



De Voorhoede

Impact Report

{2025}

A year of growth and adoption

For De Voorhoede, 2025 was a year of growth and adoption: Our team grew by 5 members. We added a commercial engine with our new business director Flip and marketer Michi. Ensuring continuity and future growth.

It was also a year of validations: 2025 marks the year we recertified as a B Corp and in parallel received our ISO 27001 Information Security certification.

Together this is a solid foundation for 2026, in which we'll focus on more tech & innovation (we want to keep our frontrunner status) and improving our project management (we want to keep our clients happy too).

Regardless of all the global turmoil and AI disruption, we're optimistic for 2026.



Jasper Moelker
Co-founder



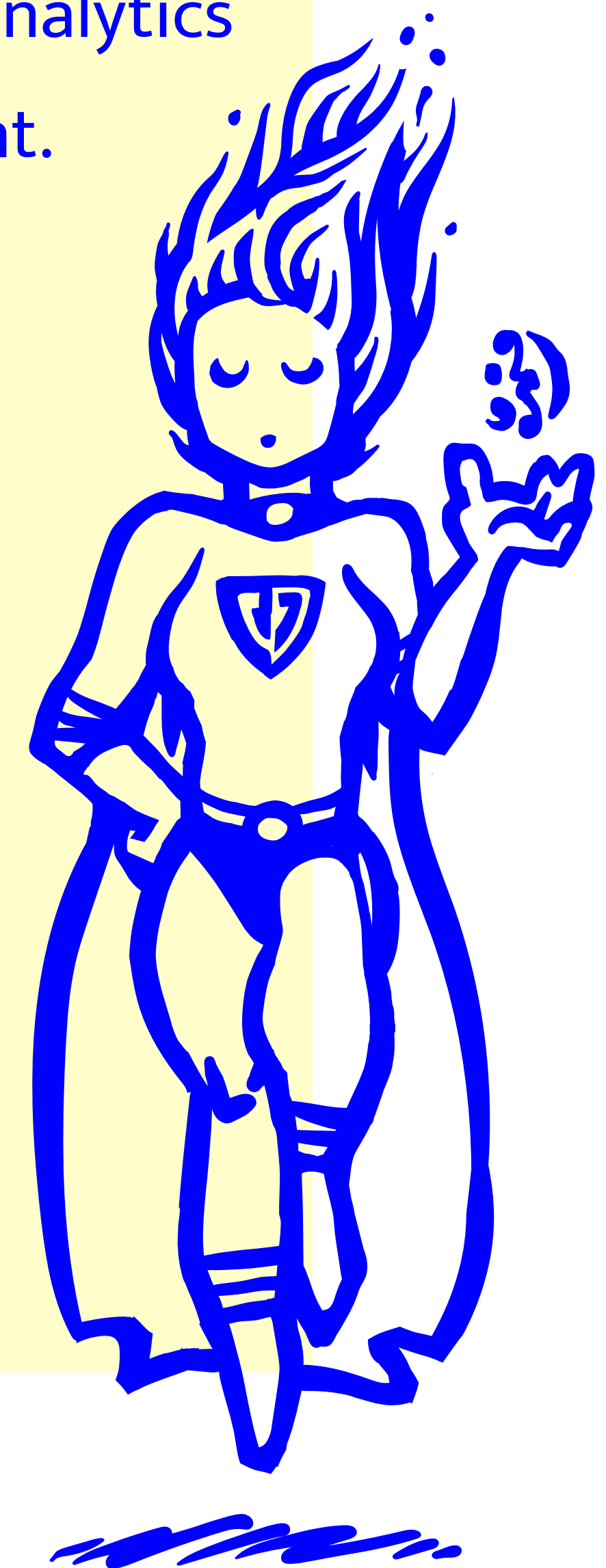
Our highlights of 2025

Most significant project

We partnered with creative agency [Multitude](#) to launch [injebol.nl](#), a centralized **youth mental health platform** developed in collaboration with seven mission-driven non-profits. Designed as a safe online space for young people aged 16 to 27, the platform strictly prioritizes user privacy through cookie-free ethical analytics and a secure, locally stored "Save Space" for personal content.

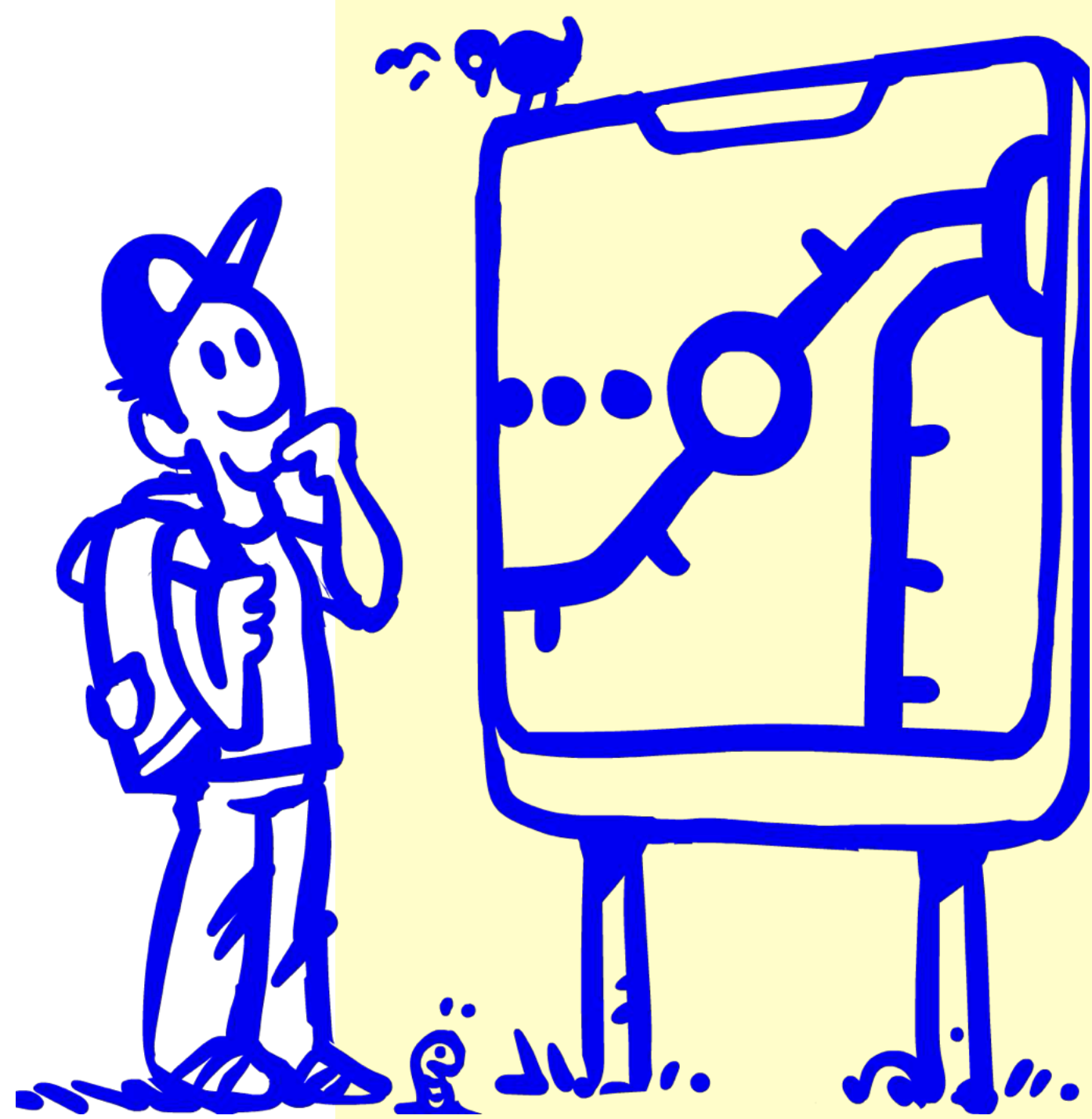
Open Source

Last year's biggest highlight was the widespread adoption of our open-source starter kit, Head Start. We used it to successfully launch **six new different projects**. Despite each project having its own unique requirements, Head Start consistently allowed us to deliver faster and more efficiently every single time.



Measure what matters

2024 onwards: 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. 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%**. In 2025 we achieved a similar result: **27%**. Getting there has proven to be more difficult in a world where sustainability is under pressure on all fronts. For 2026 our target remains the same and we hope focusing on our impact areas and extending them with digital sovereignty will get us there.

2% For good

We're committed to spending **2%** of our profit for good. At the end of last year, we donated to **Bits of Freedom**, a Dutch non-profit group focusing on digital rights like the right to privacy and communication.



Additionally we also donated hours to **Plastic Soup Surfer**. An organization tackling plastic pollution by forcing systemic change through policy reform and corporate accountability.

Digital Sovereignty in 2026

Digital Autonomy is essential: Global shifts and the dominance of big tech highlight a clear need for a resilient and independent digital infrastructure, led by public institutions and adopted rapidly by the private sector.

Blue/Yellow Deployments on European ground: We successfully completed several small pilots using European technology in 2025. We will apply these learnings in our Blue/Yellow Deployments framework, an approach fully **tailored to European tech**. We also made the French provider Scaleway and Slovenian Bunny our new defaults, as we very much favour their advanced services just as their companies' ethics. All in Europe.

Sovereignty Review for organizations and institutions:

Digital sovereignty is the freedom to choose. That's why we now offer a 5-step sovereignty review to audit current technical dependencies and help organizations reclaiming control of their digital foundation.



Outlook for 2026

Good Digital Agencies collective

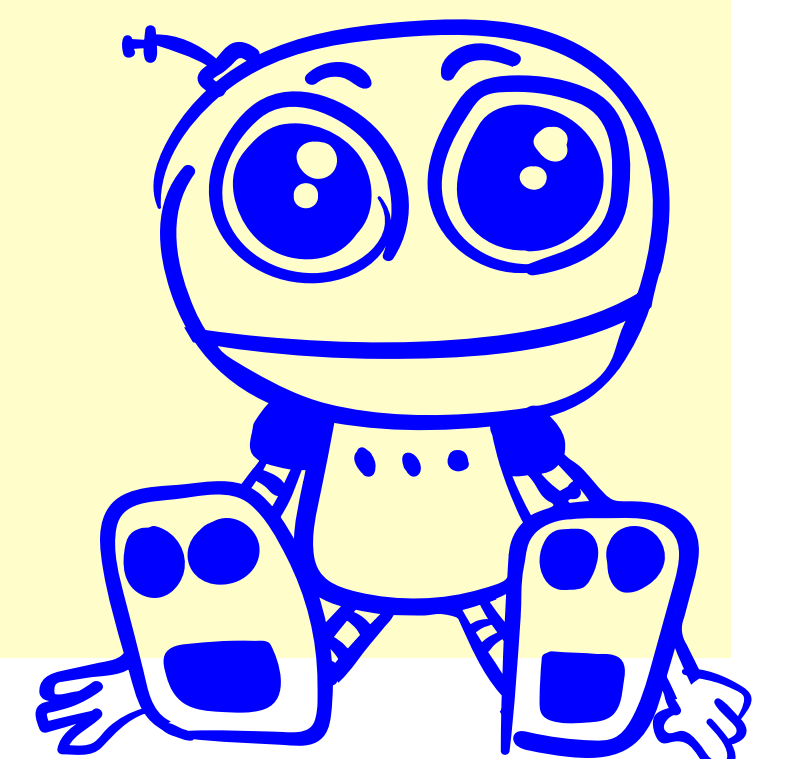
The ambitions we share with likeminded agencies on AI and efficiency pressure will take the next steps in 2026. We are collaborating on a shared manifesto and creating spaces for knowledge exchange. Together, we're advocating for a digital world where people—not just performance—come first (“de menselijke maat”).

Tech & Innovation

We're planning to extend Head Start, our starter kit for tailored websites, with more common components, improved content editor experience, adapters for EU cloud providers and improved GEO support so sites are better suited for use through LLMs. We also develop another starter kit for admin oriented web apps.

Embedding AI

When we use AI in our daily work, such as development accelerator, project management, and daily operations, we take full human accountability for every output we generate. Hereby, we are aware of the computing power required and general ethical implications. We don't use it to make final decisions, handle interpersonal communication, or generate wasteful entertainment.



2025 in numbers

5

New hires,
100% retention

12

Code talks and
Code classes

27%

purpose-driven
projects

3

Intervision
sessions

2%

of profit donated
for good

7,7/10

employee
satisfaction

102.0

B Corp score

Thank you



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

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