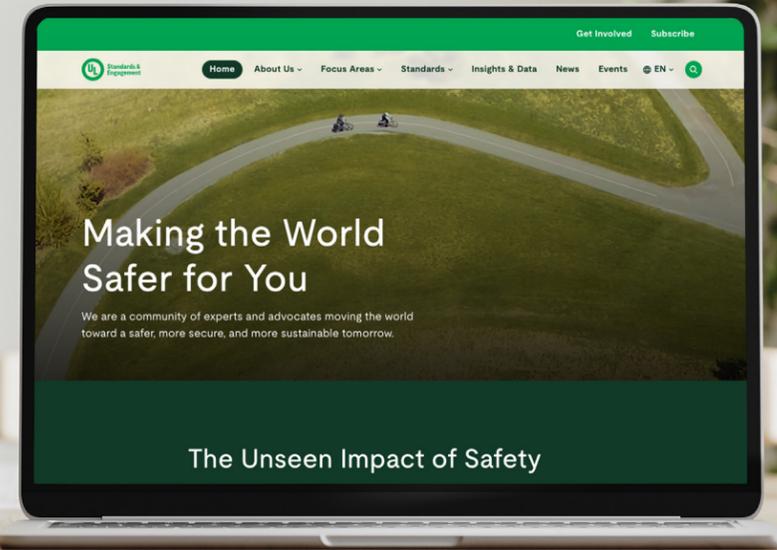
## Innovating for What's Next

As technology advances at an ever-increasing speed, standardization must also evolve to keep pace and help ensure the safety of products and systems. Artificial intelligence is a tool used in many industries to improve speed and efficiency, and so ULSE is among the SDOs studying how it can be used effectively.

Hallmarks of the development process that are fundamental to assuring trust — such as information sharing and achieving consensus — take time. Therefore, efforts focus on other steps where efficiencies could be realized. One example is the potential use of AI to hasten what is currently a time-intensive manual process: drafting proposed standards content. Just as they do with manually-written proposals, technical committee members and other stakeholders would then review the draft to recommend any changes necessary prior to balloting.

ULSE is collaborating with other SDOs and organizations to study these and other opportunities in which the use of AI as a tool in combination with human participation and expertise can realize benefits without sacrificing trust.





## New ULSE.org

In June 2025, we launched the completely rebuilt ULSE.org. The site features new focus area pages with integrated data, compelling stories, and key standards information, as well as a new Data & Insights section with enhanced filtering options and intuitive structure. Additionally, new Get Involved and Standards Overview pages provide stakeholders with information on how to engage with our work and learn about our standards, all in one convenient place.

ULSE Social Media Highlights	
29.1%	Year-over-year follower growth
11.4%	Average engagement rate
9.9%	Year-over-year engagement rate increase

Media Metrics and Key Highlights	
28.6%	Year-over-year increase in global media hits
20.5%	Year-over-year increase in U.S. media hits
454%	Year-over-year increase in reach for broadcast hits

### Post-launch statistics:



**4.5x**  
Total user growth



**2.6x**  
Page Views



**2.1x**  
Returning Visitors



**2.3x**  
Total Visits

*Data represents first six months of the new ULSE.org compared to the final six months of the old site*

## Safer for You

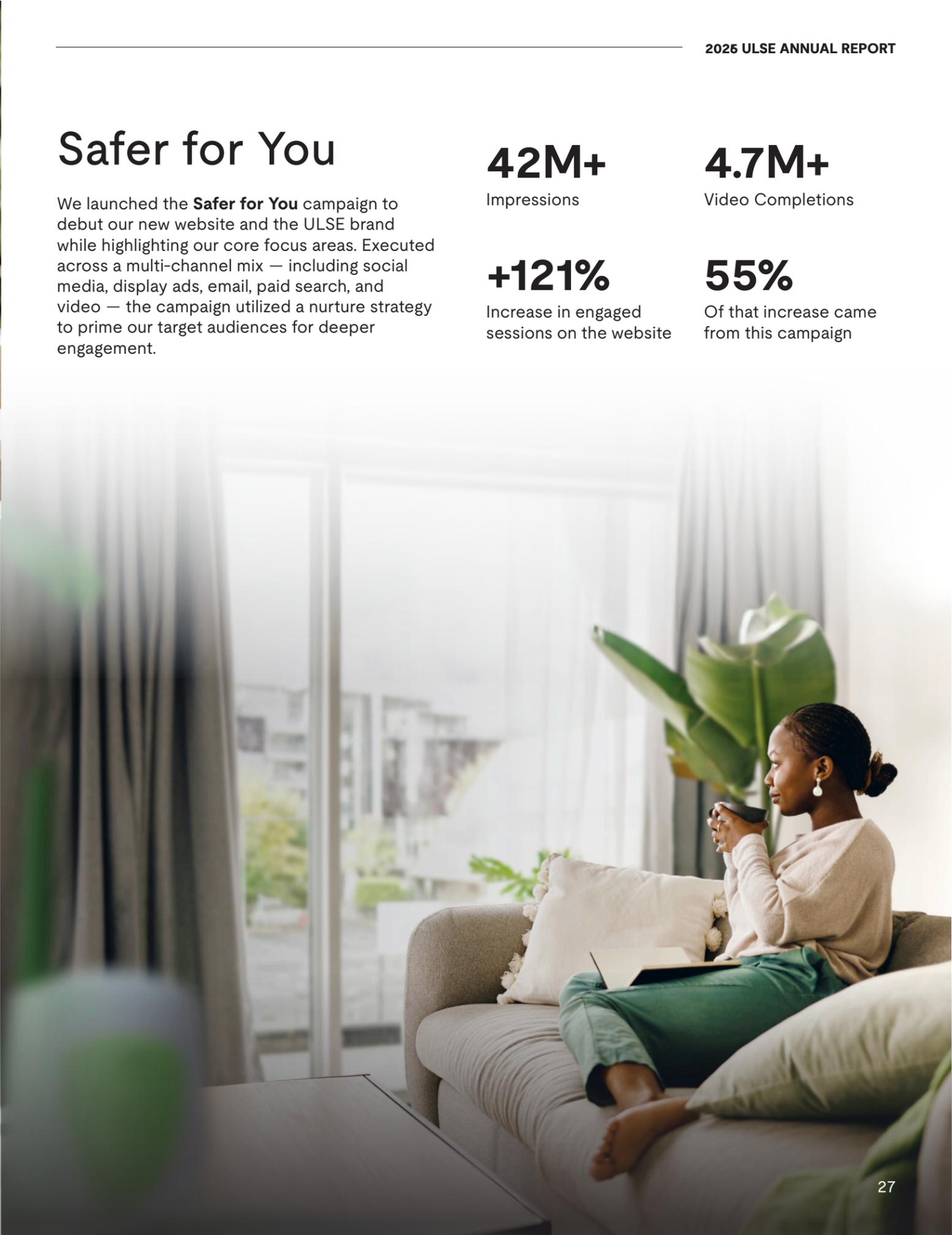
We launched the **Safer for You** campaign to debut our new website and the ULSE brand while highlighting our core focus areas. Executed across a multi-channel mix — including social media, display ads, email, paid search, and video — the campaign utilized a nurture strategy to prime our target audiences for deeper engagement.

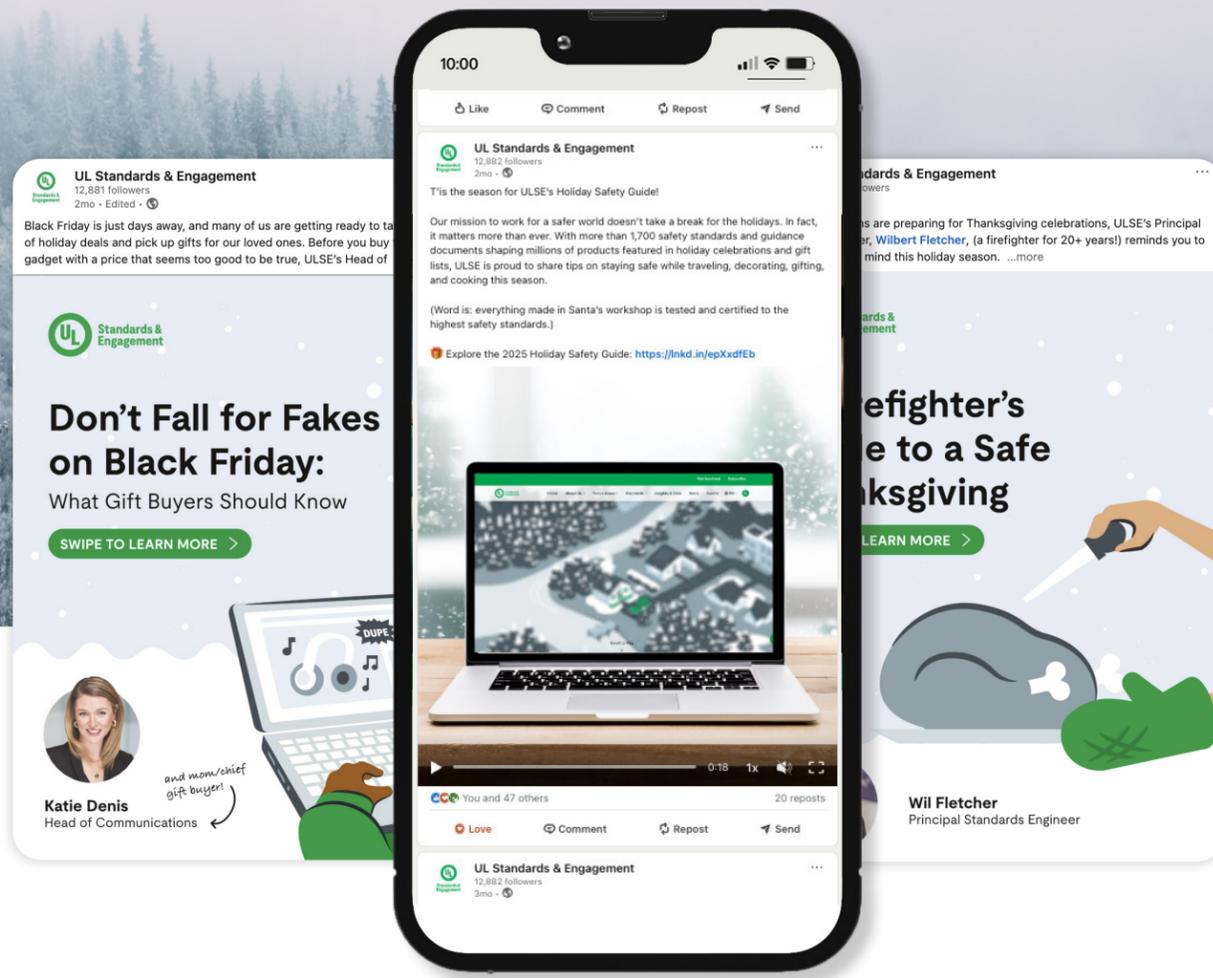
**42M+**  
Impressions

**4.7M+**  
Video Completions

**+121%**  
Increase in engaged sessions on the website

**55%**  
Of that increase came from this campaign





## 2025 Holiday Safety Guide

Each year, ULSE releases data from its annual Holiday Safety Guide, offering timely advice to help consumers navigate the season safely. With millions of people preparing to celebrate, the guide spotlights simple but important steps that reduce risks tied to four holiday behaviors — gifting, decorating, cooking, and traveling. Data in the report, sourced through an annual consumer insights survey, also reveals how U.S. adults typically approach these holiday activities.

[ULSE.org/holiday-safety-guide](https://www.ul.com/holiday-safety-guide) [LEARN MORE](#)



## New Legal Entity in Singapore

For many years, ULSE's international team has based staff in regions throughout the world to facilitate collaboration as well as the adoption and harmonization of standards. Building upon this foundation, we incorporated a new subsidiary in Singapore — ULSE Asia Limited.

This entity does more than support our standardization work in Singapore — it demonstrates our commitment to advancing safety throughout the world.



### Standards Spotlight

#### UL 3650, Product-level Climate Risk Assessment and Adaptation Management

As extreme weather events increase in number, severity, and geographic areas under threat, UL 3650 provides a framework for modeling extreme climate scenarios to identify vulnerabilities from individual weather events as well as long-term climate exposure. The document provides guidelines for interpreting the results, as well as adaptation plans to prevent, mitigate, or limit damage to a product through enhanced resilience to climate risks.



### Standards Spotlight

#### UL 3202, Mobile Electric Vehicle Charging Systems Integrated with Energy Storage Systems

What happens when an electric vehicle runs out of energy while on the road? Similar to the common practice for fuel-powered vehicles, roadside assistance can help. For EVs, this involves portable charging systems. UL 3202 is a binational standard for the U.S. and Canada that covers recharging products powered by energy storage systems. This means that systems can be powered by clean energy sources such as solar and wind.

# Strengthening the Organization

## New Leadership

### Beth Brooke

In 2025, the ULSE Board of Directors welcomed Beth Brooke as a new appointee, reflecting ULSE's continued growth and commitment to expanding our global impact. Beth brings extensive experience from the public and private sectors and both corporate and nonprofit board service. She has been included 11 times on Forbes' list of the World's 100 Most Powerful Women, is in the OUTstanding LGBTQ Hall of Fame, and has been inducted into the Indiana Basketball Hall of Fame.

### Jeff Marootian

In February, Jeff Marootian began serving as president and CEO of UL Standards & Engagement — bringing more than two decades' experience leading initiatives in energy, transportation, and sustainability in federal and local government — to inform and enhance ULSE's work as a safety advocacy organization.

In his first year as president and CEO, Jeff advised new safety messaging, standards, and advocacy efforts as ULSE research data continued to uncover critical gaps in consumer awareness about safety issues ranging from lithium-ion battery fire risks to fire and carbon monoxide hazards.



# Recognition of Employee Excellence



## William Henry Merrill Society

### Susan Malohn Distinguished Member of Technical Staff

In October, ULSE Lead Standards Project Manager Susan Malohn was inducted as a Distinguished Member of Technical Staff into the William Henry Merrill Society. Established in 2006, the WHMS serves to formally recognize ULRI, ULSE, and ULS staff who have made significant and sustained contributions to advancing safety science. Susan, who has been with the UL organizations for 28 years, is the first project manager to receive this distinction.



## 2025 WOC STEM Conference

### Celebrating 30 Years of Impact

At the 30th anniversary of the Waves of Change STEM Conference in Baltimore, leaders from all three UL organizations joined a vibrant community of honorees, alumni, and other professionals to celebrate a legacy of innovation — and to look ahead to the next decade of STEM leadership. ULSE Senior Standards Engineer Mariah Dixon received a Technology Rising Star award at the conference for her forward-thinking work in standards development.



## Organization Growth

### Increasing Our Talent

This year ULSE added 29 new employees to the organization and hosted five interns over the summer.

**"My time at ULSE has helped me grow so much as a designer. I will forever be grateful for the experience and connections I gained here!"**

-Madison Luongo | ULSE Graphic Design Intern



## NSBE Conference

ULRI, ULSE, and UL Solutions partnered to have a collective presence at the National Society of Black Engineers Annual Convention, held in Chicago in March. The event serves as an opportunity to showcase diversity at all three organizations and to support recruitment of engineers to staff roles — or to join ULSE technical committees. Highlights

of the event included a shared sponsorship of the event's opening ceremony at which leaders from ULRI, ULSE, and UL Solutions spoke and addressed the event's 15,000 attendees, and a hospitality event for student attendees to learn more about each organization and career paths in a fun and relaxed environment.



## Standards Spotlight

### UL 3601, Measuring and Reporting Circularity of Li-ion and Other Secondary Batteries

The rapid increase in the use of rechargeable batteries in a growing number of products ranging from watches to electric vehicles has created demand for solutions regarding these batteries' end of life. UL 3601 guides manufacturers on the implementation of meaningful and quantifiable circularity interventions throughout a battery's life cycle that enable circularity to reduce adverse environmental impacts from traditional disposal. Certified producers can market these efforts to sustainability-conscious consumers in the marketplace.

# Looking Ahead

ULSE is not reacting to risk — it is shaping a safer world for what comes next. As we move into 2026, we are better equipped to be a strong safety advocate with tangible impacts on pressing challenges. We will debut a strategic plan that sets a course for productive years ahead that will deliver measurable safety outcomes. We will align and deliver on an engagement agenda that is focused and impactful. And we will be at the cutting edge of standards development organizations on emerging risks.





**Standards &  
Engagement**