



## social impact 2025

### General

We believe in leading by example and driving meaningful change through realistic, measurable social goals. Hotel Jansen actively contributes to the social fabric of Amsterdam through initiatives that foster community engagement and support social enterprises. Together we strip back the social structures that lead to and sustain exclusion, loneliness, and related mental health challenges. By doing so, we offer people disconnected from life in general and from the workforce specifically a sense of belonging and a chosen family, the Jansen Family!

Until now, many of our actions have been guided by our vision and values rather than formal measurement. Along the way, we recognized the importance of making our progress visible and measurable, for ourselves and for others, to increase accountability, deepen our impact, and better understand where further improvements are needed. This realization is why, in 2025, we formulated clear targets and KPIs, which will be followed by concrete results in 2026. Our annual social partners and initiatives include:

- 1.1 Commitment to social responsibility (PSO Alignment)
- 1.2 Facilitating meaningful connecting
  - Community engaging events*
  - Promoting volunteerism*
- 1.3 Strategic Partnerships for social impact
- 1.4 Nurturing a Family First company culture
- 1.5 Supporting Diversity, Equity & Inclusion (DEI)
- 1.6 Embedding social responsibility across operations
  - Designating a primary support contact*
  - Tracking social cohesion*
  - Reducing loneliness-related issues*
  - Breaking taboos around mental health*
  - Fostering inclusive spaces*
- 1.7 Becoming a B-Corp

## 1.1 Commitment to social responsibility (PSO alignment)

Hotel Jansen embraces the PSO standard (Prestatieladder Socialer Ondernemen, translated ‘Socially Responsible Entrepreneurship Performance Ladder’) standard, offering real opportunities for people with a distance to the labour market to develop skills, gain experience, and thrive.

Hotel Jansen has already 2 dedicated staff members via this program of the City of Amsterdam. We strive to align all operations with the Prestatieladder Socialer Ondernemen (PSO) standards, ensuring our business practices generate measurable social impact. Regular assessments will track performance, identify areas for improvement, and ensure continuous progress.

- Target: Achieve and maintain a recognized PSO level (e.g., PSO level 1/2/3 depending on ambition)  
Continuously improve social employment practices across all departments
- KPIs: PSO certification level achieved (e.g., Level 1, 2, 3)  
% of departments compliant with PSO social employment standards  
Number of internal audits or reviews conducted per year  
Year-over-year improvement in social impact assessment scores

## 1.2 Facilitating meaningful connecting

We develop initiatives that foster community engagement and create meaningful bonds between people from all walks of life, all in service of our impact goal: creating social cohesion, addressing loneliness, particularly among young people in our hotels specifically, and in our city in general.

### Community engaging events

Weekly we organize intimate, low-key events to foster genuine relationships among employees, guests, locals and partners. Encourage initiatives that promote inclusion, collaboration, and community. Such as:

#### *Board Game Nights*

A recurring, informal event where people come together to enjoy (traditional) board games in our relaxed and social Café Jansen.

#### *Run for fun*

A recurring easy, social run focussed on creating community by moving together.

### *Break-up Bar*

A humorous, laid-back approach to breaking taboos and encouraging open conversations around painful emotions related to loss, heartbreak, infidelity, and other sensitive topics.

### *Paint and Sip*

Inviting people to come over and paint at their own pace, while sharing drinks and stories.

### *Let's Talk*

Open community talks led by our Community Lead (primary support contact).

## Promoting volunteerism

We encourage volunteerism by actively supporting and creating opportunities for staff and guests to give their time and skills in meaningful ways. Through volunteer engagement, we strengthen social connections, empower individuals to contribute, and build communities that are more supportive, resilient, and connected. Such as:

### *Supporting elderly locals together with local nonprofits*

Organizing regular meet-ups with elderly residents from the local neighborhood, offering a welcoming space for conversation, shared activities, and social connection.

### *Community gardening*

Organizing company volunteer days to maintain and improve nearby gardens and green areas, including planting, cleaning, and basic upkeep in collaboration with local residents.

### *Strengthen the city Amsterdam*

Encouraging employees to contribute skills and time to social causes that support the city of Amsterdam, such as assisting community programs, supporting local events, or contributing to neighborhood improvement projects.

Target: Build a workplace and guest environment that fosters authentic relationship, social cohesion and inclusivity  
Increase employee and guest participation in community-building initiatives

KPIs: Number of intimate events organized per quarter  
Average attendance rate at these events (% of invited participants)  
Employee and guest satisfaction scores related to loneliness and connectedness (survey-based)  
% of participants who report forming new meaningful relationships

## 1.3 Strategic partnerships for social impact

We actively collaborate with organizations and individuals that create positive societal change. By identifying joint projects, we amplify benefits for both the community and the business, ensuring our efforts have tangible, lasting impact.

### The Good Roll

The Good Roll donates 50% of profits to building toilets in developing countries, is 100% tree-friendly & ultra sustainable (100% recycled paper).

### L'eau pour l'art

L'eau pour l'art means 'the water for the arts'. With every sip, you contribute to new films, visual art, books, and performances!

### Nelis Company (A-)Sociaal school

Nelis Company relieves companies by providing tailored facility services. They do this with a passionate team of dedicated specialists and young people with exceptional talent, including those who face barriers to entering the labor market.

### University of Amsterdam

The University of Amsterdam helps international students, PhDs, guests and researchers with housing via our cozy comfortable rooms and services.

### House of Hospitality

As a partner of House of Hospitality, Hotel Jansen contributes to a future-proof hospitality labor market. Because a healthy hospitality sector is important for the well-being of residents and visitors in the region. It stimulates social cohesion and enhances the region's attractiveness as a place to live, work, and invest.

Target: Establish partnerships that generate measurable societal benefits  
Implement at least 2 joint projects per year with social impact outcomes

KPIs: Number of active social impact partnerships  
Number of joint initiatives implemented annually  
Social impact outcomes of partnerships (e.g., people helped, community projects funded)  
% of partnerships achieving agreed social impact objectives  
Feedback rating from partner organizations on collaboration effectiveness

## 1.4 Nurturing a Family First company culture

Our company culture prioritizes employee well-being, work-life balance, and inclusivity. Our policies and practices are guided by the 'roots and wings' family metaphor, providing employees with stability, support, and a sense of belonging, while also encouraging independence and growth. This approach fosters trust, mutual support, and resilience, creating a safe and supportive workplace environment similar to that of a family.

- Target: Create a supportive, inclusive, and well-balanced work environment  
Increase employee retention and engagement through family-first policies
- KPIs: Employee satisfaction and engagement scores (survey-based)  
Employee retention/turnover rates  
Uptake of flexible work arrangements (% of eligible employees using them)  
Number of initiatives/policies implemented to support work-life balance  
Employee-reported sense of trust, belonging, and mutual support  
Offering mental health resources and wellness programs  
Encouraging work-life balance initiatives  
Supporting stress management and resilience-building

## 1.5 Supporting Diversity, Equity and Inclusion

We actively embed fairness, respect, and representation into all aspects of our organization. We implement inclusive policies and practices that promote equal treatment, prevent discrimination, and ensure accessibility across recruitment, onboarding, leadership, and daily operations.

### Hightening cultural awareness

We celebrate cultural awareness and differences by creating space for diverse perspectives, backgrounds, and identities, and by encouraging learning, dialogue, and recognition of cultural moments and traditions. This strengthens mutual understanding and collaboration across teams.

### Anti-bias and stereotyping training

Anti-bias and stereotyping training is implemented to ensure awareness of unconscious bias and to promote fair, consistent decision-making across the organization. The training supports compliance with equal opportunity principles, strengthens inclusive behavior, and helps prevent discriminatory practices in recruitment, evaluation, collaboration, and leadership.

## Process transparency

To ensure equal opportunities for career growth, we apply transparent processes for development, performance evaluation, and advancement, providing all employees with access to training, mentorship, and leadership pathways based on talent and potential rather than background.

- Target: Embed DEI principles consistently across all organizational policies and processes
- Increase diversity across all levels of the organization, including leadership
- Ensure fair and transparent access to development and advancement opportunities
- Build organizational awareness and capability to support inclusive behavior
- Foster a safe, respectful, and inclusive work environment for all employees
- KPIs: 100% of HR and people-related policies reviewed for DEI compliance every two years
- DEI principles formally integrated into recruitment, promotion, and performance policies
- Designated DEI lead or committee in place with annual reporting responsibilities
- Year-on-year improvement in workforce diversity metrics (e.g. gender, cultural background, age)
- Minimum % representation of underrepresented groups in management and leadership roles
- Diverse candidate shortlists required for all open positions
- No statistically significant pay gaps across comparable roles
- Equal participation rates in training, mentorship, and leadership programs across demographic groups
- Promotion and performance evaluation outcomes monitored for bias annually
- 100% of employees complete anti-bias and inclusion training within defined timeframes
- Inclusion and psychological safety scores included in employee engagement surveys
- Measurable improvement in inclusion-related survey results year-on-year
- Reduction in reported incidents related to discrimination or exclusion
- Clear, accessible reporting and escalation procedures in place and communicated annually
- Employee perception of belonging and inclusion tracked and improved annually

## 1.6 Embedding social responsibility across operations

Embedding social responsibility across operations means translating our values into visible, everyday practices. We ensure social initiatives are part of day-to-day business practices, not just standalone projects. This includes:

### Designating clear support contacts

Each extended-stay guest is assigned a primary contact who serves as their first point of contact for questions, guidance, and support. This contact actively facilitates social integration, monitors well-being, and ensures the guest feels psychologically and emotionally safe throughout their stay.

## Tracking social cohesion

We monitor social cohesion among guests and staff by collecting regular feedback, observing interactions, and identifying potential issues. This allows us to address conflicts, encourage positive connections, and create a supportive, inclusive community.

## Reducing loneliness-related issues

We take proactive measures to reduce loneliness and feelings of disconnection by facilitating social activities, encouraging connections among guests, and providing support resources. This helps foster engagement, belonging, and a stronger sense of community.

## Breaking taboos around mental health

We break taboos around mental health by openly discussing well-being, providing visible support cues, and normalizing help-seeking, using messages like 'it's okay not to be okay' to encourage honesty, awareness, and a safe environment.

## Fostering inclusive spaces

We actively create inclusive spaces by ensuring shared areas, activities, and programs are accessible and welcoming to everyone. Staff are trained to recognize and address exclusionary behavior, and we encourage participation from all guests, fostering respect, connection, and a sense of belonging. We offer gender-neutral facilities and family-friendly amenities; psychologically safe spaces where people feel seen, supported, and encouraged to speak up.

- Target: Make social responsibility a core operational value rather than a side project
- Support extended-stay guests' social integration to reduce isolation
- KPIs: % of business processes that incorporate social responsibility considerations
- Number of social programs available to extended-stay guests
- Guest participation rate in social integration initiatives
- Qualitative feedback from guests and staff on social inclusion (survey/interview scores)
- Reduction in loneliness-related complaints or negative feedback
- Retention/return rate of extended-stay guests compared to baseline

## 1.7 Becoming a B-Corp

Hotel Jansen is on a journey toward becoming a B-Corp, reflecting our dedication to operating responsibly and transparently. This means deepening our commitment to people, planet, and positive impact by prioritizing fair practices, environmental care, and meaningful contributions to our community alongside business success.

To assess and guide our progress, we can make use of the B Corp framework and assessment tools to track impact results across key areas, including people, planet, community, and governance. This approach allows us to set realistic, relevant targets, monitor performance through clear KPIs, and continuously improve our social and environmental impact in a transparent and accountable way.