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Case Study

Johan Cruyff Institute

Company & Country

Cruyff institute, the Netherlands

Start Up/SME, Employees

SME with 150+ employees

Category of Industry

Higher education, sport, sport management

Website Address

<https://cruyffinstitute.nl/en/>

CSR Strategy

<https://cruyffinstitute.nl/en/corporate-social-responsibility/>

The Johan Cruyff Institute educates athletes, sports and business professionals to become Leaders in Sport Management. The Institute is a powerful blend of professors, staff and partners who share a passion for educating the next generation of leaders in the sports business for the benefit of all athletes, sports partners, organisations, and the students themselves. Johan Cruyff Institute offers onsite and on-campus worldwide learning programmes in Sport Management, Sports Marketing, Sponsorship, Coaching and Football Business. They are the next generation of leaders ready to manage sports organisations all over the globe.

Benefits of CSR

- Development of responsible leaders of the future, through the teaching of Corporate and Social Responsibility in their programmes.
- Contribution to the achievement of Sustainable Development Goals through responsible management education.
- Safeguard of ethical conduct in the sports business.

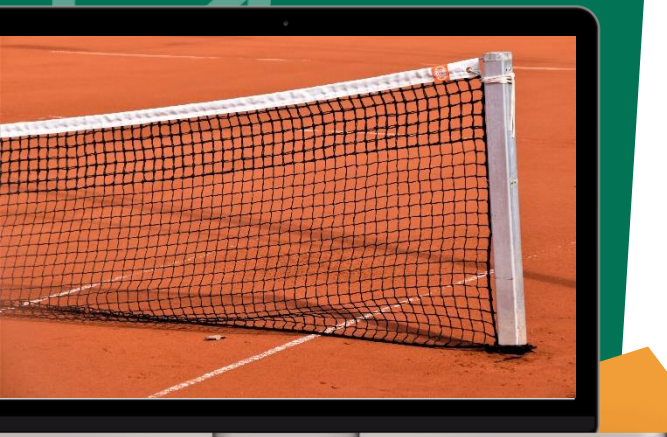


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We are convinced that only through ethical business conduct will the interests of professional sport be safeguarded in the long term. The development of socially responsible leaders in the sport business is essential for achieving this goal. This is what the Johan Cruyff Institute stands for.

Description and Implementation of Key CSR Initiatives



Johan Cruyff Institute Corporate Social Responsibility (CSR) program focuses on three pillars: (1) the social engagement of the institute's partnering sports entities and ensuring that athletes are able to develop their careers through (2) The Cruyff Athlete Fund, and (3) the Johan Cruyff Foundation.

Any potential partner, an associated entity, sponsor, ambassador or representative is screened for moral conduct and alignment with the institute's corporate values before they can take part in any of their projects. Johan Cruyff Institute's employees, students, faculty, collaborators, and associates endorse and respect the [Johan Cruyff Institute Code of Conduct](#).

Another important pillar of Johan Cruyff Institute's CSR programme is The Cruyff Athlete Fund, enabling professional minority sports athletes, and those athletes about to make the transition to the management of sport, to study any postgraduate or master's programme at Johan Cruyff Institute. For each new course, the academic admissions committee of The Cruyff Athlete Fund selects several candidates (who meet the defined admissions requirements), supporting them with study grants of up to 100 per cent. The goal is to educate leaders in the sports industry who will best defend the interests of the sport, regardless of their race, religion, gender, national origin, sexual orientation, age or income level.

The third pillar of the CSR programme is the [Johan Cruyff Foundation](#). The foundation helps children and young people improve their quality of life through sports and movement. The institute supports the Johan Cruyff Foundation through volunteering, support services, and funding of special projects. Furthermore, the institute is a member of the Principles for Responsible [Management Education \(PRME\)](#). PRME is a United Nations-supported initiative of higher education institutions committed to transforming business and management education, working to develop responsible leaders of the future and obtaining Sustainable Development Goals through responsible management education.

Disclaimer: All the information used comes from the Cruyff Institute website (<https://johancruyffinstitute.com/en/>)

Case Study

Tony's Chokolonely

Company & Country

Tony's Chokolonely, the Netherlands

Start Up/SME, Employees

SME with 243

Category of Industry

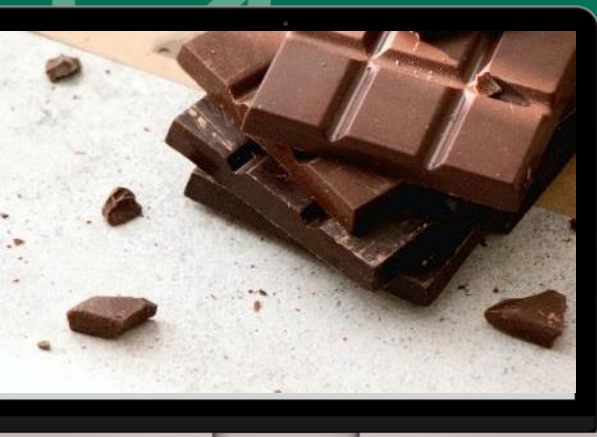
Food and drink, confectionary, cocoa production

Website Address

<https://tonyschokolonely.com/nl/en>

CSR Strategy

<https://tonyschokolonely.com/nl/en/our-mission>



Tony's Chokolonely is a Dutch confectionary company founded in 2005. Tony's Chokolonely has now grown to 243 employees in 2020, using Corporate and Social Responsibility as a key pillar of their business operations. Tony's mission is to make 100% slave-free practices the norm in the chocolate industry. In order to reach this goal Tony works around the following 3 pillars of action: 1) Raising awareness; 2) Leading by example and; 3) Inspiring to act.

Benefits of CSR

- To contribute to the ethical sourcing of the chocolate industry, and to reach their mission of 100% slave-free chocolate as the norm.
- To lead by example in the chocolate industry, providing a transparent good practice example, that the company encourages others to follow.
- Tony's Chokolonely benefits from increased sales due to the growing demand for ethical chocolate. Tony's Chokolonely sold 46,233, 862 chocolate bars in 2021.





Image retrieved from @admanbismc on Unsplash



Our mission: together we make 100% slave free the norm in chocolate.

Tony's Chocolonely

Description and Implementation of Key CSR Initiatives



To reach the goal of 100% slave-free chocolate being the norm for chocolate production, Tony's Chocolonely has created a roadmap that outlines its long-term goals. The roadmap consists of 3 pillars of action: 1) Raising awareness; 2) Leading by example and; 3) Inspiring to act. Since their inception in 2005, Tony's has been creating awareness around responsible chocolate production; Tony's believes it is important that cocoa farmers and people in cocoa communities realise what it is and is not allowed. Additionally, Tony wants all chocolate fans to be aware of the injustice in the chocolate industry. This way, if retailers and Choco fans actively demand ethically produced chocolate, chocolate companies are more likely to take responsibility for making it happen.

Since, 2012 Tony's has been leading by example showing that chocolate can be made differently, treating everyone in the supply chain fairly. Tony's has created commercially successful chocolate without the use of modern slavery or exploitation. Tony invests in long-term partnerships with cocoa farmers, makes fairer price agreements and shows cocoa farmers how to be more organized and improve their productivity so they can achieve a decent income.

Since 2019, Tony has inspired other key players to take action and is actively seeking partners who apply our model. Each year the company publishes a report detailing its KPIs and impact for the year, to share lessons they've learned and remain open to discussion. Additionally, Tony maintains an ongoing dialogue with politicians, NGOs and academia to increase the pressure on the industry to adopt their 5 sourcing principles for slave-free cocoa.



Child Labor Monitoring & Remediation System (CLMRS)

Furthermore, Tony's have implemented the [Child Labor Monitoring & Remediation System](#) (CLMRS) at their partner cooperatives in Ghana and Ivory Coast. Developed by International Cocoa Initiative (ICI) and Nestlé, this system helps Tony's partner cooperatives to identify cases of illegal child labour, find solutions and prevent the use of illegal child labour by raising awareness about the topic. The CLRMS aims to get children out of a situation of illegal child labour within 6 to 12 months after the case has been identified. With Tony's and ICI's help, the cooperatives Tony's works with are rolling out the system to all their members, especially the farmers we work with, so that the entire community is reached.



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Case Study

Holland Recycling

Company & Country

Holland Recycling, the Netherlands

Start Up/SME, Employees

SME with 11 employees

Category of Industry

Waste management, recycling, data destruction

Website Address

<https://www.hollandrecycling.com/>

CSR Strategy

<https://www.hollandrecycling.com/sustainability-csr/>



Image retrieved from @sigmund on Unsplash

Holland Recycling was founded in 2020 as a holistic supplier of waste solutions. The company specialised in the collection and processing of high-quality e-waste. In addition to recycling e-waste, Holland Recycling also focuses on the refurbishment of a large scale of hardware and is a specialist in the field of data destruction. The company can destroy data mechanically, by means of shredding, and with software. Dutch Hardware Trading (DHT) has now also been integrated into Holland Recycling under the name [Holland Recycling Reuse](#). DHT was based on the idea that electronics were often recycled too quickly, the company's vision was to give electronics a second life. Holland Recycling aims to work in the most circular way possible and have CSR woven into their organisation.

Benefits of CSR

- Contribution to the development of the circular economy.
- Market leaders in the field of e-waste and recycling.
- Entire business model based on waste, an increasingly lucrative sector.



Image retrieved from @ellyfilho on Unsplash



Corporate Social Responsibility is woven into our organisation. For instance, we support various charities, are a member of the CSR initiative AANtWERK, employ many people who are disadvantaged in the labour market and try to work exclusively with partners who share Holland Recycling's values and standards.

Holland Recycling

Description and Implementation of Key CSR Initiatives



Corporate Social Responsibility is woven into Recycling Holland's organisation. They support various charities, are a member of the CSR initiative AANtWERK, employ many people who are disadvantaged in the labour market and try to work exclusively with partners who share Holland Recycling's values and standards.

Holland Recycling actively promotes CSR by being a proud member of [AANtWERK](#). AANtWERK is a platform for employers committed to socially responsible and inclusive business practices. It started on 22 April 2013 with a founders' meeting. AANtWERK is an initiative of IBN, Weener XL, WSD and 21 employers. It arose from a great need to inspire and inform each other and others about inclusive business practices. The aim is to promote CSR in the Eindhoven, Tilburg and Den Bosch regions. The platform has set itself the goal of eventually growing to include more than 200 partners. The organisations united in the foundation want to offer the extra support needed to people who have difficulty gaining a foothold in the labour market.

Recycling Holland finds an important aspect of CSR to be the way in which companies treat their staff and people within and outside their working environment. Holland recycling employees who are at a disadvantage in the labour market help them to make the step up to the regular labour market.

Finally, Holland Recycling is ISO 14001 certified, meaning that they constantly work on improving the environmental impact of their business. They are constantly looking for ways to save energy, for example. Additionally, the company also keeps up to date with all the latest developments in techniques that generate the highest possible recycling rates. In this way, they try to recover as many valuable and increasingly rare raw materials from electronic products as possible. Through these practices, they hope to ensure that sufficient raw materials remain available to their children and grandchildren in the future.





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Case Study

De Klok Banden

Company & Country

De Klok Banden, the Netherlands

Start Up/SME, Employees

SME with 21 employees

Category of Industry

Automotive, tyres

Website Address

<https://deklokbanden.com/?lang=en>

CSR Strategy

<https://deklokbanden.com/csr/?lang=en>



Image retrieved from @arnosenoner on Unsplash

De Klok Banden is a fast-growing importer of tires for passenger cars, delivery vans and trucks. The history of De Klok Banden B.V. began in 1920 with the start of a coal and transport company in Rotterdam, which then later supplied oil products in the fifties and sixties. In the late sixties, De Klok Banden started a speciality shop for tyres. De Klok Banden's own import brands come from various parts of the world; in addition to well-known brands such as Bridgestone, Continental, Dunlop, Firestone, Fulda, Goodyear, Michelin, Pirelli, Vredestein, Uniroyal, etc., De Klok Banden is the exclusive importer of the tire brands GT Radial, Kumho Tyre, Nankang, Nokian Tyres, Ovation and Sonar. De Klok Banden is convinced that successful business and sustainability go hand-in-hand.

Benefits of CSR

- De Klok Banden are one of the few automotive market providers that put emphasis on sustainability/disadvantaged people.
- The company become a driving force in the automotive sector of successful sustainable and socially responsible business.



We are continually pursuing the right balance between the mainstays of sustainable entrepreneurship: employees, the environment and society.

De Klok Banden

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Description and Implementation of Key CSR Initiatives



Sustainable business is high on the agenda at De Klok Banden B.V.; the company is continually pursuing the right balance between the mainstays of sustainable entrepreneurship: employees, the environment and society. De Klok Banden believes in sustainable employment for its personnel. De Klok Banden uses training, job rotation and utilising helpful tools among other things, to allow employees to carry out their work in a varied, efficient and safe manner.

De Klok Banden makes an effort to employ CSR practices by offering opportunities to interns and recognised refugees. By allowing candidates to gain experience in the company, De Klok Banden provides them with a foundation for their further development in society. A myriad of initiatives has also been started in the area of green entrepreneurship.

In terms of environmental CSR practices, De Klok Banden has fully equipped all of their offices are buildings with LED lighting, resulting in significant savings in energy usage and CO2 emissions. Furthermore, in 2018 De Klok Banded started generating all the energy it uses from solar power when 1,000 solar panels were installed on one of De Klok Banden's building roofs.



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Case Study

The Lekker Company

Company & Country

The Lekker Company, the Netherlands

Start Up/SME, Employees

SME with 7 employees

Category of Industry

Cosmetics, skin care

Website Address

<https://www.thelekkercompany.com/>

CSR Strategy

<https://www.thelekkercompany.com/about-us>

<https://www.thelekkercompany.com/foundation>

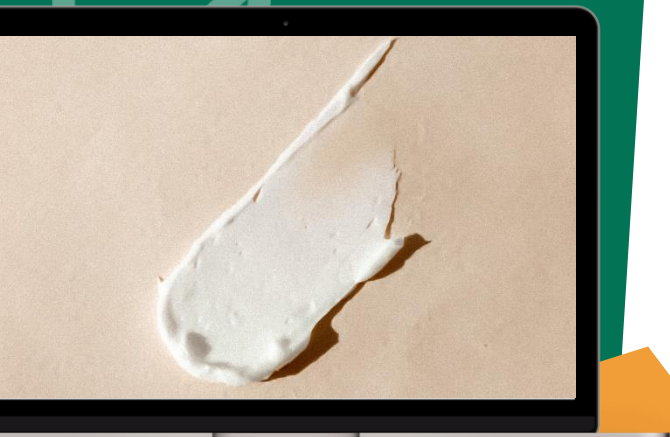


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Fouder Dewi began The Lekker Company in 2014. With only 100 glass jars, her kitchen table and Pinterest to lead the way, she was on a mission to create natural skincare products that people could feel good about using. It was only in 2018, when she caught the attention of the Product Pitch Jury of Albert Heijn, the biggest supermarket chain in the Netherlands, that her small-scale initiative quickly grew. Now, more than 2000 stores across Europe sell The Lekker Company products. Eventually, The Lekker Company wants to produce all cosmetic products with the same core principles, 100% vegan, plastic-free and clean, no-nonsense ingredients.

Benefits of CSR

- The Lekker Company is a leader in the sustainable skincare sector and provides good practices for the rest of the industry.
- The Lekker Company's vegan, natural skin care is a go-to product for those wanting to choose a sustainable skincare option.
- The Lekker Company's Foundation is able to advance its mission of contributing to sustainability by supporting charities that have similar commitments.



Creating honest skincare is something we at Lekker feel passionate about and intend to continue doing as consciously and sustainably as possible!

The Lekker Company

Description and Implementation of Key CSR Initiatives



The Lekker Company uses only quality natural ingredients in their cosmetic products, avoiding chemicals that cause harm to the people who come into contact with them and the planet at large. The Lekker deodorant is all-natural, and vegan and comes in a little paper jar, avoiding plastic waste in the process. Additionally, Lekker is cruelty-free and has vowed to never test on animals.

INCI terms for ingredients listed on cosmetics are often hard to understand. At Lekker they strive to keep things as simple and transparent as possible; all the ingredients used in Lekker products are listed in the understandable term, so customers can know exactly what is going onto their skin.

As of January 2021, The Lekker Company launched The Lekker Foundation. Through this, The Lekker Company will donate 1% of its revenue to a charity or non-profit organisation that benefits the planet and helps animals or people in a sustainable way. The company will support a new organisation every 6 months and take recommendations and learn about different initiatives through the lekker community. So far, The Lekker Foundation has supported: “Less Plastic”, an ocean-loving family-run, non-profit organization based in the UK that raises awareness of ocean plastic and how to reduce it; and Reef Restoration Foundation, a non-profit social enterprise that is establishing a series of ocean-based coral nurseries using a proven method, which is a part of the solution for a healthy Great Barrier Reef.





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Case Study

Copper8

Company & Country

Copper8, the Netherlands

Start Up/SME, Employees

SME with 15 employees

Category of Industry

Management consultancy, manufacturing & construction

Website Address

<https://www.copper8.com/en/>

CSR Strategy

<https://www.copper8.com/en/approach/>

<https://www.bcorporation.net/en-us/find-a-b-corp/company/copper8>

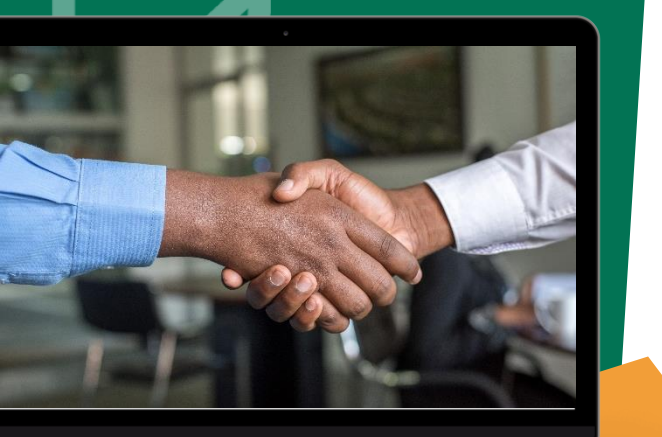


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Copper8 was founded in 2013 with a mission to make a sustainable impact in the manufacturing and construction industry. Copper8 states that realising ambitious sustainable projects requires a different way of working, a different way of collaborating and a new business model. With this understanding, they help organisations achieve ambitious sustainability projects within tight financial budgets. Copper8 initiate and facilitate connections between different partners in the value chain in order to work towards common interests and sustainability goals. The team believe that collaborating on the basis of trust is essential in a circular economy and thus their business model is based on trust rather than fear.

Benefits of CSR

- Copper8 is a market leader in ethical and sustainable consultancy practices.
- Through a constant review of the need and performance of their business, Copper8 ensures they are working as effectively and impactfully as possible.
- Through fair and transparent practices, Copper8 builds up trust with clients.
- Through their work-life balance policies, Cooper8 ensures that their workforce is happy and healthy.



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@danist07 on
Unsplash

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Our mission is to make a sustainable impact in the manufacturing and construction industry. We measure our success in terms of the impact we have achieved rather than in terms of sales and people.

Copper8

Description and Implementation of Key CSR Initiatives



Sustainability

Sustainability is built into Copper8's business model. The company advises its clients on ambitious sustainability projects.

Fair Business Practices

Copper8 started their company with the aim of making themselves dispensable to their customers so that eventually they would not need their help anymore. Furthermore, they thought that if as a consultant you keep your customers depend on your knowledge, then you have a perverse incentive to spend as many hours as possible on each customer. At its inception, the founders of Copper8 decided that they would terminate the business after 7 years, with the aim of empowering the construction industry with sustainability practices and thus becoming obsolete. However, after 7 years it was clear to Copper8 that they were still very much needed. Copper8's mission has always been to understand that the transition to the circular economy is not just a technical problem, but it also requires a different way of working together and different economic principles. Copper8 believes that this transition needs systems thinkers like them, who can set entire value chains in motion.

Work-life-balance

Copper8 also hold work-life balance as the key to their business practices, and all employees work four days a week.

