



# CORPORATE SOCIAL RESPONSIBILITY

BLINKLANE GROUP  
REPORT 2020

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# Welcome



Han Driessen  
CEO BlinkLane Group

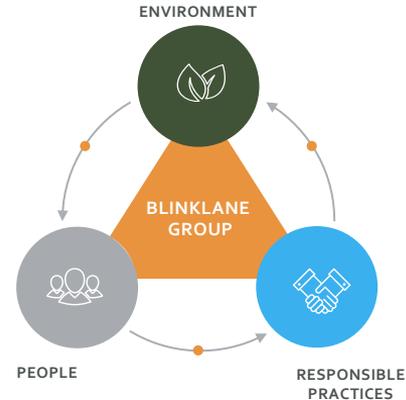
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We're very happy to present you with this first report on Corporate Social Responsibility. At the BlinkLane Group, our motto is 'to succeed beyond ambition': making a positive contribution to our clients, our people and our society, while sparing the planet as much as possible.

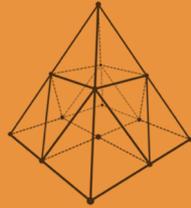
In this report, you'll find a range of initiatives supporting people, environment and responsible practices. It's a start, yet our ambitions are substantial. Expect future versions of this report to bring us even closer to leading our peers in this respect as well as others.

Yours,  
*BlinkLane CSR Initiative*

Sabine Droog  
Fiona Munshi  
Daniela Pleiner  
Marleen Werkhoven  
and Han Driessen, BlinkLane CEO



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# ABOUT BLINKLANE GROUP

# About BlinkLane Group

## ORGANIZATIONAL TRANSFORMATION IN A DIGITAL AGE

We help companies around the world in their quest to become more adaptable and a breeding ground for technology and innovation.

Since our establishment in 2007, the BlinkLane Group has grown into one of the world's leading consultancy and training firm in large-scale Agile transformations.

We have successfully performed over 100 agile transformation and when BlinkLane companies combine forces, we – together with our client – develop an organisational structure, implement the change and create a self-sustaining organisation through knowledge, experience and education.

## GROUP PORTFOLIO

BlinkLane Group portfolio companies include BlinkLane Consulting and Gladwell Academy, each with a focus to help organizations to transform and successfully exploit the evolving challenges of the digital age.

### BlinkLane Consulting

**BlinkLane Consulting** offers consulting services in the following transformational themes:

1. Scaling Agile
2. Strategic flow
3. Continuous innovation
4. Reinventing HR

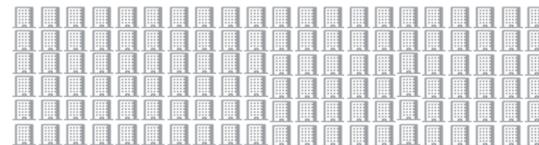
### Gladwell Academy

**Gladwell Academy** is the world's leading provider of Scaling Agile (SAFe) certified and client-specific training on Agile ways of working and organizational transformation.

## IN NUMBERS

**120+**

guided organizational (agile) transformations



**25.000+**

people trained worldwide





# ENVIRONMENT

“We are minimizing our environmental footprint while supporting local initiatives to improve (global) environmental sustainability”



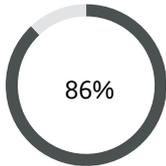
# Environmental responsibility

BlinkLane Group is committed to minimizing the impact our firm has on the environment. Our direct environmental footprint mainly consists of business travel. We manage this impact by:

01

## SUSTAINABLE MOBILITY OPTIONS

BlinkLane Group offers all employees a sustainable mobility solution. We offer for example electric cars with special charging stations in our shared parking garages and public transport subscriptions via an NS Business card including OV bicycle. Currently 86% of our employees is equipped with a sustainable mobility option.



Percentage of employees having a sustainable mobility option in 2020

02

## REMOTE WAY OF WORKING

In order to reduce impact by travel emissions, we offer a remote way of working for our employees and facilitate remote training courses for clients. In this way everyone is flexible and not committed to travel.

03

## YEARLY SUSTAINABILITY EVENT

BlinkLane group compensates business travel emissions by reserving €2,00-€5,00 per flight. Once a year BlinkLane group will organize a (internal) sustainability event, which is the moment we will invest the reserved money in local environmental initiatives. In other words, during the event we put our minds and bodies into action through pro bono and financial support of local initiatives regarding environmental issues.

“Our offices are located  
in a shared building  
with high environmental  
standards”



# Sustainable offices

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## FOOD WASTE

In corporation with Spaces, BlinkLane Group participates in a trial run with Too Good To Go. A great initiative against food waste. You can prevent waste by buying perfectly edible food that organizations otherwise throw away at the end of the day. This can range from bakeries to supermarkets and restaurants.



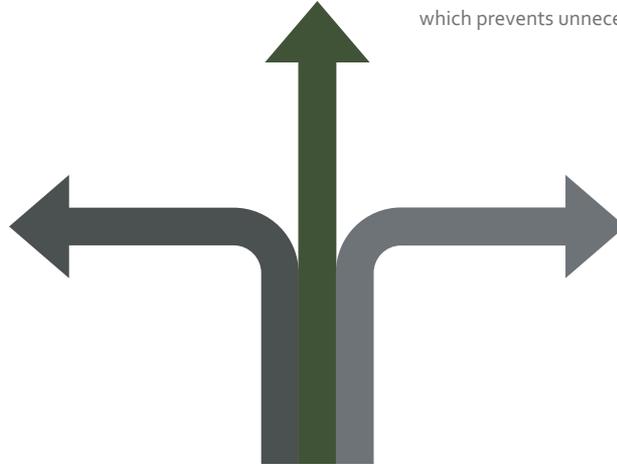
## ENERGY EFFICIENCY

The energy efficiency of our workspaces is reduced through LED replacement and we use motion sensors, which prevents unnecessary lighting of rooms.



## SUSTAINABLE LOCAL SUPPLIERS

BlinkLane Group works together with local sustainable suppliers like coffee, fruit and flowers.





# PEOPLE

“With offices in 3 countries,  
employees from 13 nationalities,  
clients and trainings in 22  
different countries, diversity is in  
our culture”



## Diversity is in our culture

Organizational diversity improves organizational effectiveness since it enables people to work to their full potential. Specifically, diversity management benefits individuals, teams, our company as a whole, and our customers. We recognize that each employee brings their own unique capabilities, experiences and characteristics to their work, which enables us to help our clients become a breeding ground for technology and innovation.

TOTAL NUMBER OF  
EMPLOYEES

87



10+

DIFFERENT NATIONALITIES



47%

Male



53%

Female

“We create and foster a supportive and understanding environment in which individuals realize their maximum potential within the company, regardless of their differences”



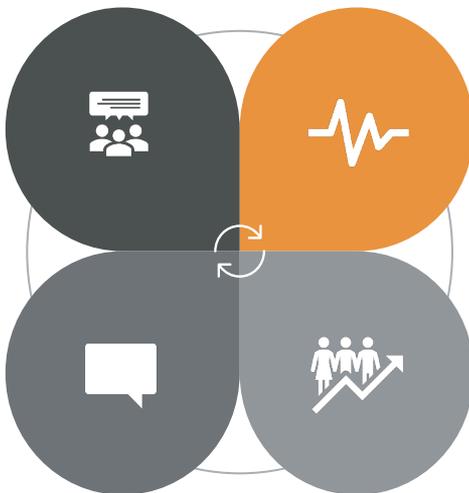
# Inclusive work environment

## TRANSPARENT COMMUNICATION

Open communication allows our employees to understand what they do matters in the success of the business. We stimulate open communication and transparency through our weekly, monthly and quarterly meetings. For example via a business update, stand-up or interview. This results in easier decision making, providing creative solutions, teambuilding and knowledge sharing.

## ENGLISH AS BUSINESS LANGUAGE

As we have employees from all over the world, our main business language is English. This contains all business-related communication and meetings.



## VALUE OF MENTAL AND PHYSICAL WELL-BEING

Employees are the most valuable asset of our company. We value their mental and physical well-being by, for example:

1. Offering a training course for parents in order to develop their skills how to balance parenting and being a successful employee.
2. Regular sport events organized for all employees
3. Individual coaching

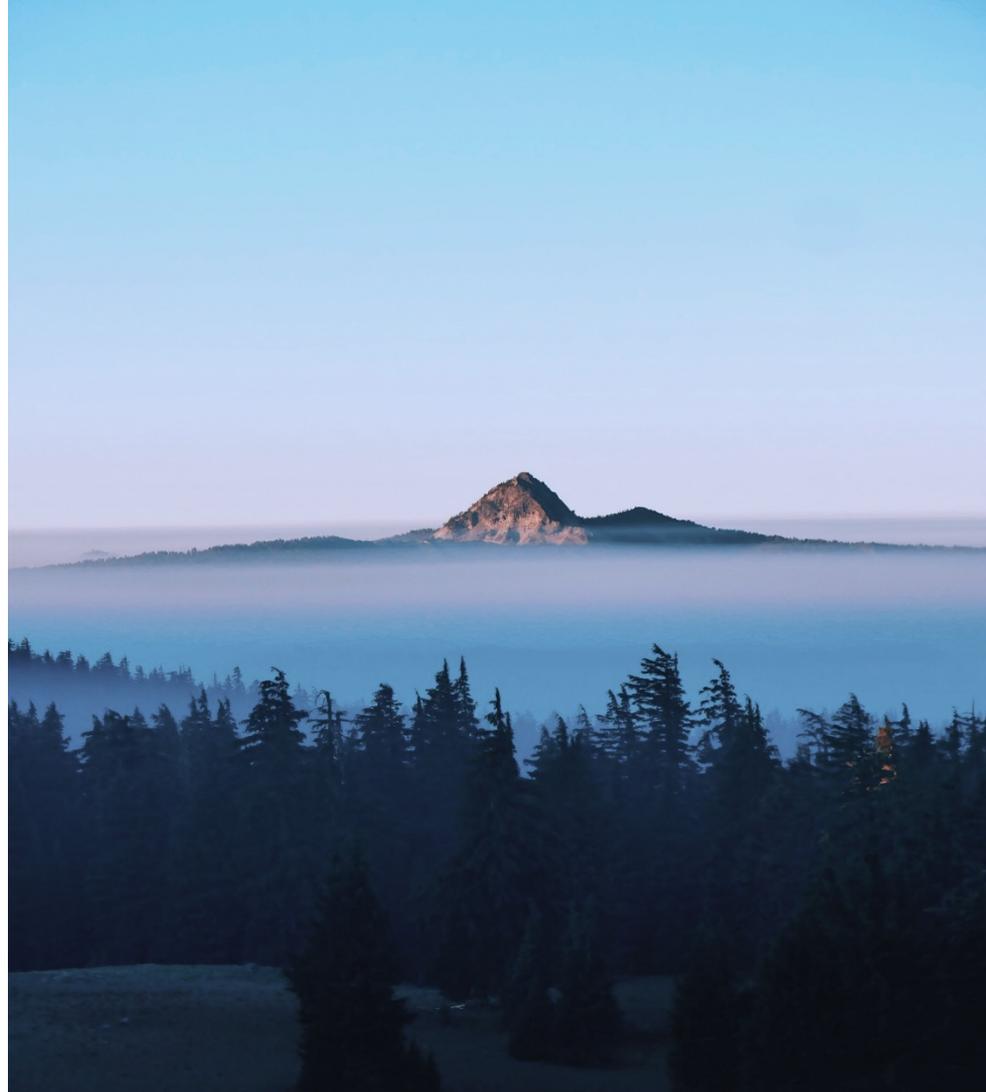
## EMPLOYEE EMPOWERMENT

BlinkLane Group believes in the strengths of their employees. We empower our people by giving autonomy and responsibility for decision-making. In this way, accountability and ownership is built in the organizational culture, which plays a key role in our business success.



# RESPONSIBLE BUSINESS PRACTICES

“BlinkLane Group is committed to meet the highest standards, both professional and ethical. This is how we run our firm and how we work with our clients”



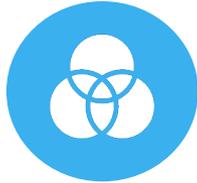
# Code of conduct

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## EXPECTED BEHAVIOR

We have a set of expectations of the behavior of our team and colleagues. In line with that, we also expect our clients to act in a manner that is consistent with our code.



## MORAL RESPONSIBILITY

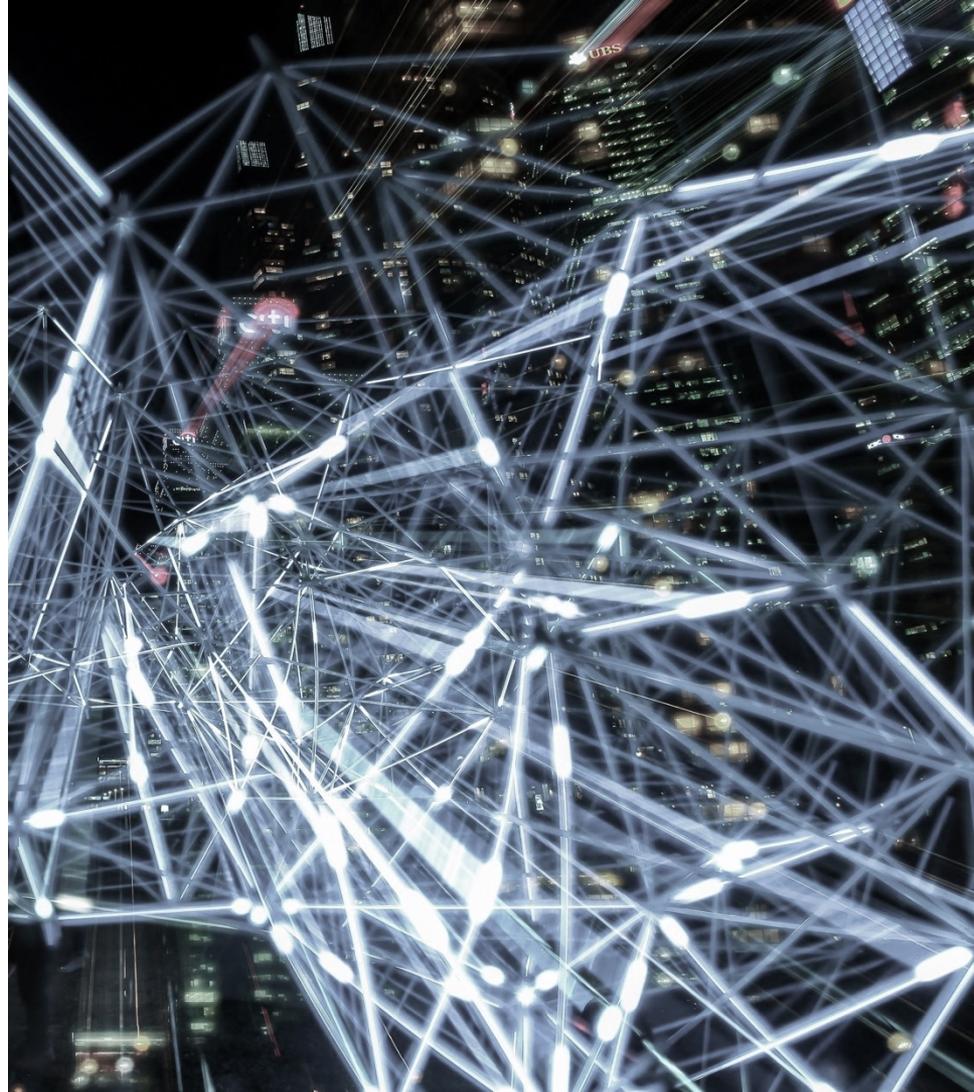
BlinkLane Group as a firm stands firmly against bribery and corruption in all its forms. We expressly prohibit any form of bribe or kickback. In addition, we are committed to fully comply with the anti-corruption laws of all the jurisdictions in which we operate.



## EQUALITY & HUMAN RIGHTS

In line with our diversity statement, we aspire to maintain a work environment that supports, inspires, and respects our colleagues, applicants and clients. It is our expectation that all firm members can work in an environment free from harassment and discrimination.

“BlinkLane Group is  
committed to protect  
personal and customer  
data”



# Data Privacy & Security

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## Data privacy

BlinkLane group ensures that all personal data is stored in a secure manner. Personal data is collected, accessed, used, and shared only on a strict need-to-know basis and only as necessary to support the firm's and our clients' fair and lawful processing purposes. This in accordance to the requirements of the European General Data Protection Regulation (GDPR).

## Data security

BlinkLane Group is committed to meet the highest standards of data security. These standards are built on our general terms and conditions.

“Small actions can make big  
differences”



# Social responsibility through employee commitment

## ONE PERSONAL TARGET PER YEAR

Focused on supporting (local) initiatives.



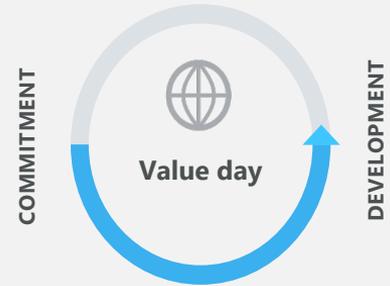
### PERSONAL TARGET

BlinkLane Group encourages their employees to use their knowledge and capabilities to support (local) initiatives close to their hearts. We do this by offering them 5% of their working time per year to use to work on (local) initiatives to improve social responsibility.



### PRO-BONO ASSIGNMENTS

Every year BlinkLane Group is involved in one or two pro-bono assignments where we help organizations with transformations.



### VALUE DAY

A day that brings all employees together evaluate and discuss our progress on the future ambitions in terms of corporate social responsibility. In this way, we see this as ongoing journey where continuous development and commitment is needed.



# OUR FUTURE AMBITIONS

## Future ambitions for 2021

BlinkLane Group has the goal of becoming a leading sustainable firm in our field, therefore we set high ambitions for ourselves for the coming year. Here an overview:



A 100% sustainable mobility option for all employees at the end of 2021.



To encourage our employees to use their knowledge and capabilities to support (local) initiatives close to their hearts, we aim to offer them 5% of their working time per year to do so.



Pro bono assignments; every year BlinkLane Group is involved in one or two pro-bono assignments where we help organizations with transformations.



Launch value days that brings all employees together to evaluate and discuss our progress on CSR and set future ambitions.

# BLINKLANE GROUP

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