



Sustainability Statement MarketResponse

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For questions regarding the CSR policy or other related inquiries,
please contact wouter.jacobs@marketresponse.nl

Introduction CSR Policy

Every day we help our clients improve, change and renew their organizations. At the same time, we also try to deliver value for society. With this CSR Policy, we provide insight into how we do that. The CSR Policy is intended to provide MarketResponse and its key stakeholders, and anyone who cares about CSR, with insight into how MarketResponse implements CSR.

Sustainable living and working

Corporate Social Responsibility (CSR) is an integral part of strategic policy from MarketResponse. Each company, in its own way, implements tasks that achieve social goals. In recent years, MarketResponse has developed a step in corporate social responsibility. Efforts are being made to live and work sustainably, made possible by and with the business activities. In addition, we put our knowledge to use and share our knowledge to help each other and others.



Doing the right thing for employees, customers and society

We believe in doing the right thing, for our employees, customers and society as a whole. We want to serve the community in which we operate. At MarketResponse, we respect and value everyone and encourage every opportunity in which we can learn and grow together. Our strategy is designed to support and enrich our culture, encourage employee participation, improve organizational efficiency and reinforce our customers' values.

Partner of JINC

Every year we strive to have a positive impact on our environment. Together with JINC, we are working hard in 2023 to create a Netherlands where your zip code does not determine your future prospects. This is much needed, because the sad reality is that young people from neighborhoods with socioeconomic disadvantages have less chance of a good career. Not because they lack talent or ambition, but because they suffer from the consequences of socioeconomic disadvantage. Those who partner with JINC help fight that injustice. MarketResponse engages and supports JINC in various projects, we help countless young people from neighborhoods with socioeconomic disadvantage get a fairer chance in the job market. This goes to the heart of our business. After all, this is the workforce of the future.

Proud of our diversity

Diversity within our own organization is important. And yet we try to make this happen organically as much as possible. In the case of a vacancy, we give the position to the best candidate. We have never selected on cultural, ethnic background or medical grounds. As a team, we speak as many as 11 languages in total and ensure inclusive policies; relevant English-language documentation, presentations and meetings are facilitated. To maintain pride in the future, we monitor whether possible additional measures or adjustments are needed.

MarketResponse's office is located right by Utrecht Central Station and is easily accessible for people with disabilities.

CSR or Sustainability Statement

MarketResponse complies or intends to comply with the following agreements:

- We actively contribute to the development of our profession and the transfer of our knowledge to others who wish to learn the trade. Through continuous training in the areas of knowledge, skills and personal growth, we structurally build on the quality of management and employees. MarketResponse encourages and facilitates employees to enroll in master classes, knowledge sessions, trainings and certificates, and employees work on a Personal Development Plan.
- We inform our customers and suppliers that we are socially responsible.
- We make transparent agreements with customers and suppliers about the quality of our products and how we monitor quality.
- We monitor both the continuity of our business and that of the employee. We take care of provisions should we face loss of income.
- We are continuously working to reduce environmental impact and increase the sustainable nature of our business.
- We are continuously working to improve our own procurement process and focus particularly on goods and services that are sustainable, preferably carrying an environmental sustainability and/or social label.
- At its core, MarketResponse is a knowledge company. Central to our CSR policy is; to make knowledge accessible to all. To operationalize this, among other things, we have entered into a partnership with JINC (RSIN 812641139), in addition to providing guest lectures at educational institutions, presentations at seminars and so on.

- MarketResponse has been a partner of JINC since 2023. JINC was founded in 2003 as an initiative against poverty and decay in Amsterdam New West. Two decades later, JINC is active in 15 regions, supported by more than 850 business partners.
- JINC projects reach more than 63,500 children a year.

Through the JINC program, young people are introduced to a variety of businesses, organizations and professions, discovering what work suits their talents.

 - In the Netherlands, 100,000 children grow up in an environment of socioeconomic disadvantage. They have just as many talents and dreams as other children, but unfortunately they grow up in an environment where they have less chance of a successful career. They lack the right network and do not get to places where they can gain professional skills and knowledge for later.
 - Together with JINC, we are committed to a society where a zip code is no longer a predictor of your success in the job market.
 - We believe it is essential to give these young people an extra helping hand as they enter the job market.
 - To fulfill this mission, JINC and MarketResponse jointly organize projects for vmbo and elementary school students.
 - Partners such as MarketResponse are exclusively invited to (member) meetings several times a year.
- In addition to the cooperation with JINC aimed at preventing distance to the labor market and unequal opportunities, MarketResponse also wants to help reduce the group of people in the Netherlands who currently have a distance to the labor market. We do this by means of job-carving by permanently creating at least 1 and in the future possibly several support positions that will be given out temporarily (by means of a work experience placement) and/or eventually permanently to persons belonging to the target group of the job agreement.



Conscious employees

MarketResponse encourages CSR toward employees:

- We are well aware of the fact that our employees make an important contribution to our CSR projects. Employees are given sufficient space to make an impact.
- For JINC projects, each employee can dedicate 8 hours on an annual basis to give young people an extra helping hand in their start in the job market. In this way we strive together for a society where your background does not determine your future.
- MarketResponse provides a Shuttle Card and encourages its use, allowing all employees the opportunity to travel by public transportation.
- Cycling is healthy, we all know that. Cycling gives you a better resistance and it is also very sustainable. With a bike plan, cycling to work is encouraged.
- We encourage working from home to travel fewer unnecessary miles.
- Do you want to use the printer? We all recommend printing as needed and then double-sided as much as possible. Together we are going to be frugal with use/office items.

Other measures

Further measures taken by MarketResponse or part of the workplace:

- Automatic sensors to control lighting so as not to use it more than necessary.
- MarketResponse is an ISO 27001 certified organization and paperless office and clean desk are policies.
- The building climate control system features the latest capabilities to minimize on environmental impact.
- As a knowledge company, we use our brainpower and capacity for innovation to develop new services and products; always with the (wellbeing of) people at the center and sustainability as one of the key principles.

Jorgen Botermans

CEO MarketResponse International Group

marketresponsegroup.com

Utrecht | Amsterdam | New York

welcome@marketresponsegroup.com



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