

The image features the word "Hi!" in a large, white, stylized font. The letters are blocky and outlined in black. To the left of the "H", there is a thought bubble consisting of five small, pink circles of varying sizes, arranged in a curved path. The background is a solid, dark gray color.

Hi!

The first day of your Corporate Socially Responsible life

**A little warning: this booklet is pure advertising. So, to those who definitely don't want to be Corporate Socially Responsible: NO WAY, NADA, NOT AT ALL. We advise: don't read this book. Because if you do, you might change your mind.**

**Ah, you are still here. Great! So, Corporate Social Responsibility, that seems to be heavy stuff, but actually that is not necessarily the case. In this booklet, we show you how to make a great socially responsible impact without hindering or disturbing your business. In fact, we show you that it contributes to the success of your business and the happiness of your employees.**

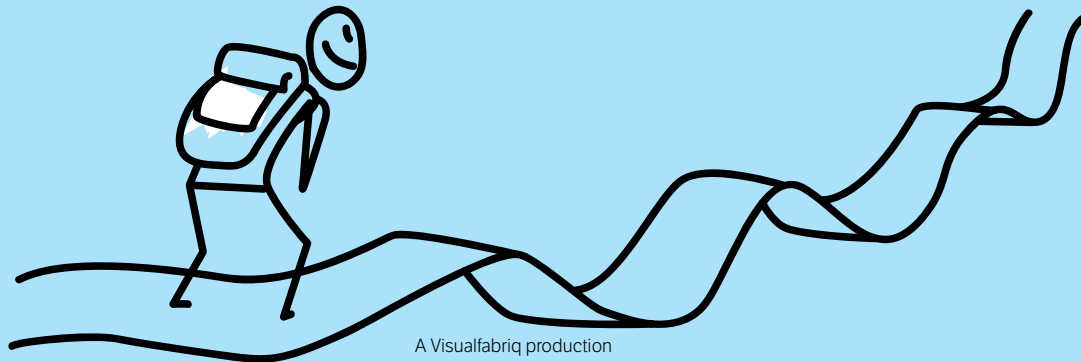
**How? By telling our story. The story of Visualfabriq. We share the way we started with CSR, our connection with Net4kids, the things we do in Nepal and South Africa, the impact on the kids and youngsters (our mentees) we assist, and on our own employees (our mentors).**



**We tell you everything about the Why, the How and the What, to show you that it's very easy to start, and very easy to have a great impact.**

That's why we think this is the first day of the rest of your **Corporate Socially Responsible life**. This book is the start of a life changing journey, the start of something great.

**Enjoy the ride!**



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ARE  
SET.

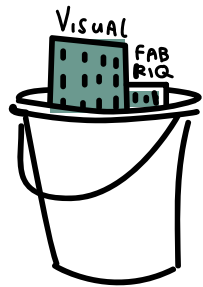
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# The

**This story starts with Jaco Brussé, owner and co-founder of Visualfabriq. After thirty years in corporate life, thirty years in business and thirty years of wearing a tie, Jaco wanted to create more impact and create real value in his life. Therefore he used a metaphor: a bucket. Well, in fact three buckets. It was his idea to fill three buckets:**

# start

Eh, okay,  
but Why  
Net4kids  
Jaco?



1

Start his own company, Visualfabriq, with Carst Vaartjes



2

Share all his self acquired knowledge and skills;



3

And: give something back to society, by becoming ambassador of Net4kids.



“

“Because I met Loek and Anke van de Boog, the founders of Net4kids, and I recognized their entrepreneurial way of ‘doing good’, of charity. They see it as a business. It’s inclusive, so not just giving money and that’s it, but giving real contribution to projects and realizing real goals, with real commitment. That appealed to me and that’s what I stand for.”

”

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# From a Jaco thing to a Visualfabriq thing

First, important to notice and to be thankful about: although it started with Jaco, he couldn't do it without the full support of the rest of the management team, Carst Vaartjes, Joris Monchen and Bart de Goede.

Second important notice: to align the organisation, to make people committed, and to turn ideas into action, you might need a frontrunner, someone who's in charge of the CSR projects (next to his or her regular job).

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**So, how was the idea of working with Net4kids embedded in the Visualfabriq organisation? Well, it's simple, by looking at our Why, our **PURPOSE:****

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# Unleash your excellence

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Officially we say this:

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“At Visualfabriq we believe ‘Unleash your excellence’ should not only apply to our customers but to society in general – and most importantly to those that need it most.

Our core capabilities and expertise lie in the field of software innovation. We believe that providing others with access to financial support and exposure to our skills & social capital can help them build a self-sustainable and economically independent future.

As part of its Social Impact strategy, visualfabriq aims at working towards donating 1% of its profits and time towards the social impact initiatives it supports via child aid & CSR match making organisation Net4kids.

We believe that Doing Good should be in the fabric of any business.”

**- YES YOU CAN APPLAUD! -**

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# And then we Started Storming the world?

**No, it's just like what we tell our customers: think big, start small. So, to begin isn't a matter of difficult procedures, it's just a fact of:**

# Begin!

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**Our investment in CSR and first project with Net4kids started in Nepal. We started with contributing money, to provide girls in a girl's home with good education.**

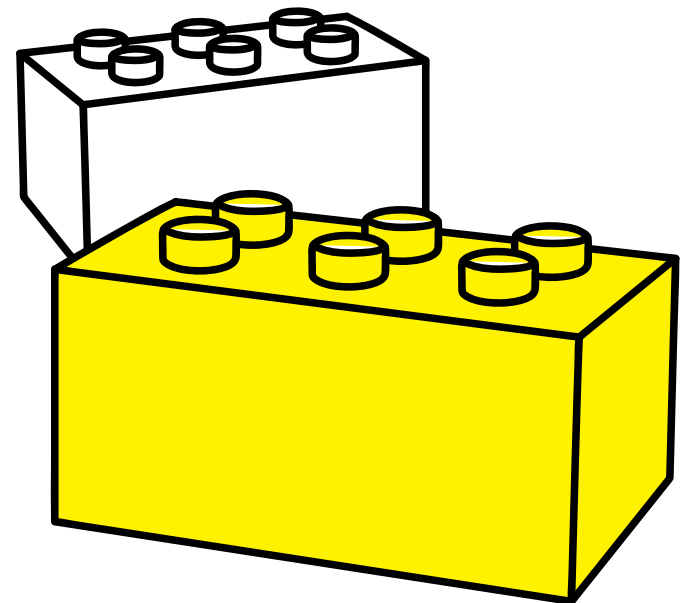
# A little lesson in making IMPACT

**From philanthropic to integrative CSR, making social impact part of the company DNA. For example: our first project in Nepal is highly philanthropic, our South Africa project is more and more integrative.**

# The essential role of Net4kids



Now this is the fun part. Net4kids is like Lego with all possible building blocks.



# How it works:

- 1 Net4kids has a lot of vetted projects.
- 2 You talk with Net4kids about yourself, your organisation and the effort you want to make.
- 3 Together with Net4kids, you choose a project that suits your organization and that can, preferably be related to your daily work and company ethos.  
- YOU AND THE PROJECT: IT HAS TO MAKE SENSE!!
- 4 And then: you choose a project and Net4kids facilitates and arranges the CSR-part, the production, the governance, everything.

You see: it's not difficult, it's not far from your bed, you don't have to set up an entire organization, actually it's CSR for **DUMMIES.**

## Jaco about Net4kids:

"Real people, warm, very experienced and committed. They really unburden you and make it happen by making it plug and play."

MINIMUM  
INVESTMENT

MAXIMUM  
EXPERIENCE

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Choose something that aligns with your core values, core business and/or core company values. For us that is:

#UNLEASHINGEXCELLENCE  
#TECHNOLOGY

So, our project: we provide South African youngsters from townships with an interest in and a 'knack for tech' the opportunity to gain professional workplace exposure via mentoring activities and a Tech Toy Project\*. The objective is to help them build the skills, experience, ability and confidence required (even with job applications and writing resumes) to find gainful employment in the technology space.

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# cause

# The

**6**  
Months

**14**  
South African participants

**Goals:**

personal development, learning coding, building your own landing page, building a CV and a (LinkedIn) network, getting to know several tech tools.

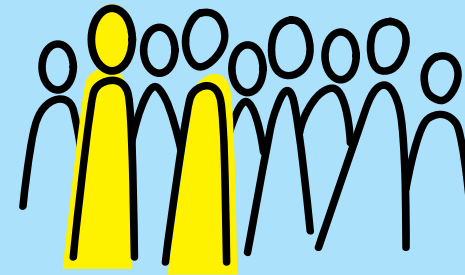
**At the end of the challenge 1 participant gets an internship at our office in The Netherlands.**



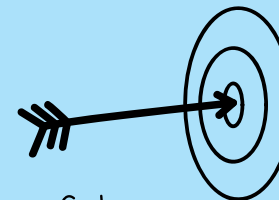
# Coding Challenge

#TECH

**Our mission with the Coding Challenge Project in South Africa: in 3 years we will give a 100 people a much better chance in the labor market. And, at least 5 of them will be hired at Visualfabriq.**



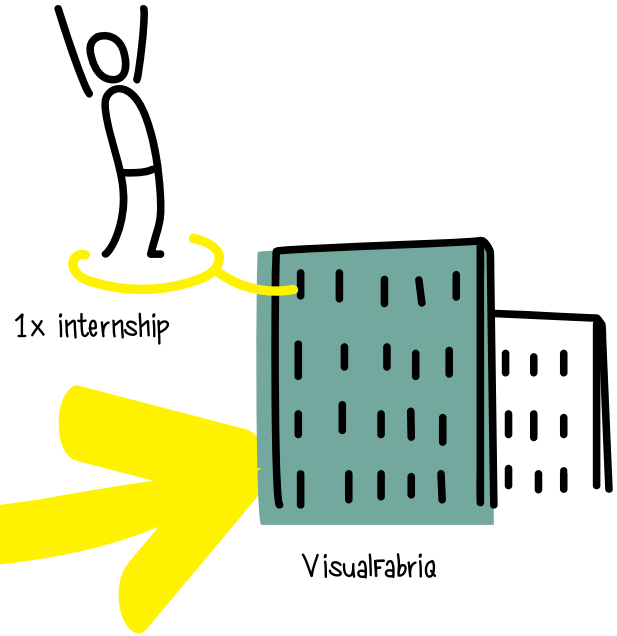
14 participants



Goals

- personal development
- learn to code
- build cv





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The talented Lebogang

# Mentee meets

Here's why the project has not only a life changing impact for the participants in South Africa, but also for our employees.



# mentor

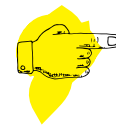
Every member of Visualfabriq gets the opportunity to participate as a mentor for a mentee, one on one (it's voluntary).

Hi Jonas!



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# Our



You get to know another culture intimately



You develop your soft skills



With your business skills, you help to unleash excellence



**SOMETIMES, IT GETS YOU OUT OF YOUR COMFORTZONE, HURRAY!!**

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# promise



You feel connected being part of a great team with your fellow mentors, your colleagues. It helps you in your daily business routine, for example, in talking with a colleague or client.

**(I LEARNED NOT TO SAY "WHY DON'T YOU UNDERSTAND THIS YOU DUMM STUPID IDIOT!" INSTEAD I NOW SAY: "NO WORRIES, I WILL EXPLAIN IT ONCE AGAIN.")**



And, last but not least: it offers you a lot of fun; a very rich experience and maybe a friend for life.

# What my mentorship brings me.

A few  
quotes from  
Visualfabriq's  
mentors:

"We live in a world characterized by spiritual poverty. We learn from the South African youth! Their **resilience, love, hope, and trust** is an example for me. It makes me feel humble."

# It's not charity,

increases the involvement

“

social skills

“

liberating



it's  
commercially  
responsible.

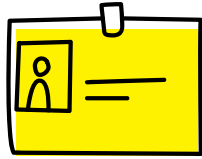
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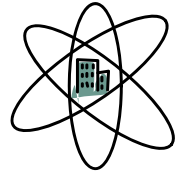
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# How to

**Maybe you're inspired now.  
We give you a tiny toolkit to make a start.**



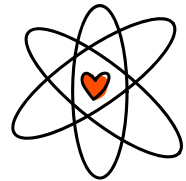
NAME:



CORE BUSINESS



PURPOSE:



CORE VALUES:

ICANOFFER



⌚ TIME

€ MONEY

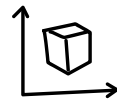
🔧 SKILLS:

🧠 KNOWLEDGE

🌐 NETWORK



SCOPE:



SIZE:

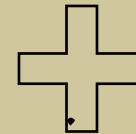


COUNTRY:



EFFORT:

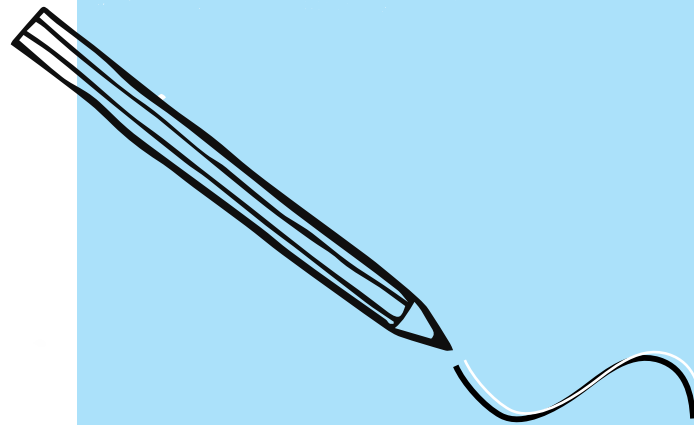
The phone number of Net4kids





06 75 50

Make the call y'all!



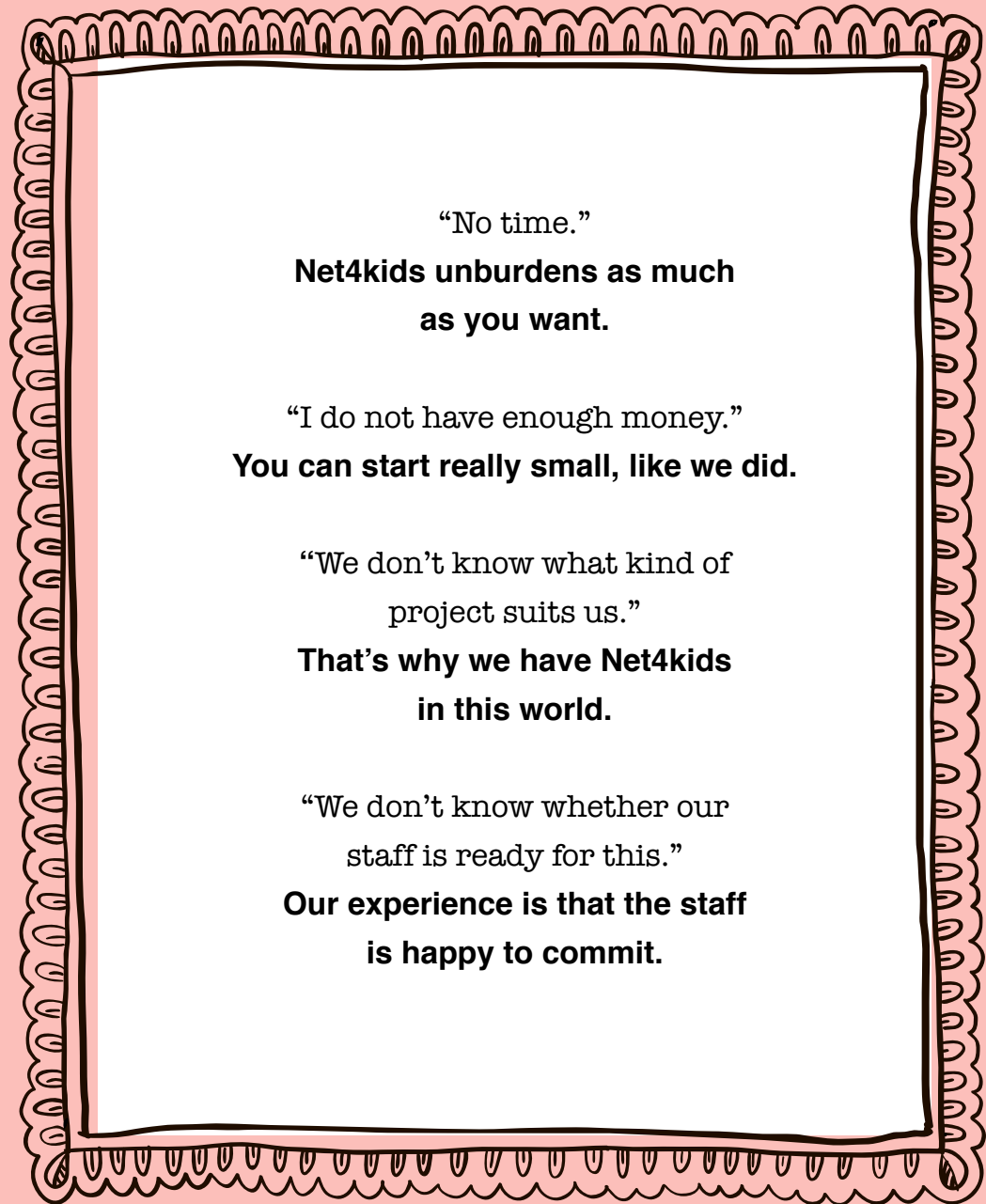
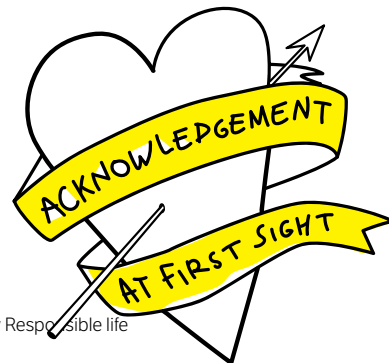
# A few important notes

\*  
It's official, companies which invest in CSR:  
enjoy a better reputation, are more visible,  
benefit from increased marketing opportunities,  
hold a better position in the war for talent and  
have employees that feel more connected and engaged.

• Everybody's always talking about authenticity, yes especially on Instagram: "Oh I'm so authentic." But if you consider investing in CSR, make sure you really mean it, don't see it as window dressing. See it as a great opportunity for you and your company to act from an honest vision, a real purpose. The good thing is: you will achieve the best results and the best experiences for everyone who's involved.

It enriches your organization in several ways\*, and yes, an additional impact: clients, prospects and talent (also applicants) will acknowledge you for it.

Well, maybe it's not love but then it's at least Acknowledgement at first sight.

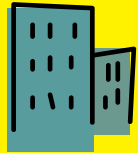


**Some  
obstacles  
that are not  
obstacles**

**Maybe you  
will find the  
time to fill in  
our survey**

# SURVEY

AFTER READING THIS I FEEL:



CORPORATE

YES

NO

DON'T  
KNOW



SOCIAL

YES

NO

DON'T  
KNOW



RESPONSIBLE

YES

NO

DON'T  
KNOW

**visualfabriq**

NET4KIDS 

 RB

**This is a Visualfabriq production in cooperation with Net4kids and the Rhiza Babuyhile organisation.**

Text by Stephan Pröpper

Art direction & bookdesign by Romy Garnaat

Drawings by Hugo Serie

The most heard outtake about  
CSR with Net4kids



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