

REFERENCE MATRIX 2024

NEN- ISO 26000

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1. Scope

DVJ Insights, a dynamic and rapidly expanding marketing research agency, is headquartered in the Netherlands with offices across the UK, Germany, Sweden, and Denmark. Our singular mission is to become the best international research agency for Brand Growth. We are dedicated to delivering exceptional value to our clients by enhancing their understanding of consumer behavior, refining brand positioning, facilitating successful product launches, and amplifying the effectiveness of media campaigns.

In our commitment to excellence and ethical business practices, we fully embrace the principles and guidance of NEN-ISO 26000, the International Standard for Social Responsibility. This commitment extends across every aspect of our operations, encompassing all parts and branches of DVJ Insights. We strive to integrate social responsibility into our core business strategies, operational methodologies, and corporate culture, ensuring that our pursuit of innovation and growth is balanced with a profound respect for ethical practices, environmental sustainability, and positive societal impact.

The application of NEN-ISO 26000 and our self-declaration of conformity with its standards are central to our business ethos. They guide our approach to addressing the social, environmental, and economic impacts of our activities, ensuring responsible engagement with our stakeholders, including clients, employees, suppliers, and the communities in which we operate. By adhering to these principles, DVJ Insights not only seeks to lead in the realm of marketing research but also to set a benchmark for social responsibility within the industry.

Our journey towards integrating ISO 26000 reflects our dedication to transparency, accountability, and continuous improvement. It underscores our commitment to not just meeting but exceeding the expectations of our clients, partners, and the broader community, thereby contributing to a more sustainable and equitable global marketplace.

2. Research Questions

Below the research questions will be answered, according to the following table:

Question number & Category
Question
Answer
Supporting documents

Nr. 1 Accountability
<p>DVJ Insights is accountable for its impact on society, the economy and the environment. What activities does DVJ Insights undertake to give substance to this principle?</p> <p>We are accountable for our business operations' impact on society, the environment, and the economy, with a particular focus on identifying and mitigating any negative effects. To give substance to this principle, we undertake the following activities:</p> <p>Management attaches great importance to the company's culture, which we have augmented with a strong emphasis on equality and inclusivity.</p> <p>Business Operations Impact: We continuously assess and address the negative impacts of our operations, implementing sustainable practices to minimize environmental harm and contribute positively to the economy.</p> <p>Measures Taken: We have instituted comprehensive policies to prevent the recurrence of negative effects, including fair labor practices and community engagement initiatives.</p> <p>Company Culture: Our commitment to equality and inclusivity is central to our corporate culture. We strive to create an organization where joy, passion for work, and opportunities for personal and professional growth lead to exceptional outcomes.</p> <p>Employee Engagement: Through quarterly organization-wide meetings and weekly learning sessions, we ensure that our staff are well-informed of developments, particularly our CSR strategy, which was a focus of our annual RIA-event in 2023.</p> <p>Stakeholder Communication: Our CSR strategy is communicated to key stakeholders via our website, in our general terms and conditions, quotations, etc., and is integrated into our annual business cycle, demonstrating our commitment to transparency and accountability.</p>
<p>Internal document is our policy: CSR Strategy DVJ 2023 v1 We have also shared information on our website: https://www.dvj-insights.com/ Accountability is also provided structurally through our yearly audits for ISO 20252 and 27001.</p>

Nr. 2 Transparency

DVJ Insights is transparent about decisions and activities that have an effect on the environment.

What activities does DVJ Insights undertake to give substance to this principle?

DVJ Insights prioritizes transparency in all aspects of our operations, including our decisions and activities that impact the environment. To substantiate this principle, we undertake several key actions:

Transparency in Operations: We ensure clarity about the aim, nature, and location of our activities, maintaining open communication channels with our stakeholders.

Selective Clientele: We have publicly communicated our policy of selectively choosing clients to align with our company values, reinforcing our commitment to ethical and environmentally responsible business practices.

Commitment to a Smoke-Free Netherlands: In alignment with our dedication to promoting a smoke-free Netherlands, we have chosen not to engage with companies in the tobacco industry. This decision is actively communicated and awareness is raised about our policy through various channels, highlighting our stance on health and environmental responsibility.

By implementing these practices, DVJ Insights demonstrates a firm commitment to transparency and environmental stewardship, ensuring our stakeholders are well-informed of our ethical considerations and environmental impact.

For a more detailed explanation of our decision, see the following article:

<https://www.rookvrijegeneratie.nl/artikelen/onderzoeksbureau-dvj-insights-wij-willen-geen-bijdrage-leveren-aan-de-groei-van-de/>

Nr. 3 Ethical behaviour

DVJ Insights behaves ethically.

What activities does DVJ Insights undertake to give substance to this principle?

At DVJ Insights, ethical behaviour is not only a fundamental aspect of our corporate culture but is also explicitly documented in our employee handbook, reflecting the high importance we place on ethical conduct. This commitment extends to our social involvement activities, illustrating our approach to ethics. To ensure our principles are upheld, we implement several key practices:

Certificate of Good Conduct: Every new employee is required to present a Certificate of Good Conduct before commencing their employment, underscoring our commitment to integrity from the outset.

Team and Culture Guide: New hires must read and sign our Team and Culture Guide, which outlines our values, expectations for professional conduct, and our dedication to creating a supportive and respectful work environment.

Code of Conduct and Way of Working: All employees are expected to adhere to our Way of Working and Code of Conduct, which detail our ethical standards and professional expectations.

Confidants: We have appointed confidants within the organization to offer support and guidance, ensuring employees have a trusted avenue for addressing any concerns or ethical dilemmas.

These measures collectively reinforce DVJ Insights's commitment to ethical behavior, building a culture of trust, responsibility, and respect both within our team and in our broader community engagements.

Team and Culture Guide

Nr. 4 Respect for the interests of stakeholders

DVJ Insights respects the interests of stakeholders.

What activities does DVJ Insights undertake to give substance to this principle?

At DVJ Insights, respecting the interests of our stakeholders is paramount. We engage in a variety of activities to ensure their perspectives and needs are not only heard but actively incorporated into our business strategy:

Regular Feedback Sessions: We maintain close contact with clients and suppliers, organizing regular feedback sessions throughout the year. These meetings are designed to discuss changes, address challenges, and explore innovations, ensuring we remain aligned with our stakeholders' evolving needs.

Implementation of Feedback: The insights gathered from these sessions directly inform our decision-making processes, ensuring stakeholder feedback leads to tangible improvements and innovations within our operations.

Brand Growth Event: Annually, we host the Brand Growth event, a platform for sharing new research results and discussing specific topics of interest to our industry. This event facilitates open dialogue with a broader audience, including stakeholders who are keen on the latest trends and insights in brand development.

Transparent Communication: We ensure transparent communication channels are always available, allowing stakeholders to share their views and concerns at any time, not just during scheduled feedback sessions.

These efforts underscore our commitment to stakeholder engagement, demonstrating our dedication to respecting and prioritizing the interests of all parties involved in our ecosystem. For more detailed examples of our stakeholder engagement practices, please refer to the information provided in question 10.

Evaluations
Brand Growth event
Supplier evaluation

Nr. 5 Respect for the legal order

DVJ Insights respects the applicable laws regulations.

What activities does DVJ Insights undertake to give substance to this principle?

At DVJ Insights, we are committed to respecting and complying with all applicable laws and regulations in every country where we operate. To uphold this principle, we engage in a comprehensive range of activities:

Staying Informed: We actively inform ourselves about current and upcoming laws and regulations relevant to our industry, utilizing legal updates, partnerships with legal firms, and compliance software to stay informed.

Ensuring Compliance: We implement various measures to ensure that our operations, relationships, and activities fully comply with these laws and regulations. This includes conducting due diligence, providing regular compliance training for our employees, and performing compliance assessments.

Employee Education: We proactively inform our employees about significant changes in regulations, ensuring they are equipped with the knowledge to maintain compliance in their roles.

ISO Audits: Through both internal and external ISO audits, we periodically assess our compliance with applicable laws and regulations, identifying and addressing any areas for improvement.

Expert Consultation: Whenever additional information or clarification is required, we consult closely with our suppliers and legal advisors to ensure our practices remain compliant.

These steps reflect our dedication to legal compliance, demonstrating our proactive approach to navigating the (complex) regulatory landscape and ensuring that DVJ Insights operates with the highest ethical standards.

ISO 27001 ISMS

Nr. 6 Respect for the international standards of conduct

DVJ Insights respects the international norms of conduct.

What activities does DVJ Insights undertake to give substance to this principle?

DVJ Insights is committed to upholding international norms of conduct, ensuring that our operations and partnerships reflect the highest standards of ethical behavior. To substantiate this commitment, we undertake the following activities:

Supplier Evaluations: We conduct thorough evaluations of our suppliers to ensure their practices align with international standards of conduct. This includes assessing their compliance with human rights, labor standards, environmental impact, and anti-corruption guidelines. Our evaluation process involves regular reviews and audits, enabling us to maintain a supply chain that reflects our ethical commitments.

Selective Client Engagement: Our decision to work with clients is guided by an ethical review process. We carefully assess potential clients' alignment with international norms of conduct, ensuring that our collaborations contribute positively to society and do not inadvertently support violations of these norms. This approach allows us to engage in projects that have a meaningful impact while upholding our ethical standards.

By implementing these practices, DVJ Insights actively avoids complicity in violations of international standards of conduct, demonstrating our dedication to ethical business practices and respect for global norms. Our commitment to these principles is an ongoing process, and we continually seek ways to enhance our adherence to these important standards.

Vision
Supplier evaluation

Nr. 7 Respect human rights

DVJ Insights respects and acknowledges the universal declaration of human rights.

What activities does DVJ Insights undertake to give substance to this principle?

At DVJ Insights, we hold a firm commitment to respecting and acknowledging the Universal Declaration of Human Rights across all aspects of our operations. This commitment is reflected in our actions and policies:

Internal Policies and Training: All employees, working within the EU or UK, work according fair labor practices, where we prioritize the well-being of the employees by upholding labor rights, fostering a safe and inclusive work environment, offering fair compensation, and supporting professional development. These internal policies explicitly prohibit any abuse or exploitation, particularly in situations where human rights protections might be inadequate.

Supplier Evaluations: We conduct rigorous evaluations of our suppliers, focusing on their treatment of respondents and adherence to human rights standards. This process includes reviewing contractual agreements for human rights compliance and performing regular audits to ensure ongoing adherence.

Corrective Measures: In cases where suppliers or partners are found to not fully respect human rights, we take immediate corrective actions. This can range from requiring specific improvements to terminating contracts, depending on the severity of the violations.

Our dedication to the Universal Declaration of Human Rights is unwavering, and we continuously seek ways to enhance our commitment to these principles. Through vigilant monitoring, evaluation, and education, DVJ Insights aims to not only comply with human rights standards but also to be a positive force for their respect and acknowledgement globally.

SLAs
Employee contracts
Supplier evaluation

Nr. 8 Identification of stakeholders

How did DVJ Insights identify their stakeholders?

To identify our stakeholders at DVJ Insights, we focused on understanding the areas critical to our business operations and core values. This approach allowed us to pinpoint those entities and individuals upon whom our business is most dependent. To gather comprehensive input, we utilized a multi-faceted approach:

Science: Leveraging research and scientific studies to understand industry trends and their impact on our stakeholders.

Events: Participating in and hosting events to engage with potential stakeholders, gather feedback, and assess their interests and concerns.

Interviews: Conducting interviews with a broad range of individuals and organizations to gain diverse perspectives on our business impact and dependencies.

This input plays a pivotal role in defining the best possible outcomes for our clients and employees by ensuring we identify and engage with stakeholders who are crucial to our success.

Through this process, we have identified a wide range of stakeholders, including clients, employees, suppliers, community organizations, and regulatory bodies, ensuring our business strategies are aligned with their needs and expectations.

By continuously refining our approach to stakeholder identification, DVJ Insights remains committed to building strong, productive relationships with all our stakeholders, thereby enhancing our business resilience and societal contribution.

Nr. 9 Identification of stakeholders

Who are the stakeholders of DVJ Insights?

Employees: Our employees are fundamental to our operations, driving innovation, and ensuring service excellence. They are directly involved in our projects and are crucial in upholding our organizational values and achieving our strategic goals.

Clients: Clients are central to our business model; their needs and feedback shape our service offerings and innovation strategies. Maintaining strong, responsive relationships with our clients is crucial for our continued success and growth.

Suppliers: Suppliers provide the essential goods and services we need to operate effectively. Strong, ethical relationships with our suppliers ensure the quality and integrity of our supply chain, impacting our operational efficiency and sustainability practices.

Regulatory Bodies (e.g., AP): Regulatory bodies govern our industry's standards and legal requirements. Compliance with regulations set by authorities like AP (Autoriteit Persoonsgegevens) ensures that we operate within legal frameworks, maintaining our license to operate and safeguarding our reputation.

Branch Stakeholders: Industry associations and professional bodies such as Data & Insights Network (former MOA) and MRS (Market Research Society) play a critical role in setting industry standards, providing professional development resources, and advocating on behalf of the industry. Our involvement with these organizations helps us stay at the forefront of industry trends and best practices.

By recognizing and actively engaging with these stakeholder groups, we ensure our business strategies are aligned with the needs and expectations of those most impacted by our work, fostering sustainability, and promoting mutual growth.

Nr. 10 Identification of stakeholders

DVJ Insights involves its stakeholders to...

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.

Client Interviews for the Brand Growth Event: We have conducted in-depth interviews with clients, particularly focusing on our Brand Growth (BG) event, to collect valuable insights on their CSR ideas and needs. This engagement helps ensure that our CSR activities are closely aligned with our clients' expectations and societal trends.

Scientific Input: To enhance our understanding and enrich our CSR concepts and strategies, we've also incorporated scientific input. This has allowed us to base our initiatives on solid research and innovative practices, ensuring they are both impactful and grounded in evidence.

Employee Feedback: An intensive work session was organized to specifically seek employee feedback on CSR. This session led to various presentations at our annual RIA event, showcasing employees' innovative ideas and perspectives on CSR. This not only helped in refining our CSR strategies but also fostered a culture of inclusivity and collaboration.

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.

Identification of stakeholders

Nr. 11 What was looked at to determine which topics are relevant to DVJ Insights?

To determine the relevance of topics to DVJ Insights, we adopt an approach that assesses each theme's potential impact on and role within our organization's activities and broader sphere of influence. This involves several key considerations:

Alignment with Organizational Goals: We evaluate whether a theme aligns with our strategic objectives and core business functions. This ensures that our focus areas are directly relevant to our mission and contribute to our long-term success.

Impact on Stakeholders: Topics are considered relevant if they significantly affect our stakeholders, including employees, clients, suppliers, and the communities where we operate. We actively engage with these groups to understand their concerns and priorities, ensuring our activities resonate with their needs and expectations.

Influence on Industry Standards: We also consider a theme's relevance in terms of its potential to shape industry standards and practices. This includes assessing our capacity to contribute to or lead discussions on emerging issues within our sector.

Sustainability Considerations: Themes that have implications for environmental sustainability, social responsibility, and ethical governance are prioritized, reflecting our commitment to operating responsibly and contributing to societal well-being.

Through this multidimensional assessment, we identify topics that are not only pertinent to our immediate operational context but also have the potential to influence broader industry and societal outcomes. This strategic focus ensures that our resources are directed toward areas where we can make the most significant impact and drive positive change.

Nr. 12 Which topics are relevant to DVJ Insights?

Management of the Organization: Effective management is crucial for steering DVJ Insights towards achieving its strategic objectives while ensuring ethical governance and transparency. This encompasses leadership practices, decision-making processes, and the implementation of strategic plans that align with our corporate values and stakeholders' expectations.

Human Rights: Respecting human rights underpins all our operations. We are committed to ensuring that our business activities do not contribute to human rights abuses and that we promote a culture of respect and dignity. This involves due diligence in our supply chain, safeguarding employee rights, and engaging responsibly with the communities we operate in.

Labor Practice: Fair labor practices are fundamental to our organizational ethos. We prioritize the well-being of our employees by upholding labor rights, fostering a safe and inclusive work environment, offering fair compensation, and supporting professional development. Our commitment extends to ensuring that our suppliers and partners also adhere to these labor standards.

Consumer Affairs: Ensuring customer satisfaction and protecting their rights is pivotal to our success. We engage in transparent communication, uphold data privacy and security, and strive to deliver high-quality, ethical services that meet consumer needs and expectations, thereby building long-lasting client relationships.

Community Involvement and Development: We recognize our role in contributing to the communities where we operate. Our involvement focuses on supporting local development initiatives, engaging in philanthropic activities, and fostering community well-being. One of our focus points is contributing to those who have a distance to the labor market e.g. due to poverty, we are therefore involved in funding education, sharing research etc. This reflects our commitment to being a responsible corporate citizen and creating positive social impact.

Nr. 13 Determination of significance

What criteria did you use to determine the significant topics?

To determine the significant topics for DVJ Insights, we employ a set of considered criteria that reflect both our commitment to societal well-being and our strategic business objectives. The criteria used are as follows:

Impact on Society and the Organization: We evaluate the potential effects a topic might have on society at large and our organization specifically. This involves assessing the positive and negative consequences of our actions and decisions related to these topics, aiming to maximize positive impacts while mitigating any adverse outcomes.

Extent of Influence: Another key criterion is the extent to which DVJ Insights can exercise influence over a topic. This includes considering our ability to drive change, shape industry standards, or influence stakeholder opinions and behaviors through our practices, partnerships, and advocacy efforts.

The process of evaluating these criteria involves a multi-step approach:

Stakeholder Engagement: We engage with a diverse range of stakeholders, including employees, clients, suppliers, and community representatives, to gather insights on topics they perceive as significant. This ensures a broad perspective on societal and organizational impacts.

Materiality Assessment: We conduct a materiality assessment to prioritize topics based on their significance. This involves mapping topics against their impact and the extent of our influence, allowing us to focus on areas where we can make the most meaningful contribution.

Strategic Alignment: We review the alignment of significant topics with our organizational strategy, values, and capabilities. This ensures that our efforts are not only impactful but also sustainable and integrated into our core business operations.

Continuous Review: Recognizing that the significance of topics can evolve, we commit to regularly reviewing and where needed updating our priorities in response to changing societal needs, stakeholder expectations, and our strategic direction.

By applying these criteria, DVJ Insights aims to identify and address significant topics responsibly and effectively, ensuring our actions contribute positively to society and align with our organizational goals.

Nr. 14 Which subjects are significant to DVJ Insights?

Management of the organization, Human rights, Labor practice and Consumer affairs are the significant subjects.

Nr. 15-19 Prioritising themes

What criteria did you use to prioritise the topics?

To prioritize topics for DVJ Insights, we use a structured approach that quantitatively and qualitatively 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. Here's a closer look at how we define and integrate these criteria:

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.

*****Prioritization Process:**

Scoring System: Each topic is scored based on its relevance and significance, with predefined criteria for each aspect to ensure consistency and objectivity in the evaluation process.

Combination of Scores: The scores for relevance and significance are then combined to calculate a priority score for each topic. This involves a matrix approach that visually plots topics according to their relevance and significance scores.

Strategic Alignment: The resulting priority scores are reviewed in the context of our strategic objectives and resource availability to ensure that prioritization aligns with DVJ Insights's overall direction and capabilities.

Stakeholder Feedback: We also consider feedback from key stakeholders to validate our prioritization and ensure it reflects both internal and external perspectives.

Continuous Review: Recognizing that the business environment and societal expectations are dynamic, we commit to regularly reviewing and adjusting our topic prioritization as necessary.

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

Nr. 16 Which themes have priority for DVJ Insights?

The following themes have our priority: Management of the organization, Human rights, Labor practice, Consumer affairs and Community involvement and development.

Nr. 17 Which actions have been taken or will be taken as a result?

*****Actions Taken:**

Recognized Referent for Employees: We have established ourselves as a recognized referent for our employees, emphasizing open communication, support, and guidance. This initiative fosters a trusting and transparent workplace environment where employees feel valued and heard.

Policies for Fair Labor Practices and Rights: Our organization has implemented comprehensive policies to ensure fair labor practices and uphold the rights of all employees and additionally, we are actively supporting mental and physical health initiatives for our employees. These policies cover equitable pay, working conditions, non-discrimination, sports contribution, healthy food in our offices and the right to collective bargaining, ensuring our commitment to ethical employment standards.

Partnerships with Educational Institutions: We have implemented several partnerships with educational institutions to amongst other things, offer funding for PhD students as well as organising lectures. We aim to share our knowledge and experiences and making education accessible for the community. In future we aim to expand actions connected to this theme, as one of our focus points is contributing to those who have a distance to the labor market e.g. due to poverty.

Active Engagement and Public Commitment: We undertake various active activities to showcase our dedication to social responsibility. This includes organizing and participating in community service projects (e.g. donating to medical research and sport events), volunteer days, sustainability initiatives, and public awareness campaigns. A key part of our strategy to influence social responsibility is making public commitments to ethical practices. An illustrative example of this is our decision not to work with clients in the tobacco industry. By taking a stand on such issues and communicating our stance openly, we aim to highlight the importance of ethical considerations in business decisions and encourage other organizations to reevaluate their own practices and client relationships. Additionally, we only work with clients when a positive collaboration is in place. With this approach, we aim to give our employees a joyful and safe place to work, while being a trusted advisor of our clients.

*****Future Actions Planned:**

Creating Study Opportunities for All: Looking ahead, we are committed to enhancing educational opportunities for our employees. Our plans include:

Development Programs: Implementing targeted development programs that provide employees with the skills and knowledge needed for their professional growth and advancement within the organization.

Scholarship Initiatives: Introducing scholarship initiatives to support employees who wish to pursue further education related to their field of work, aligning their personal growth with our organizational needs.

Partnerships with Educational Institutions: Establishing additional partnerships with educational institutions to offer specialized courses, workshops, and training sessions tailored to our industry and operational needs, making education more accessible to our employees.

Continuous Improvement: We will continuously review and adapt our strategies to ensure they remain effective and responsive to the evolving needs of our workforce and the broader community.

By taking these actions, we aim not only to adhere to our commitment to fair labor practices and rights but also to foster an environment of continuous learning and development. These initiatives reflect our dedication to the well-being and growth of our employees, positioning our organization as a leader in promoting educational opportunities and workplace fairness.

Nr. 18 Further elaboration on prioritising themes.

At this stage we aim to first focus on the high priority themes, which we will expand to the themes in the average section in a later stage.

Nr. 19 Information on stakeholder involvement on CSR.

To ensure stakeholder involvement in our CSR initiatives, DVJ Insights undertook a comprehensive approach to engage employees, clients and science to identify and prioritize CSR themes.

Client Interviews for the Brand Growth Event: We have conducted in-depth interviews with clients, particularly focusing on our Brand Growth (BG) event, to collect valuable insights on their CSR ideas and needs. This engagement helps ensure that our CSR activities are closely aligned with our clients' expectations and societal trends.

For **employees**, this process was designed to harness the collective insights and creativity of our workforce, as follows:

Group Pairing and Idea Generation: Employees were organized into groups, encouraging a collaborative environment that encouraged diverse perspectives and ideas. This pairing was strategic, aiming to blend different departments and experiences to enrich the discussion.

Idea Pitching Session: A dedicated session was conducted where each group had the opportunity to pitch their ideas on CSR themes. This not only facilitated a dynamic exchange of thoughts but also allowed employees to advocate for issues they are passionate about.

Discussion and Elaboration: Following the pitches, groups engaged in discussions to further elaborate on their proposed themes. This collaborative dialogue was essential for refining ideas and exploring their potential impact and feasibility.

Company-wide Presentations: The session culminated in a presentation where all groups shared their ideas with the entire company. This not only provided a platform for wider feedback but also ensured transparency and inclusivity in the decision-making process.

To enhance our understanding and enrich our CSR concepts and strategies, we've also incorporated scientific input. This has allowed us to base our initiatives on solid research and innovative practices, ensuring they are both impactful and grounded in evidence.

Integration into CSR Strategy: The insights and ideas generated from all sessions were reviewed and have been instrumental in shaping our CSR strategy. 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.

***Outcome and Impact:

This stakeholder involvement process yielded significant benefits, including:

Enhanced Employee Engagement: By actively participating in the CSR strategy development, employees feel more connected and committed to our CSR initiatives, seeing their ideas and concerns reflected in our actions.

Informed CSR Prioritization: The diverse perspectives gathered have enabled us to prioritize CSR themes that are not only impactful but also align with the expectations and values of our employees and the broader community.

Strengthened Organizational Culture: This inclusive approach has fostered a culture of innovation, collaboration, and shared responsibility towards social and environmental issues, strengthening our organizational identity and commitment to CSR.

Specifically, by integrating employee input into our CSR strategy, DVJ Insights has ensured that our initiatives are grounded in the collective insights and values of our workforce, enhancing their relevance, impact, and sustainability.

Branch responsibility and sphere of influence

Nr. 20 Which (types of) organizations are in your sphere of influence and how do they relate to your organization?

DVJ Insights operates within an elaborate ecosystem of direct and indirect organizational relationships, each playing a unique role in shaping our operations and strategies.

*****Direct Organizations:**

(Potential) Clients: Our primary direct influencers are our clients, for whom we conduct research to address their specific queries and challenges. The relationship is collaborative, aiming to provide actionable insights that support their strategic decisions. This interaction not only influences our research focus and methodologies but also drives our innovation in delivering value-added services.

Suppliers: Suppliers are critical to our operations, providing us with outsourced services, tools, and knowledge essential for our research activities. This partnership is foundational to our ability to offer comprehensive and cutting-edge solutions to our clients. The quality, reliability, and innovation of our suppliers directly impact our service offerings and operational efficiency.

*****Indirect Organizations:**

Academic Institutions: Academic institutions influence us indirectly through their research and developments in market research methodologies and theories. Collaborations and knowledge exchanges with these institutions enrich our understanding and application of advanced research techniques, ensuring our methodologies remain at the forefront of the industry.

Regulatory Bodies and Branch Stakeholders: Regulatory bodies and industry stakeholders, such as market research associations, establish the legal, ethical, and professional standards we adhere to. These organizations shape the broader operating environment for market research practices, ensuring integrity, compliance, and ethical conduct within the industry. Our adherence to these standards reinforces our commitment to responsible research practices and shapes our reputation and trustworthiness in the market.

*****Impact and Interaction:**

The interactions with these direct and indirect organizations form a dynamic network that influences our strategic direction, operational practices, and the continuous improvement of our services. By engaging with clients and suppliers, we directly tailor our offerings to meet specific needs and challenges, driving business growth and innovation. Indirect relationships with academic institutions and regulatory bodies keep us aligned with industry advancements and compliance requirements, enhancing our credibility and operational excellence.

This ecosystem of relationships underpins our ability to adapt, innovate, and provide high-quality market research services, reflecting the interconnected nature of our operations within the broader industry and societal context.

Nr. 21 In what way does DVJ Insights stimulate social responsibility in other organizations?

DVJ Insights is committed to developing social responsibility not only within our operations but also among our partners and the wider business community. We employ a multifaceted approach to encourage and stimulate social responsibility:

Supplier CSR Policy Assessments: We assess potential suppliers to ensure they have robust Corporate Social Responsibility (CSR) policies in place. This assessment process includes reviewing their commitments to environmental sustainability, ethical labor practices, and community engagement. By setting these criteria as prerequisites for our partnerships, we indirectly promote the adoption and strengthening of CSR policies among our suppliers.

Active Engagement and Demonstrations: We undertake various active activities to showcase our dedication to social responsibility. This includes organizing and participating in community service projects (e.g. donating to medical research), sustainability initiatives, and public awareness campaigns. Through these actions, we aim to set a positive example and inspire other organizations to follow suit in contributing to societal well-being.

Public Commitments: A key part of our strategy to influence social responsibility is making public commitments to ethical practices. An illustrative example of this is our decision not to work with clients in the tobacco industry. By taking a stand on such issues and communicating our stance openly, we aim to highlight the importance of ethical considerations in business decisions and encourage other organizations to reevaluate their own practices and client relationships. Additionally, we only work with clients when a positive collaboration is in place. With this approach, we aim to give our employees a joyful and safe place to work, while being a trusted advisor of our clients.

Collaborations and Partnerships: We also seek to collaborate with like-minded organizations, industry groups, and NGOs to amplify our impact on promoting social responsibility. These partnerships allow us to share best practices, resources, and insights, further motivating other organizations to adopt responsible behaviors.

Education and Thought Leadership: Through seminars, workshops, and publications, DVJ Insights contributes to the broader conversation on social responsibility. By sharing our knowledge and experiences, we aim to educate other organizations on the benefits of CSR and provide practical guidance on implementing effective CSR strategies.

By integrating these strategies into our business model, DVJ Insights not only adheres to high standards of social responsibility but also actively contributes to fostering a culture of responsibility across the business ecosystem. Our efforts demonstrate our belief that businesses have a pivotal role to play in addressing societal challenges and promoting sustainable development.

Supplier evaluation
CSR updates on Social media and website

Nr. 22-25 Due diligence

How does DVJ Insights assess (potential)(negative) effects of one's own activities and decisions on society, the environment and economy.

While the operations of DVJ Insights inherently carry a low risk of adversely affecting society, the environment, and the economy, we maintain a proactive stance towards Corporate Social Responsibility (CSR). Our approach to minimizing any potential negative impacts and ensuring responsible business practices includes the following key strategies:

Regular Impact Assessments: Despite the low-risk nature of our work, we conduct regular assessments of our activities and decisions to identify any potential negative effects. This includes

evaluating our research methodologies, data handling practices, and operational processes to ensure they align with ethical standards and do not inadvertently harm societal, environmental, or economic well-being.

Stakeholder Engagement: We actively engage with our stakeholders, including clients, employees, suppliers, and the communities where we operate, to gather insights and feedback on our practices. This open dialogue allows us to identify areas for improvement and address any concerns related to our impact on society and the environment.

Transparency in Communication: Commitment to transparency is central to our CSR strategy. We strive for clear and honest communication about our CSR initiatives, policies, and any potential impacts of our activities, both internally among our employees and externally to the public and our partners. This includes regular updates on our website, and through social media channels.

Sustainability Initiatives: Even with low inherent risks, we actively seek ways to contribute positively to the environment and society. This includes implementing office sustainability practices, supporting local community projects, and encouraging our employees to participate in volunteer activities. Additionally, as already mentioned, we aim to contribute to those who have a distance to the labor market e.g. due to poverty, we are therefore involved in funding education, sharing research etc.

Continuous Learning and Improvement: We are committed to continuous learning and improvement in our CSR efforts. By staying informed about best practices in CSR and adapting our strategies in response to new insights and challenges, we ensure that our operations remain aligned with the highest standards of social and environmental responsibility.

Through these measures, DVJ Insights not only assesses and mitigates potential negative impacts of our activities but also reinforces our dedication to contributing positively to society, the environment, and the economy. Our proactive approach to CSR reflects our commitment to ethical business practices and our belief in the importance of transparency and responsibility in all aspects of our operations.

Nr. 23 How does DVJ Insights assess (potential) (negative) effects of the activities and decisions of organizations in its sphere of influence society, environment and economy?

DVJ Insights adopts an approach to evaluating the potential negative effects of our activities and decisions, with a particular focus on our impact on society. Our assessment process and decision-making criteria are rooted in a commitment to ethical practices and positive contributions to society, the environment, and the economy. Here's a closer look at our approach:

Comprehensive Impact Assessment: We systematically assess the aim, nature, and location of our activities to understand and mitigate any potential negative societal impacts. This involves analyzing the implications of our research projects, operational practices, and business decisions to ensure they align with our core values of integrity and social responsibility.

Selective Client Engagement: A key aspect of our strategy is the careful selection of clients. We evaluate potential clients based on their alignment with our ethical standards and the potential societal impact of their business activities. This screening process helps us avoid collaboration with industries or companies that contradict our commitment to social responsibility. An illustrative example of this practice is our decision not to work with clients in the tobacco industry, based on the negative health and societal impacts associated with tobacco products. Additionally, we only work with clients when a positive collaboration is in place. With this approach, we aim to give our employees a joyful and safe place to work, while being a trusted advisor of our clients.

Transparent Communication: Transparency is central to our approach. We actively communicate our policies and decisions regarding client selection and our commitment to ethical practices. By publicly sharing our stance, such as our decision to exclude the tobacco industry from our client list, we aim to raise awareness about the importance of ethical considerations in business and encourage other organizations to reflect on their own practices.

Stakeholder Engagement: We engage with a wide range of stakeholders, including clients, employees, suppliers, and community members, to gather feedback and insights on our practices and their societal implications. This engagement helps us refine our assessment processes and ensure our activities contribute positively to society.

Ongoing Monitoring and Review: Our assessment processes are not static; we continuously monitor the societal, environmental, and economic effects of our activities and the industries we engage with. This allows us to adapt our strategies and practices in response to evolving challenges and opportunities for positive impact.

By focusing on the societal sphere of influence and employing a rigorous process for assessing and communicating the potential effects of our activities and client engagements, DVJ Insights demonstrates a proactive and principled approach to corporate social responsibility. Our practices underscore our dedication to making ethical decisions that benefit society, the environment, and the economy.

Nr. 24 How is due diligence exercised or implemented in one's own organization?

DVJ Insights implements a due diligence process across multiple facets of our operations to ensure adherence to ethical standards, legal compliance, and the promotion of corporate social responsibility. Our approach includes the following key elements:

Personnel Guide and Code of Conduct: We have established a Personnel Guide that includes a detailed code of conduct for all employees. This guide serves as a cornerstone for ensuring ethical behavior, outlining the standards and expectations for professional conduct within our organization. It covers aspects such as confidentiality, conflict of interest, and respect in the workplace, providing a clear framework for decision-making and interactions.

Certificate of Good Conduct for Employees: As part of our commitment to integrity and trustworthiness, we require all new employees to provide a Certificate of Good Conduct upon joining our team. This requirement helps ensure that our workforce upholds the highest ethical standards and is free of legal infractions that could undermine our values and the trust of our clients and partners.

Supplier Evaluations: Our due diligence extends to the selection and ongoing evaluation of suppliers. We conduct thorough assessments of suppliers to ensure they align with our ethical standards, including their commitment to environmental sustainability, fair labor practices, and ethical business operations. These evaluations are critical for maintaining a responsible and sustainable supply chain.

CSR Core Themes in Policy and Year Plans: Our Corporate Social Responsibility (CSR) policy and annual planning processes are integral to our due diligence framework. We identify and focus on core CSR themes that are relevant to our business and stakeholders, incorporating these into our strategic planning and operational decision-making. This ensures that our commitment to social responsibility is not just theoretical but is actively practiced and integrated into every aspect of our business.

By exercising due diligence through these practices, DVJ Insights not only safeguards its operations against ethical and compliance risks but also reinforces its commitment to corporate social responsibility. This multifaceted approach ensures that we operate in a manner that is

consistent with our values, legal requirements, and the expectations of our stakeholders, fostering a culture of integrity and responsibility.

Nr. 25 What (potential) negative effects on society, environment and economy, has DVJ Insights identified?

While the operations and decisions of DVJ Insights are determined to carry low inherent risks of negative impacts on society, the environment, and the economy, we proactively engage in continuous assessment and improvement to ensure our contributions remain overwhelmingly positive. Our approach includes:

Regular Impact Assessments: Despite the low risk, we conduct regular assessments of our projects and operations to identify any potential negative impacts actively. This proactive stance allows us to address minor issues before they escalate and to continuously refine our practices to ensure they contribute positively to our stakeholders and the broader community.

Focus on Positive Contributions: Recognizing our responsibility as a corporate citizen, we focus our efforts on identifying and strengthening potential positive opportunities. This includes leveraging our expertise in market research to support non-profit organizations, social causes, and sustainability initiatives through pro bono or discounted services.

Employee Engagement in CSR: We actively involve our employees in CSR initiatives, encouraging them to propose and participate in projects that have a positive impact on society and the environment. This not only enhances our community engagement but also fosters a culture of social responsibility within the organization.

Sustainable Operational Practices: We implement sustainable practices in our day-to-day operations to minimize our environmental footprint. This includes reducing waste, promoting recycling, and optimizing energy use within our offices and through remote work policies.

Ethical Business Practices: Our commitment to ethical business practices extends to ensuring fair labor practices, equitable treatment of employees, and integrity in our business dealings. By maintaining high ethical standards, we contribute to a fair and sustainable economic environment.

Stakeholder Collaboration: We collaborate with clients, suppliers, and partners who share our commitment to positive societal, environmental, and economic impacts. Through these collaborations, we aim to amplify our collective positive contributions to society.

In summary, while DVJ Insights’s core activities are assessed as low risk for negative impacts, we proactively seek to identify and enhance potential positive effects on society, the environment, and the economy. Our comprehensive approach ensures that we not only mitigate any potential risks but also actively contribute to making a positive difference in the communities and industries we serve.

Nr. 26 Vision, mission, policy and strategy

In what way does DVJ Insights give direction to her social responsibility?

DVJ Insights embeds social responsibility into the core of our operations through a comprehensive CSR policy that articulates our vision, mission, and strategic approach to contributing positively to our clients, employees, the environment, human rights, and community development. This policy serves as a blueprint for action and reflects our commitment to integrating CSR across all aspects of our business.

*****Strategic Integration of CSR Priorities:**

Vision and Mission Alignment: Our CSR policy is aligned with our broader vision and mission, ensuring that social responsibility is not a standalone initiative but an integral part of our identity and purpose. This alignment guides our decision-making processes and business strategies, ensuring that we consistently act in a manner that reflects our commitment to CSR.

Operational Implementation: We operationalize our CSR priorities by embedding them into our business practices, from client engagement and project execution to supplier selection and internal operations. This includes assessing the environmental impact of our activities, ensuring fair labor practices within our supply chain, and actively engaging in community development projects, e.g. contributing to those who have a distance to the labor market e.g. due to poverty.

Employee Involvement: Employees are encouraged and empowered to contribute to our CSR objectives, fostering a culture of responsibility and engagement. This involvement ranges from participating in community service initiatives to suggesting improvements in our environmental practices.

*****Progress and Communication:**

Company-wide Theme: Making CSR a company-wide theme for the year has stimulated our efforts and focused our attention on making tangible progress. This thematic approach has facilitated the integration of CSR into various facets of our business, from internal operations to external events.

External Events: By incorporating CSR into our external events, we have not only demonstrated our commitment to our stakeholders but also influenced the broader industry and community. These events serve as platforms to share our CSR achievements, learn from others, and collaborate on initiatives that can amplify our impact.

Transparent Reporting: We commit to transparency in our CSR efforts by regularly reporting on our progress, challenges, and future plans. This reporting is done through various channels, including our website, and social media, ensuring that our stakeholders are informed and engaged in our journey towards social responsibility.

In directing our social responsibility, DVJ Insights leverages our CSR policy as a foundational guide, aligning our business practices with our ethical commitments. Through strategic integration, active involvement, and transparent communication, we continue to make strides in contributing positively to our clients, employees, the environment, human rights, and community development.

CSR Policy
 RIA presentation
 Brand Growth Event

Nr. 27 Developing support and competencies

How does DVJ Insights create support for this?

DVJ Insights actively fosters an environment that supports the development of competencies and a strong support system through comprehensive engagement in Corporate Social Responsibility (CSR) initiatives. Our approach is designed to involve every member of our team and extend our impact through interactions with clients and the broader community. Here's a closer look at our strategies:

Company-wide Brainstorming on CSR: We initiated a company-wide exercise that involved all employees in brainstorming sessions focused on CSR involvement. This collaborative effort not only generated a wide range of ideas and initiatives but also ensured that every employee had a

voice in shaping our CSR direction. This inclusive process fosters a sense of ownership and commitment among staff, enhancing their engagement and motivation.

Revising the Personnel Guide: Following the brainstorming exercise, we made significant adjustments to our Personnel Guide to reflect our strengthened commitment to CSR. Notably, we introduced volunteer days for all employees, providing them with the opportunity to engage in community service and volunteer activities during work hours. This policy change supports personal and professional development by allowing employees to develop new skills, engage with the community, and contribute to social causes, reinforcing our values of social responsibility and teamwork.

Organizing External Events: In addition to internal activities, we organized external events focused on CSR, creating platforms for sharing knowledge, experiences, and best practices. These events facilitated dialogue with clients and stakeholders about CSR, enriching our understanding and approach to corporate social responsibility.

Client Interviews and Sharing Outcomes: By interviewing clients about CSR, we gained insights into their expectations, challenges, and successes in implementing CSR strategies. Sharing these outcomes with our team and wider community not only highlighted the importance of CSR but also showcased practical examples of CSR in action, inspiring further innovation and commitment within DVJ Insights.

Through these activities, DVJ Insights not only creates support for developing competencies among employees but also builds a robust support system that encourages continuous learning, community engagement, and CSR leadership. By involving our team in meaningful CSR initiatives and fostering open dialogue with clients and the community, we strengthen our collective competencies and reinforce a culture of support, collaboration, and social responsibility.

CSR Policy
RIA presentation
Brand Growth Event

Nr. 28 Respect for the international standards of conduct

How does DVJ Insights develop the necessary competencies for taking social responsibility - within and possibly outside the organization?

DVJ Insights places a strong emphasis on developing the competencies necessary for taking social responsibility seriously, both within our organization and in our broader community engagements. Our approach to competency development is structured and dynamic, ensuring that our team is not only equipped to meet current challenges but also prepared to contribute positively to societal needs. Here's a closer look at our strategies:

Quarterly Competency Reviews: Employees undergo comprehensive competency reviews every quarter. These reviews are not just performance evaluations but also opportunities for personal and professional development planning. By assessing competencies regularly, we ensure that our team members are continually growing and aligning with changing organizational needs, including those related to CSR.

Alignment with Organizational and Team Objectives: The competencies we focus on are directly evolved from our organizational and team objectives. This ensures that every employee's development is in sync with our broader goals, fostering a cohesive and directed approach to social responsibility. By integrating CSR objectives into this framework, we commit to embedding social responsibility into the very fabric of our operational ethos.

Future Integration of CSR Objectives: We recognize the importance of explicitly incorporating CSR objectives into our competency development plans. Looking ahead, we aim to add specific

CSR-related competencies to our evaluations, such as ethical decision-making, sustainability awareness, and community engagement skills. This initiative will further solidify our commitment to social responsibility and ensure that our team is well-prepared to contribute to these efforts.

Training and Development Programs: To support the development of these competencies, we invest in targeted training and development programs. Employees are assessed on their leadership skills and being coached to enrich this role. These programs cover a range of topics relevant to CSR, including environmental impact, social equity, and ethical business practices. By providing our employees with the knowledge and skills needed to navigate the complexities of CSR, we empower them to make positive impacts within and outside the organization.

Community Engagement and Partnerships: Extending our commitment to developing CSR competencies beyond our organization, we actively seek partnerships with community organizations, NGOs, and academic institutions. These collaborations provide our team with practical opportunities to apply their CSR competencies in real-world settings, deepening their understanding and impact.

Through these comprehensive strategies, DVJ Insights is dedicated to developing the necessary competencies for taking social responsibility within our organization and in our wider community. By focusing on continuous learning, alignment with our core values, and active engagement, we are preparing our team to lead and contribute to meaningful CSR initiatives.

Performance Management Cycle

Nr. 29 Respect for the international standards of conduct

How does DVJ Insights have CSR integrated into its control processes, systems and procedures?

DVJ Insights is committed to ensuring that the principles of social responsibility are seamlessly integrated into every aspect of our operations. This commitment is reflected not only in our strategic approach but also in the concrete mechanisms we have put in place to embed CSR into our control processes, systems, and procedures:

Management Processes: Our management processes are designed to actively incorporate CSR principles. This includes decision-making frameworks that consider the social, environmental, and economic impacts of our actions. We regularly review these processes to ensure that CSR considerations are not only present but also effectively guiding our strategic and operational decisions.

Organizational Structure and Culture: CSR is deeply embedded in our organizational structure and culture. We foster a workplace environment where social responsibility is a shared value, encouraging all employees to contribute to CSR initiatives and consider CSR principles in their daily activities. This cultural emphasis ensures that CSR is not just a policy but a living practice within DVJ Insights

Periodic Assessments: To guarantee that social responsibility remains a focal point in our procedures and processes, we conduct periodic assessments. These assessments evaluate the effectiveness of our CSR integration and identify areas for further improvement, ensuring that our commitment to social responsibility continually evolves with our business and the broader societal context.

Security and Quality Management Systems: Our security and quality management systems incorporate CSR by ensuring that our operations not only meet the highest standards of excellence and security but also align with our social responsibility goals. For example, our print policy minimizes environmental impact by promoting digital formats and responsible paper use, reflecting our commitment to sustainability.

HR and Labour Practices: CSR principles are integral to our HR policies, particularly concerning labor practices and human rights. We are committed to fair labor practices, diversity, inclusion, and ensuring a safe and respectful workplace for all employees. This commitment aligns our HR practices with our broader CSR priorities, reinforcing the importance of social responsibility in our internal operations.

Stakeholder Engagement: We actively engage with stakeholders, including employees, clients, suppliers, and the community, to ensure that our CSR efforts are responsive to their needs and expectations. This engagement informs our CSR strategies and helps to integrate social responsibility more deeply into our business practices.

By integrating CSR into our control processes, systems, and procedures in these ways, DVJ Insights ensures that social responsibility is a key driver of our business strategy, operational excellence, and organizational culture. Our approach to CSR is holistic, encompassing everything from strategic planning and management processes to daily operational practices and employee engagement, demonstrating our commitment to making a positive impact on society, the environment, and the economy.

ISMS
Personnel guide

Nr. 30-33 Communication and reporting

Does DVJ Insights take the following criteria into account when communicating about social responsibility? (Complete - Understandable - Responsive - Accurate -Balanced - Current - Accessible)

At DVJ Insights, we ensure that our communication regarding Corporate Social Responsibility (CSR) adheres to a set of fundamental principles designed to enhance clarity, transparency, and engagement. Here's how we apply each criterion in our CSR communications:

Complete: We strive to provide a comprehensive overview of our CSR activities, goals, and achievements. This includes discussing both our successes and areas for improvement, ensuring stakeholders have a full understanding of our CSR journey.

Understandable: Our communications are crafted to be clear and easily understood by all our stakeholders, regardless of their knowledge level about CSR practices. We use plain language and avoid industry jargon to ensure our messages are accessible to a broad audience.

Responsive: We actively engage with our stakeholders' feedback, questions, and concerns about our CSR efforts. This responsiveness demonstrates our commitment to open dialogue and continuous improvement in our CSR practices.

Accurate: Accuracy is paramount in our CSR communications. We meticulously verify all information before dissemination to ensure stakeholders receive reliable and truthful updates about our CSR initiatives and their impact.

Balanced: Our communications present a balanced view of our CSR activities, acknowledging both achievements and challenges. This balanced approach fosters trust and credibility with our stakeholders by providing an honest assessment of our CSR performance.

Current: We regularly update our stakeholders on the progress and developments of our CSR initiatives. Staying current ensures that our communications reflect the most recent information, keeping stakeholders informed about our ongoing efforts and new commitments.

Accessible: We make our CSR communications easily accessible to all stakeholders through various channels, including our website and social media platforms. This ensures that our CSR information is readily available to those who seek it.

By adhering to these principles, DVJ Insights ensures that our CSR communications are not only informative and transparent but also foster a culture of trust and engagement with our stakeholders. Our commitment to these criteria reflects our dedication to responsible and effective CSR communication as part of our broader strategy to promote social responsibility and sustainable business practices.

Nr. 31 How does DVJ Insights communicate about its social responsibility?

DVJ Insights employs a multi-faceted approach to communicate our dedication to social responsibility, ensuring that our efforts are transparent, engaging, and accessible to all stakeholders. Our communication strategy encompasses a blend of internal and external channels:

Employee Events: We host regular employee events, such as update meetings and the Research, Innovation, and Achievement (RIA) sessions, where we share progress, celebrate achievements, and discuss future plans related to our CSR initiatives. These events foster a culture of open communication and collective engagement in our social responsibility efforts.

External Events: The Brand Growth event is a prime example of how we engage with a broader audience on the subject of CSR. Through presentations, panel discussions, and interactive sessions, we share insights into how our work contributes to sustainable brand growth and addresses societal challenges. These events provide a platform for dialogue with clients, industry partners, and other stakeholders about the importance of social responsibility in business.

Interviews: By participating in interviews with media, industry publications, and CSR platforms, we share our CSR stories, challenges, and successes. These interviews allow us to reach a wider audience and highlight our commitment to making a positive impact.

Social Media: Our social media channels are vital tools for ongoing communication about our CSR activities. Through regular posts, stories, and engagement with our followers, we share updates, educational content, and behind-the-scenes looks at our CSR projects. Social media enables us to maintain a dynamic conversation with our community about the importance of social responsibility.

Website: Our website serves as a central repository for comprehensive information about our CSR commitments and activities. It features detailed descriptions of our initiatives, impact reports, and news updates. By making this information easily accessible, we ensure transparency and provide stakeholders with a thorough understanding of our CSR efforts.

Through these diverse communication channels, DVJ Insights ensures that our social responsibility message is consistently conveyed and reinforced across all stakeholder interactions. By sharing our CSR journey openly, we aim to inspire others, foster collaboration, and demonstrate the integral role of social responsibility in our business strategy and operations.

Nr. 32 Does DVJ Insights report insights about CSR via a social report?

While DVJ Insights has not established the practice of publishing an annual report specifically dedicated to Corporate Social Responsibility (CSR), we prioritize continuous communication about our CSR activities and achievements. Our approach to CSR communication is dynamic and ongoing, ensuring that our employees, clients, and other stakeholders are regularly informed about our efforts and progress in social responsibility.

Internal Communication: Internally, we use various platforms such as intranet updates, meetings, and special events to keep our team informed and engaged with our CSR initiatives. This frequent communication fosters a culture of transparency and collective responsibility towards our CSR goals.

External Communication: Externally, we leverage our website, social media channels, and participation in public events to share our CSR journey with a broader audience. This not only highlights our commitment to social responsibility but also encourages dialogue and collaboration with clients, partners, and the community.

****Looking Forward:**

Recognizing the value of structured reporting in CSR, we are considering the potential benefits of creating an annual CSR report in the future. Such a report would:

Consolidate CSR Information: Provide a comprehensive overview of our CSR activities, achievements, and impact over the year, making it easier for stakeholders to access and understand our progress.

Enhance Transparency: Demonstrate our commitment to transparency and accountability in CSR, building trust with stakeholders by openly discussing both our successes and areas for improvement.

Facilitate Benchmarking and Improvement: Serve as a benchmark for our CSR performance, enabling us to track progress over time and identify opportunities for further improvement.

Strengthen Stakeholder Engagement: Offer another touchpoint for engaging with stakeholders, providing them with detailed insights into our CSR strategy and inviting feedback and collaboration.

While our current focus remains on ensuring that CSR communication is integrated seamlessly into our regular interactions with stakeholders, the development of an annual CSR report is an avenue we are exploring as part of our ongoing commitment to enhancing our social responsibility efforts.

Nr. 33 Are there or have there been any conflicts or differences of opinion with stakeholders?

To date, DVJ Insights has successfully avoided conflicts or disagreements with our stakeholders. This achievement is largely due to our proactive and transparent approach to stakeholder engagement, which includes several key strategies:

Open Communication: We prioritize clear and open communication with all our stakeholders, ensuring that expectations are aligned, and any concerns are addressed promptly. This involves regular updates, feedback sessions, and accessible channels for stakeholders to voice their opinions or concerns.

Stakeholder Involvement: DVJ Insights actively involves stakeholders in decision-making processes related to projects or initiatives that may impact them. This collaborative approach ensures that stakeholders feel valued and respected, reducing the likelihood of conflicts arising.

Conflict Resolution Mechanisms: While we have not faced conflicts to date, we have established mechanisms for conflict resolution should any disagreements arise. These mechanisms are designed to address issues constructively and collaboratively, seeking mutually beneficial outcomes for all parties involved.

Continuous Feedback and Improvement: We regularly solicit feedback from our stakeholders to understand their needs and concerns better. This ongoing dialogue allows us to make continuous improvements to our services, policies, and practices, further minimizing the potential for conflict.

Ethical and Responsible Conduct: Our commitment to ethical business practices and corporate social responsibility plays a crucial role in maintaining positive stakeholder relationships. By consistently acting with integrity and responsibility, we build trust and goodwill with our stakeholders.

Our proactive measures to stimulate positive and constructive stakeholder relationships underscore our commitment to maintaining a harmonious operational environment. DVJ Insights continues to monitor and enhance our stakeholder engagement practices to prevent conflicts and ensure that any differences of opinion are managed effectively and respectfully.

Nr. 34 -37 Monitoring of activities and evaluate actions taken.

How does DVJ Insights monitor its activities that have an effect on relevant themes and topics?

DVJ Insights takes a structured and data-driven approach to monitor the impact of our activities on relevant CSR themes and topics. Our monitoring strategy is designed to ensure that we not only adhere to our CSR commitments but also continuously improve our contributions to social, environmental, and economic well-being. Here's how we implement this strategy:

Baseline Measurements: Where applicable, we conduct baseline measurements to establish a clear understanding of our starting point regarding specific CSR themes and topics. This involves collecting quantitative and qualitative data to assess the current impact of our activities. The baseline measurements serve as a reference point, enabling us to set clear objectives and measure progress over time.

Annual Reporting Exercise: Although not implemented yet, in the future we aim to create a comprehensive reporting exercise to evaluate our CSR activities and their effects, at the end of each year. This reporting process could include:

Data Collection: Gathering data from various sources within our operations that relate to our CSR objectives. This may include metrics on environmental impact, community engagement initiatives, employee well-being programs, and ethical business practices.

Analysis: Analyzing the collected data to assess our performance against the set objectives and baseline measurements. This analysis helps identify successes, challenges, and areas for improvement in our CSR efforts.

Stakeholder Engagement: Engaging with stakeholders as part of the reporting process to gather feedback and perspectives on our CSR performance. This engagement is crucial for ensuring our efforts align with stakeholder expectations and societal needs.

Report Publication: Compiling the findings into a CSR report that is shared with stakeholders. The report details our activities, outcomes, and future plans regarding CSR, demonstrating transparency and accountability.

Continuous Improvement: The insights gained from the annual reporting exercise inform our CSR strategy and action plans for the coming year. Based on this analysis, we adjust our activities and initiatives to enhance our positive impact on society, the environment, and the economy.

By employing baseline measurements and conducting annual reporting exercises, DVJ Insights will ensure that our CSR activities are effectively monitored and aligned with our goals. This systematic approach enables us to demonstrate progress, celebrate achievements, and identify opportunities for continuous improvement in our social responsibility efforts.

Nr. 35 How has DVJ Insights assessed its performance on relevant themes and topics?

DVJ Insights employs a comprehensive approach to assessing our performance on relevant Corporate Social Responsibility (CSR) themes and topics, recognizing the complexity and multidimensional nature of social responsibility. Our assessment strategy incorporates both qualitative and quantitative methods to capture a holistic view of our impact and progress. Here's a closer look at how we implement this strategy:

Quantitative Methods: These methods involve the collection and analysis of numerical data related to our CSR initiatives. Metrics might include reductions in carbon emissions, the number of volunteer hours contributed by employees, the percentage of sustainable materials used in operations, or the impact of our work on client sustainability goals. Quantitative assessments allow us to set measurable targets, track progress over time, and benchmark our performance against industry standards or previous periods.

Qualitative Methods: Recognizing that not all aspects of CSR can be captured through numbers, we also employ qualitative methods to assess our performance. This includes stakeholder interviews, surveys, and focus groups to gather insights on the perceived effectiveness of our CSR activities, stakeholder satisfaction, and areas for improvement. Qualitative feedback is invaluable for understanding the nuances of our impact on communities, employee well-being, and ethical business practices.

Limitations of Traditional Reporting: While both qualitative and quantitative assessments provide critical insights into our CSR performance, we acknowledge that not all actions and their impacts can be fully captured through reports and figures. Some aspects of CSR, such as the influence on local community cohesion or long-term environmental benefits, may not be immediately quantifiable or may elude conventional measurement tools.

To address these limitations, DVJ Insights also relies on case studies, storytelling, and anecdotal evidence to document and share the broader impacts of our CSR efforts. These narrative forms allow us to convey the significance of our actions in a way that resonates more deeply with stakeholders and provides a fuller picture of our contributions to social responsibility.

In summary, DVJ Insights's assessment of our CSR performance is a dynamic and multifaceted process. By utilizing both qualitative and quantitative methods and acknowledging the limitations of traditional metrics, we strive to gain a comprehensive understanding of our impact. This balanced approach enables us to celebrate our successes, identify areas for growth, and continue refining our strategies to enhance our positive contribution to society, the environment, and the economy.

Nr. 36 Which stakeholders have been involved?

At DVJ Insights, our approach to stakeholder involvement, particularly in the context of reviewing the results of collaborative activities, centers predominantly around our employees. This reflects our belief in the importance of internal stakeholder engagement as a cornerstone of effective and responsible business practice. Here's a closer look at how this involvement is structured:

Engagement Process: We actively involve our employees in the review process of collaborative activities. This engagement typically takes the form of meetings, workshops, and feedback sessions where results are discussed openly. Employees are encouraged to share their insights, feedback, and suggestions for improvement, fostering a culture of transparency and continuous learning.

Nature of Involvement: The involvement of our employees is both comprehensive and multifaceted. It includes providing input on the design and execution of activities, participating in the analysis of outcomes, and contributing to the formulation of action plans based on the results. This inclusive approach ensures that employees are not just passive participants but active contributors to the success of our initiatives.

Impact on Employees: Engaging employees in this manner has a dual impact. First, it empowers them by giving them a voice in the decision-making process, enhancing their sense of ownership and commitment to the organization's goals. Second, it contributes to their professional development by providing opportunities to develop analytical, strategic, and collaborative skills.

Impact on Outcomes: The involvement of employees in reviewing the results of collaborative activities also has a positive impact on the outcomes themselves. By leveraging the diverse perspectives and expertise of our workforce, we are able to identify strengths, address weaknesses, and uncover opportunities for innovation and improvement more effectively.

Broader Stakeholder Engagement: While our employees are the primary stakeholders involved in this process, we also recognize the value of engaging other stakeholders, such as clients, suppliers, and community partners, in relevant contexts. This broader engagement enriches our understanding and enhances the quality of our collaborative efforts.

In summary, at DVJ Insights, involving our employees in reviewing the results of collaborative activities is a key practice that reinforces our commitment to stakeholder engagement, internal communication, and continuous improvement. By prioritizing employee involvement, we not only enhance the effectiveness of our activities but also foster a supportive and inclusive organizational culture.

Nr. 37 What improvements and successes has DVJ Insights achieved and what goals have not yet been achieved?

DVJ Insights has made significant strides in implementing our Corporate Social Responsibility (CSR) priorities, as outlined in our Priority Matrix. This matrix serves as a roadmap, documenting both our achievements to date and our plans for future actions. Here's a closer look at our successes and ongoing objectives:

*****Achievements:**

Recognised Sponsorship: One of our key successes has been becoming a recognised sponsor for various causes and initiatives. This status not only underscores our commitment to social responsibility but also enhances our ability to make meaningful contributions to our community and beyond e.g. by contributing to those who have a distance to the labor market e.g. due to poverty. Our sponsorship efforts have focused on supporting education, environmental sustainability, and community development projects.

Personnel Guide Enhancements: Our Personnel Guide has been updated to include comprehensive information on labour practices, health benefits, and training opportunities. These enhancements reflect our dedication to employee well-being, fair labor practices, and professional development, ensuring that our team members have access to a supportive and growth-oriented work environment.

*****Future Goals:**

Expanding Sponsorship Efforts: While we are proud of our current sponsorships, we aim to expand these efforts in the future. Our goal is to identify and engage with additional initiatives and causes that align with our CSR values, thereby broadening our impact on social, environmental, and economic well-being.

Education Opportunities: Recognizing the importance of continuous learning, we are committed to exploring more options for education purposes for all employees. This includes expanding our training programs, leadership coaching opportunities, establishing partnerships with educational institutions, and offering scholarships or funding for professional development. By investing in our team's education, we aim to not only enhance their skills and competencies but also foster innovation and excellence within our organization.

*****Continuous Improvement:**

Our Priority Matrix is a living document that evolves in response to our progress, challenges, and the changing needs of our stakeholders. While we have achieved notable successes, we continuously seek opportunities for improvement and innovation in our CSR initiatives. By setting clear, actionable goals and regularly reviewing our progress, we ensure that our CSR efforts remain aligned with our mission to be the best international research agency for Brand Growth, while also making a positive impact on society, the environment, and the economy.

Selecting CSR initiatives and instruments

Nr. 38 In which CSR initiatives and any associated instruments does your organization participate?

DVJ Insights actively participates in the ISO 26000 guideline for social responsibility, which serves as the cornerstone of our CSR initiatives. ISO 26000 provides us with a comprehensive framework for integrating social responsibility into our business operations, ensuring that we contribute positively to society while advancing our business goals.

ISO 26000 Implementation: This guideline helps us identify and engage with our stakeholders effectively, assess our societal impacts, and prioritize areas where we can make a meaningful difference. By adhering to ISO 26000, we ensure our CSR efforts are aligned with global best practices, covering areas such as organizational governance, human rights, labor practices, environmental sustainability, fair operating practices, consumer issues, and community involvement.

Knowledge Enhancement through MVO Nederland: Although ISO 26000 remains our primary CSR instrument, we recognize the importance of continuously updating our knowledge and understanding of emerging CSR trends and practices. To this end, we consult reputable sources such as MVO Nederland, a leading platform for sustainable business in the Netherlands. MVO Nederland provides us with valuable insights, case studies, and best practices in CSR, enabling us to stay informed about the latest developments in the field and how they can be applied to our business.

Learning and Adaptation: Consulting websites like MVO Nederland complements our ISO 26000 initiatives by offering perspectives on innovative CSR strategies and instruments that other organizations successfully employ. This external knowledge source inspires us to refine our CSR approaches, explore new opportunities for social responsibility, and enhance our contributions to sustainable development.

Broader CSR Engagement: While ISO 26000 forms the backbone of our CSR strategy, our engagement with resources like MVO Nederland indicates our commitment to a broader learning and improvement cycle in CSR. We are always on the lookout for additional tools, guidelines, and partnerships that can enrich our CSR practices and increase our social impact.

In conclusion, DVJ Insights' participation in ISO 26000, supplemented by our commitment to continuous learning through platforms like MVO Nederland, underscores our dedication to responsible business practices. This dual approach enables us to not only align with international

standards but also adapt and innovate in our CSR initiatives, ensuring we remain at the forefront of social responsibility in the marketing research industry.

Nr. 39 Which of the following did you consider when choosing this initiative?

When choosing to engage with our current Corporate Social Responsibility (CSR) initiative, DVJ Insights placed emphasis on selecting a framework that not only aligns with our values but also offers practical, actionable guidelines for implementing CSR practices effectively. Our decision was guided by several key considerations:

Actionable Steps: We sought a CSR initiative that provides clear, actionable steps for integrating social responsibility into every aspect of our operations. The practical guidelines were crucial for us as they offer a structured approach to embedding CSR in our business strategy, daily operations, and organizational culture.

Relevance to Business Operations: It was important that the CSR initiative we chose was relevant to the marketing research industry and could be tailored to address the specific challenges and opportunities we face. Practical guidelines ensure that our CSR efforts are not only aspirational but also directly applicable to our business context.

Scalability and Flexibility: As an ambitious, fast-growing international research agency, we needed a CSR framework that is scalable and flexible enough to grow with us. The initiative's practical guidelines allow us to adapt and expand our CSR activities as our organization evolves, ensuring that our social responsibility efforts remain effective and responsive to changing circumstances.

Stakeholder Engagement: The chosen initiative's emphasis on practical guidelines supports our commitment to engaging stakeholders in our CSR efforts. These guidelines help us communicate our CSR strategies and achievements clearly and effectively, fostering transparency and collaboration with employees, clients, suppliers, and the broader community.

Measurement and Reporting: Finally, we valued a CSR initiative that offers guidance on measuring and reporting our CSR performance. Practical guidelines for tracking progress and assessing impact are essential for continuous improvement, allowing us to set measurable goals, monitor our achievements, and communicate results transparently.

By prioritizing an initiative that provides practical guidelines for getting started with CSR, DVJ Insights ensured that our chosen framework would be immediately implementable, directly beneficial to our operations, and capable of driving meaningful change. This approach reflects our commitment to not just adopting CSR principles in theory but actively living those principles through our business practices.

Nr. 40 Which concrete actions are being carried out in connection with the CSR initiative?

DVJ Insights is actively engaged in a range of concrete actions to fulfil our Corporate Social Responsibility (CSR) commitments, as detailed in our Priority Matrix. This matrix serves as a comprehensive record of our achievements and outlines our future plans in the realm of CSR. Here's a closer look at some of the key actions we're taking:

Recognised Sponsorship: One of our standout achievements has been attaining the status of a recognised sponsor for various causes that align with our CSR values. This sponsorship involves supporting initiatives related to education, environmental sustainability, and community well-being. Our goal is to not only continue these efforts but also expand our sponsorship to cover more areas and causes, thereby broadening our impact on society.

Personnel Guide Enhancements: Our Personnel Guide has been updated to include detailed information on fair labor practices, health benefits, and training opportunities available to our employees. These enhancements are designed to ensure that our team members enjoy a supportive and enriching work environment, fostering their well-being and professional development. The guide reflects our commitment to treating employees with respect and integrity, in line with our broader CSR principles.

Future Focus on Education: Recognizing the importance of continuous learning and development, we are committed to exploring additional educational opportunities for all our employees. This includes expanding access to training programs, workshops, and courses that can help our team enhance their skills and knowledge, an example of this is our leadership assessment and coaching opportunities to enrich this role. By investing in our employees' education, we aim to not only empower them but also drive innovation and excellence within our organization.

*****Implementation and Impact:**

Monitoring and Evaluation: To ensure the effectiveness of these actions, we regularly monitor and evaluate their impact. This involves gathering feedback from stakeholders, assessing the outcomes of our initiatives, and making adjustments as necessary to enhance our CSR contributions.

Stakeholder Engagement: We actively involve our stakeholders in our CSR activities, seeking their input and collaboration. This engagement helps us stay attuned to the needs and expectations of our employees, clients, and the communities we serve, ensuring that our CSR efforts are relevant and impactful.

Communication: Transparency is key to our CSR approach. We communicate our actions, achievements, and future plans through various channels, including our website, social media, and internal communications, keeping our stakeholders informed and engaged.

In summary, the concrete actions carried out in connection with our CSR initiative are integral to DVJ Insights' mission to be a socially responsible organization. Through recognised sponsorships, enhancements to our Personnel Guide, and a future focus on expanding educational opportunities, we are making tangible contributions to our employees, the environment, and society at large. Our ongoing commitment to monitoring, stakeholder engagement, and transparent communication ensures that our CSR efforts remain dynamic and effective.