

# IMPACT REPORT

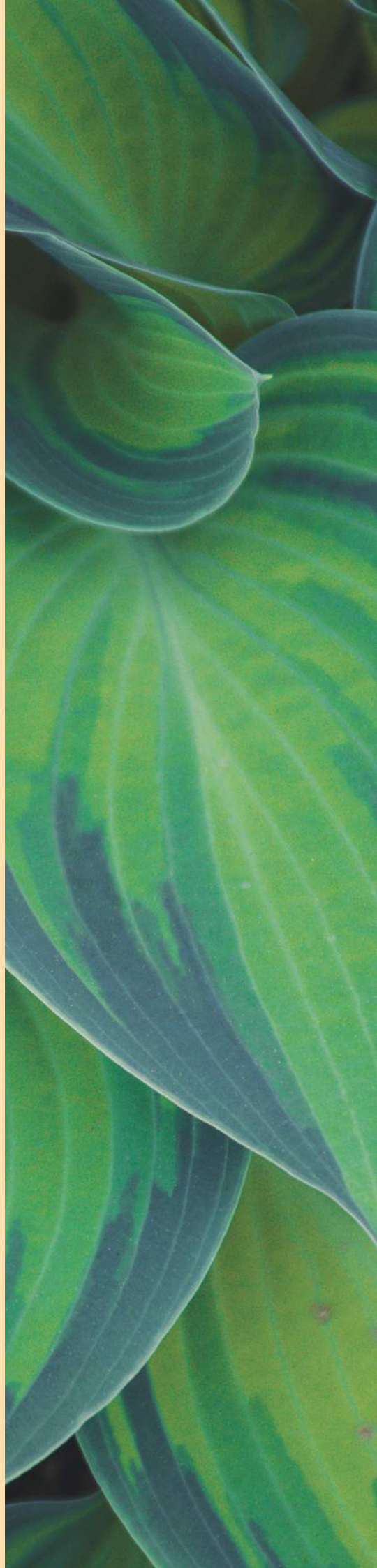


2023

Certified



Corporation





**WE'RE HERE  
TO SAVE THE  
FUTURE THROUGH  
WORK**





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# A WORD FROM THE OWNER



THAT'S HER DOG MEES



# A warm welcome,

## **Yay!**

Welcome to our 2023 Impact Report, a year where we've navigated significant changes and reaffirmed our commitment to create sustainable impact. As I reflect on the past year, it's been a transformative journey filled with both celebrations and some tough challenges.

A pivotal decision in 2023 was to halt operations with The Sustainable Recruiter. While this decision freed up time, allowing for a more focused effort on enhancing Greenjobs.nl, it also marked a challenging period of transition. For me personally it's been quite a rollercoaster and hard year. However, this strategic shift enabled me to concentrate our efforts on one business instead of 2, maximizing the potential for positive change in the job market.

## **Celebrating Progress & Facing Challenges**

Despite the challenges, there were notable achievements. Recertification as a B Corp in 2023 stood as a testament to our unwavering commitment to ethical practices. However, the growth in turnover was matched by increasing team costs, highlighting the delicate balance between expansion and financial sustainability. A drop in companies posting jobs will be the focus of 2024, as well as engaging job seekers. Juggling these dynamics has been very demanding, yet it underscores my dedication to fostering impactful career opportunities that contribute positively to our environment and society. Launching the boardgame Let's play equal was an absolute highlight and having been able to co-produce it with 3 other B Corps has been a great learning journey.

## **The Road ahead is long**

Our ethos remains grounded in the belief that meaningful change requires collective effort. We require a greater number of people to join us on a journey to confront the issues of climate change and social challenges. Perhaps 2024 is the year you'll choose to take that leap? If you're prepared for a new adventure, think about a career dedicated to addressing climate change or social issues and create impact with your work.

## **Thank you**

This impact report embodies our strides toward fostering greater impact not just for our users but for all stakeholders. I extend my heartfelt gratitude to everyone who has supported Greenjobs.nl on this journey towards shaping a more sustainable future through meaningful work.

My sincerest thanks,

*Annemiek*

# IMPACT



**“NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED, IT IS THE ONLY THING THAT EVER HAS.”**

**-MARGARET MEAD  
CULTURAL ANTHROPOLOGIST**

# 2023 IN NUMBERS

Below an overview of a few KPI's of 2023. All compared to 2022 results. Where we pride ourselves about the growth we are aware of the drops as well, making it a focus for 2024 to get all numbers positive.

**+350%**

## **GROWTH IN INSTAGRAM IMPRESSIONS**

1.190.261 Instagram impressions in 2023, resulting in 350% growth.

**+8%**

## **GROWTH IN LINKEDIN IMPRESSIONS**

767.488 LinkedIn impressions in 2023, resulting in 6% growth.

**+2%**

## **GROWHT IN ADDED JOBS**

4.735 jobs have been added in 2023, resulting in 2% growth.

**+40%**

## **GROWTH IN SOCIAL MEDIA**

+35.000 followers on all of our social media channels, resulting in +40%.

**-23%**

## **DROP IN COMPANIES POSTED JOBS**

In total 603 companies have posted jobs, resulting in a drop of 23%.

**+37%**

## **GROWTH SOCIAL MEDIA IMPRESSIONS PER MONTH**

An average of 163.012 monthly social media impressions, resulting in 37% growth.

**-30%**

## **DROP IN JOB ALERTS PER MOTNH**

In total 1.020 job alerts have been activated in 2023, resulting in a drop of 30%.

**+70%**

## **GROWTH IN BLOGS**

29 new blogs online in 2022 versus 50 new blogs in 2023, informing and inspiring people to choose for more impact.



# HIGHLIGHTS OF THE YEAR

## **We're here to save the future through work.**

2023 has been a year full of change and improvements. Where we have worked hard to inspire and inform people about a career full of positive impact. Below a few highlights of last year.

### **NEW BRANDING**

Greenjobs.nl, through rebranding, now embraces all jobs with a positive impact on people, society, animals, nature, and the environment. The platform connects not only green but also social, future-proof employers with ambitious, professional job seekers. New colours and branding support this message. Moving away from over-use of the colour green and choosing a palette of colors.

### **NEW PRODUCT - SOCIAL PLUS**

More views and positive employer branding with a new product. Social Plus gives extra online visibility on social media.

### **B CORP RE-CERTIFIED**

By re-attaining the B Corp certification, we demonstrate our adherence to rigorous international standards in the realm of social and environmental impact.

### **HOCUS FOCUS**

in 2023 we have stopped with The Sustainable Recruiter. Painful and difficult decision, but allowing to fully focus on the growth of Greenjobs.nl. With this focus we are confident to maintain steady growth in 2024.

### **YOUR FUTURE STARTS AT GREENJOBS.NL**

With this short new slogan we hope to inspire people to start their job search on Greenjobs.nl, choosing a career that benefits them and the future.

### **SOCIAL MEDIA GROWTH**

The goal is that whenever people are in search of a new job Greenjobs.nl will pop-up in their mind. Therefore we are proud of the online growth on social media.

### **GROWTH IN JOBS**

Keen to help people find a job with impact we celebrate the growth in jobs!



# PROUD OF OUR IMPACT

## Let's talk JEDI

In 2023 we've made steps for a more equitable society full of impact jobs. Below a few highlights of our impact on people and society.

## LET'S PLAY EQUAL

Yes! After many months of preparations, 1.000 boardgames have finally been delivered in 2023! Let's start more discussion around D&I. Let's play equal: a co-production of 4 B Corps, Misteli Creative Agency, Blyde, BR-ND and Greenjobb.nl.

## 50 BLOGS

We want to help organisations and governments to attract the best candidates by giving them tips in our blogs. For job seekers there are also many free to use tips on how to get the career you want and how to secure your sustainable dream job.

## JOBS AT B CORPS

There is a separate search category for jobs at B Corps. So we can help other B Corps better with the promotion of their positions. We strongly believe in a great sense of community and are promoting collaborations amongst B Corps.

## MORE EVENTS

In 2023 many events have been organised!

- Summer Clean-Up at Oosterpark with B lab Benelux and many others.
- First Clothing Swap event the day before Black Friday. The event was a huge success and +400 items were swapped.

## HELPING PEOPLE GET A JOB WITH IMPACT

All the jobs on Greenjobs.nl have a positive impact on climate or society. We're proud and happy to be able to help people finding a job so they can create an income and the life they want.

## DASHBOARD - TRANSPARENT

Greenjobs.nl is an easy to use platform where employers have an insight in their positions and stats on the performance of the jobs. Employers can place jobs online via an own log-in and an easy to use system.

# B CORP RE-CERTIFIED!



## STILL A PROUD B CORP

Since November 2019 we have been a Certified B Corp. A growing community of +8.000 employers worldwide 'using business as a force for good'. Since the start Greenjobs.nl has been an active member of the community.

## B CORP RE-CERTIFIED

B Corp recertification involves a triennial process where a certified B Corporation reassesses its social and environmental impact using the B Impact Assessment tool. The company submits documentation, undergoes verification, and must achieve a minimum score to maintain certification.

During the B Corp recertification process, five impact areas are evaluated: Governance, Workers, Environment, Community, and Customers. If improvements are needed, the company is encouraged to make changes.

## FROM 81.4 TO 100.2!

In the past years Greenjobs.nl has had a continuous focus on improving the way we do business. Therefore we are extremely proud that in the past years we have been able to grow our score from 81.4 to 100.2!

## SEARCH CATEGORY FOR JOBS AT B CORPS ON WWW.GREENJOBS.NL

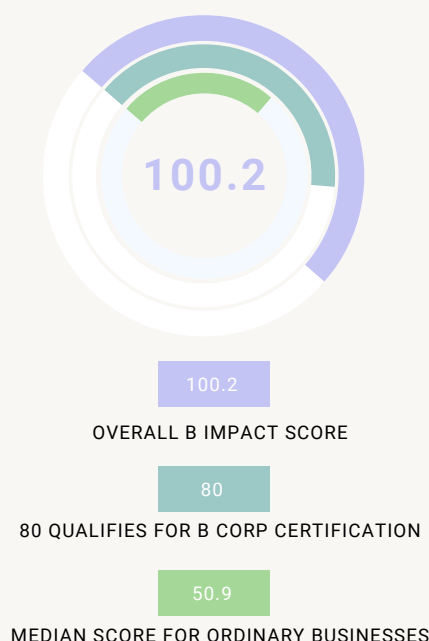
Did you know? [www.greenjobs.nl](http://www.greenjobs.nl) is the only job board in NL with a separate search category for jobs at B Corps.

## DISCOUNT FOR B CORPS!

To help other B Corps we offer a 15% discount on all our paid services to other B Corps.

## THE SCORE

Based on the B Impact assessment, Greenjobs.nl earned an overall score of 100.2. The median score for ordinary businesses who complete the assessment is currently 50.9.



# THE SDG'S



The Sustainable Development Goals (SDGs) are 17 goals to make the world a better place by 2030. They are a global compass for transactions such as poverty, education and the climate crisis. Greenjobs.nl is proud to join this initiative.

## THE 7 MAIN SDG'S GREENJOBS.NL CONTRIBUTES TO

### 1. NO POVERTY

By helping as much as people to find a job and provide people with an income Greenjobs.nl helps fight poverty.

### 5. GENDER EQUALITY

Greenjobs.nl makes no distinction between people who identify as men, women or non binary and gives everyone the same, equal opportunities. We do this by offering applying anonymously.

### 8. DECENT WORK AND ECONOMIC GROWTH

Greenjobs.nl want to help as many people as possible to find a new job with a positive impact that contributes to a better environment, society, people, planet and the economy!

### 10. REDUCES INEQUALITY

Greenjobs.nl stimulates diversity and inclusion on the work floor. We want to give people a better chance in getting a job and decrease discrimination by offering anonymous applying. Greenjobs.nl is co-producer of taboo-breaking boardgame Let's play equal.

### 12. RESPONSIBLE CONSUMPTION AND PRODUCTION

Greenjobs.nl produces and consumes sustainably by using sustainable paper and by recycling waste. Greenjobs.nl also uses second-hand furniture in the office. In the FAQ we explain even better why we are a sustainable company!

### 13. CLIMATE ACTION

Greenjobs.nl contributes to climate action by organizing a monthly clean-up. In this, Team Greenjobs.nl goes to different places to clean up waste. Did you know that you can find us often at climate marches? We also compensate all emission with Trees4All.

### 17. PARTNETSHIPS FOR THE GOALS

We can't do it alone, and that's precisely the reason why we have many partnerships with other (sustainable) employers and join initiatives to inform more people about sustainability in general and more specific about sustainable jobs and a career. Greenjobs.nl is an active member of the B Corp community and is part of many collaborations with other B Corps.



# EMPLOYERS & JOB SEEKERS



**“THE EARTH IS WHAT WE ALL  
HAVE IN COMMON.”**

**-WENDELL BERRY  
AMERICAN WRITER AND  
ENVIRONMENTALIST**

# SURVEY RESULTS 2023

At Greenjobs.nl we believe it is important to optimise the website experience for website visitors. We do this by listening and receiving feedback. Using a short survey, we asked jobseekers their opinion about Greenjobs.nl in recent months. We asked jobseekers for their feedback. The survey was conducted in the first months of 2023. Proud to share such great results!

## OPINIONS JOB SEEKERS

**91%**

Of job seekers would definitely recommend Greenjobs.nl to their environment.

**74%**

Of job seekers like to include information in a CV database so that recruitment agencies can contact them.

**49%**

Of job seekers find it very easy to find the jobs they are looking for on Greenjobs.nl!

**77%**

Of job seekers like to see a list of relevant recruitment agencies on Greenjobs.nl.

**85%**

Of job seekers find the Greenjobs.nl site very easy to find!

**79%**

Of job seekers would prefer to be informed of the latest vacancies via Job Alerts.

# EMPLOYERS

In 2023 we didn't do a survey amongst employers, but that doesn't mean we don't ask for feedback from employers that use Greenjobs.nl to post jobs. Most heard positive feedback is the quality of candidates that apply for jobs. Speaking of quantity, that's more heard as negative feedback. Employers like and interview the candidates that apply, but would like to receive more applicants. For 2024 that will be a focus for the team.

## OPINIONS EMPLOYERS

### ALWAYS

"If we have new vacancies at the Learning for Tomorrow Cooperative, we always post them on Greenjobs.nl. Simply for the reason that there are always good candidates who really want to make the world a little more beautiful!"

### CLEAR

"Nice and clear platform, we regularly post vacancies here. We also get really intrinsically motivated candidates who apply to us because they have a heart for sustainability."

### START-UP

"We are a small impact startup, but through Greenjobs.nl we were immediately among the 5 most viewed jobs of the month. It gave us a good flow of candidates that we wouldn't have found so easily otherwise."

### MISSION

"As a company with a sustainable mission, we believe it is important that our employees are passionate about making a positive impact. We never have any doubts about the candidates we receive through Greenjobs.nl."



# COMMUNITY



**"WE STILL, TODAY, HAVE A LONG WAY TO GO AND WE HAVE TO CONTINUE OUR WORK"**

**-ROSA PARKS  
AMERICAN CIVIL RIGHTS ACTIVIST**

# COLLABORATIONS

## DUURZAMESTUDIES.NL

Together with Duurzame Studies we share sustainable positions on their platform and Greenjobs highlights sustainable education possibilities in blogs and newsletters.

## IN NEWSLETTERS & BLOGS

In the large blog section on Greenjobsb.nl we have named many employers in blogs about sustainable tips, sustainable locations and sustainable products.

We always are very supportive to other sustainable brands and products because we know we can't do it alone.

Also in the weekly newsletters we have been mentioning other companies more than often.

## BETEKENISBAAN

Together with Betekenisbaan, a career development agency, we work on informing more people about a sustainable career via newsletters, webinars and other events.

## HAPPY TIMES MAGAZINE

Advertising jobs in the newsletter of Happy Times Magazine and providing input for the magazine with a 1 pager on sustainable careers.

## DUURZAMESTUDENT.NL

Advertising on the website of Duurzame Student allowing students to find a side job or career with impact!

## LET'S PLAY EQUAL, THE MOST UNFAIR GAME IN THE WORLD

Taboo-breaking boardgame that encourages diversity and inclusion has been launched in 2023.

Together with B Corps Mistelli, BLYDE and BR-ND Greenjobs.nl is co-producer of this boardgame to promote JEDI (Justice, Equity, Diversity & Inclusion).

The board game is designed for organizations that want to encourage conversations around complex social issues and create mutual understanding in the workplace.

Throughout the game, players converse about various life events, such as falling in love with someone of the same gender, being discriminated against, or trying to get a job promotion.

Tessa van Soest, director of B Lab Benelux, commented:

*"For real diversity, inclusion, and equality in organizations, entrenched structures must be dismantled. This game facilitates important - and often uncomfortable - conversations that must take place at all levels of an organization. From C-level to the workplace."*



# HOW WE GIVE BACK

## **YOU DON'T HAVE TO PAY FOR USING GREENJOBS.NL**

Greenjobs.nl is a free to use job board. All employers can place up to 2 positions for free on [www.greenjobs.nl](http://www.greenjobs.nl). The idea behind it is that smaller employers that don't have any budget for job postings do get the chance to showcase their sustainable company/sustainable vacancy and we can help them grow their teams.

## **B LEADER**

We don't invoice any fees for advisory conversations with employers that aspire to become a B Corp too. At Greenjobs.nl we have B Leaders and are always ready to help out with any enquiry we get about becoming a B Corp. Several employers have reached out to us for help with the B Corp assessment.

## **LET'S PLAY EQUAL**

All time spent on promoting Let's play equal, visiting events, offering training and guidance for the boardgame is done on voluntary basis. There is no financial gain.

## **PRESENTATIONS & TALKS ON JEDI AND SUSTAINABLE CAREERS**

As often as we can you will find us in front of a group on students on universities and other educational institutes informing people about a sustainable job and the benefits for a sustainable career. We never charge any fee for this.

## **IF YOU'RE A B CORP YOU GET A 15% DISCOUNT**

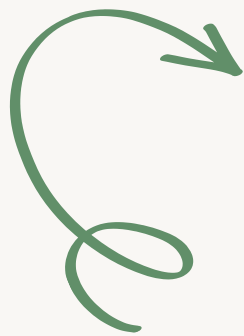
For other B Corps we offer a 15% discount on all our paid services. We promote collaborations within the B Corp community. Also when in need of services for our own business we always look to buy from other B Corps.

## **CLEAN-UPS & EVENTS**

Making sure our environment stays clean, we walk the streets monthly collecting litter and making our streets cleaner. Organizing clothing swaps and opening our doors all is done without any financial interest.



# PEOPLE



**THE TEAM AT ONE  
OF THE CLEAN-UPS**



# THE TEAM

## THE TEAM

At Greenjobs.nl we work in a small team and often work with freelancers for specific projects. Working in a small team makes us agile and lines are short, but can also be challenging and stressful sometimes. That's why we also try to have a lot of fun in our work and create as much impact together as a team.

## OUR CULTURE

At Greenjobs.nl we try to provide an open culture and treat each other with openness and respect. There is:

- No discrimination
- Equal pay between staff members and fair bonus
- Sustainable gifts for birthdays, newcomers, leavers and holiday season time as well
- A lot of freedom to be responsible for your working hours.

## OUR (PHYSICAL & MENTAL) HEALTH

Making sure our people are feeling well is very important and keeping the work/life balance is always taken into consideration:

- Going to work on the bike
- Hybride working, 2 days per week in the office
- Flexible office hours
- Weekly planning, safeguarding no overload of work
- Pension scheme at A.S.R.

## OUR TRAINING

Tailor made training is offered to every member of staff regularly. Providing training where needed and looking at specific needs is very important for us. Training(s) are discussed in our monthly catch-ups.

## MONTHLY CATCH-UPS

Next to working with clear weekplans and dayplans there are monthly catch-ups with each team member. We discuss kpi's, look back and ahead where we discuss progress and individual help and needs.

## OUR INTERNS

We always offer different students a place to do have a interesting and dynamic internship. Allowing students to experience what it's like to work for a sustainable company early in their career. In 2023 we had 3 interns working in the team.

What Muna, one of the 2023 interns, had to say about her internship:

*"As an intern at Greenjobs.nl I had a great experience. I was able to participate in sustainable projects and learned a lot about certain initiatives.*

*The team was super supportive and I felt really appreciated. It was a positive and inspiring internship!"*

# ENVIRONMENT



**"I ONLY GET ANGRY WHEN I SEE  
WASTE. WHEN I SEE PEOPLE  
THROWING AWAY THINGS  
WE COULD USE"**

**-MOTHER THERESA  
NUN & NOBEL PEACE PRIZE WINNER  
IN 1979**



# ENVIRONMENT

## VEGETARIAN LUNCH

Every Tuesday and Thursday we have a vegetarian lunch with our team and we drink plantbased milk in our fairtrade coffee. Our office supplies are mostly sustainable.

## TRAVELING BY PUBLIC TRANSPORT

Most of our employees go to the office by foot or by bike, but if they live further away they get a NS business card to travel by train or bus

## TREES FOR ALL

With Trees for All we plant trees for the environment.

Plus we have compensated all the CO2 emissions for 2023.

Furthermore we have gifted trees via Trees for All as a relational business gift!

## SUSTAINABLE OFFICE

Our office is filled with mostly second hand furniture and office utilities like cabinets. We either found it online or on the streets. Our team works with refurbished laptops and phones.

## MONTHLY CLEAN-UPS

Every month we have clean-up with our team. We go to a neighbourhood or a park and bring a trash bag and clean up along the way.

## COMMITTED TO NETZERO2030

We have made the pledge and committed to NetZero2030.

**Greenjobs.nl is committing to carbon neutrality by 2030.**

# FUTURE GOALS & IMPROVEMENT



**“THE EARTH IS A FINE PLACE  
AND WORTH FIGHTING FOR.”**

**-ERNEST HEMINGWAY  
AMERICAN NOVELIST AND JOURNALIST**

# THE FUTURE GOALS

## REACHING MORE PEOPLE WITH GREENJOBS.NL

It's not our aim only to provide job seekers that already know they want to create a positive impact, but also to reach out to all people that there are plenty of great positions available where you can make a positive impact with. We will keep doing this through informing via the social media channels, webinars, events and giving lectures on different universities. We're exploring video content and have plans for our own TikTok channel.

## OPTIMIZE THE WEBSITE

We will keep working on optimizing the website in order to offer all website visitors an easy to use website where people can either post or search for a sustainable position as easy as possible. We will keep on investing budget in the platform continuously.

## IMPROVEMENTS FOR MOBILE USE

Acknowledging mobile user experience is key. We're investing in improving the mobile experience. For example applying via mobile will be on the top of the wish list.

## DATA PLEASE

We will be working on sharing more data about our customers, job seekers, success rates, etc. Data will be necessary to improve our cx journey and will be focussed on showing the right jobs to the right audiences, filling positions and making routes to a dream job quicker.

## EXTRA SERVICES

Informing employers to make more sustainable choices is not an easy task. Therefore we're looking at ways on how to help employers even better and extend our services. You can think about more specific help with hiring the best talent, or helping employers to become more sustainable.

## GLOBAL AMBITIONS?

It goes without saying that we're facing a big challenge if we want to change the world and save our planet benefitting all. We are ambitious with our goals and have global plans and are keen to extend our work and services in other countries.

# YOUR FUTURE STARTS AT GREENJOBS.NL

QUESTIONS, THOUGHT, IDEAS, REMARKS?  
WE'D LOVE TO HEAR FROM YOU  
VIA [INFO@GREENJOBS.NL](mailto:INFO@GREENJOBS.NL).

