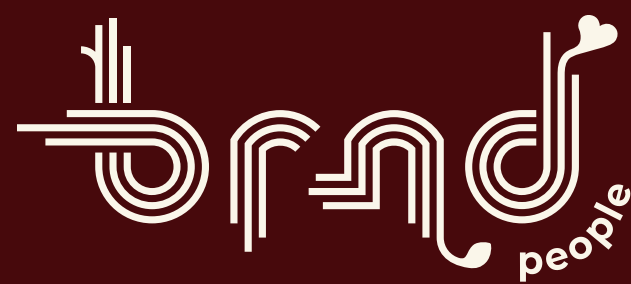


# Impact Report 2025



BR-ND People | Making impact since 2010 through strategy, culture & expression.  
B Corp Certified | UN Global Compact Participant | Pledge 1%



## A letter from our founders.

At BR-ND People, we believe business can be a genuine force for good, when it's grounded in human dignity, fair work, care for the planet, and integrity in how we operate.

In this Impact Report, we share what we did in 2025 to keep turning those beliefs into daily practice: in our strategy, our culture, our client choices, and the way we help brands transform.

2025 brought real progress. We achieved our third B Corp certification with a score of 112.9, up from 86.1. We engaged 2,092 people in purpose-driven work across 13 organisations. We launched the Happiness Scan, grounded in scientific research. And we kept building a company that chooses impact over profit.

We're proud of what we accomplished, and honest about where we can do better. This report is how we stay accountable, learn out loud, and keep raising the bar.

Alexander Koene & Kim Cramer Co-founders, BR-ND People

## Our daily efforts in 2025.

The conversations we had, the courage we found, and the impact that grew from it. A year of going deeper — into culture, into strategy, into what really drives people. Here's what shaped us, challenged us, and gave us energy in 2025.

This report also serves as our annual Communication on Progress (CoP) to the UN Global Compact — demonstrating how we advance the Ten Principles across human rights, labour, environment, and anti-corruption in everything we do.



# Some proud moments.



The Happiness Scan: built, tested, and fully operational. Scientific research completed.



Berlin visioning sessions for EDGE Workspaces and a workation in Amsterdam!



Innovation Week BR-ND People, including regenerative leadership



Refreshed brand identity for Santeon



Kick-off Amsterdam Impact coalition of frontrunners

## Keeping it real: Some challenges behind our success.

2025 was a year of growth, and some growing pains. After the departure of a team member the year before, we leaned into recalibration rather than rapid hiring. That meant a small, tight crew carrying a full and diverse workload.

Our third B Corp certification, which had tested our patience throughout 2024, finally came through with a score of 112.9, a milestone we're proud of. It also reminded us that impact and bureaucracy don't always move at the same speed.

This year also asked for endurance. One cultural-sector project, carried over from the previous year as part of our Pledge 1% commitment, demanded resilience and creative leadership far beyond the original brief, and we delivered.

Financial recovery from the COVID years continued. Building reserves while investing in new tools, methods, and people required careful balancing. The 23plusone Cooperative spun off from BR-ND People. It was a challenging move, and it also asked us to recalibrate how we track and tell our community impact.

What we're taking into 2026 is simple: keep the bar high, build more capacity, and make room for the next generation, while we celebrate 15 years of BR-ND People.

The conversations we had, the courage we found, and the impact that grew from it. A year of going deeper, into culture, into strategy, into what really drives people. Here's what shaped us, challenged us, and gave us energy in 2025.

## Our impact clients.

While the world continues to shift under our feet, we find strength in the organisations that choose to face change head-on. In 2025, we had the privilege of working with 13 purpose-driven organisations, from healthcare networks to municipalities, from infrastructure builders to impact pioneers.

Together, we engaged over 2,092 people in meaningful change. Every client brought their own challenges, their own ambitions, and their own willingness to go deeper. We are grateful for their trust and proud to share their stories.





## BrabantZorg

### Engaging 700 stakeholders to co-create a transformation story for the future of elderly care.

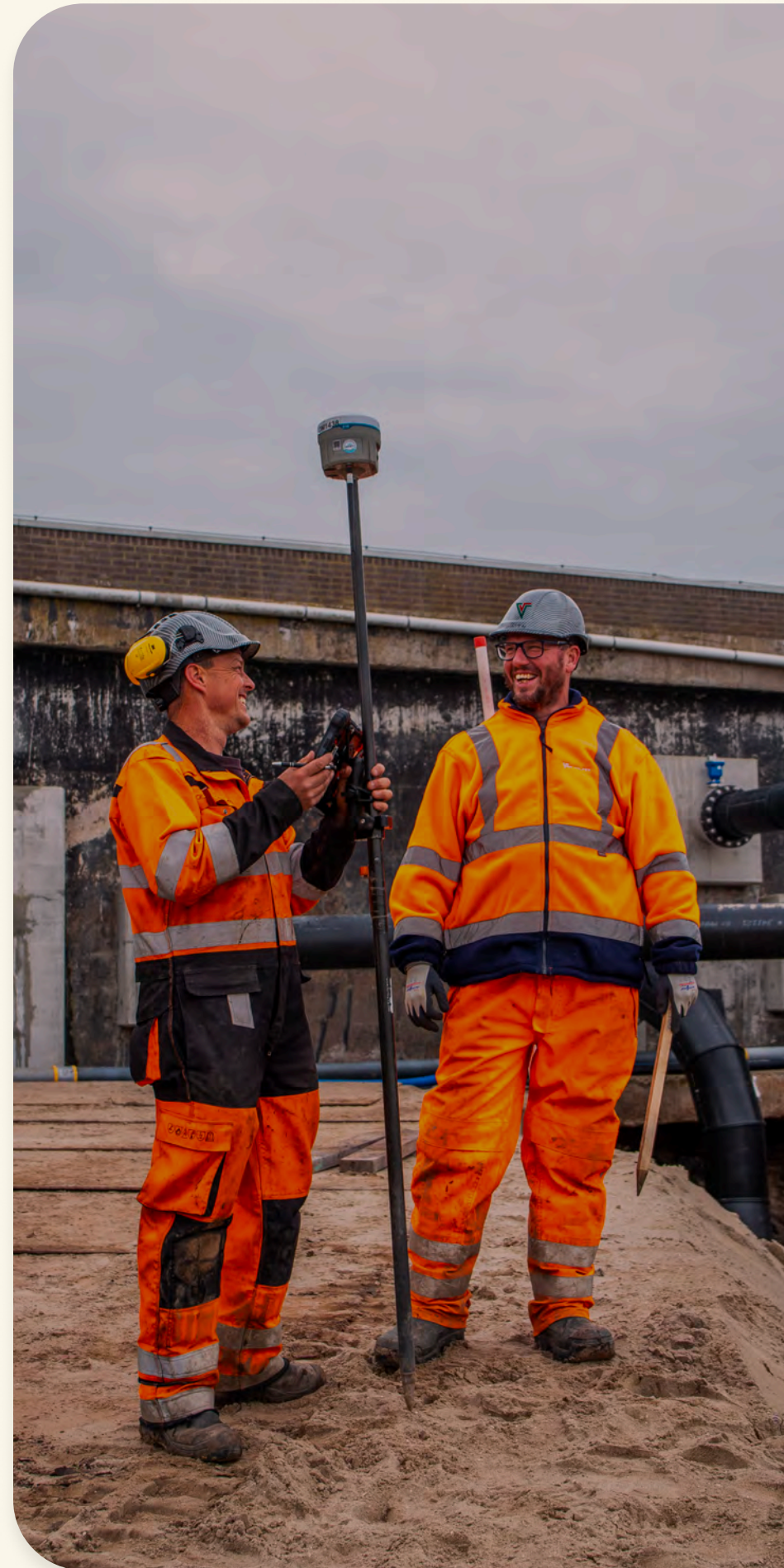
At a time when elderly care is under enormous pressure, BrabantZorg is choosing a different path — one rooted in dignity, connection, and optimism. Moving beyond traditional care models, they're building a tech-enabled ecosystem where care professionals, families, and communities all play a meaningful role. By co-creating a change story with stakeholders across the organisation, they set a new standard for how the Netherlands supports later life.



## Amsterdam Impact

### Kickstarting a coalition of Impact Frontrunners in the creative communications sector.

Amsterdam Impact is on a mission to make the capital a global hub for impact-driven business. In 2025, we supported them in launching a coalition of frontrunners in creative communications — bringing together 50 professionals who believe that branding, storytelling, and design can be forces for good. The initiative is just getting started, and the energy is tangible.



## Van Vulpen

**Evolving the corporate culture, values, and behaviours to build a sustainable workforce of 2000+.**

In the vital world of infrastructure development, Van Vulpen pairs technical mastery with cultural strength. As the Netherlands moves toward large-scale electrification, Van Vulpen is preparing its people — not just with skills, but with mindset. We are helping them make values visible and behaviours tangible. True transformation doesn't happen through engineering alone — it happens through a culture that's open, resilient, and deeply human.



## EDGE Workspaces

### Co-creating a purpose-led brand story and strategic positioning

An office can be more than square metres and specs — it can feel like an exhale. Edge Technologies builds some of the world's most sustainable, tech-forward buildings. Together, we uncovered the human truth behind them and shaped a story that turns beautiful spaces into places where people thrive. From Berlin visioning sessions to an international workation, this project spanned borders and brought a team together around a shared purpose.



## Santeon

### **Refreshing the brand identity and supporting the next chapter of collaborative healthcare.**

Since 2010, Santeon's seven teaching hospitals have proven the power of working together. Their refreshed identity reflects a new chapter — one of even deeper collaboration, bolder ambitions, and a commitment to reshaping Dutch healthcare for the years ahead. We supported them in translating strategic direction into a visual language that inspires trust and unity.



## Tilburg

### Operationalising the co-created corporate story.

In 2024, we co-created a new purpose-driven corporate story for the Municipality of Tilburg. In 2025, the real work began: making it live.

Together with teams across the municipality, we translated shared values into tangible actions — embedding the story into daily work, decision-making, and citizen engagement. A story only becomes real when people carry it.



## Provincie Zuid-holland

### Supporting the province with strategic culture and branding work.

Provincie Zuid-Holland is navigating some of the most complex transitions in the country – from energy and housing to mobility and climate. We supported them in connecting strategy to culture, helping provincial leaders align around a shared sense of direction and bring their ambitions to life in how they work together.



## mProve

### Defining the corporate purpose and emotive story and recreating the brand identity.

The collaboration of seven teaching hospitals under mProve demonstrates the power of unified purpose in healthcare. They seek to transform future healthcare by sharing knowledge, enhancing patient care, and spurring medical innovation. This partnership shows how institutions can achieve more together than they ever could alone.



## Milo

**Co-creating the brand story and strategic positioning for a foundation that gives children a way to communicate — pro bono.**

Some projects stay with you. Stichting Milo is one of them. Milo operates as an ecosystem of four entities — treatment, education, science, and innovation — united by a single mission: making Augmentative and Alternative Communication (AAC) accessible to every child who needs it. We supported Milo pro bono in co-creating a unified brand story and strategic positioning.

## Our impact toolbox.

We don't just work with strategy, culture, and expression. We work with beliefs.

This chapter brings together the methods, frameworks, and commitments that keep us aligned, accountable, and inspired. From the science of 23plusone to the B Corp Assessment, from the UN Global Compact to responsible AI, and our commitment through the SME Climate Hub, these are the standards we hold ourselves to.

**23plusone method. To spark positive behavior, strengthen personal leadership, and build appealing brands, we use a science-based method rooted in what truly matters in life.**

### What drives people?

23plusone makes the emotional dynamics between individual and collective interests visible. It helps organisations gain deep insight into what moves people — not just in the boardroom, but across teams, partners, and communities involved in meaningful change. At its core, 23plusone is built around 24 fundamental human drivers — like friendship, curiosity, health, and achievement. When we connect with people across this full emotional spectrum, we unlock positive feelings, deeper connection, and behaviour that moves everyone forward.

New in 2025: The Happiness Scan — a digital assessment tool that lets anyone experience the 23plusone method in five minutes. Built on scientific research conducted and completed this year, it's a behavioural snapshot of what drives you. No lengthy questionnaires — just patterns that spark reflection and conversation.



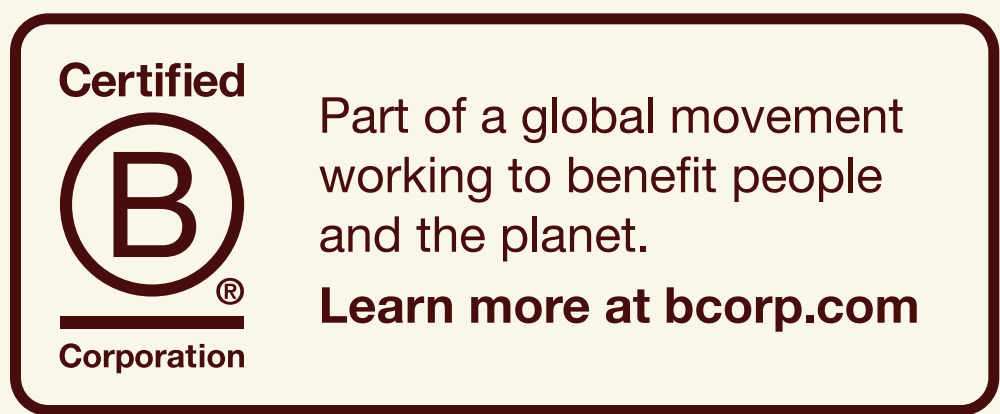
**B Corp Certified.**  
**Business as a Force for Good.**  
**We use the B Corp framework**  
**to guide ourselves and others**  
**in our ever-improving**  
**impact journey.**

**What drives our business?**

We've chosen to grow differently. We measure success by how we treat our team, serve our clients, contribute to society, and reduce our footprint. The B Impact Assessment gives us a shared language to track our choices and hold ourselves accountable.

In 2025, we certified for the third time — reaching a score of 112.9, up from 86.1. But the numbers are just a signal. What matters more is the daily effort: the small decisions, the projects we say yes to, and how we show up.

B Corp isn't a badge — it's a practice. One that reminds us to keep learning, questioning, and making business better.



# SDG's. We align our work with the United Nations Sustainable Development Goals — because a better world needs more than good intentions.

## Our commitment to the Ten Principles

As a participant of the UN Global Compact, we commit to upholding ten principles across human rights, labour, the environment, and anti-corruption. These principles aren't separate from our work — they shape how we run our business, how we treat our people, and how we choose our clients.

This Impact Report serves as our annual Communication on Progress, demonstrating how we put these principles into practice.

## Sustainable Development Goals

We're committed to advancing the 17 SDGs — from reducing inequalities to strengthening health, climate action, education, and gender equality. For us, the SDGs aren't a checklist — they're a shared horizon. A way to align brand and behaviour with what the world needs most.





**SME Climate Hub We commit to practical, science-aligned climate action — because credible impact includes how we cut emissions, not just what we say.**

### Part of the hub

We're part of the SME Climate Hub because climate action has to be measurable, not just meaningful. As a small business, our leverage is in the choices we make every week: how we travel, what we buy, who we partner with, and how we power our work.

Through the SME Climate Hub, we commit to set targets, reduce our emissions, and keep improving year on year. Not because we have it all figured out, but because doing the work, transparently and consistently, is part of what credible impact looks like.

## Artificial Intelligence. If you can't beat it, steer it wisely.

### Smart tech for good.

At BR-ND People, we pioneer with AI not just because we can — but because we care. We explore emerging tools with curiosity and purpose, balancing technological progress with a strong moral compass. For us, it's not about chasing the next big thing, but shaping it — responsibly, creatively, and always with a human heartbeat at the centre.

In 2025, we deepened our AI practice — integrating it into our internal workflows, building tools, and exploring how it can empower our clients' culture and strategy work. We're mindful of the challenge: using AI for good means staying conscious of its societal impact and questioning the growing concentration of power it can bring.



# Giving. A global initiative encouraging companies to give 1% of time, profit, product, or equity to good causes.

## Pledge 1%

Pledge 1% provides a simple, flexible, scalable, and lasting model to integrate giving back into the DNA of all companies. Already thousands of companies around the world have taken the pledge.

With Pledge 1%, we are a driver of this movement — helping visionary companies stand at the forefront of both economic, ecologic, and social change. In 2025, we dedicated 120 hours of pro bono work, including the continued support of Stichting Milo.



# The most unfair game in the world. A taboo-breaking game that sparks team building and deepens understanding of diversity, equity, and inclusion.

## Let's Play Equal

Many organisations understand the value of a diverse and inclusive workplace – where everyone feels safe to be themselves. Yet traits we can't control still shape the opportunities people receive. To help fast-forward the shift toward workplace equality, we teamed up with fellow B Corps Blyde, Greenjobs.nl, and Misteli Creative Agency to create a taboo-breaking board game. It's designed to spark the tough but vital conversations that move teams – and mindsets – forward.



## Our impact measured.

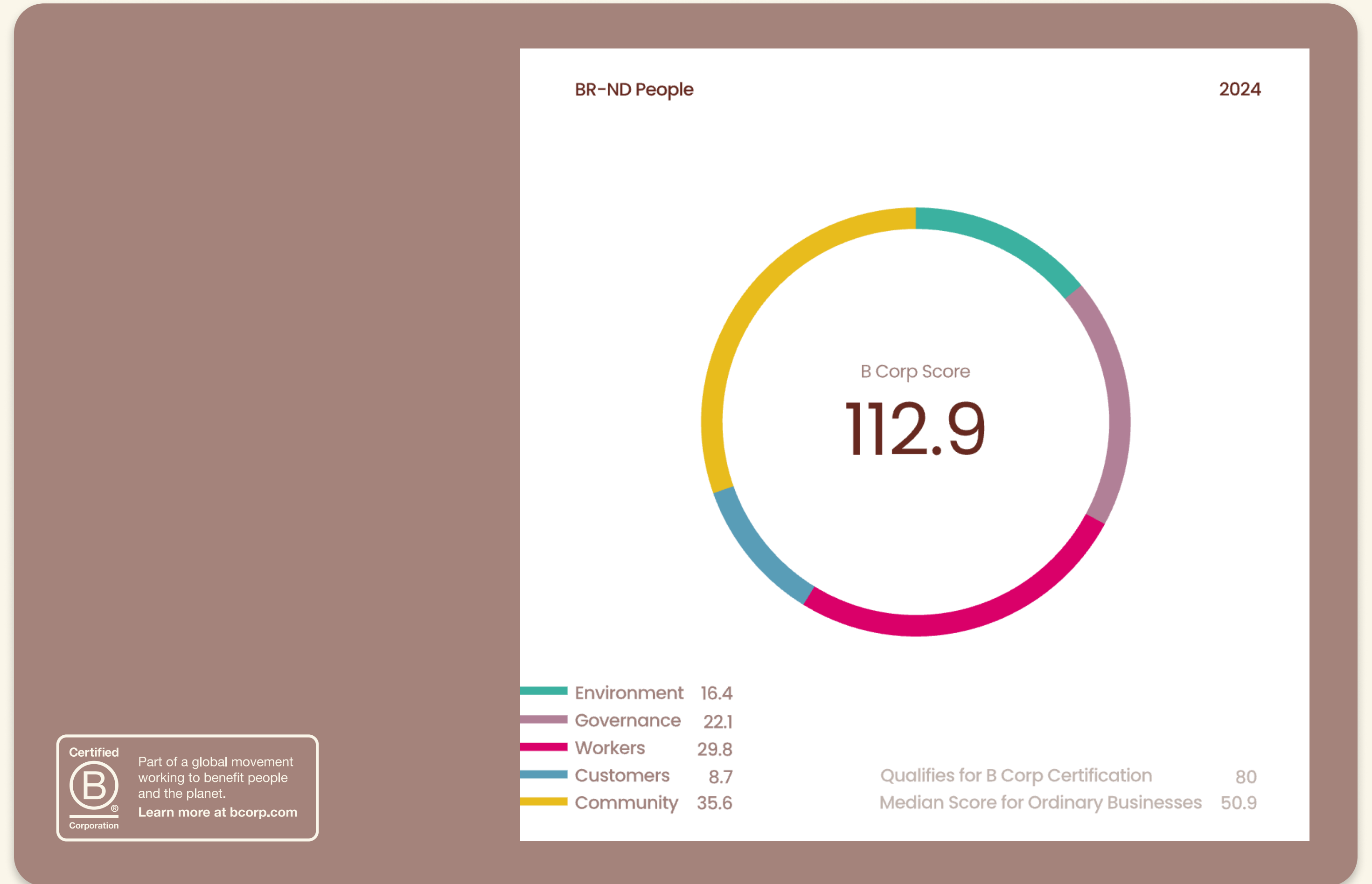
Calculating impact is hard. Rather than creating our own frameworks, we choose approaches that not just we, but many worldwide consider solid and high-barred.

We have committed ourselves to the Sustainable Development Goals, and our values are regularly kept in check by The B Impact Assessment. As a participant of the UN Global Compact, this section also addresses the CoP questionnaire's performance indicators across Governance, Human Rights & Labour, Environment, and Anti-Corruption.



## We raise our standards. Day by day. Year by year.

In 2022, we scored 86.1. Now, we hit 112.9 — a story of progress, reflection, and team effort.



## Governance

We do things together. That's been our way from the start. Decisions that affect the team are made by the team – often in conversation, sometimes over lunch. We keep each other sharp, honest, and kind. There's no strict hierarchy, but there is structure where we need it. We believe that shared ownership of direction builds more commitment, more clarity, and more joy in the work.

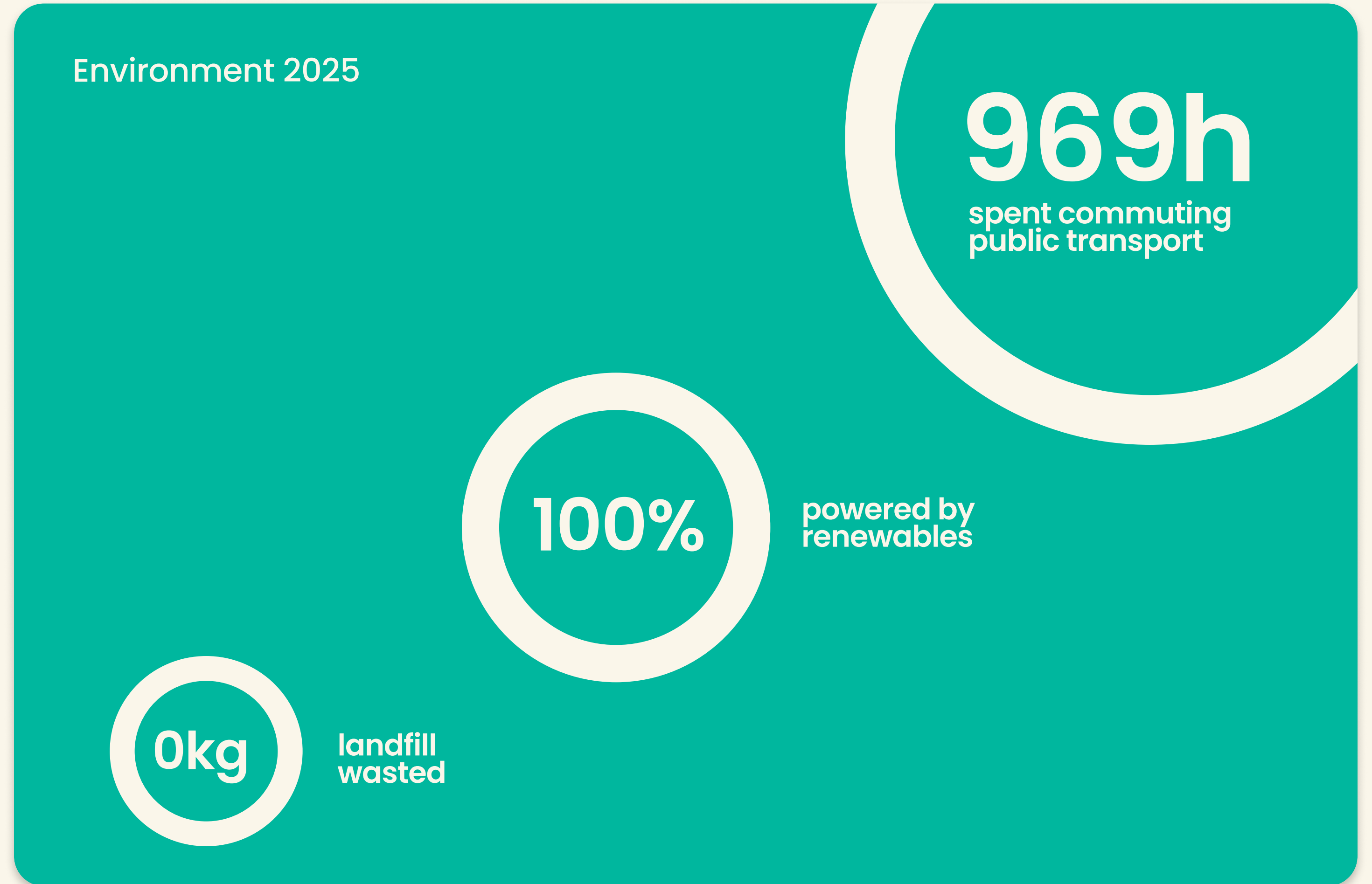
### Governance 2025

100% shared decision-making

60% female shot-callers

## Environment

We don't see environmental sustainability as a checklist or a claim – it's just part of how we try to live and work. We stay curious, question habits, and make small changes where we can. Sometimes that means rethinking what we need, sometimes it means letting go. We try to take light steps, not because we're perfect, but because we care. About our surroundings, our future, and the role we play in both. It's a quiet kind of commitment – honest, evolving, and never finished.

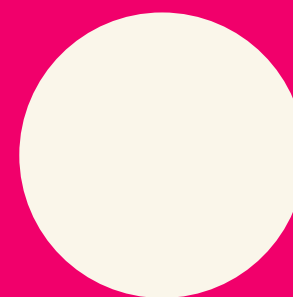


## Workers

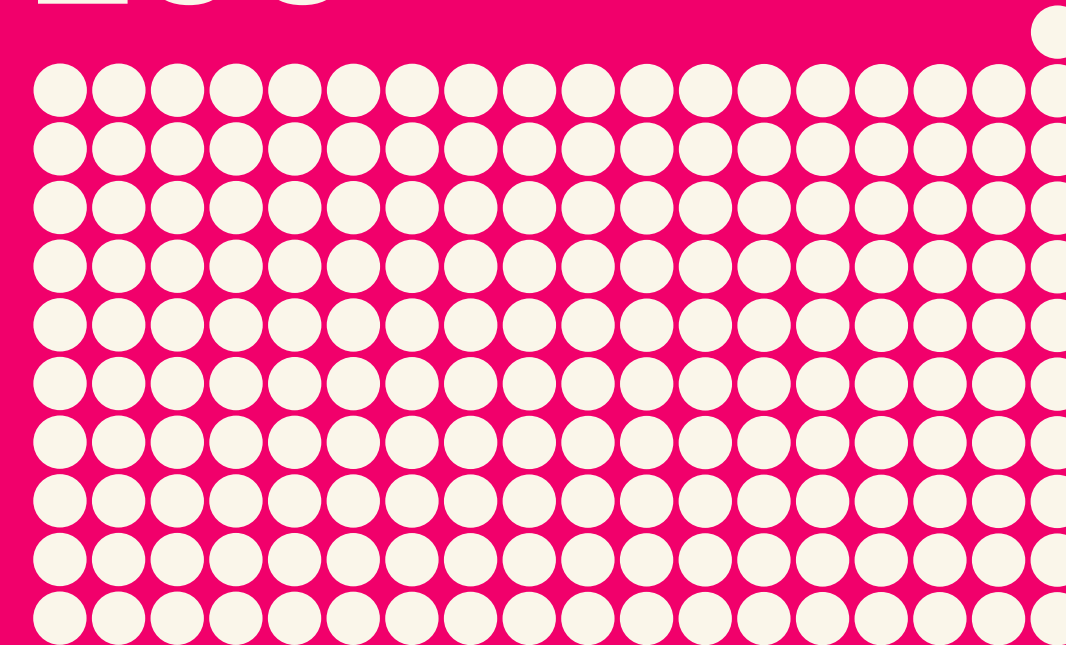
We're not trying to separate "life" from "work." It's all one thing – so let's make it good. That means freedom over control. No fixed hours, no set holiday count. You're trusted to know what you need. We spend time together because we want to, not because we have to. We move, we eat well, we take breaks. We don't clock in and out – we check in with ourselves and each other.

### Workers 2025

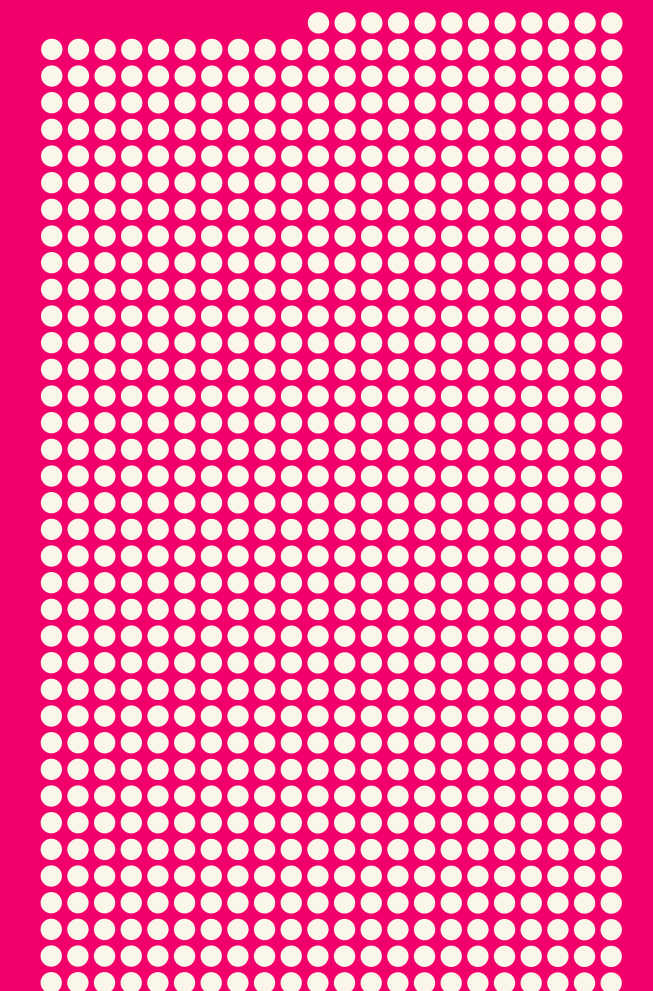
1 intern supported



200+ office hours spent staying fit



healthy lunches 723



## Customers

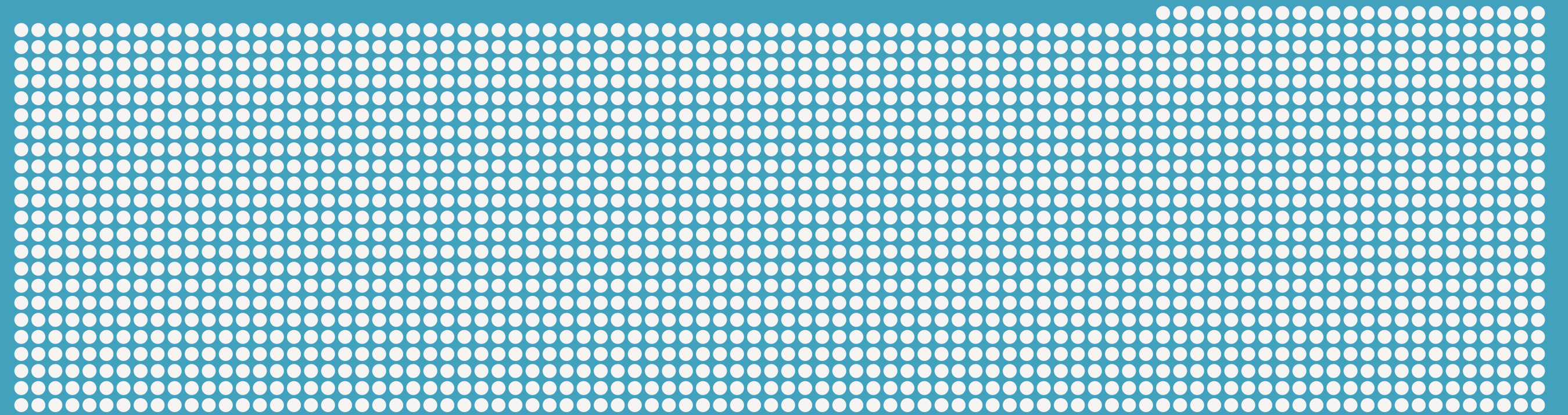
We work with people who are trying to make the world better in their own way. That's something we take seriously – and joyfully. Our role is to help them turn purpose into action, strategy into story, and ideas into real change. The relationships we have with clients are built on mutual trust, shared ambition, and co-creation.

Customers 2025

**13 brands supported**

100% purpose-driven client work

**2092** people engaged

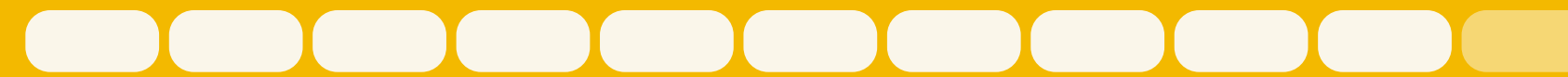


## Community

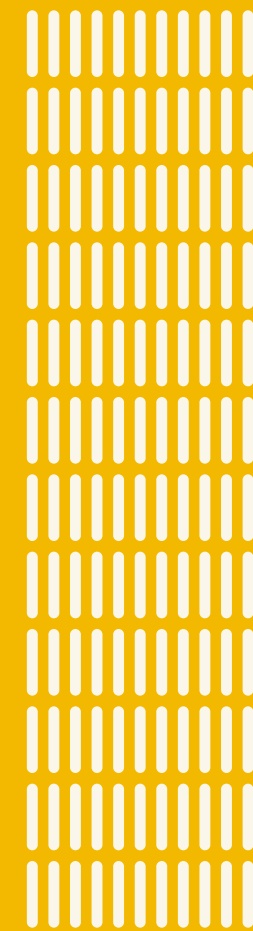
We care about the people around us – in and beyond our immediate circle. We buy local when we can. We donate time and talent to causes that matter to us. We invite others into our space to connect, share, or just spend time together. We believe in learning from others, and in passing that energy forward. Our work is better when it's grounded in real relationships.

### Community 2025

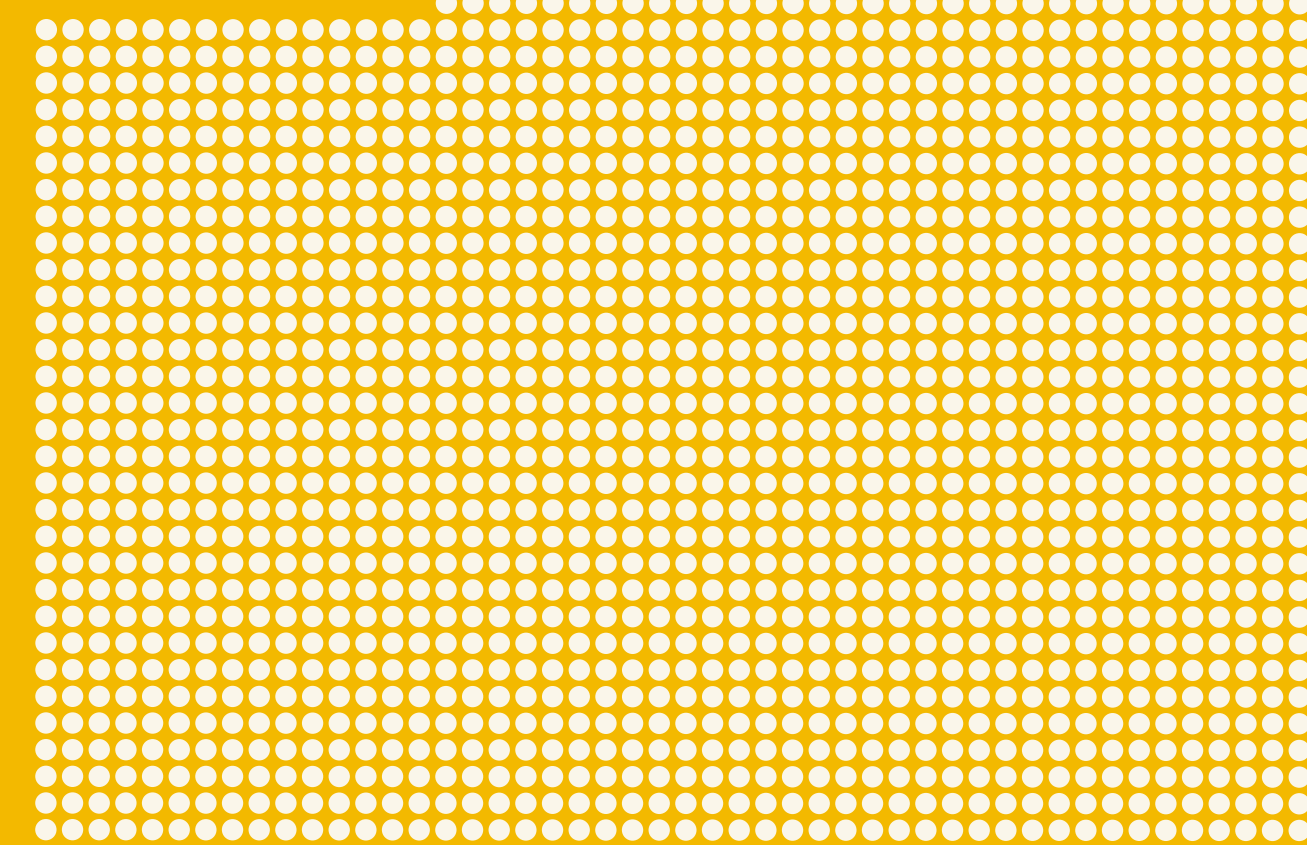
**90%** locally sourced products



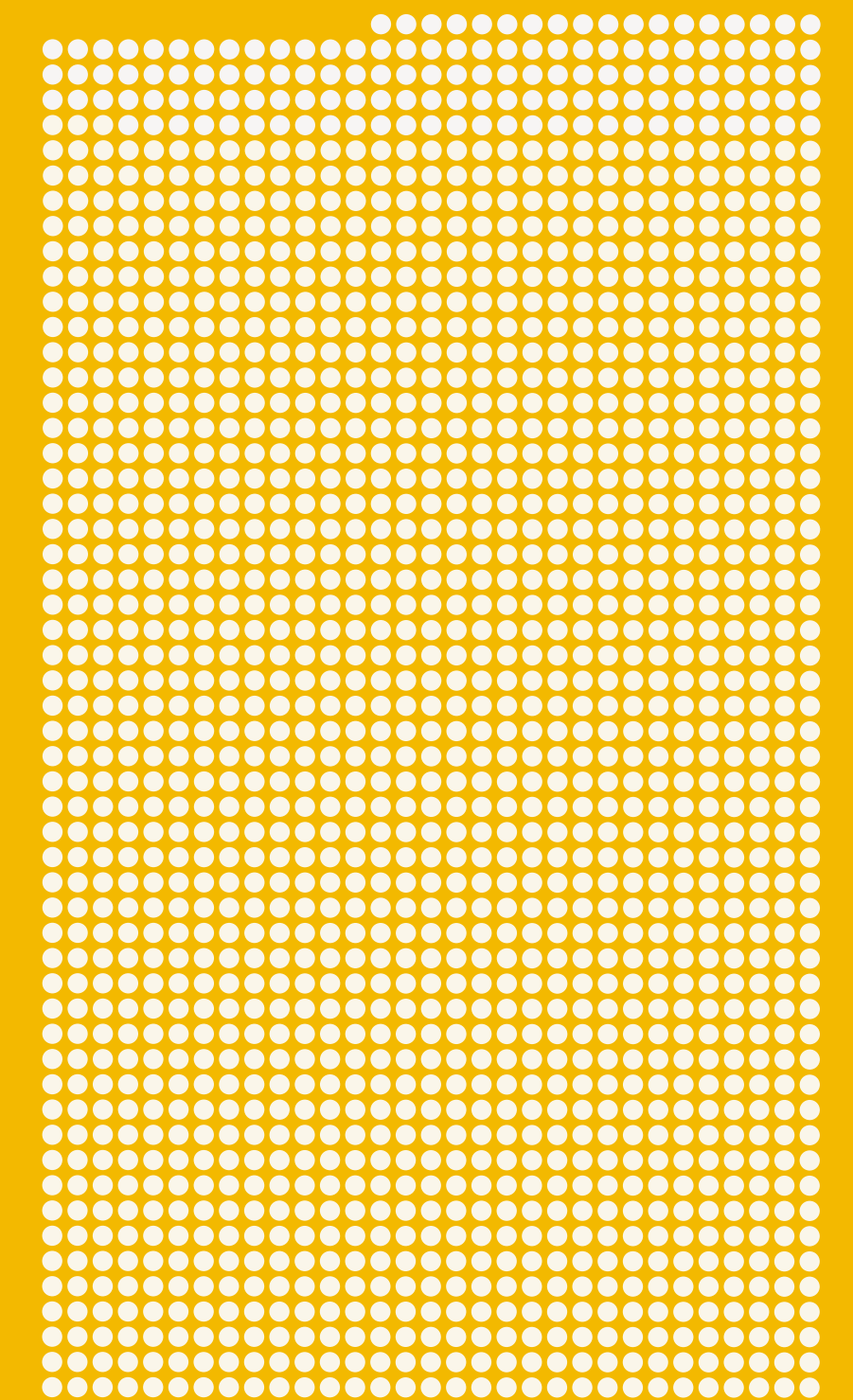
**120**  
hours  
pro bono



**1392** LinkedIn Followers



**1658** Newsletter subscribers



## That was it for 2025! ...but we're not done yet.

In 2026, we'll keep going deeper — strengthening our practice, growing our team, and creating impact that lasts.

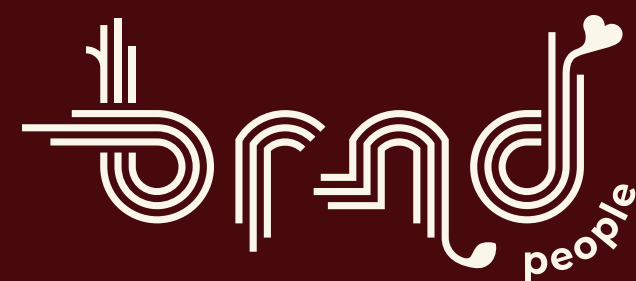
## Our Impact Ambitions for 2026

- Strengthen and grow our brand culture practice & interventions (building on what worked, and what stretched us)
- Implement Notion and automate the workflows (to support a small team carrying a big, diverse load of tasks)
- Grow our team of impactmakers (more capacity, more care, more craft)
- Facilitate an ecosystem of frontrunners to collaborate in Amsterdam (doubling down on the coalition energy we kicked off)
- Celebrate 15 year BR-ND People (and honour what got us here) and 20+ years of cooperation of our founders Kim & Alexander
- State-of-art new website for BR-ND People (to tell the story with more clarity and coherence)

**Pssst... want to create impact together? Let's chat!**

Give us a call at +31 (0)1965739145 or +31 (0)619953017, email [welcome@br-nd.com](mailto:welcome@br-nd.com) or visit us. We'd love to meet you.

BR-ND People is an impact agency that drives positive change for purpose-driven brands. Collaborating closely with passionate teams, we realise strategies that respect people, the environment, and future generations. A positive culture, a clear strategic plan, and an appealing brand are the keys to success. Since 2018, we have been proudly certified as a B Corp.



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