

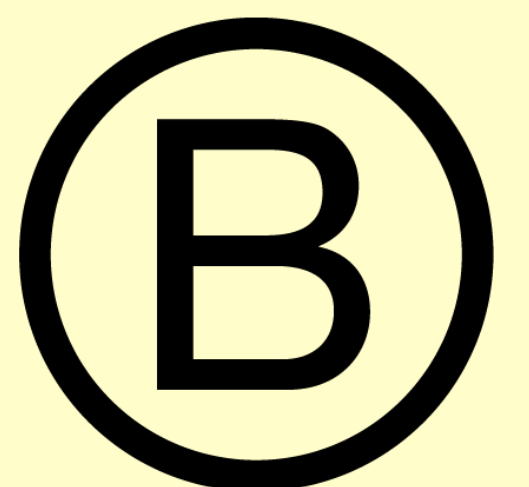


De Voorhoede

Impact Report

{2024}

Certified



Corporation

A turbulent year in digital

2024 was a turbulent year in the digital agency industry: mass lay-offs, AI hypes and realities, more no/low-code products entering the market and risk aversion in a time of global turmoil.

Nevertheless, it was a year of great learnings. For De Voorhoede it was the year of showing that our pivot to more impactful work with more focus on delivering front-end expertise was the right response to our difficult 2023. We're happy to say it paid off, our relationships with our clients strengthened, our profits increased, and our team is slowly growing.

2024 was a year to prove our pivot towards impactful work. It gave us the clarity and confidence to stay on our sharpened course—and the results reaffirmed our direction.



Jasper Moelker
Co-founder

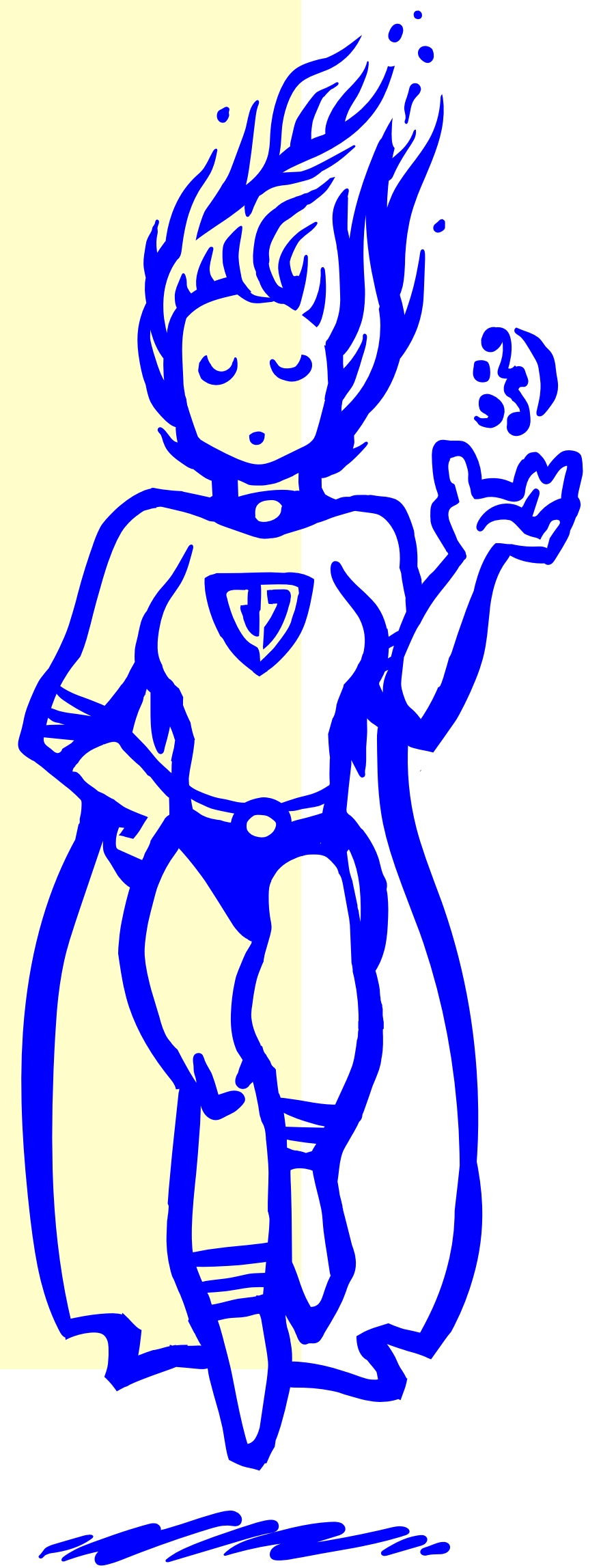
Our highlights of 2024

Most significant project

The culmination of our impactful work was our development of the new website for the Dutch Digital Agencies, where we managed to hit 5 of our impact areas.

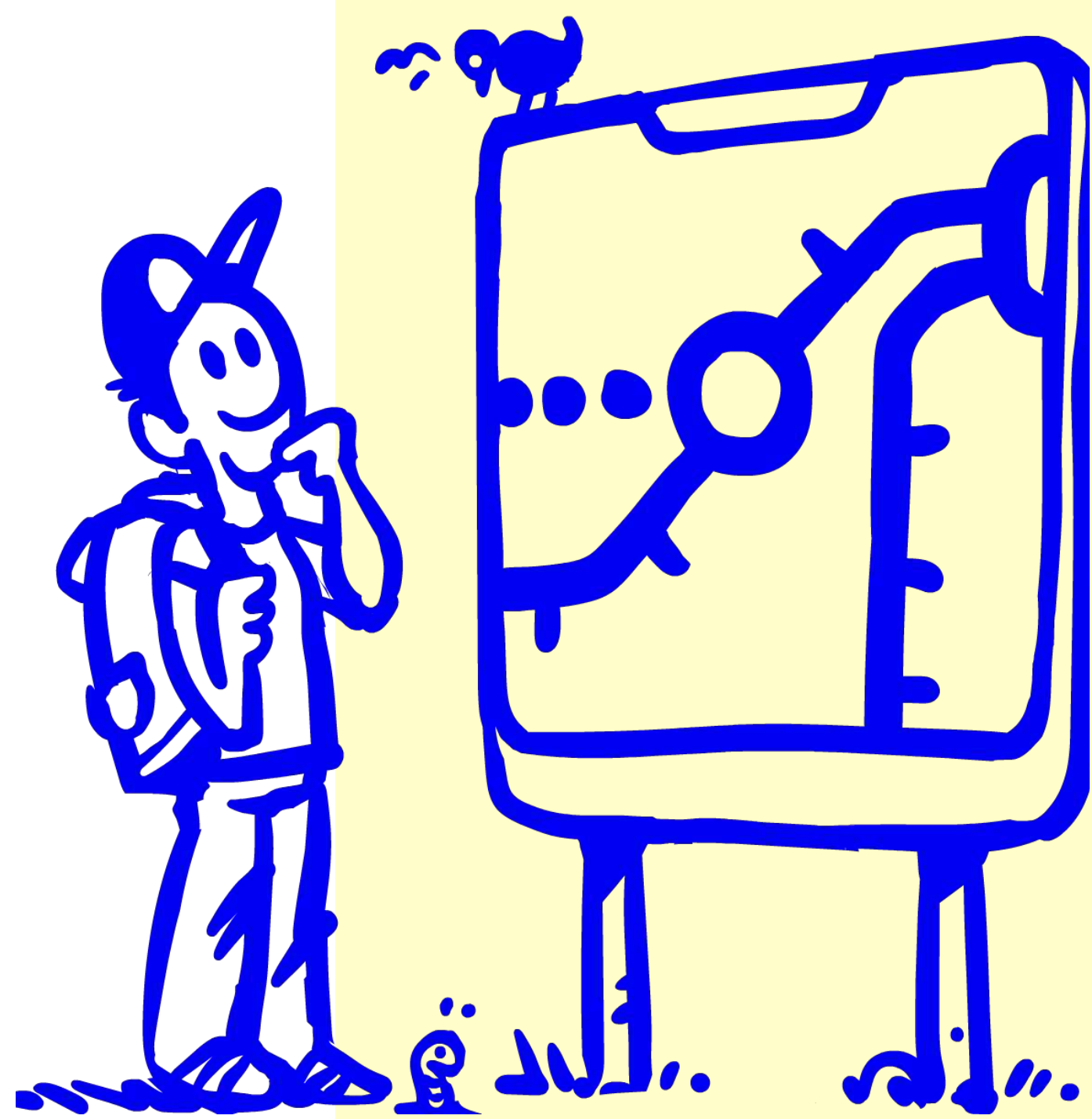
Impact discount milestone

One year ago, we launched our impact discount to encourage companies to invest in the development of sustainable digital products. Now, a year in, it's been actively used—and it's encouraging to see more clients aligning their goals with long-term impact.



Measure what matters

2022 & 2023: in the first years of our B Corp certification we measured our impact based on a B Corp impact business model (IBM): support for purpose-driven and calculated the percentage of our revenue from those clients as our key metric.



2024 & 2025: we've decided our own impact is better measured looking at the work we do for our clients, rather than only looking at how purpose-driven they are. As such our key metric changed at the start of 2024. We now look at revenue from work where we deliver specific impact on digital products on at least three of our impact areas. Our target for 2024 and 2025 is **≥ 40%**. In 2024 we reached **28%**. Once reached we aim to steadily increase this target.

Open source

Launching **Head Start**, a starter kit to build accessible, fast, energy-efficient and fully customisable websites.

We’ve used **Head Start** for **8+** websites, made it open source to contribute back to the open source community and offer transparency to our clients. **We still actively develop Head Start.**

Action Block Demo

Actions in 3 styles: Primary, Secondary and Default

[Try our demos](#) [Read the docs](#) [Or go home](#)

Action block inside a Text Block

[Try our demos](#) [Read the docs](#)

Action block as a Body Block

[Try our demos](#) [Read the docs](#)

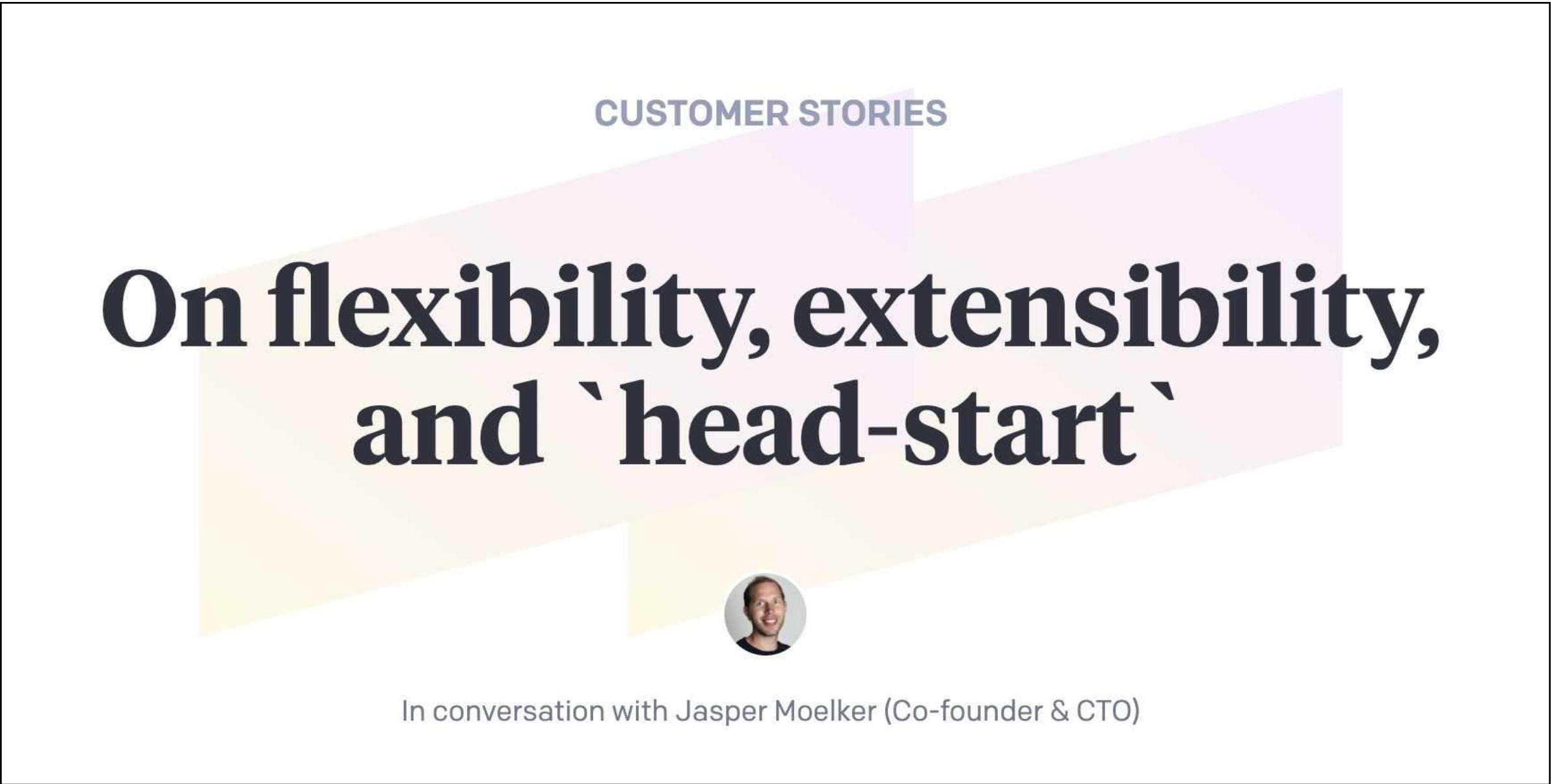
Action Block in a Text
Image Block

[Try our demos](#) [Read the docs](#)

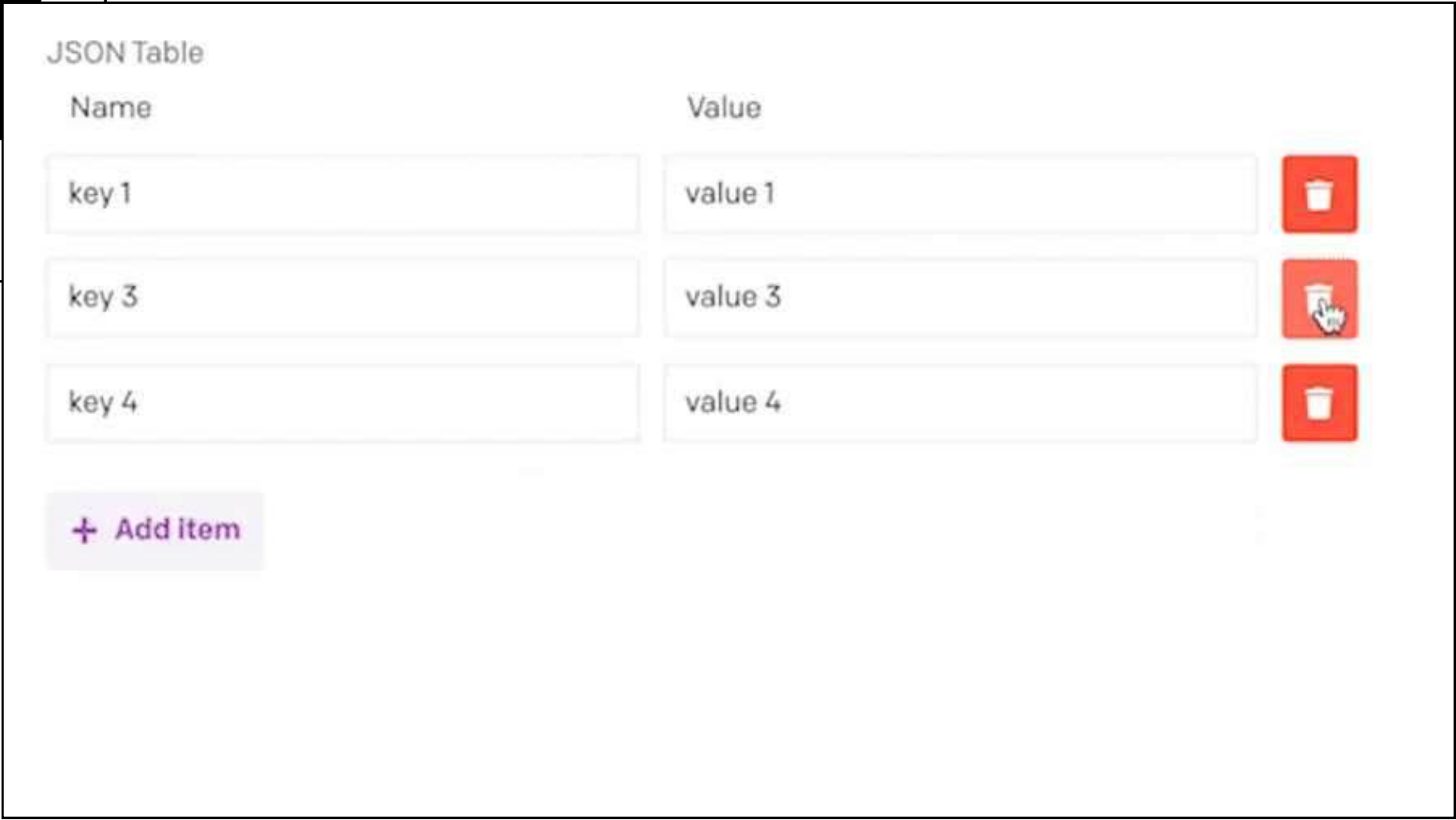
Action Block Demo Partial



Action Block demo of starter kit
Head Start



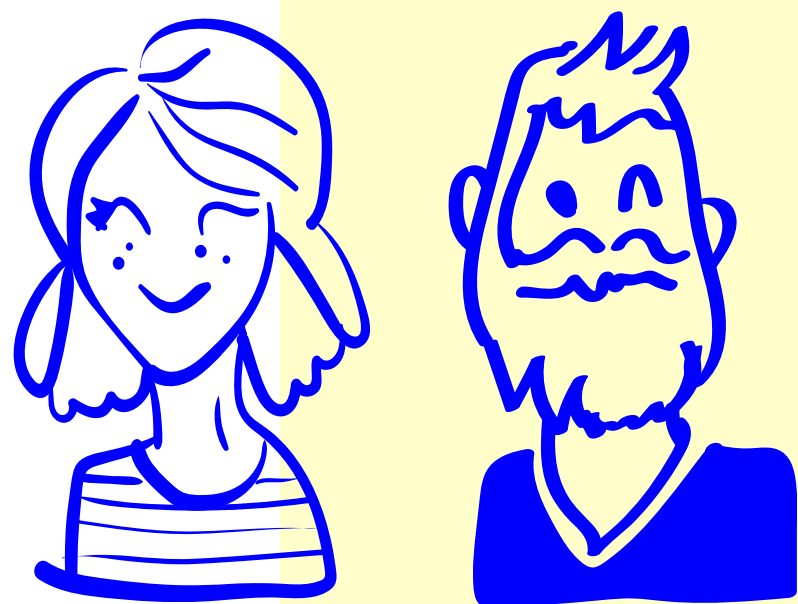
Our collaboration with **DatoCMS** on modular content, seamless editor experience, and reusable developer tools.



Developed **DatoCMS** plugins, like JSON Table plugin turning JSON fields into code-free tables for editors

Teaming up with fellow B Corps

We collaborated with various B Corp agencies and initiatives to drive a people-centred, sustainable future for the digital economy.



Launch of mental health platform

We partnered with Multitude creative agency to launch injebol.nl, a youth mental health platform developed in collaboration with eight non-profits.



Shaping Sustainable Digital Futures

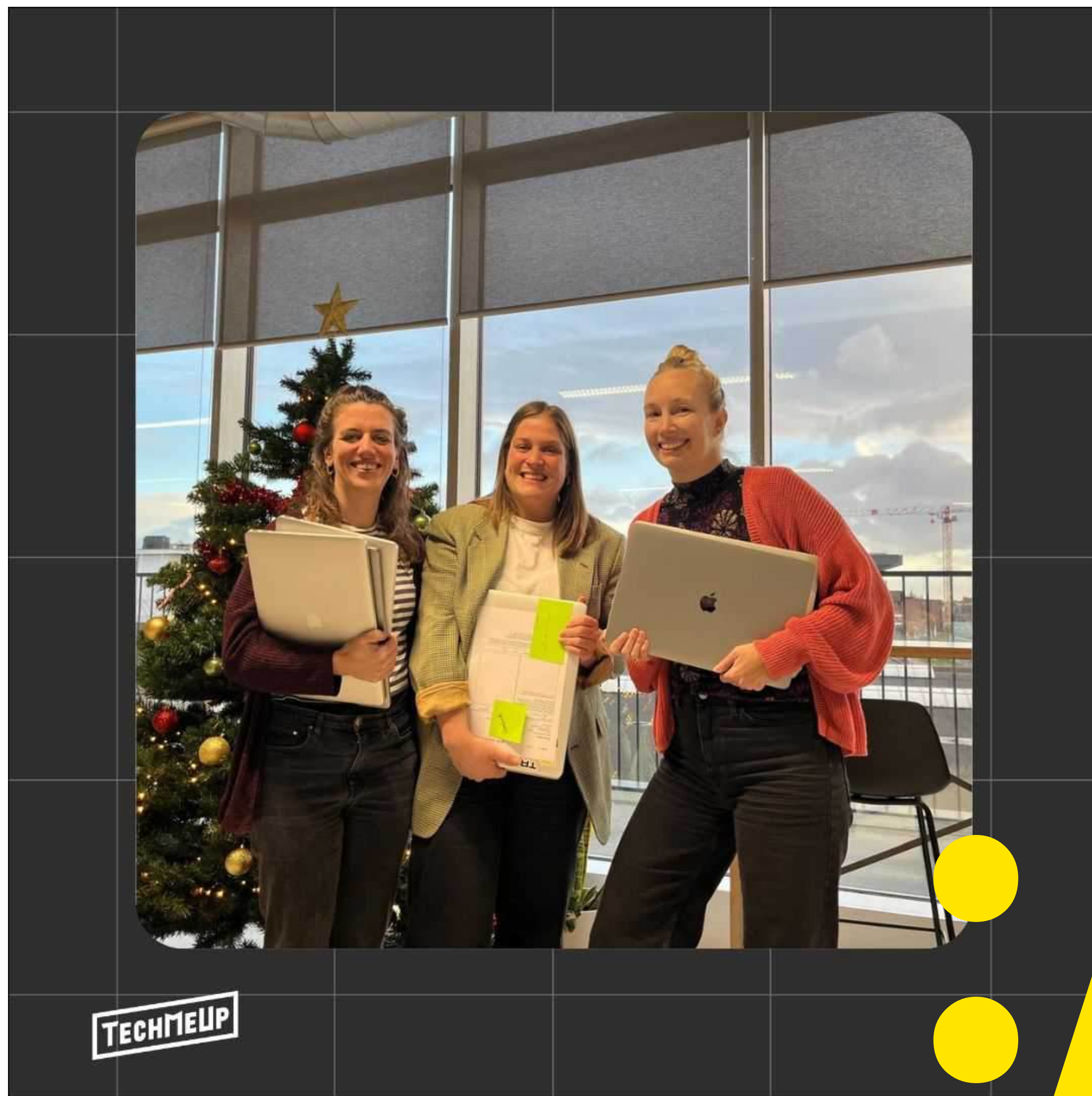
We regularly collaborate with purpose-driven, B Corp certified agencies Valsplat and Unc Inc., united in shaping a digital future that puts people front and center—bringing back “de menselijke maat.”

Jasper, co-founder of De Voorhoede also **co-founded impact consultancy agency No Dodos** at the start of 2024, inspired by our work and change at De Voorhoede.

They are now running a programme to **help more digital agencies** become B Corp certified, to create a large movement and make **sustainable digital development** the **new standard**.

2% For good

We're committed to spending **2%** of our profit for good. Aside from pro bono work, in 2024 we **donated our laptops to TechMeUp** so IT students in need can use it for their education, and donated cash to Hack Your Future to **help train refugees** to become developers and have a future in our industry.



Outlook for 2025

Digital Sovereignty

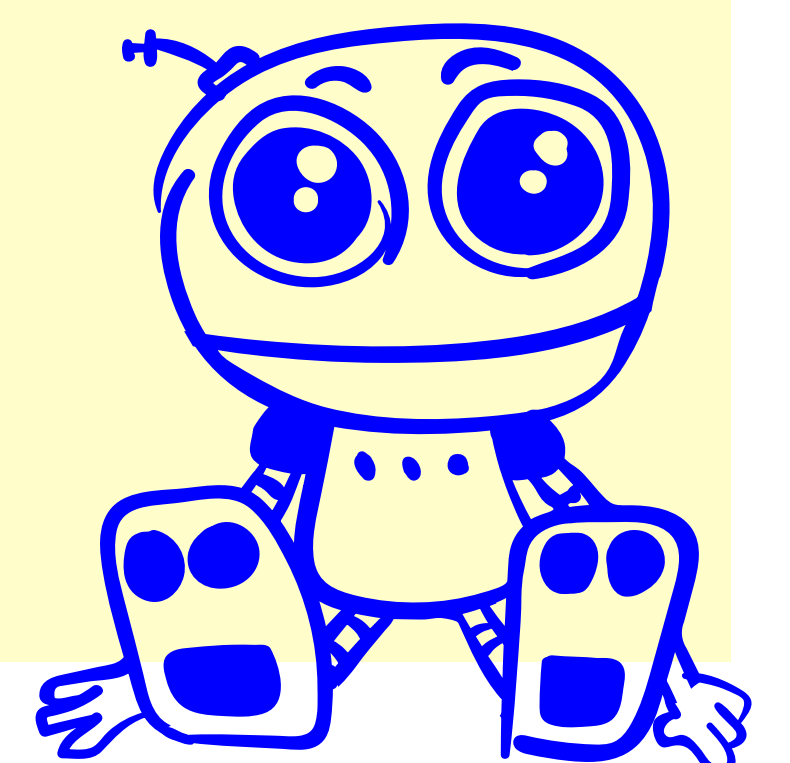
Amid global instability and big tech dominance, we're exploring how to offer the same quality and convenience with EU-based tools and services. Our goal is to make clients more resilient and independent—potentially shaping this into our seventh impact area.

Certifications

We're recertifying our B Corp status to reaffirm our mission-driven values. At the same time, we're pursuing ISO 27001 certification to strengthen information security and offer clients more transparency and trust.

Good Digital Agencies

To counter the AI rush, efficiency pressure, and no-code hype, we're forming a collective with other B Corp-certified agencies like Valsplat and Unc Inc. Together, we're advocating for a digital world where people—not just performance—come first (“de menselijke maat”).



2024 in numbers

9

Code talks

29

hours of pro
bono work

28%

purpose-driven
projects

8

Code classes

3%

of profit donated
for good

7,5/10

employee
satisfaction

99,4

B Corp score



De Voorhoede

Thank you

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

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