

A person wearing a red patterned dress is pouring a red liquid from a clear glass pitcher into a glass. The person's hands are adorned with rings. The background is a textured, light-colored wall.

PINEUT

SOCIAL IMPACT  
REPORT **2023**



2023 Oh, what a year! We learned a lot, and accomplished, a lot. I look back with pride.

2023 wasn't an easy year for us. It was a year where achieving our expected growth in sales proved very challenging. Even in a social enterprise, this is one of the first pillars by which you measure success. This was quite tough for our team because we are ambitious, we want to move forward, make an impact, and grow.

Nonetheless, I am incredibly proud of what we've achieved this year. In every other aspect, we've grown tremendously—as a team, as a brand, and in our impact on the community. We have held our ground in turbulent times and made great strides forward.

We are working towards a deliciously fair world where everyone can participate. This is still essential, and I believe that as a brand, we can be part of a movement that shows things can be different. We've made great strides and will continue to do so. This social annual report presents our key activities from 2023 to increase our impact. What worked? What could be improved? What lessons will we take into the next year? You'll find that in this report. We start with the goals of 2023, then move on to the highlights and collaborations we've established with new impact partners. We'll then delve further into the results with some figures, ending with a brief outlook for 2024.

**Marlies van Iterson**  
Founder & owner Pineut



**We are Pineut.**

A group of open-minded go-getters with a mission: to create equal opportunities for everyone! At Pineut, we believe everyone should be able to participate. Everyone has a talent, big or small, and should have the chance to use it. This way, your moments of enjoyment become direct opportunities for others. Awesome, right? Let's make something beautiful together. High five!

Giving is *caring*. A moment of enjoyment for you is an *opportunity* for someone else. *Together*, we'll make something *beautiful* out of it!

#### VN SUSTAINABLE DEVELOPMENT GOALS

Creating a deliciously fair world where everyone can participate. That is what we aim to achieve. To guide our efforts, we use the seventeen UN Sustainable Development Goals as a framework for our decisions.

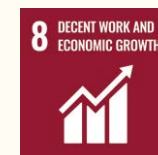
The focus is on:

**Goal 8:** Decent Work and Economic Growth

**Goal 10:** Reduced Inequality

**Goal 12:** Responsible Consumption and Production

These are the impact areas where we want to make the most significant difference.







### RESULTS OF THE PINEUT PRODUCTION HOUSE

The Pineut Production House officially opened its doors within the work-learn company Stroomopwaarts in 2022, and we are incredibly proud of that. At the production house, people who are disconnected or who have simply fallen behind can get to work. Equal opportunities, job satisfaction, and development are central here. Some of the employees move on to the regular labor market.

In 2022, we set a goal to create a job placement for 50 people within the Pineut Production House, and we achieved this with ease! By the end of 2022, 60 people were involved in assembling and packing Pineut products. This number remained the same in 2023.

#### Concrete numbers

- Weekly, approximately 10,000 products are produced at the Pineut Production House. Raw materials are sourced, products are filled, labeled, and packaged.
- Throughout 2023, a total of 464,598 products were produced at the Pineut Production House.
- This enabled 60 people with exceptional talent (32 FTE) to work at the Pineut Production House within the work-learn company Stroomopwaarts.

### IMPACT RESULTS WITH RAW MATERIALS

We are increasingly sourcing a larger portion of our raw materials from impact partners—like-minded companies that contribute positively to people and the environment. We measure this in kilograms and the number of different raw materials.

#### In Kilograms

In 2023, 39% of the purchased volume was sourced with impact, compared to 33% in 2022. This represents an 18% increase.

#### In Raw Materials

In 2023, we had 141 different raw materials, or 141 SKUs. 63% of these raw materials were impact materials, up from 57% in 2022. This represents an 11% increase.



Determining *your own fate* and stepping through life with *joy*.

#### RESULT DEVELOPMENT PINEUT'S HIGH FIVE LABEL

Determining your own fate and stepping through life with joy. At Pineut, we believe everyone should have that opportunity. For this very reason, we created our High Five label. All Pineut products provide direct opportunities for people who are disconnected or who have simply fallen behind. Een High five product staat voor:

**1. Equal Opportunities**

Provides people who are disconnected with a direct chance to participate

**2. Joy and Development**

Ensures a good dose of job satisfaction and talent development

**3. Social Enjoyment**

A moment of enjoyment for you is a direct opportunity for someone else

**4. A Chain of Impact**

We collaborate with our impact partners to create a better world

**5. Be good, do good**

Pineut is a force for good. Annually, we donate 20% of our profits to charities that promote equal opportunities.

A brief lookback at the most memorable moments from the past year!



## RESULT

### ON THE WAY TO NATURE-INCLUSIVITY – ORGANIC CERTIFICATION

In 2023, Pineut proudly received the Skal (organic) certification. This marks a new milestone in our journey towards sustainable and responsible products. Our first organic creations made their debut in the fall of 2023, and this is just the beginning! We aim to make 60% of our assortment organic by 2024. And it doesn't stop there; by 2030, we aim to be fully nature-inclusive.

What does that mean exactly, you might ask? Well, it goes beyond just organic farming. It means that the production of our ingredients must have a positive impact on biodiversity and soil quality. A win-win for Mother Nature and for you! We will outline how we plan to achieve this over the coming year. Follow us closely and discover how we can make the world a bit greener together.



### PREPARATION FOR B CORP CERTIFICATION

In 2023, we at Pineut embarked on our B Corp certification journey. It's an intensive, yet incredibly valuable process. Our goal? To embed doing good for people and the environment into every fiber of our operation. The application has been submitted, and we expect to be officially certified by the end of Q1 2024. Exciting, right? Together, we are making the world a better place, step by step.

# Theory of change

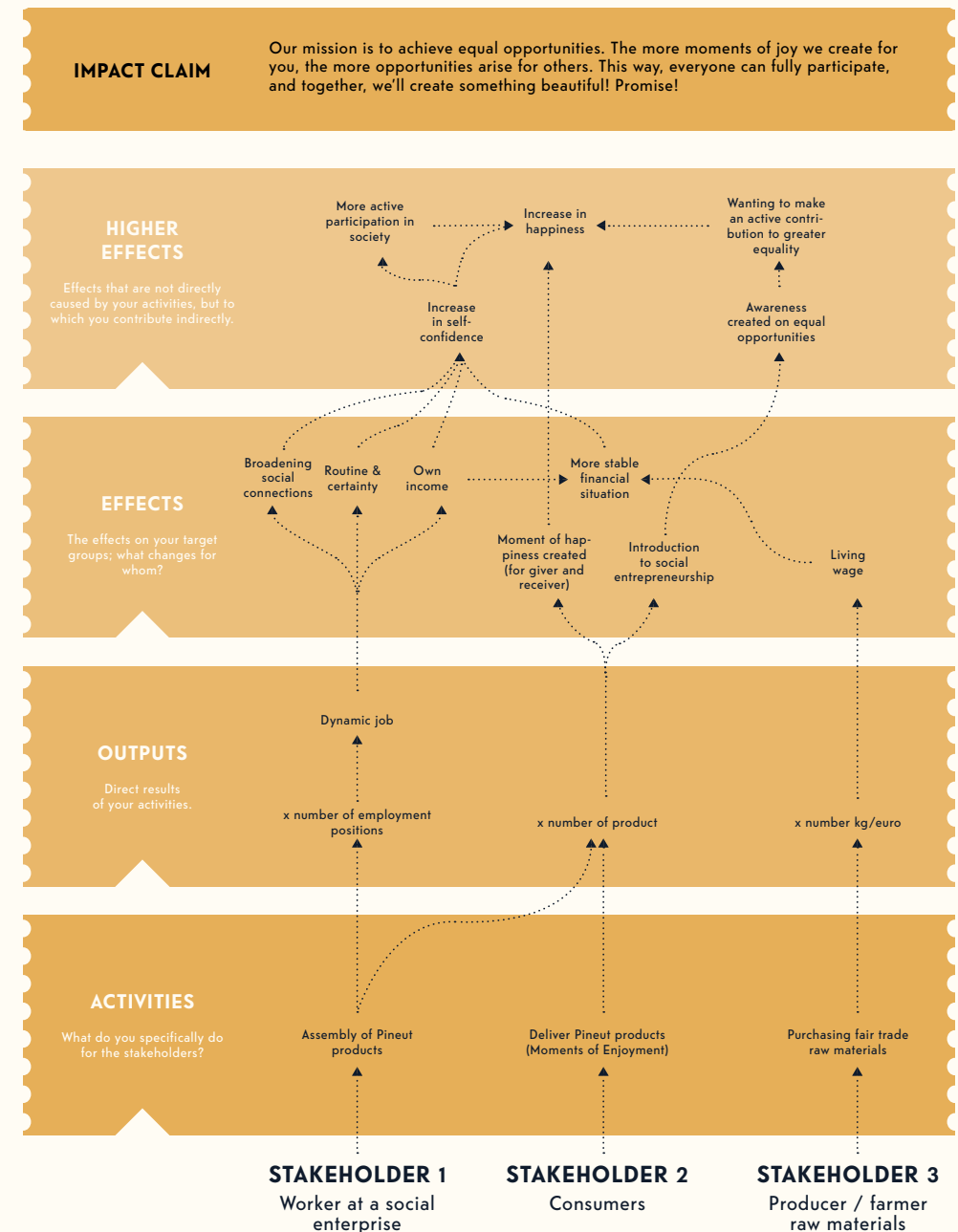
## IMPACT MEASUREMENT

This year, at Pineut, we conducted our very first official impact measurement. Exciting, isn't it? A graduation research project examined the impact Pineut has on the employees in our Pineut Production House. Using our Theory of Change as a guide, we investigated how working at the Pineut Production House within Stroom-opwaarts affects these individuals. The results are promising and inspire us to create even more positive impact. Moving forward together, always in motion!

### What is a Theory of Change?

A Theory of Change is a tool that clearly illustrates the causal relationship between activities and impact. In other words, it shows what effects result from your activities and how these effects lead to long-term impact. By mapping out these chains of effects (literally), you make your approach explicit, organized, and comprehensive.

(Source and excellent tool: Impactpad 2020)



## RESULTS OF IMPACT MEASUREMENT

e study examined to what extent employees experience an increase in self-confidence through three direct effects:

### 1. Increase in Social Contacts

The results show that employees had limited social contacts before their work at Pineut, primarily consisting of family members. Working at Pineut has led to a positive change; employees experience camaraderie, a positive atmosphere, and friendships with colleagues. This contributes to a sense of happiness, satisfaction, and self-confidence. Overall, employees report experiencing camaraderie, a positive work environment, and friendships with colleagues. However, it is important to note that there are also employees with negative experiences. Particularly among employees with disabilities, instances of bullying and inappropriate behavior have been observed. A program has been launched by Stroomopwaarts to address and improve this issue.

### 2. Increased Routine and Security

Before working at Pineut, employees experienced little structure and uncertainty. Working at Pineut has led to an increase in daily activities, a sense of structure, and a positive impact on the (mental) health of employees. However, some employees with psychosocial issues still experience uncertainty due to the length of their contracts.

### 3. More Stable Financial Situation

The results show that working at Pineut has provided employees with their own income and a more stable financial situation. Earning their own money is viewed positively and contributes to a sense of self-reliance. Although some employees still experience stress about their financial situation, overall, employees report less stress than before working at Pineut.

### Increase in Self-Confidence

Most employees experience an increase in self-confidence as a result of working at Pineut. Social contacts, routine and security, and a more stable financial situation contribute to boosting employees' self-confidence. Although not all respondents explicitly state that their self-confidence has increased since working at Pineut, responses to other questions suggest that they do experience increased self-confidence in certain areas.

This study has shown that working within Pineut's production house has a positive impact on employees. They experience an increase in social contacts, routine and security, a more stable financial situation, and self-confidence. These findings highlight the importance of an inclusive labor market and the positive effects that paid work can have on the well-being of employees who are distanced from the job market.





## MOMENTS OF APPRECIATION

Work should primarily be fun and enjoyable, and appreciation should be felt. We wanted to let the heroes and heroines of the Pineut Production House know how grateful we are for their hard work and dedication. That's why we started implementing moments of appreciation: four times a year, we hold a special occasion to shine a spotlight on our team and recognize our employees.

We treated everyone to homemade cake, hosted a DIY drinks workshop, contributed fun prizes to the bingo night, and handed out delightful Christmas gifts. Together, we celebrate both the small and big successes!



## SOCIAL FRIDAY = VOLUNTEER DAY

We've started a new tradition! Every year, we turn Black Friday into Social Friday. On this Friday, we contribute voluntarily to a more social society. This year, we played games at the Wijckersloot nursing home in Oegstgeest. Together, we created a day full of fun and connection. Because giving brings so much more satisfaction than buying!



## OUR NEW FLAVORS OF 2023: DELICIOUS CREATIONS WITH SIGNIFICANT IMPACT

In 2023, we didn't twiddle our thumbs; we worked hard on creating delightful DIY products to reach even more people and make a positive impact. Here are our new flavors, packed with impact and taste! Enjoy and make something beautiful with them!



1.



2.



3.



4.

1. Mango colada
2. Cocktails
3. 'Kruidnoten' cake
4. Chai Latte



5.

5. Van Maanen x Pineut
6. Home Spa line
7. Summer drinks - Mailbox gift
8. Soup & Socks x Pineut

6.



7.



8.





## NEW IMPACTPARTNERS

Beautiful new collaborations began in 2023 with a shared goal: to make a significant impact! In 2023, we formed wonderful new partnerships, all aimed at creating substantial impact.



### The Good Spice

We are proud to add like-minded The Good Spice to our suppliers. Cinnamon powder with impact! Fair prices for farmers and an ultra-short supply chain.



**Let's Do Good**  
Soup & Socks.  
A heartwarming product combination.

### No Waste Army & MaGie Creations

Wow! We've been able to bring joy to 13,000 people with beer bread made from rescued beer grains from MaGie Creations and pumpkin and sunflower seeds from Boer Arjan.



