De Voorhoede

Impact Report

{2022}

Hello

"2022 marked our 10 year anniversary as De Voorhoede. We delivered many successful projects with many happy clients in those years. But we felt we could do more. We love what we do and we strongly believe that through the work we do and how we do it, we can make a positive impact. Not just on our team, but also on the environment, the community and on the [digital] world.

To extend our impact we decided to make it part of our company's mission, strategy, governance, playbook and workflows.

We formalised this by completing our B Corp Assessment, for which we hope and expect to receive our certification in 2023. You're reading our first ever Impact Report in which we share what we achieved in 2022 and what our plans are for the future.

We want to be held accountable for our plans.

I'd like to thank the Voorhoede team for lighting this fire, committing ourselves and making impact part of our daily work. And a special thanks to Jozien Ripping, for helping us integrate impact into our organisation and guiding us through the B Corp Assessment process.

I hope we can make an impact together in 2022. Enjoy our Impact Report and be sure to check next year's report to see how we did."

Jasper Moelker
Co-founder

Our vision

Technology can make the [digital] world useful, accessible and enjoyable for everyone.

Our mission

We are frontrunners in web development, building high quality web apps, sites and other digital products. We share our expertise with each other and with the world to improve the web for good. Striving to be the best partner for clients, partnering digital agencies and other developers.

De Voorhoede for good

Our impact strategy

The web is our superpower. We want to use it for good. To determine how we can make the most impact with what we do and what we control, we conducted a materiality analysis. These are our 3 main impact areas.

1 **Work**

Fair & Responsible Production

2 **People**

Talent Development & investment

3 **Planet**

Green foundation

Work

Fair & Responsible Production

Together with our clients and partners we use digital technology, data & design to create a positive impact. Almost 30% of our clients are businesses with a social or environmental purpose. We use our expertise to support these purpose-driven organisations to do their work more effectively. And that's what we love most about our work, making the internet better, and the world with it. Fair, clean and open for everyone.
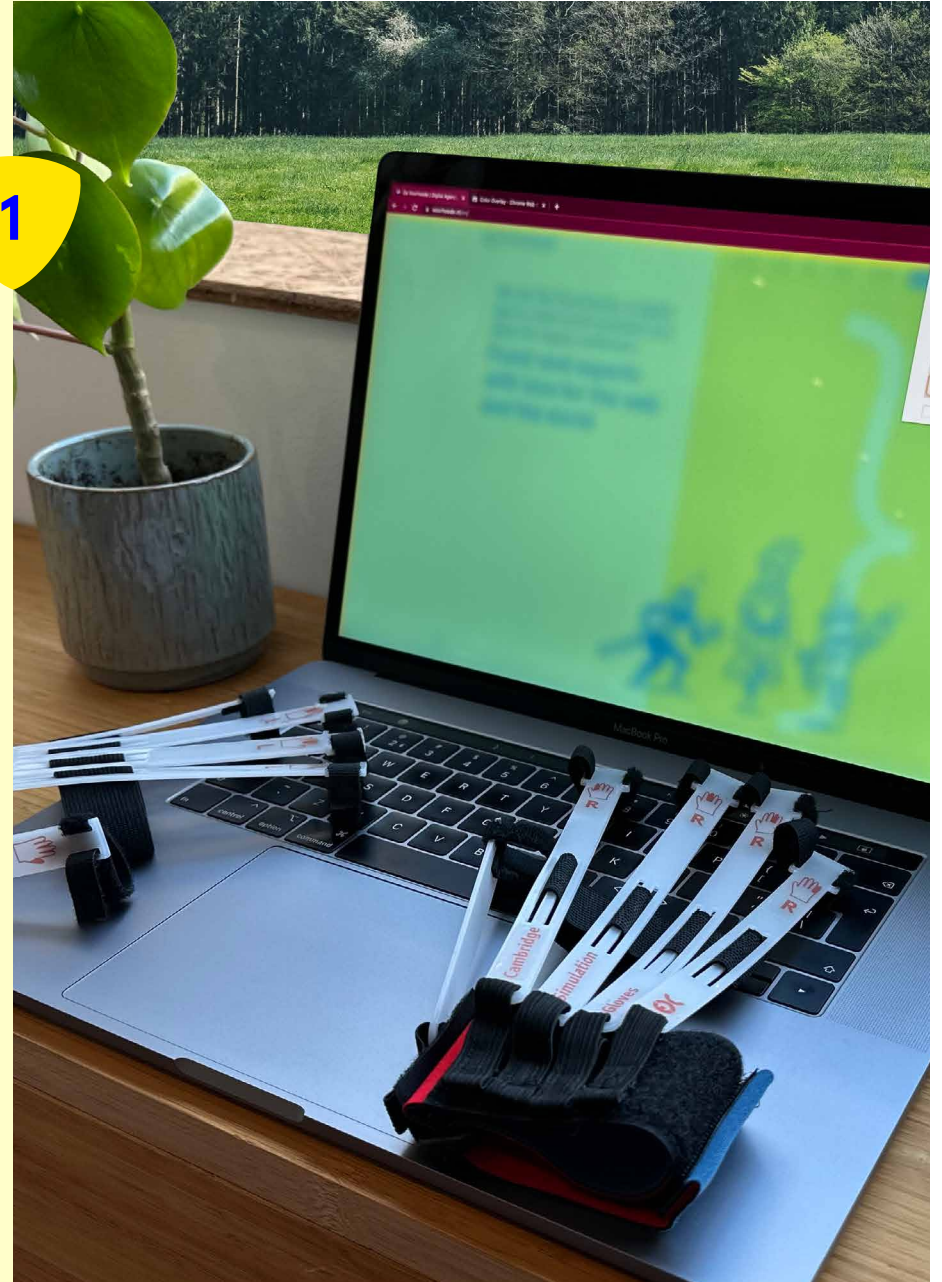
Highlights

👈 Accessibility kit

We have created an **accessibility kit** with various tools that allow our developers to simulate disabilities when using a website. This helps us to better understand the challenges that people with disabilities face when using technology. As a result, we can build even more accessible technology for everyone.

👈 Open Source activities

We have increased our participation in Open Source activities. To this end, we have allocated time to working on open source issues and have even made it a key performance indicator. Additionally, we use part of our donation budget to contribute to Open Source projects and share more of our own work as Open Source code with other developers. **Check out our Open Source list here**.
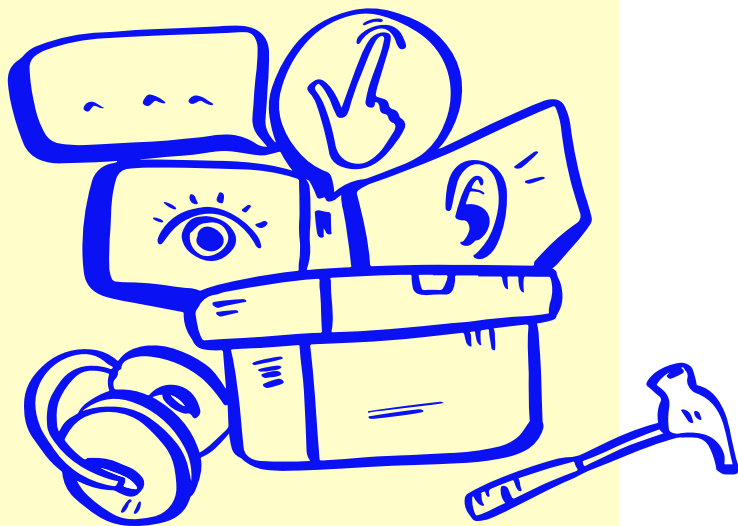
👉 Voorhoede for Good policy

We have launched the Voorhoede for Good policy, including our commitment to use a minimum of 2% of our net profit for a good cause. This budget is used for pro bono work, financial donations, donations in kind and volunteer work for carefully selected organisations. To make sure we actively make use of the budget, we track and share these insights in our financial monthly updates.

👉 A social or environmental purpose

Almost **30%** of the projects we worked on were with a social or environmental purpose. We've made it our goal to increase this number every year. A few examples of our purpose-driven work:

- A Progressive Web App to combat climate change for **Life Terra**.
- A talent portal for recent tech graduates for TechMeUp (green hosted).
- A realtime depot view for e-mobility for **ViriCiti**.

People

Talent Development & investment

People are the heart of our business. In order for us to achieve our mission of making an impact, it is essential that our people are happy, feel valued, and have opportunities to grow. This vision extends beyond our own team to include future colleagues, industry peers, and our community.

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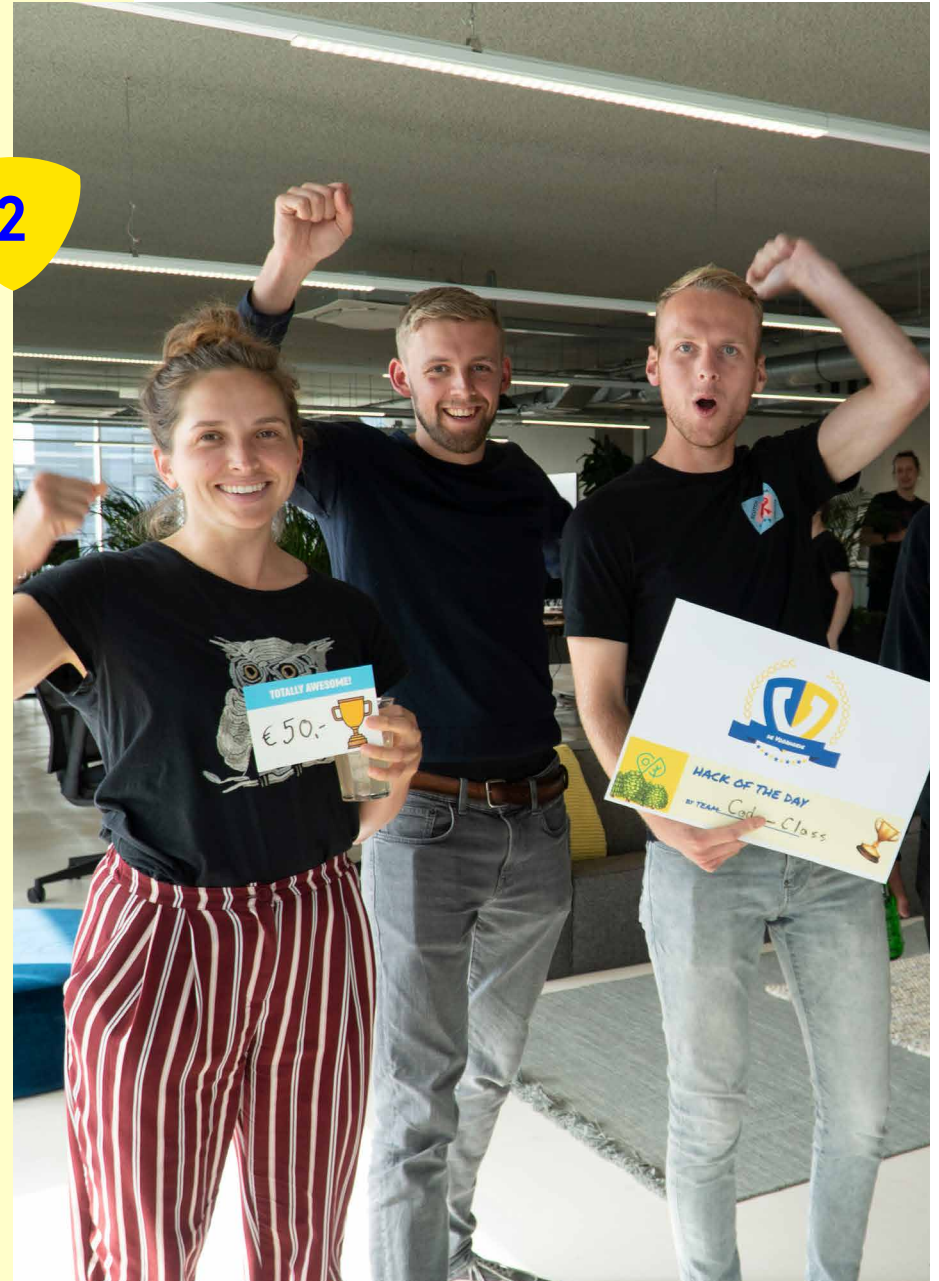
Highlights

👉 Code classes

We strive to be the best in web development. This requires us to constantly learn new techniques and technologies. To keep up, we organise code classes **every two weeks**. In one hour a team member teaches the rest of the team something new. This way we share our knowledge within the team across levels, junior to senior. As a bonus we learn how to teach and present.

👉 Code Talks

On Friday afternoons, we organise Code Talks. These are informal gatherings where we talk about our latest projects, technologies and learnings.
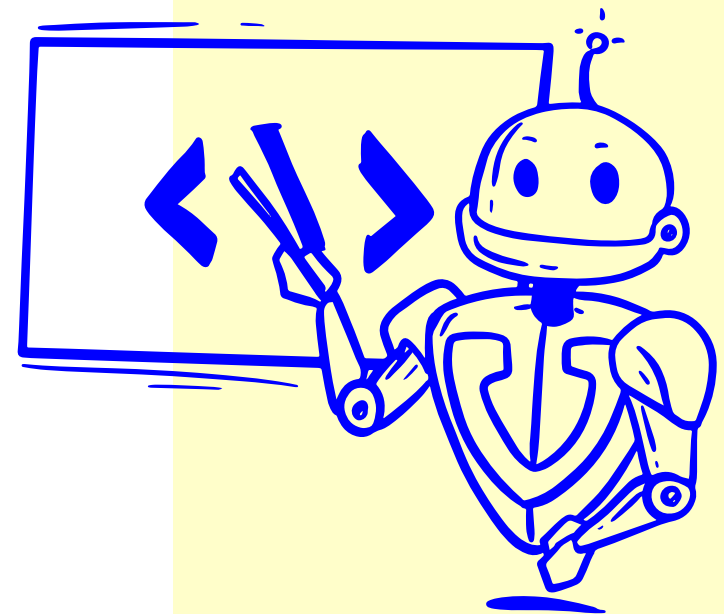
👉 Buddy system

We set up a buddy system for new hires and linked every employee to a more senior colleague for **bi-weekly coaching sessions**. Topics range from purely technical skills to client handling, self confidence and salesmanship.

👉 Coaching- and study budget

All employees **spent the larger part of their coaching- and study budget**. Several conferences and meetups were attended and many online courses and books purchased. The management team and HR focused on leadership and conversation skills.

👉 Progressive Web Apps course

We teach a Progressive Web Apps course at the Hogeschool van Amsterdam to a group of students every year. We also guided their 'Meesterproef', which is the final project for the course. This is a great way to spread our knowledge and be in contact with the new generation of web developers.

☞ Compassion for disease

Compassion for disease and discomfort is now part of our employee handbook. We've told our team how **it's ok to have less productive working days** due to chronic disease (hay fever, asthma, migraine etc) or discomfort from menstruation.

☞ Massages

We offer **massages every two weeks during work hours** that are preventive in the case of tension. Caused by, for example, sitting in the same position for hours, stress or a non-optimal working posture.

☞ Ergo coach

We invited an ergo coach to help the whole team individually with their workplace set-up, ensuring a healthy working posture.
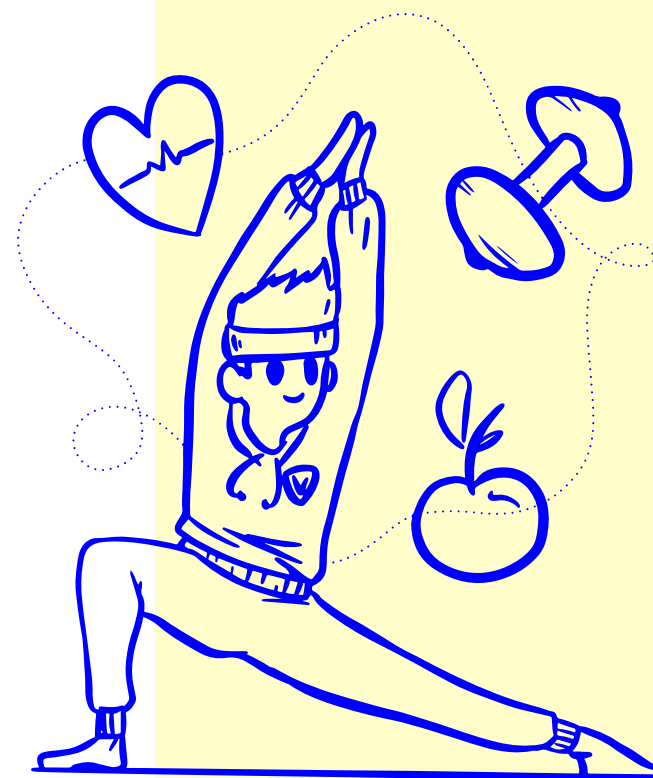
👉 Inclusive and equitable vacancy texts

We have updated our vacancy texts to ensure they are inclusive and equitable with people of different backgrounds, gender identity and socio economic status.

👉 Diversity, equity and inclusion

We have set diversity, equity and inclusion specific key performance indicators, with a focus on gender equality in the tech sector. To support this specific topic, we will be hosting a **Girls Day and a Girl Code** event in 2023.
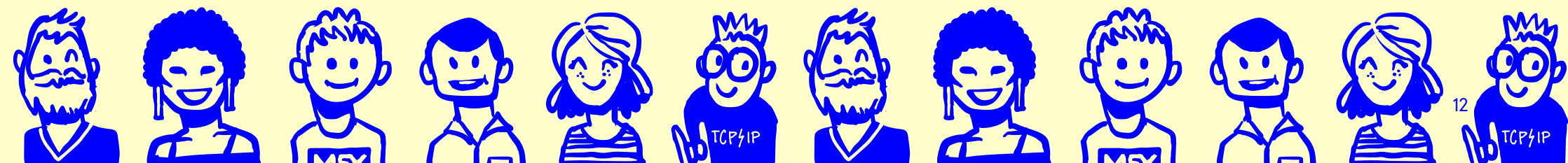
Planet
Green foundation

Having a green foundation is important in both the workplace and in our daily business processes, including supply chain management, energy purchase, and travel policy. The impact of sustainable processes is marginal, as we are a small service-oriented office. Nevertheless, it's our responsibility to pay attention to these topics and to ensure an overall climate-friendly business. Our main footprint is in our office, travel and website infrastructure. We do our best to minimise that footprint and compensate for what's left.

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Highlights

👈 Buy responsible checklist

We have launched a supplier policy and a buy responsible checklist for our internal organisation, to ensure that everything we buy and consume comes from sustainable and socially responsible suppliers and sources.

👈 Travel policy

Although we don't travel frequently, we have established a travel policy to ensure that when we do travel, we do this sustainably. Meaning we travel by train to visit conferences abroad rather than flying.

👈 Public transportation and bike

We offer our employees a public transportation business card and a bike lease plan

👈 We plant trees

Every year, we plant trees via Trees for All to compensate for our Co2 footprint

👈 Tree-planting day

We have organised a tree-planting day in collaboration with Life Terra, a foundation with a mission to enable people to take immediate impactful climate action.

Best of 2022

We launched 'Voorhoede, for Good'. A program within our organisation dedicated to increasing our positive impact. This consists of different project teams that generate ideas and launch initiatives in relation to fair & responsible consumption, talent development & investment and green foundation.

We have submitted our B Corp Assessment. And are now patiently waiting to get into verification to become B Corp certified.

We have incorporated our impact-driven mission into our governing documents. That means we consider all stakeholders in our decision-making and legally ensure that our social or environmental performance is an ongoing part of De Voorhoede's decision-making over time, regardless of company ownership.

We are officially committing to using a minimum of 2% of our net profit for a good cause every year.

Volunteering and Community Service

Pro-Bono Work

In-Kind Donations

Financial Donations

Our biggest challenges...

Carbon footprint of web hosting

We acknowledge that the internet and web development can also have some negative impacts as well. Web hosting is highly energy-intensive and the transitioning towards 100% green hosting is essential for reducing carbon emissions worldwide.

Diversity among tech experts

Women and non-white ethnicities are still very much outnumbered within the tech industry. At de Voorhoede, 28% of our team members identify as female. Our challenge in the coming years is to diversify our talent pools and create a more diverse tech landscape.

2022 in numbers

Because we know (some) people love numbers...

30%

of our clients are **purpose-driven** organisations

6.17%

of our net profit was donated to a **good cause** (including 3K to Giro 555 to support Ukraine)

32h

of voluntary work to **plant trees**

245h

of **pro bono** work

20 code classes
10 code talks
2 meetups

4.2/5

score for **employee satisfaction**

Gender diversity

Team: 28% female – 72% male
Management: 33% female – 66% male
Developers: 14% female – 86% male

Our total Co2 emissions: **24,331 kg Co2** > 100% compensated via **Trees for All**.

Our impact goals for 2023
We know we can always do better, so in 2023, we want to...

... Become **B Corp** certified

... Organise or participate in at least **4 meetups** about development

... Kick-off our impact-focused **advisory board** with our brand new members. External accountability will help us

improve our impact and keep moving forward.

... Make sure that at least **40% of our clients are purpose-driven** organisations

... Spend at least **150 hours on Open Source Development**

... Organise our first company-wide **Voorhoede, for Good day**. A day where we do voluntary work together with

the whole team.

... Focus on more sustainable hosting. Deliver at least **20% of new projects on green infrastructure**,

verified by The Green Web Foundation.

... Make the web more privacy friendly. Put **privacy first (non-invasive tracking) with at least 20% of new projects**.

... Create more awareness about accessibility and make at least **25% of new projects WCAG Compliant**.

... Organise a **Girl Code** event to empower the women in tech movement and diversify our own talent pool

... Participate in **Girls' Day** to interest girls from the age of 10 to 15 in tech and IT

... And **keep improving our environmental and social impact** overall by launching initiatives and projects internally.

De Voorhoede

Thank you

If you have any questions about this report or our services in general, feel free to reach out to us!

Contact **post@voorhoede.nl** and we'll be happy to chat with you.