

EN SERIO

IMPACT REPORT 2024



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Chapter 1

OUR IMPACT JOURNEY





FROM PURPOSE TO MEASUREMENT

We've always believed that technology should drive positive change.

Our clients are all innovators with great ideas. They design and build innovations that make personal lives, business and industries better: smarter, more effective and enhancing the way their customers do things in a more sustainable way. In the past 15 years we've helped these innovative companies tell their stories.

As an agency for some of the world's best tech companies we feel it is time for us to be transparent about how we operate and publicly share what works and where we want to be better.

This is our first impact report and it isn't just a collection of metrics – it's the first chapter in our commitment to transparency, accountability, and genuine positive impact in everything we do.

WHY THIS MATTERS TO US

At the core of our work lies a deep commitment to helping, giving to, and caring for both people and the planet. We knew and felt this in the early days, especially by giving our time and expertise to organizations that are working to make the world a better place. Over time we wanted to take this a step further and be intentional in being and doing ‘good’.

In 2023 we really cemented our impact foundation by getting B Corp certified, underscoring our promise to prioritize not just profits but purpose. As a B Corp PR agency, we commit to meeting rigorous social and environmental standards, upholding values that foster both business and societal benefits. We believe that each project, partnership, and initiative we undertake has the potential to contribute to a better future for all.

Our commitment: we strive to “make better decisions every single day”.

As communicators for innovative brands, we can amplify the voices of companies creating meaningful change. We can help sustainable technologies reach wider audiences. And we can demonstrate through our own practices what a responsible and ‘good’ business looks like.

Consider this inaugural report our baseline – not perfect, but purposeful. We’re sharing our journey openly because we believe other agencies and small businesses can (and should) do the same. Let’s dive into it.

An aerial photograph showing a dirt road that curves from a grassy field on the left into a dense, green forest on the right. The text is overlaid on this image.

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OUR COMMITMENT:

*We strive to
make better
decisions every
single day.*

OUR IMPACT FOCUS AREAS

We've identified four key areas where we believe we can make the most meaningful difference:



Care for the planet

We're committed to understanding, reducing, and offsetting our environmental impact - with a focus on carbon footprint reduction - across all operations.



Social Giving

We believe in contributing both time and financial resources to causes that align with our values. The charities and initiatives we support help solve some of the most complex and challenging ecological and societal problems.



Employee Wellbeing

Our people are our greatest asset and we care deeply about them and their loved ones. Their wellbeing - in every aspect - is fundamental to everything we achieve.



Sustainable Tech Clients

We're on a mission to significantly grow our work with companies developing technologies that address environmental and social challenges.



FUTURE GOALS AND OPTIMISM

We believe that anyone can make better choices, and that change - regardless of your size - matters. As a small company, we embrace our agility as a unique advantage, enabling us to adapt quickly and lead by example.

We're committed to achieving carbon neutrality within the next three years and aspire to become the go-to PR agency for sustainable tech companies.

With a vision fueled by optimism and determination, our team looks forward to partnering with clients, journalists, partner agencies, suppliers and local communities who share our dedication to making a positive impact.

EN SERIO 2024 IMPACT NUMBERS

Planet



1,5 ton
CO2 emissions

6.716 kms
traveled by train

0,7 ton
CO2 emissions prevented by choosing the train (domestically)

52% train / 48% plane kms of kms travelled Internationally

Social Giving



2
pro bono projects

2
charities supported

112 apples
donated to the foodbank

€3.306
in-kind social contributions

176 hours
allocated to pro bono work

21,25 hours
spent volunteering (by individual team members)

Employee wellbeing



7
number of employees



57%



43%

96 hours
of coaching provided

50 chair massage sessions

Sustainable tech clients



3
sustainable tech clients

11%
of revenue from sustainable tech clients

An aerial photograph of a winding asphalt road cutting through a dense forest. The road curves from the top right towards the bottom left. A single car is visible on the road, moving away from the viewer. The forest is lush and green, with varying shades of green and brown. The overall image has a warm, slightly desaturated tone.

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Chapter 2

OUR SUSTAINABILITY FOUNDATION



HOW WE BEGAN MEASURING OUR IMPACT

Our sustainability journey didn't start with perfect knowledge or a comprehensive strategy. It began with curiosity and commitment – a desire to understand our impact footprint and take action to reduce the negatives and replicate and boost the positives. In 2022, we took a significant step by pursuing and achieving B Corp certification. This process required us to examine every aspect of our operations through a sustainability lens and establish baseline measurements for our environmental and social impact.

Securing our B Corp certification in April 2023 was a proud achievement, but it was no small feat. The process challenged

us to document our practices and policies comprehensively, identify areas for improvement, and incorporate sustainability into as many processes as possible. We were required to provide historic information and data on things like carbon footprint, pro bono time, donations to charities, team diversity, client portfolio and suppliers.

These efforts have strengthened our commitment and equipped us with the knowledge to embed impact across all facets of our work. We've achieved a strong start, but the journey is ongoing, and we're driven by the responsibility to keep advancing our impact.

EARLY WINS AND QUICK IMPROVEMENTS

Once we understood our impact, a number of important changes followed:

Office Efficiency

- Moved from a more energy efficient office (from energy label C to A++)
- Chose to move out of a multi-tenant building to our own office with full control over measurement, selection of office suppliers and recycling options
- Reduced paper use by replacing paper notebooks by digital notepads

Sustainable Work Practices

- Created guidelines for a more sustainable, better selection of suppliers
- Introduced an incentive for going on holiday by train (and not by plane)
- Committed to a 'no new electronics' policy; a hard stop buying new laptops and smartphones ever again

Giving at the heart of our performance

- Setting targets on pro bono time we spend each year, as a % of our total time spent working for clients
- Committing to charitable giving, as a % of our annual revenue
- We stopped end of year gifts to clients and eliminated the carbon footprint of sending these. Instead we allocate that budget to donations
- In short: if our business grows, our giving grows

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*If our business
grows, our
giving grows*

CURRENT TOOLS AND PROCESSES

Today, our sustainability efforts are supported by several key tools and processes:



Carbon Tracking

We use Stimular's Milieubarometer to monitor our carbon emissions across all operations, giving us insights into our environmental impact and clear data points on which we can improve.



Sustainable Procurement

Our procurement policy prioritizes suppliers with strong environmental, diversity and societal credentials, particularly those who are B Corp certified or have similar sustainability commitments.



Impact Assessment

In addition to the B Corp recertification every three years - we are planning to submit our first recertification in the summer of 2025 - we use B Corp's Impact Assessment. We use this tool to evaluate the effectiveness of our actions and identify areas for improvement.

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Chapter 3

PEOPLE
FIRST





A PEOPLE-CENTRIC CULTURE

One of our core values is centered around relationships: we wake up every day to create relationships that matter. Needless to say, people are at the heart of many things we do. Our people, our employees are dear and important to us and that's why we have put programs and initiatives in place that focus on improving the overall wellbeing of staff.

Our approach to wellbeing isn't about ticking boxes. It's built on understanding what truly matters to our people: meaningful work, professional growth, work-life balance, and attention to mental, physical and financial wellbeing.

TEAM WELLBEING

Our commitment to employee wellbeing manifests in several key programs and initiatives:

Professional Development

We invest in our team's growth through:

- learning resources - time and budget - available for each team member
- active performance management program with 6-8 week cycles for focused and rapid personal development
- opportunities to visit and learn from European partner agencies
- conference and industry event participation

Wellbeing Support

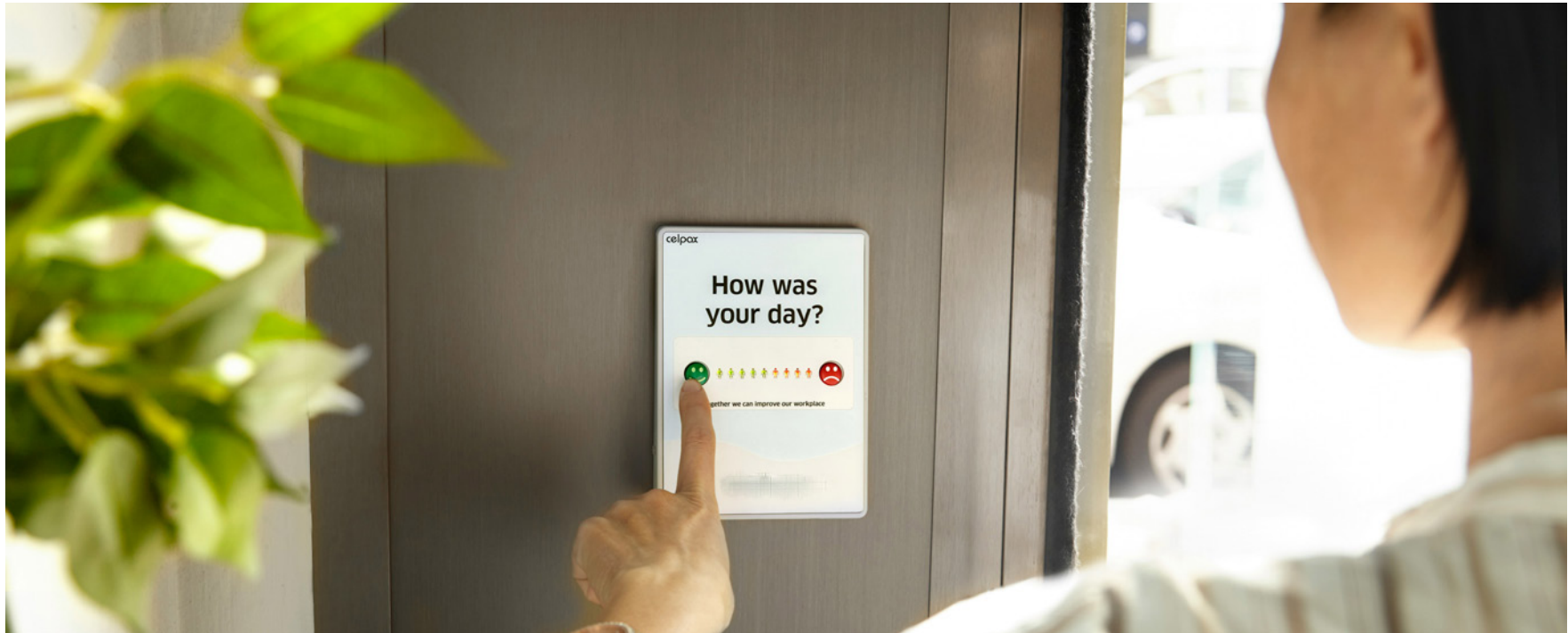
We care for our team's holistic wellbeing through:

- biweekly office massages
- our inhouse coach
- support, advice and compensation of costs for employee pensions
- predictable annual salary brackets, including inflation compensation for all employees

Work-Life Balance

We actively promote healthy boundaries between work and personal life:

- We actively discourage working overtime
- We allow regular doctor and dentist appointments during working hours
- We have a rule to 'never work on your birthday' and give employees an extra day off
- We celebrate work anniversaries with our - fully paid - Supercharge Day, a day of relaxation and creativity
- We facilitate everyone to work from home and remote/abroad



CONTINUED IMPROVEMENTS

The care for our people doesn't stop at putting in place a couple of programs. We gather individual and group feedback during performance management reviews, regular one-to-one check-ins between team members and their team leads, agency kickoff and catchup sessions and through employee satisfaction surveys.

STORIES FROM THE TEAM: HOW OUR APPROACH HAS MADE A DIFFERENCE

"At En Serio, there is a tremendous focus on the well-being of the team—mentally, physically, and financially. For me personally, the mental aspect is very important: being able to work in a relaxed manner and feeling heard." - Wiegert

"Every other week, masseuse Iris comes into the office to give the most amazing chair massages—so good, in fact, that I make a point of coming to the office just for them. After a relaxing massage, I work much more calmly."

"All team members have access to in-company coach San, with whom you can - 100% confidentially - discuss everything from work-related plans, challenges, and growth opportunities to personal matters."

WORK IN PROGRESS

While we're proud of our progress, we recognize areas where we have to improve:



New integrated HR platform

Moving away from a specialised performance management platform meant disruption of the usual 6-8 week cadence and the start of the review program for new team members. This is a priority to complete and be operational by the end of Q1 2025.



New tool for employee satisfaction surveys

Our old HR platform stopped providing the right, detailed input from these surveys to the leadership team. In H1 2025 we will introduce a new way to run bi-monthly surveys.



Workload Management

The dynamic nature of PR means workloads can fluctuate. We're implementing better systems - and a flexible pool of freelancers - to better handle increased workloads and prevent burnout.

By acknowledging these challenges openly, we hold ourselves accountable to address them and continue evolving our workplace for the better.

The background image shows two hands, one from a person with a blue sleeve and the other from a person with an orange sleeve, cupping a pile of coins. A small, torn piece of white paper with the words 'MAKE A CHANGE' written on it is tucked into the coins. The image has a blue-to-orange gradient overlay.

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Chapter 4

SOCIAL GIVING



GIVING BACK

From the very beginning, we felt grateful for our success and wanted to give back. In the early days, this consisted of doing guest lectures and sitting in a field committee at a business school and donating to local elderly communities to bring a smile on their faces.

In 2015 we kicked off our first long-term pro bono work with Impact Hub Amsterdam, deploying our PR expertise to help participants - sustainable entrepreneurs - of their Investment Ready Program. We helped the program, the Impact Hub and the sustainable entrepreneurs getting the brand awareness in the media that they deserved.

A couple of years later, we crossed paths with Project MARCH, a TU Delft student team that develops exoskeletons for people with a spinal cord injury, and started a pro bono partnership that will hopefully last forever.

Paying it forward like this makes us proud, privileged and happy. We feel blessed that we can make 'giving' an integral part in what we do every day, by making time and budget - via donations - available to help organisations that aim to solve pressing ecological, societal and often global issues.



CURRENT PARTNERSHIPS AND RELATIONSHIPS

We've developed meaningful long-term relationships with several organizations that share our vision for positive change:

Project MARCH a non-profit student team developing exoskeletons for people with a spinal cord injury, our pro bono work for them started in 20219 and includes coaching and supporting them with their PR and communications.

TU Delft Dream Hall the location of student teams like Project MARCH with projects that vary from a hyperloop team to a hydrogen boat, our pro bono work for them started in 2022 and includes coaching, group trainings and organising an annual media event.

Voedselbank is the Dutch food bank organisation. Since 2023 we have been donating money and apples - from the harvest of our very own apple trees - to the national and regional locations of the food bank.

Stichting Het Vergeten Kind strives to give children in need from local communities in the Netherlands a healthy, safe and loving home to grow up. Since 2023 we have been donating money to this charity.



SUPPORTING INDIVIDUAL VOLUNTEER WORK

In addition to the pro bono projects that we do every year and the donations that we give to good causes, we also value the time and efforts individual team members put into volunteer work. We support this by enabling them to do their great work during working hours.

IMPACT STORIES AND TESTIMONIALS

"We have limited to no experience working with the media. With En Serio's support, we are much more confident contacting journalists. This makes my new role and student year a lot more fun."

Project MARCH, a student team that En Serio has supported pro bono since 2019



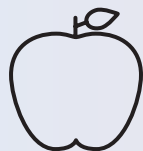
COMMITMENT TO GIVE

Paying it forward is an integral part of our culture and what we do. To strengthen our commitment to giving, we link our charitable giving and pro bono time to our performance. Growing and being profitable has changed the way we think about our profit: “If our business grows, our giving grows”.

We commit to

- a minimum of 5% of the time we spend working for clients to pro bono projects
- a minimum of 0,5% of net revenue to donations

2024 GIVING REPORT



112

apples donated to Voedselbank



205,25

hours pro bono & volunteer time - 5,04% of total time worked for clients



€3.306

worth of in-kind contributions and donations to charities -
0,53% of our net revenue



€600

donated to Voedselbank Nederland, which represents
100 food packages to families



€600

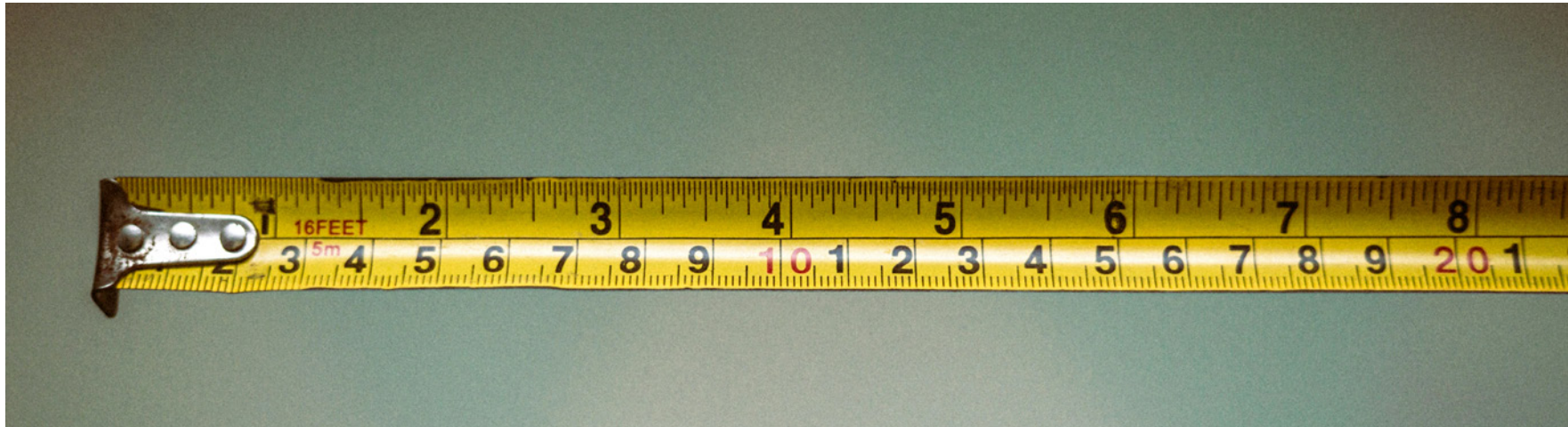
donated to Stichting Het Vergeten Kind, an organization that brings
a smile on the face of children that need it the most. These children have
one thing in common: they face a difficult and challenging situation at home

The background of the slide features a photograph of two hands cupped together, holding a pile of coins. A small white sign with the words 'MAKE A CHANGE' is partially visible among the coins. The image is overlaid with a semi-transparent blue-to-orange gradient that transitions from left to right.

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Chapter 5

COMMITMENT TO THE PLANET



UNDERSTANDING OUR ENVIRONMENTAL FOOTPRINT

At En Serio, we recognize that virtually every decision has an environmental cost. While we operate in the digital realm and our physical footprint may seem small compared to manufacturing or other product and supply chain driven industries, we understand that our choices still matter.

We prefer change over compensation and compensation over inaction. This philosophy guides our environmental initiatives and policies, as we first focus on reducing our ecological impact wherever possible, and then offset what we cannot eliminate.

We believe in the power of changing our habits intentionally and indefinitely, rather than very specific, ad-hoc and stand-alone actions.

In 2023, we conducted our first comprehensive carbon footprint assessment to establish a baseline for improvement. This assessment uncovered and measured our main three environmental footprint causes: office operations, business travel, and employee commuting - giving us a complete picture of our environmental impact.

REDUCING OUR CARBON IMPACT

Based on our initial assessment, we've implemented several key initiatives to reduce our carbon footprint.

Energy Efficiency in the office

- Moved to an energy-efficient office space. Upgrading from energy label C to A++
- Switched to a renewable energy provider. We could not choose the energy provider in our old office that was located in a 'not so sustainable' multi-tenant building

Sustainable Procurement

- Established a "no new electronics" policy. Prioritizing refurbished and 'second choice' laptops and smartphones
- Switched to eco-friendly office supplies and materials. We stopped using suppliers that distribute from locations outside Europe
- Established a supplier selection policy and we now score new and existing suppliers based on sustainability nature of products, social impact, local production/distribution, diversity in leadership and impact certifications. Actively replacing existing suppliers that have low scores

SUSTAINABLE OFFICE PRACTICES

Our commitment to sustainability extends to daily office operations:

Waste Reduction

- Implemented recycling systems for materials including paper, glass, batteries and coffee cups
- Minimized single-use items throughout our office
- Repurposed and reused materials whenever possible

Paperless Operations

- Replaced paper notebooks with digital notepads from Remarkable, over 80% reduction in number of paper notebooks purchased each year
- Implemented digital document signing
- Minimized use of print paper, currently down to less than 500 sheets of paper per year

Sustainable Food and Beverages

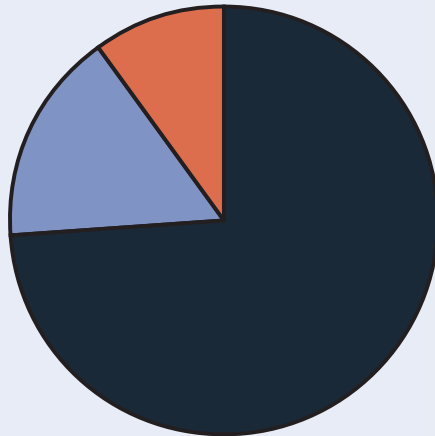
- Stocked our office with organic, local, and fair-trade options
- Eliminated single-use plastics from our kitchen
- Provided reusable containers, cups and utensils
- Partnered with sustainable catering services for events
- Harvesting our own biological apples from our three adopted trees at the Olmenhorst

Sustainable travel

- Prioritized virtual video calls over in-person meetings
- Introduced an incentive for holiday travel by train rather than plane. Employees who do this will be rewarded an extra holiday
- Prioritized train transportation over air travel for European destinations
- Offset emissions from necessary air travel

2024 CARBON EMISSION ASSESSMEN

Our 2024 carbon emission assessment reveals the following insights:



- Total gross carbon emissions: 4,7 ton CO₂
- Carbon reduction by choosing a green energy provider: 3,2 ton CO₂
- Net carbon emissions: 1,5 ton CO₂
- Total carbon emission breakdown

- 74% from our office operations
- 10% from business travel
- 16% from employee commute

Learnings:

- Green energy is key: by choosing for a green energy provider, we can compensate most of the office operations carbon emissions
- Train first: we've been able to limit our carbon footprint on International business travel. 58% of the kilometers traveled Internationally were done by train
- Commute policy: with business travel and employee commute being an important aspect of our business operations, it is key to control and drive more improvements in that area. We prioritise to design and implement a policy that rewards travel by train and electric vehicles to minimise the use of air travel and gasoline fueled vehicles.



ENVIRONMENTAL GOALS AND ACTIONS

Looking ahead, we've set ambitious targets to further reduce our environmental impact:

- Achieve carbon neutrality within the next three years. Establish annual milestones and goals per year
- Reduce carbon emissions from office heating
- Reduce energy use in the office, focusing on lighting and airconditioning

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Chapter 6

SUSTAINABLE TECH CLIENTS



TECHNOLOGY PR AS A FORCE FOR GOOD

Technology has tremendous power to solve and address global challenges. With impact enterprises and sustainable innovations significantly gaining relevance and urgency, we believe that we create positive change by helping these sustainable tech companies tell their stories and contributing to their growth and success. We set a goal: become the go-to PR partner for sustainable tech companies.

To reach that goal, we will

- prioritize sustainable tech clients over work for more traditional IT companies
- run marketing campaigns to reach these sustainable tech companies
- significantly increase the percentage of clients that address environmental and social issues

Balanced Portfolio

- We maintain a diverse client mix to ensure business sustainability
- We help all our clients communicate their positive impacts more effectively
- We gradually increase our focus on sustainability-driven technology companies

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*Become the
go-to PR partner
for sustainable
tech companies.*

```
const you = () => {  
  try {  
    while (true) {  
      passionForTechnology {  
        if (opportunity) {  
          grabOpportunity();  
        }  
      }  
    } catch (fail) {  
      console.log('Try again');  
    }  
  }  
}
```

OUR SUSTAINABLE TECHNOLOGY CLIENTS

Current:



Past:



In 2024, 11% of our revenue came from sustainable tech clients, companies that directly address environmental or social challenges. Our aim is to increase this to 40% by the end of 2026.



LOOKING FORWARD: EXPANDING OUR SUSTAINABLE TECH FOCUS

In the coming years, we will:

- Develop deeper expertise in key sustainable technology sectors
- Create case studies and playbooks for effective sustainable tech communication
- Speak at industry events and help/coach sustainable tech companies that are not ready yet to work with an agency
- Build partnerships with sustainability-focused investor networks and accelerators
- Implement a formal sustainability assessment for all new client opportunities
- Track and report on the positive impact our clients are creating



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Chapter 7

LEARNING & LOOKING FORWARD

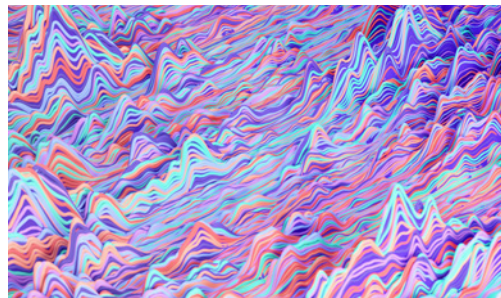
KEY INSIGHTS FROM OUR IMPACT JOURNEY

Our first years of measuring and reporting our impact has taught us valuable lessons:



#1 Just do it

Positive impact is about action. Sustainability stories, policies and plans without action simply won't help people or the planet. What matters most is honest assessment of where you are as a business, set goals and consistently take action. Every organisation, big or small, can make meaningful contributions and be an example for others.



#2 Data = the real story

What gets measured, gets improved. Knowing what relevant data to look for and then start measuring it, will give you the baseline metrics required to 'be better' in the future.



#3 Values drive value

By sharing our impact journey with clients, employees, partner agencies and suppliers, we realised that it strengthens the connection we have and feel with our stakeholders on a deeper cultural/ value level. We want to 'be good' and really notice that people and organisations around us value this.

CHALLENGES AND OPPORTUNITIES

While we're proud of our progress, we recognize several challenges and opportunities ahead:

Measuring Indirect Impact

Quantifying the full impact of our work, especially how our PR services multiply our clients' positive influence, remains complex. We're exploring better methods to capture this indirect impact.

Balancing Business Growth and Environmental Impact

As we grow, we must remain vigilant about our environmental footprint, finding ways to decouple business expansion from increased resource consumption.

To better serve sustainable technology clients, we need to continuously develop our understanding of sustainability challenges, solutions, and effective communication strategies in this space.

OUR COMMITMENTS FOR 2025

Looking ahead to the coming year, we focus on the following goals:

- **Reduce** our absolute carbon emissions of our office operations
- Introduce a new **employee satisfaction** survey system for bi-monthly feedback
- Strengthen our workload management system to **prevent** burnout
- Maintain our commitment to **donate** a minimum of 0.5% of net revenue, set growth targets for the years to come
- Dedicate at least 5% of client work time to **pro bono projects**, set growth targets for the years to come
- **Increase** our sustainable tech client portfolio from 11% to 25% of revenue
- Develop at least two case studies highlighting **successful** sustainable tech communications
- **Participate** in at least three industry events focused on sustainable technology



CLOSING THOUGHTS

This inaugural impact report marks the beginning of our public journey toward creating positive change as a business. While we've made progress, we recognize how much more we can and must do.

We invite feedback, ideas, and partnership from all our stakeholders. By working together—team members, clients, suppliers, and community partners—we can multiply our positive impact far beyond what we could achieve alone.

Our commitment is simple: to make better decisions every day that benefit people and the planet while building a thriving business. We look forward to sharing our progress, challenges, and learnings in next year's impact report.

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CONTACTGEGEVENS

Hendrikje Stoffelsstraat 57

1058 GC Amsterdam

+31 20 658 9522

info@enserio.nl

enserio.nl

Certified



Corporation