De Voorhoede

Impact Report

{2023}

Certified

B
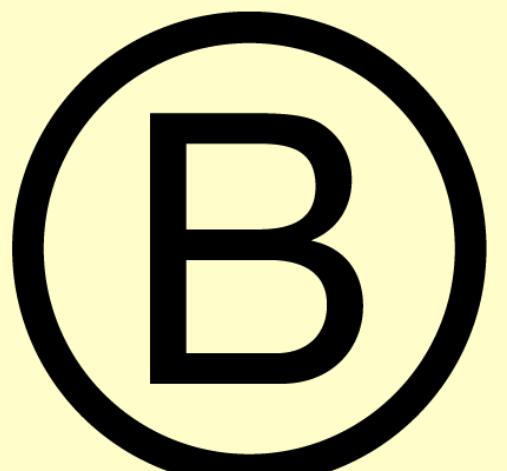
Corporation

A year with ups and downs

2023 marks the year we officially became a certified B Corp. It's a reward for our focus on making an impact (and not just profit). It's proof we meet a high standard regarding social and environmental performance. And it's something we are, and I personally am, really proud of. In this year's impact report we share some of our highlights and impact by numbers in 2023.

This wasn't a year of only highlights. We experienced a strong and sudden decline in demand for our services. Caused - among other things - by a huge drop in investment in innovative tech projects world-wide. We also experienced a market shift to favour more in-house development over working with agencies. For us, this meant we eventually had to let part of our team go. Naturally we helped those people the best we could. A sad effect of this period is that it reduced our team diversity that we worked so hard on over the years.

2023 forced us to make a pivot for the better. This year wasn't what we hoped it to be, but we turned it into an opportunity to redefine our course.

Jasper Moelker
Co-founder

Highlights of 2023

B Corp certified

We're officially a B Corp certified company. To get this international quality mark we went through a tough inspection in which we had to prove that we give people and the environment a permanent place in our organisation. We passed the assessment with a beautiful score of 99,4.

Impact discount

To stimulate companies to invest in the development of sustainable products, we introduced our impact discount. If a company commits to making an impact with their digital product, they are eligible for up to 10% impact discount.

Impact areas

We focus on 6 different areas where we can make the most impact with our expertise.

**Purpose driven organisations and products**


Accessible for everyone

Privacy by design

Engery conscious

Open source

Responsible AI

voorhoede.nl/impact
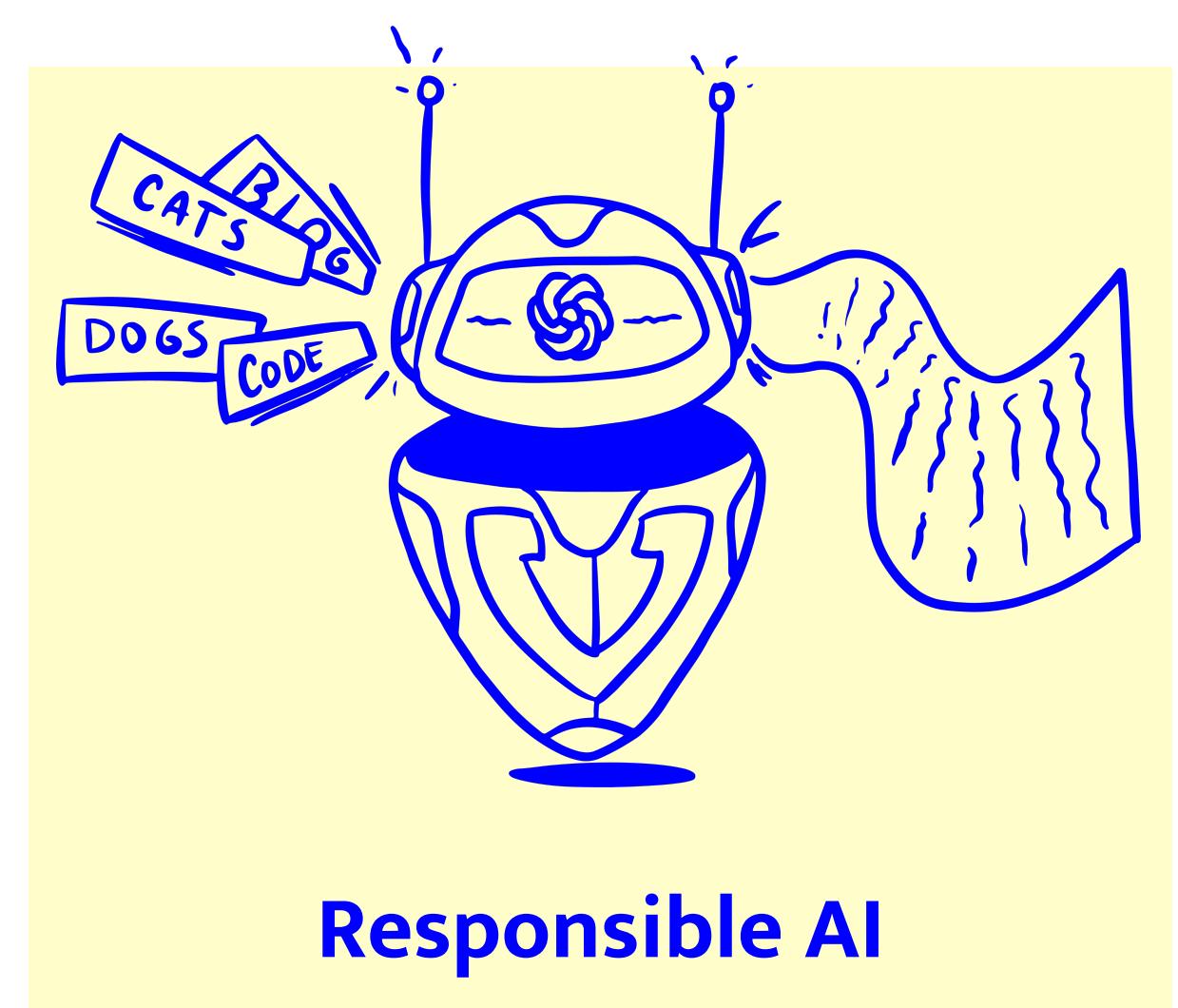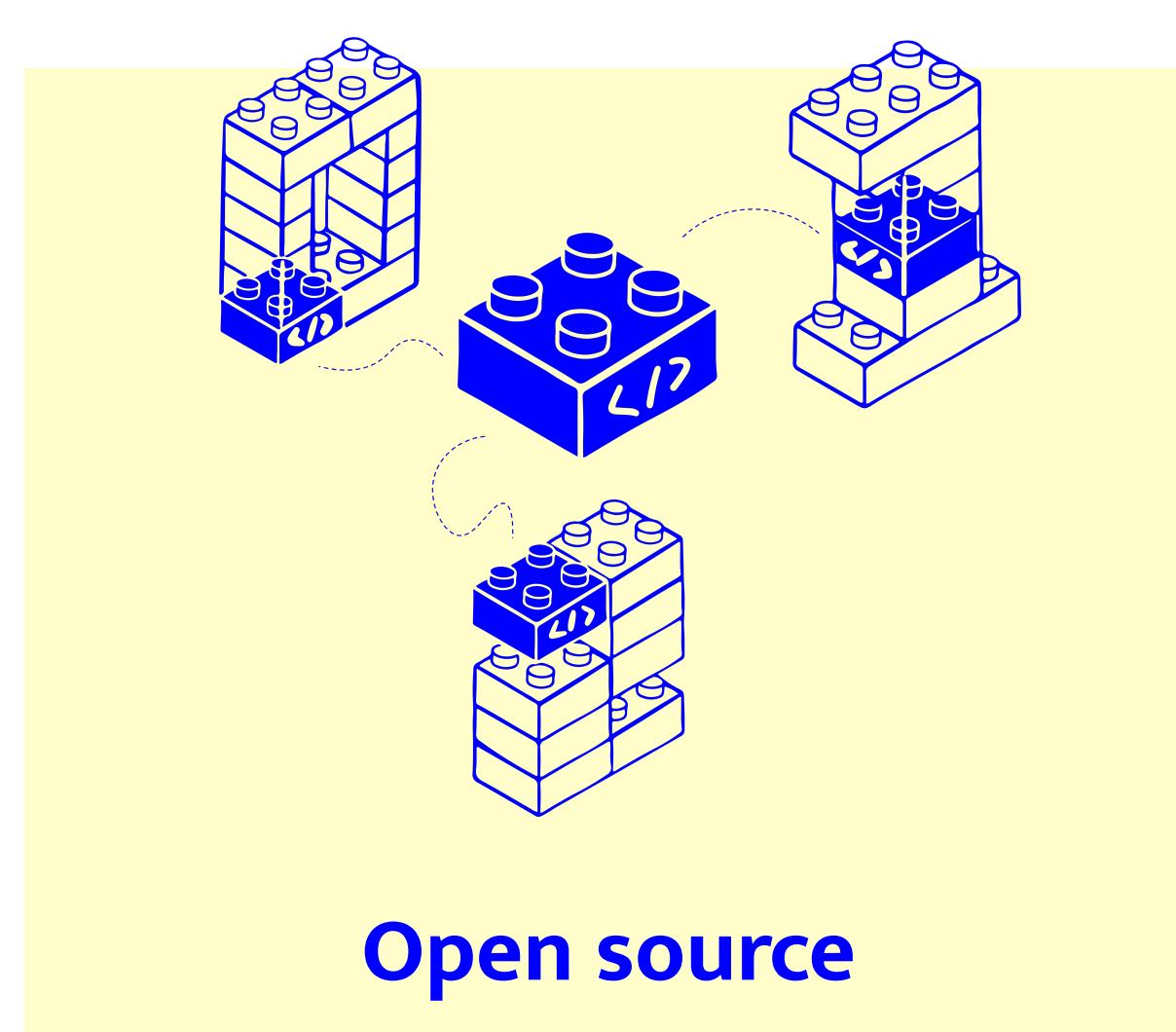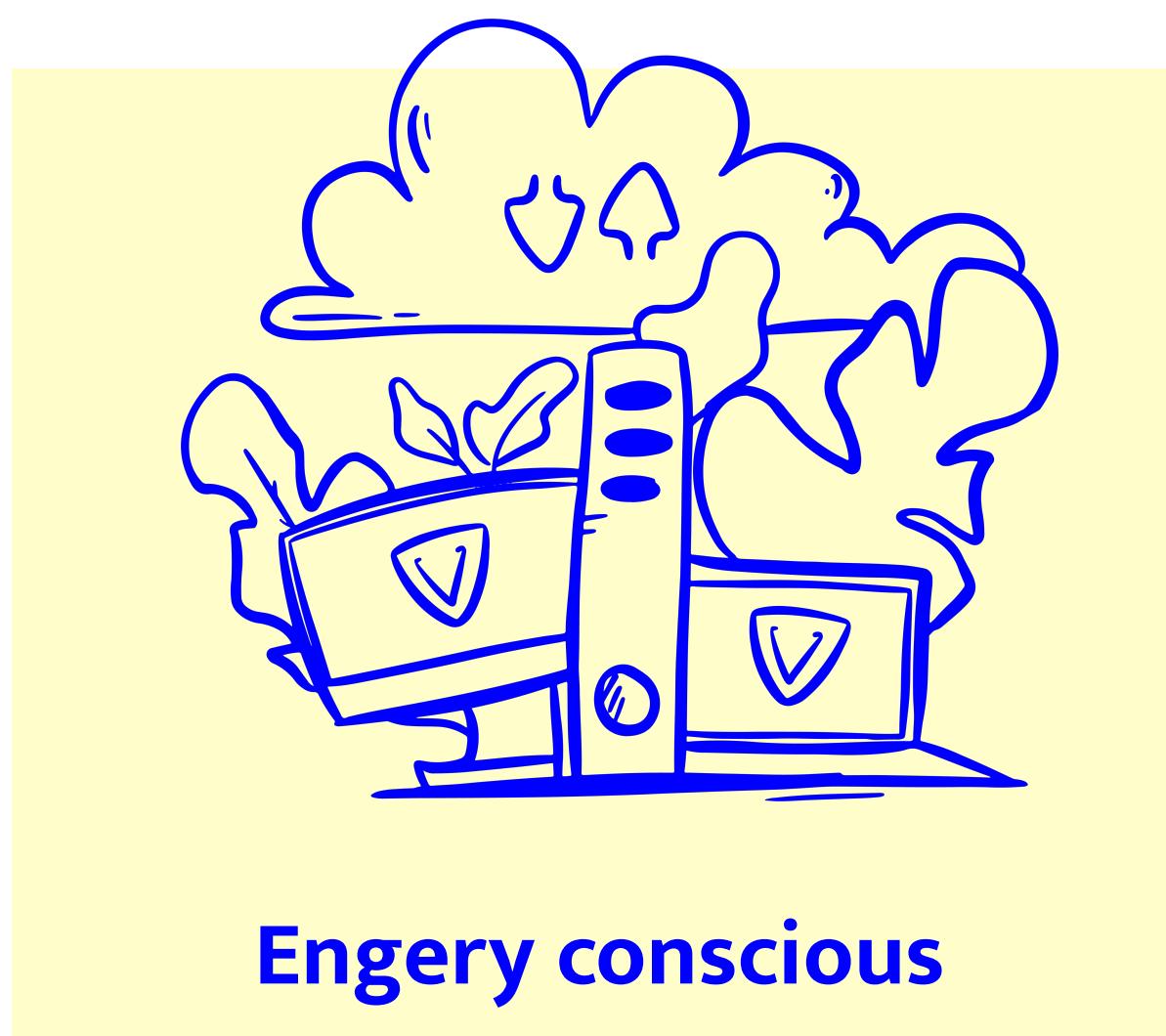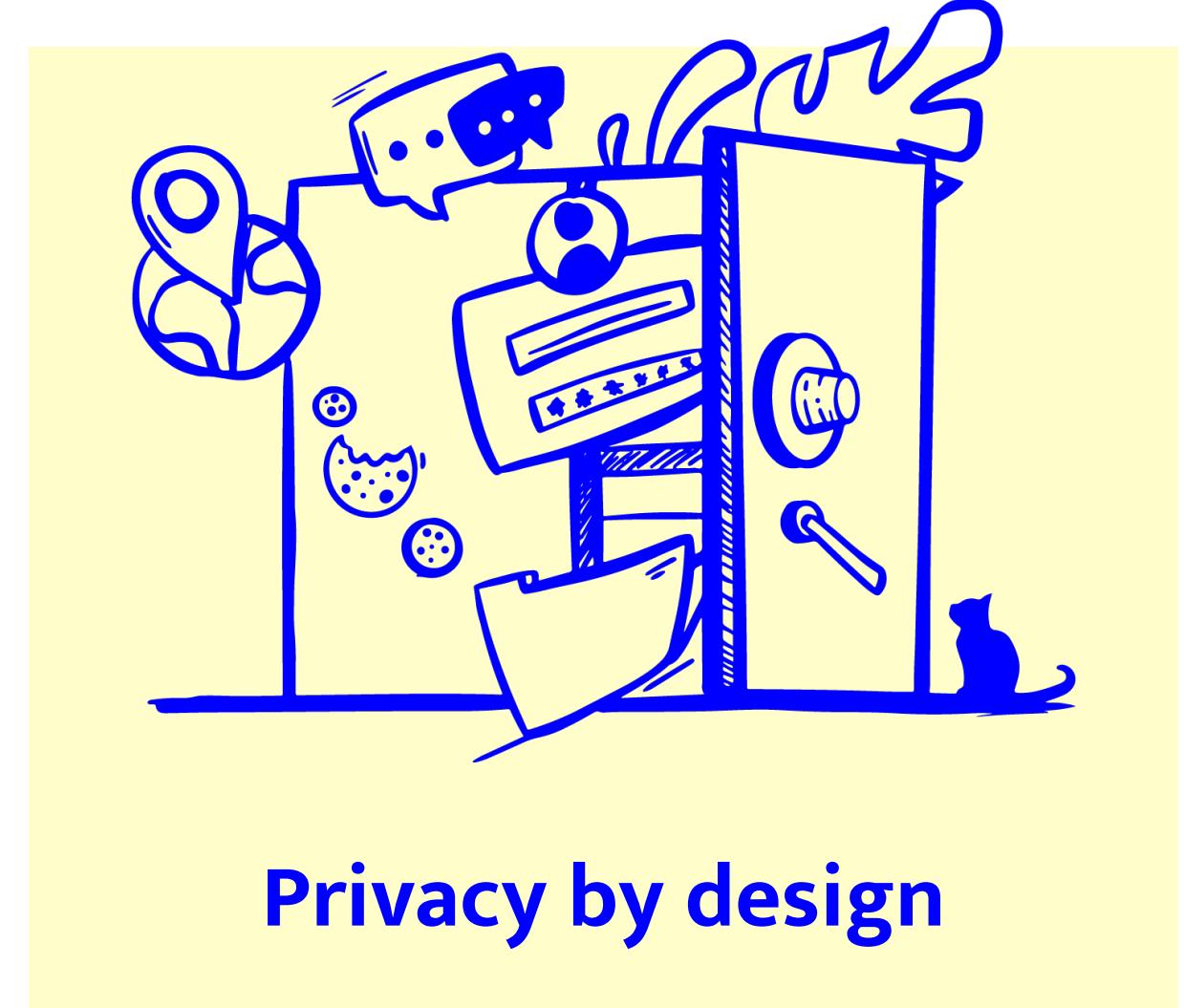
Accessible for everyone

In 2023 we focused on accessibility as a topic.

Organised two A11y masterclasses together with Valsplat

Toegankelijkheid Instructies

Kantoor Amsterdam

Welkom op ons kantoor

We doen er alles aan om een inclusief en toegankelijk kantoor te creëren. Als je vragen of feedback hebt over de inhoud van deze instructies, neem dan contact met ons op.

Neem contact op →

Bereikbaarheid van het kantoor

Auto

Rondom het kantoor is er betaald parkeren. Gratis met een Europese gehandicaptenparkeerkaart (GPK). Parkeerplaatsen in het kantoorgebouw zijn soms beschikbaar op aanvraag.

Fiets/Scooter

Er zijn fietspaden tot aan de ingang van het kantoor. Parkeren kan voor het kantoorpand op de Koivistokade, of aan de linkerkant op de Archangelkade.

Created an accessibility guide to our office in Dutch and English

Compiled an a11y toolkit and wrote a guide on how to create your own

Impactful projects

We worked on a number of projects that transform the global economy to benefit all people, communities and the planet.

Carbon footprint

See how much your trees capture potential is compared to some regular activities in the same 40 years!

🚗 ✈️

Average distance travelled per year?

100 | km

Calculate your carbon footprint

You've got

8 trees 🌳

Estimated CO2 captured in 40 years

min 0.95 — **1**.2 — max 1.4 ↗

tonnes of CO2eq

🔗 How do we estimate these numbers?
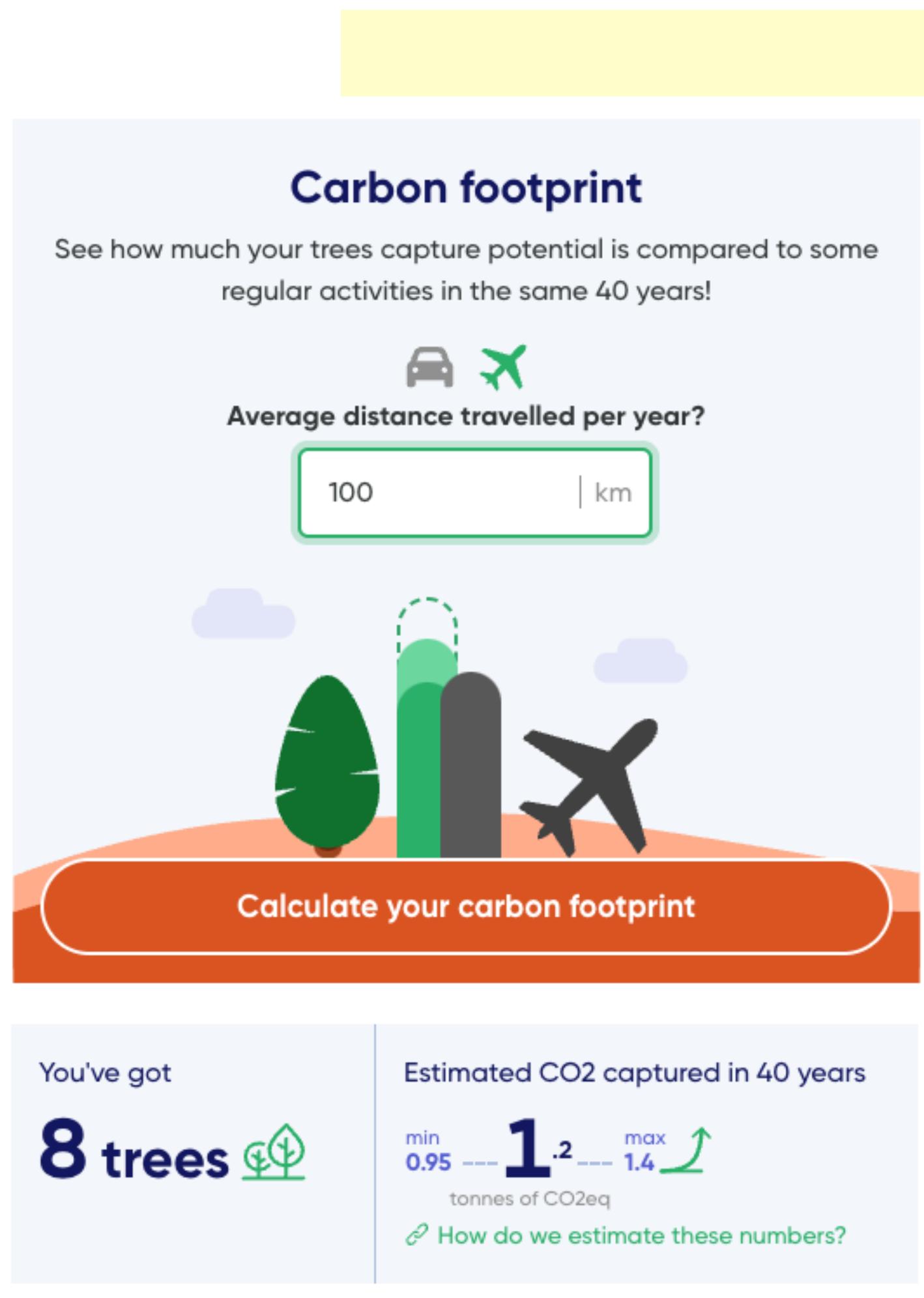
CO2 Monitor for Life Terra
For Life Terra we built a carbon footprint calculator based on travel distance. We added this feature to the dashboard we created for the tree planting organisation.

When you add your avarage distance travelled per year, it shows the estimated CO2 your adopted trees can capture in 40 years.

In 2023 we also contributed to the accessibility of the products at **PostNL**, worked on an application portal for subsidies and regulations for the **Ministry of Health, Welfare and Sport**, created open source geographic data viewers for **Deltares**, developed an e-health application with tools for online self-help for **New Health** and constructed a learning platform for **Quantum Inspire** about quantum computing.

519 hours of pro bono work

11 Code talks

64% purpose-driven projects

14 Code classes

2023 in numbers

2 Masterclasses

7,5/10 employee satisfaction

1037 hours spend on open source

99,4 B Corp score

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Thank you

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

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