

PRIORITY MATRIX 2024

NEN- ISO 26000

February 2024



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1. Approach

At DVJ Insights, involving our stakeholders in our CSR initiatives is fundamental to inspiring and prioritizing actions that reflect our shared values and objectives. Through active engagement, we gather essential input on what stakeholders deem important and fitting for our CSR efforts. We collected:

- Client Interviews for the Brand Growth Event
- Scientific Input
- Employee Feedback

These efforts have culminated in a CSR strategy that is not only responsive to the needs and expectations of our stakeholders but also innovative and informed by the latest research. Looking ahead, we plan to continue this dynamic engagement with our stakeholders, ensuring that our CSR initiatives remain relevant, impactful, and aligned with our core values and the evolving landscape of corporate social responsibility.

To prioritize topics, we use a structured approach that assesses each topic's relevance and significance. This process ensures that we focus our resources and efforts on areas where we can have the greatest impact and alignment with our strategic objectives. We define and integrate these criteria as follows:

Relevance: A topic's relevance is evaluated based on its direct connection to our core business activities, goals, and the interests of our stakeholders. This includes considering the extent to which a topic impacts our operational effectiveness, market position, and stakeholder relationships.

Significance: The significance of a topic is assessed by its potential impact on society and our organization, as well as our ability to influence the topic positively. This involves examining the scale, scope, and duration of the topic's impact, alongside DVJ Insights' capacity to effect change.

The scores for relevance and significance are then amongst other scorings combined to calculate a priority score for each topic. For this we use a matrix approach that visually plots topics according to their relevance and significance scores.

	High	Average	High	High
Relevance	Average	Low	Average	High
	Low	Low	Low	Average
		Low	Average	High
		Significance		

For documentation purposes, we employed a relative method to record the relevance, significance, and priority of each theme, categorizing them as high, average, or low.

Initially, our focus will be on themes categorized as high priority. In subsequent phases, we plan to extend our attention to themes identified as having average priority.

2. Priority Matrix

Within DVJ, we utilize a strategic matrix to assess the relevance, significance, and priority of various themes and actions within our organization and its broader sphere of influence. This matrix is pivotal in guiding our decision-making processes, ensuring that our efforts are aligned with both our internal objectives and our impact on society. Below is an overview of core themes and the given relevance, significance and priority, with additional explanations and actions.

By integrating this scoring system, DVJ Insights ensures a disciplined and strategic approach to prioritizing topics, allowing us to address the most impactful areas effectively and efficiently.

Core themes	Relevance	Significance	Priority	Explanation	(Intended) Actions
Management of the organization	High	High	High	Corporate social responsibility is an important theme for our management which has been a focus point in the past years. This year it has been given a particularly prominent role, which is reflected in the Brand Growth theme as well as the theme for the annual RIAs. The importance is not only visible in the conditions for employees, but also in the way we carry out our events for clients and even how we choose our customers.	Ongoing actions have already been taken and will continue. See personnel guide, RIAs deck and CSR policy
Human Rights					
Due diligence	Low	Average	Low		None
Risk situations related to human rights	Low	Average	Low		None
Avoidance of complicity	Average	Average	Average	We take several steps before and during the onboarding program of employees, e.g. employees sign a code of conduct as well as providing a Certificate of Good Conduct. DVJ Insights B.V.'s offices are located in Europe and UK, where human rights are well guaranteed. We also closely check the suppliers we work	Ongoing actions have already been taken and will continue. See onboarding program policy and purchasing requirements of suppliers.

				with on their policies around this theme.	
Resolving complaints	High	Average	High	A complaints procedure has been drawn up. This is available for employees in the personnel guide, for others, e.g. customers, respondents and suppliers, information can be found in the terms and conditions. In addition, confidential counsellors have also been appointed.	Ongoing actions have already been taken and will continue. See personnel guide and Terms & conditions.
Discrimination and vulnerable groups	Average	High	High	We work with equal and transparent conditions for all employees. Discrimination will not be tolerated and we have appointed confidential counsellors. This is mentioned in our personnel guide. In addition, DVJ Insights B.V. is actively committed to giving people who are at a distance from the labour market a chance within the organization and we have taken the necessary steps to become a recognized sponsor.	Ongoing actions have already been taken and will continue. See personnel guide, RIAs deck and CSR policy
Civil and political rights	Low	Low	Low		None
Economic, social and cultural rights	High	High	High	We give many guest lectures to a variety of groups, to share our knowledge and expertise in market research, with this we aim to contribute to educating others. Since we weigh heavily on good education we also finance studies for students and we would like to expand this for more students, specifically those who cannot afford their study materials.	Ongoing actions have already been taken and will continue. See RIAs deck and CSR policy. We will look further into the options of helping students who cannot afford their study

				Another way we aim to contribute to this theme is joining a foundation that creates advertising campaigns on topics around social problems, as well as donating to several non-profit organisations.	materials (e.g. books).
Fundamental principles and labor rights	Low	Low	Low		None
Labor practices					
Employment and labor relations	High	High	High	We have clear lawful employment contracts, fair opportunities for all and protect the personal data and privacy of employees. We also have a performance policy in place which helps develop every employee.	Ongoing actions have already been taken and will continue. See Contracts and Performance policy
Working conditions and social protection	High	High	High	We have clear lawful employment contracts, fair opportunities for all and protect the personal data and privacy of employees. We also have a performance policy in place which helps develop every employee.	Ongoing actions have already been taken and will continue. See Contracts and Performance policy
Social Dialogue	Average	Average	Average		
Health and safety at work	High	High	High	Joy in working is one of our pillars which we focus on at DVJ Insights B.V. We have a Prevention manager who focuses on the Risk inventory and evaluation process and improvements and First Aid colleagues who get trained to keep colleagues safe in a variety of situations. We also offer courses and coaching for the mental health of our employees.	Ongoing actions have already been taken and will continue. See Personnel guide and Contracts.

				We also offer our employees several healthy benefits, e.g. funding sport subscriptions, fruit at the office, organising sport events and walks.	
Personal development and workplace training	High	High	High	DVJ Insights B.V. is a knowledge-intensive company that requires new knowledge and flexibility on a continuous level. In addition, we are a company where developing young talent within the existing staff is an important factor. That is why training and developing our employees is important. We have an elaborate onboarding program for all new employees, training possibilities and a leadership course for managers to help them get better in helping their teams in personal development.	Ongoing actions have already been taken and will continue. See Personnel guide and Onboarding program.
Environment					
Prevention of environmental pollution	Average	Low	Low	DVJ Insights B.V.'s daily activities do not directly contribute to the prevention of environmental pollution, but people are encouraged to carry out daily activities as environmentally friendly as possible. We undertakes various initiatives to reduce its own contribution to polluting the environment, including waste separation, print policy, use of public transport and electric cars	Ongoing actions have already been taken and will continue. See Personnel guide. See Personnel guide and Contracts.
Sustainable use of resources	Low	Low	Low		None
Mitigation and adaptation to	Low	Average	Low	All offices work in a hybrid manner, we meet and speak to	Ongoing actions have already been

climate change				clients via online tools more often to reduce commuting. And when we travel we aim to use public transport or electric cars.	taken and will continue. See Contracts and Personnel guide.
Protection of the environment, biodiversity and restoration of natural habitats	Low	Low	Low		None
Fair Business					
Anti-corruption	Average	Average	Average	We work with equal and transparent conditions for all employees. This includes market-based bonuses. Corruption will not be tolerated and we have a integrity policy in place which holds information on handling gifts, bribery/corruption and money laundering and fraud. We also have a whistle blower policy in place. This is all documented in our personnel guide.	Ongoing actions have already been taken and will continue. See Contracts and Personnel guide.
Responsible political involvement	Low	Low	Low	DVJ Insights B.V. is not affiliated with any political party	None
Fair competition	Low	Low	Low		None
Promoting social responsibility in the value chain	Average	Average	Average	We have a supplier cycle, wherein we also evaluate the supplier, CSR is not yet a standard part of this evaluation.	Putting more emphasize on CSR in our supplier evaluation cycle
Respect for property rights	Low	Low	Low		None
Consumer affairs					
Fair marketing, factual and unbiased information and fair contracting practices	High	High	High	We use fair and clear contract conditions for our clients, suppliers and respondents.	Ongoing actions have already been taken and will continue. See Terms & Conditions.

Protect consumer health and safety	Low	Low	Low		None
Sustainable consumption	Average	Low	Low	Our daily activities do not directly contribute to sustainable consumption, but people are encouraged to carry out daily activities as environmentally friendly as possible. DVJ Insights B.V. undertakes various initiatives to consume sustainable, including waste separation, print policy, use of public transport and electric cars	Ongoing actions have already been taken and will continue. See Personnel guide. See Personnel guide and Contracts.
Consumer services, support, resolution of complaints and disputes	High	Average	High	A complaints procedure has been drawn up. This is available for employees in the personnel guide, for others, e.g. customers, respondents and suppliers, information can be found in the terms and conditions. In addition, confidential counsellors have also been appointed.	Ongoing actions have already been taken and will continue. See personnel guide and Terms & conditions.
Consumer privacy and data protection	High	High	High	As we work with a lot of different data at DVJ Insights B.V., information and data protection as well as privacy are important aspects for us. Therefore we follow GDPR legislation and we are certified for ISO20252 as well as ISO27001. Our procedures from these standards are focusing on keeping data safe.	Ongoing actions have already been taken and will continue. See ISO certificates and ISMS.
Access to essential services	Low	Low	Low		None
Education and awareness	Average	Average	Average	At DVJ Insights B.V. we follow the ISO 20252 procedures for communicating with	Ongoing actions have already been

				our respondents. These aim to create awareness about their rights when contributing to our research.	taken and will continue. See ISO certificates and ISO 20252 Handbook.
Community involvement and development					
Community involvement	Average	Average	Average	We give many guest lectures to a variety of groups, to share our knowledge and expertise in market research, with this we aim to contribute to educating others. Since we weigh heavily on good education we also finance studies for students and we would like to expand this for more students, specifically those who cannot afford their study materials. Another way we aim to contribute to this theme is joining a foundation that creates advertising campaigns on topics around social problems, as well as donating to several non-profit organisations. We would like to expand our involvement in the community further by setting yearly several volunteer days for a charity for all employees.	Ongoing actions have already been taken and will continue. See RIAs deck and CSR policy. We will look further into the options of helping students who cannot afford their study materials (e.g. books) as well as organising volunteer days for a charity.
Education and culture	Average	Average	Average	We give many guest lectures to a variety of groups, to share our knowledge and expertise in market research, with this we aim to contribute to educating others. Since we weigh heavily on good education we also finance studies for	Ongoing actions have already been taken and will continue. See RIAs deck and CSR policy. We will look further into

				students and we would like to expand this for more students, specifically those who cannot afford their study materials. We also offer learning and internship positions	the options of helping students who cannot afford their study materials (e.g. books).
Creating employment and developing skills	High	Average	High	DVJ Insights B.V. is actively committed to giving people who are at a distance from the labour market a chance within the organization and we have taken the necessary steps to become a recognized sponsor. As mentioned above we also finance studies for students and we would like to expand this for more students, specifically those who cannot afford their study materials. Additionally, we also offer learning and internship positions	Ongoing actions have already been taken and will continue. See personnel guide, RIAs deck and CSR policy. We will look further into the options of helping students who cannot afford their study materials (e.g. books).
Development and access to technology	Average	Average	Average	DVJ Insights B.V. collaborates with universities and shares knowledge in various ways, e.g. giving guest lectures at schools and universities	Ongoing actions have already been taken and will continue. See CSR policy.
Creating wealth and income	Low	Low	Low		None
Health	Low	Average	Low	Joy in working is one of our pillars which we focus on at DVJ. Where we focus within the organisation on good mental and physical health, we organise sport events and donations to non-profit organisations for the improvement of the health of the community.	Ongoing actions have already been taken and will continue. See CSR policy.
Social investments	Average	Average	Average	At DVJ Insights B.V. we aim to improve the community through the	Ongoing actions have already been

				<p>market research we do. Therefore we made the decisions to not work with any company in the tobacco industry and do research for free for clients with anti-discrimination topics.</p>	<p>taken and will continue. See CSR policy.</p> <p>We would like to expand our free research to NGOs, which is something we want to look into in the future.</p>
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