Impact Report 2024

An impact driven full-service law firm

DE ROOS



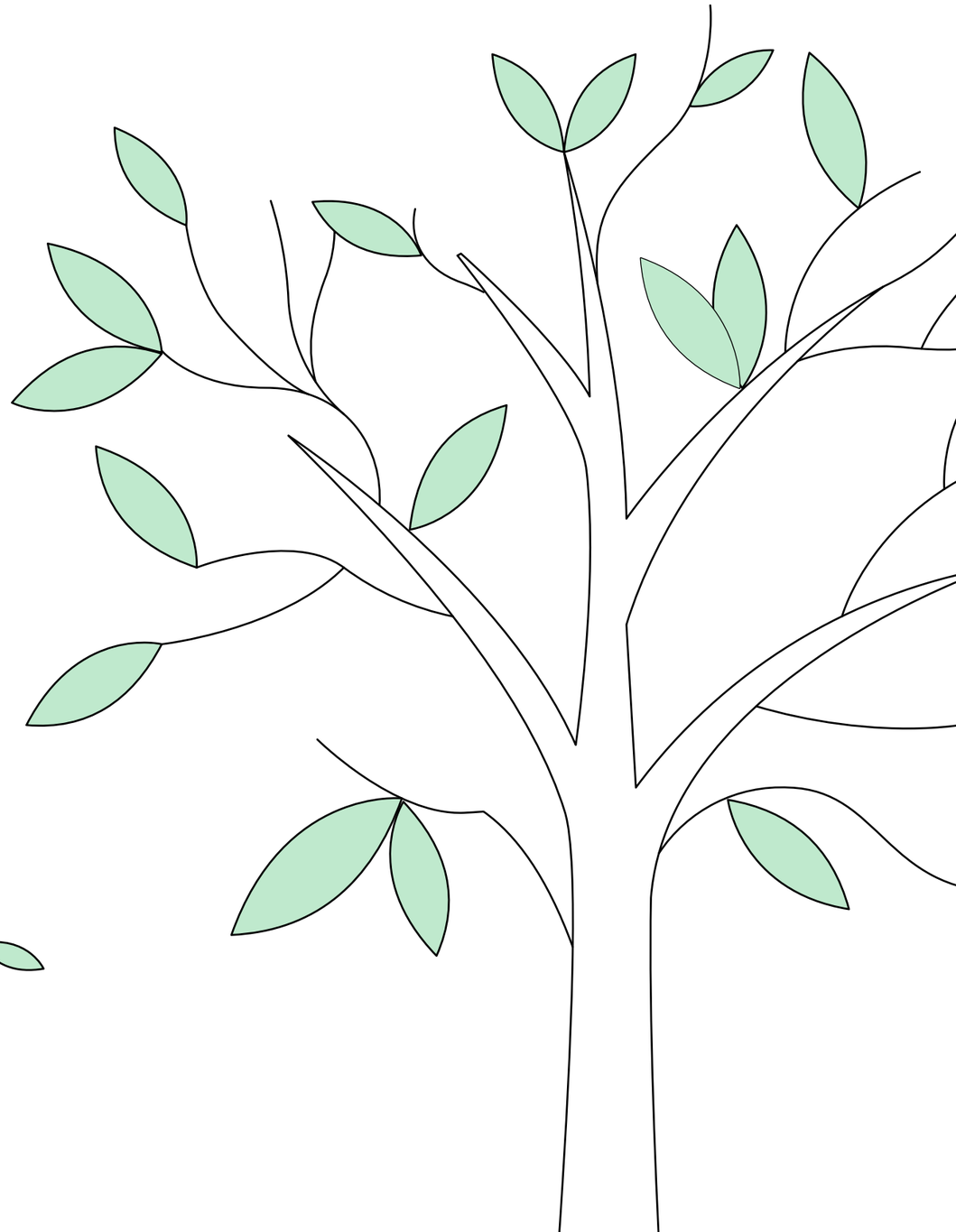
Certified B Corporation™

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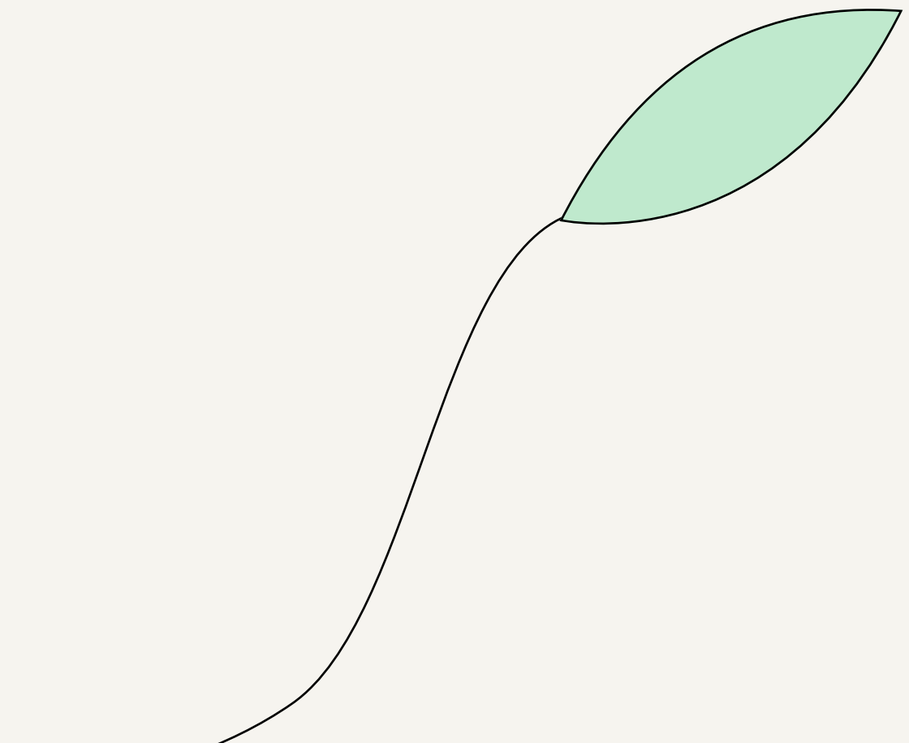
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Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

—Margaret Mead



“With enthusiasm we have seen the growth of the B Corp community. We are looking forward to work together with the entire B Corp community, towards a more equitable, inclusive and regenerative economic system.”



LEADERSHIP LETTER

I'd like to share our firm's social and environmental impact in 2024. This year we expanded from a law firm with lawyers and business staff to a more full service legal practice that now includes notaries and tax advisors. This expansion aligns with our objective to build a full service firm supporting innovative, creative, and impact-driven clients while maintaining environmental responsibility. Also, we added a Climate Law practice with our lawyers doing important work contributing to a more sustainable planet. Looking back at 2024, several initiatives stand out:

Community Engagement
We implemented a structured volunteering program through our partnership with the local Food Bank, where colleagues rotate weekly shifts. This approach has allowed us to provide consistent support while balancing professional demands. Additional community efforts included an educational project on the local primary school, language assistance for refugees, and walking dogs of neighbors who are not able to walk their dogs anymore.

Legal Services with Purpose
Our pro bono work exceeded our 5% target this year. Notable accomplishments include cases addressing misleading sustainability claims by companies. We also exceeded our goal of increasing our work for impact-driven clients from 25% to 32% of our work.

Ownership Structure
The fact that every lawyer or notary can become a co-owner of the firm is an important aspect of our organization. It is part of our inclusive and cooperative DNA. In 2024 we restructured our company to reduce capital requirements, making co-ownership more accessible to lawyers and notaries within our firm.

Sustainability Commitments
As a certified B Corp approaching recertification, we continue to evaluate opportunities to reduce our environmental impact, collaborate with like-minded organizations, and incorporate sustainability considerations into our client relationships.

We see political leaders all over the world diminishing sustainability goals, reducing the help we give to people in need and decreasing the importance given to an equal and inclusive society. Therefore, it becomes even more important that companies around the world, small and big, stand up and address these challenges. So, with enthusiasm we have seen the growth of the B Corp community. We are looking forward to work together with the entire B Corp community, towards a more equitable, inclusive and regenerative economic system.

Being an anthropologist, I would like to end this letter with a quote of Margaret Mead, one of the most famous anthropologists. This quote helps me to always continue to believe in the power of one single citizen, or one company. Although it might feel you are powerless alone. But we are not alone. Together we can really make a difference, so just go for it!

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Joni Uhlenbeck
CEO, De Roos



The 5 impact areas

Whether you're new to our journey or just in need of a quick refresher:
As a certified B Corp, we measure our impact through the B Impact Assessment, which evaluates companies across five key areas. De Roos Coöperatief U.A. (“De Roos”) achieved an overall score of 95.5 in 2023 — significantly higher than the median score of 50.9 for businesses completing the assessment. In this chapter, we provide a brief overview of these five impact areas and explain how our score was determined.

95.5 Overall B Impact Score

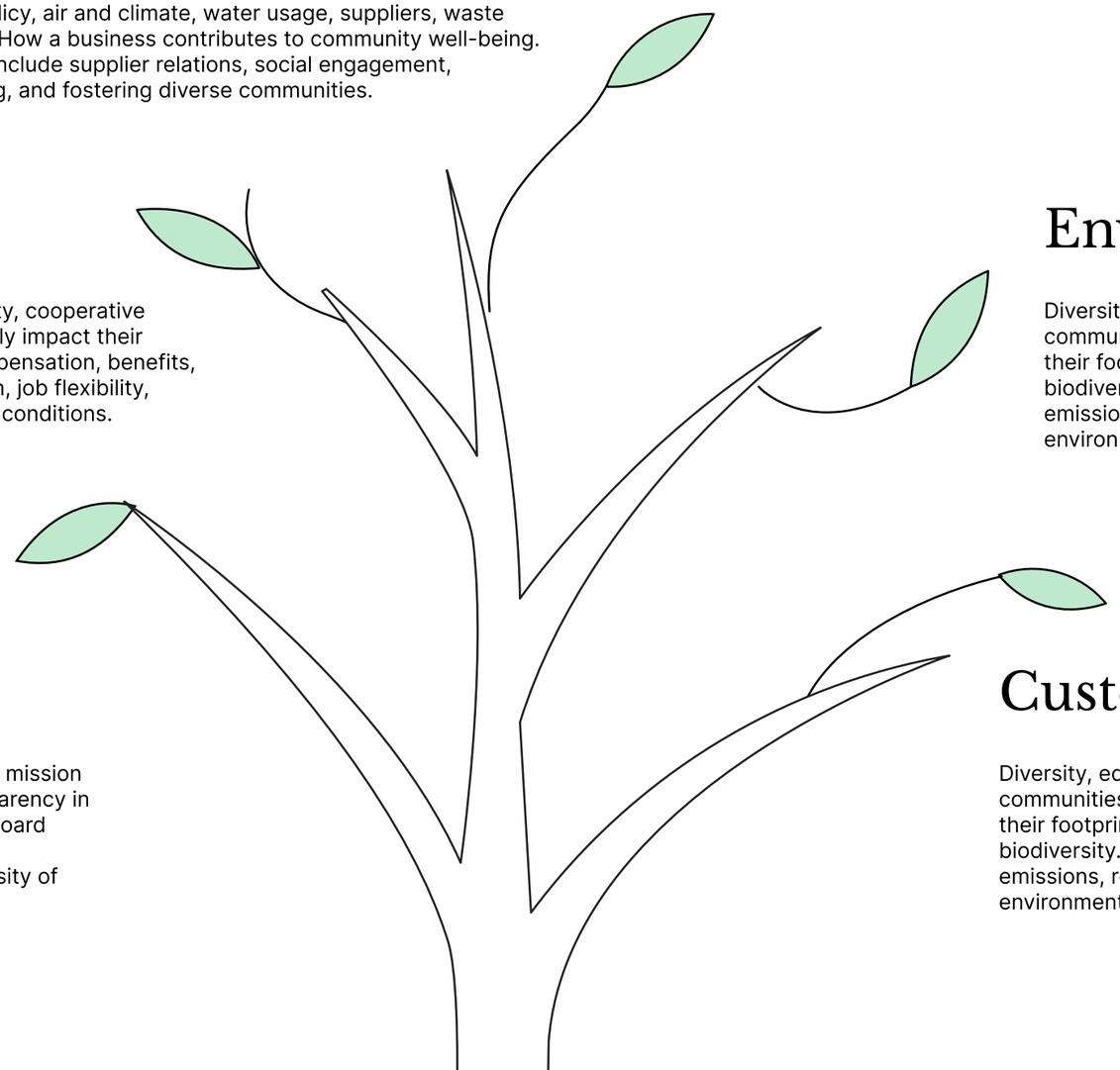
80 Qualifies for B Corp Certification

50.9 Median Score for Ordinary Businesses



Community – 21.4

Environment policy, air and climate, water usage, suppliers, waste (consumption). How a business contributes to community well-being. Best practices include supplier relations, social engagement, charitable giving, and fostering diverse communities.



Workers – 40.6

Career development, health and happiness, safety, cooperative entrepreneurship. A business’s efforts to positively impact their workforce. Best practices include employee compensation, benefits, training, ownership opportunities, communication, job flexibility, worker health, safety practices, and overall work conditions.

Environment – 7.5

Diversity, equality, and inclusion; societal commitment, local communities. How a company prioritizes sustainability by reducing their footprint and focusing on air, climate, water, land, and biodiversity. This includes the impact of facilities, materials, emissions, resource and energy use, transportation, and supply chain environmental impact.

Governance – 17.3

Mission, commitment, transparency, board, decision making, mission lock. A company’s mission, ethics, accountability, and transparency in their bylaws. Best practices focus on engaging employees, board members, and the community, employee access to financial information, customer feedback opportunities, and the diversity of governing bodies.

Customers – 8.4

Diversity, equality, and inclusion; societal commitment, local communities. How a company prioritizes sustainability by reducing their footprint and focusing on air, climate, water, land, and biodiversity. This includes the impact of facilities, materials, emissions, resource and energy use, transportation, and supply chain environmental impact.

Governance

Short summary

At De Roos we use the management style of ‘participative management’ (read more about this topic on the next page, ‘Deep Dive - Participative Management’). This means our teams are self-managed, our board is a cross-section of our organisation, and our firm is owned by the attorneys and notaries that work at De Roos. Every attorney or notary, no matter the years of experience, is invited to become co-owner. This engages our attorneys from the start, fostering a strong sense of responsibility and unity. Employees are not just contributors but a valued stakeholder in the success of De Roos.

What we said we'd do:

1. Formally integrate social and environmental performance metrics into partner performance reviews.
2. Implement annual financial audits by an independent auditor.

What we did:

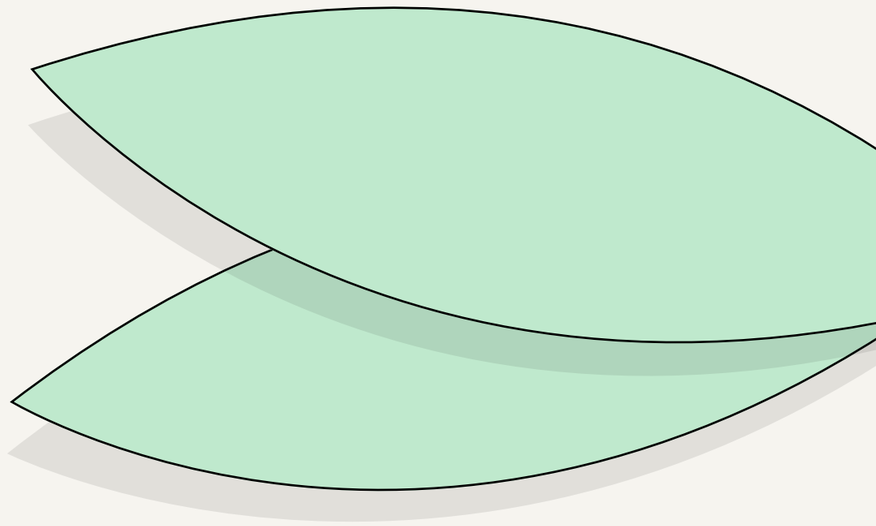
- We set up a new way of sharing ownership and voting rights. We made it more attractive and accessible to become a member, and thereby a co-owner of our cooperative. For our organization sharing ownership, profit and decision power is in the core of our identity (see ‘Deep Dive - Participative Management’). Therefore, it was an important project in 2024 to re-organize the co-ownership structure to make sure becoming a member of our cooperative and get voting rights and profit rights remains possible for every team member.
- We became a certified member of the Dutch Association of Tax Advisors (“NOB”).
- In June, we organized a Strategy Day for all colleagues at Zoöp De Ceuvel — a unique spot in Amsterdam North dedicated to ecological regeneration. Through a series of group brainstorming sessions, we laid the foundation for our 2024–2027 strategic plan. Guided by the concept of a winning aspiration from the book ‘Playing to Win’ by A.G. Lafley, we shaped our office strategy around a clear and ambitious vision of what success looks like for our teams. Everyone was invited to think along - our attorneys, notaries, operation team members and even student-interns from all levels of experience.
- We were already sharing financial reports with the whole team, and have now also introduced a quarterly presentation of the financials by our CFO. To empower all colleagues to understand and interpret the financial reports, it is important to take time to explain the context and meaning of the reports.
- We conducted a financial audit by an independent auditor.
- Colleagues from all levels of the organization took part in the 'Co-entrepreneurship' brainstorm session—a meeting focused on business-minded communication and shared decision-making.
- Our Privacy Officer team has professionalized our entire privacy compliance through the launch of the ‘De Roos Privacy Program’.

Company Ownership

We're proud to be an **employee-owned cooperative** — a firm truly owned by its people.
On December 31st 2024, De Roos was collectively owned by **42 lawyers and civil-law notaries**, reflecting our deep commitment to shared responsibility, collaboration, and long-term stewardship.

Company Strategy

49 colleagues actively helped shape our 2024–2027 strategic plan during the Strategy Day in June.



Governance

Deep Dive - Participative Management

Participative management has always been at the core of our company. It's a management style that actively involves employees in the decision-making process. Instead of a top-down structure where primarily the board decides, all employees can provide input and actively participate in strategy and decision-making.

Implementation at De Roos

Within De Roos, we have introduced participative management through several key mechanisms:

- Co-ownership: Every lawyer or notary is invited to become a co-owner and member of our cooperative. This membership gives voting and profit rights.
- Our board: Our board is a cross-section of the organization. It includes one partner, one junior lawyer, one associate and two non-lawyers.
- Participative decision-making: We vote with all members of the cooperative on important decisions including amendments to the articles of association, and dividend payouts. Also, we have a yearly strategy session with all colleagues to decide on the three year strategy and its potential adjustments.
- Self-management: Our teams operate with significant autonomy while maintaining accountability

The Advantages of Participative Management

In contrast to traditional hierarchical structures, participative management creates an environment where entrepreneurial initiative flourishes at all levels of the organization. Employees feel comfortable providing feedback and expressing their preferences and opinions.

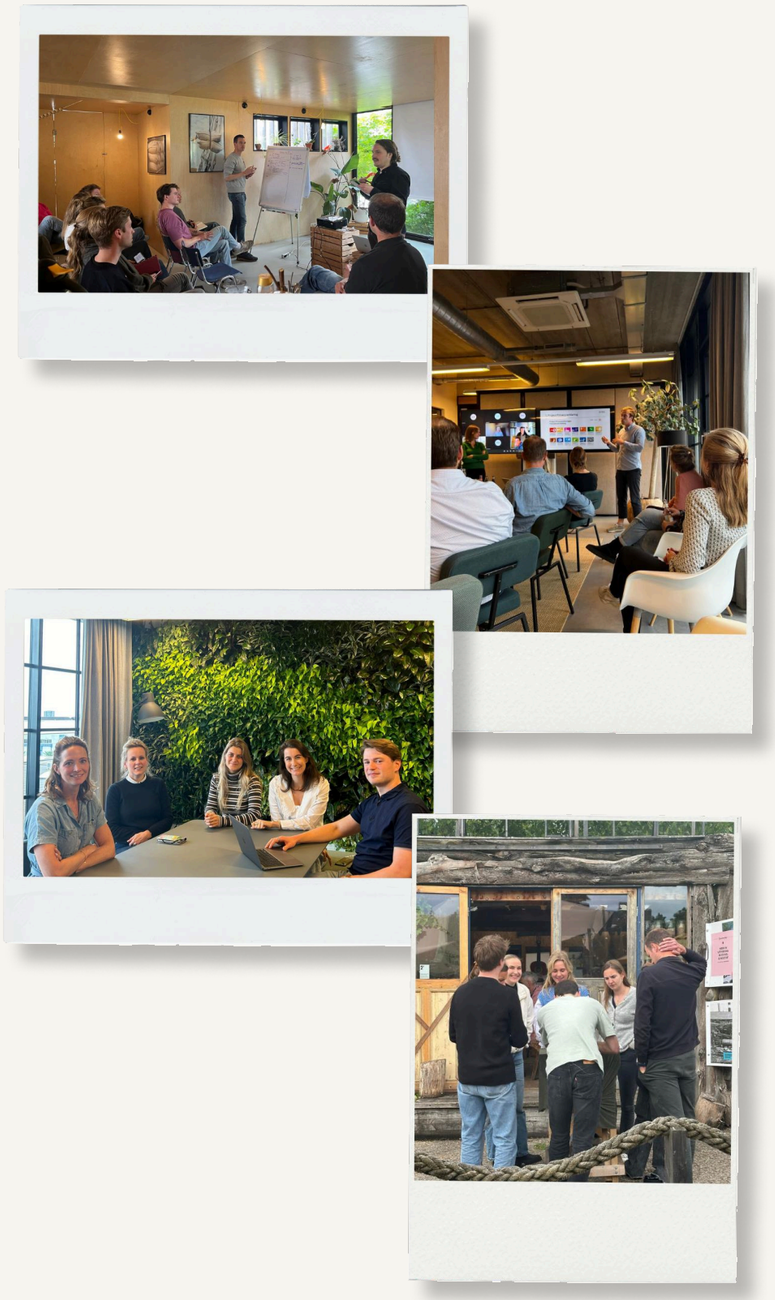
The benefits of this management approach are substantial and multi-faceted:

- Quality of decisions: Decisions benefit from diverse viewpoints across different age groups, roles, and experiences rather than being limited to a often more homogeneous group of partners
- Enhanced performance: When employees actively contribute to solutions and strategies, overall organizational performance improves through collective intelligence and innovation
- Stronger connections: Participative practices foster deeper workplace relationships and a genuine sense of community among team members
- Increased engagement: Employees develop a heightened feeling of involvement and personal responsibility for the company's success when they participate in decision-making
- Better retention: The empowering environment created through participative management increases employee loyalty and reduces turnover, as team members choose to remain with the company longer

By valuing input from all organizational levels, participative management transforms workplace dynamics and cultivates a more entrepreneurial, innovative, committed, and effective organization.

Inspiration

We have been inspired in our management style by both Frédéric Laloux's book ‘Reinventing Organizations’ and Semco Style management.



Workers

Short summary

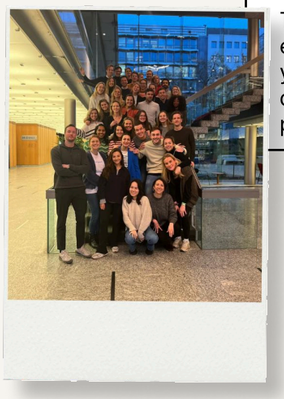
We have a strong focus on employee happiness. We promote a healthy lifestyle, encourage continuous learning, and involve employees in decision making.

What we said we'd do:

1. Further expand and enhance our De Roos Academy.
2. Update our office handbook to improve information sharing and the onboarding process.

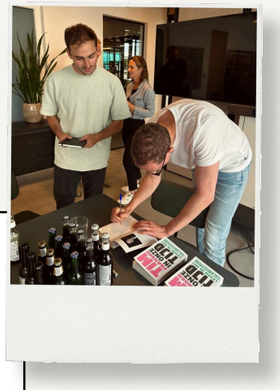
What we did:

- In our Book Club we focused on active citizenship and mental health. We read 'Morele Ambitie' by Rutger Bregman and 'In Onze Tijd' by Tim Fransen, exploring how we can positively impact society as lawyers and citizens. We also read 'Door de Pijn' by Arthur Menko, emphasizing the importance of discussing mental health at the office.
- In response to our employees' wish for more quiet workspaces, we created several concentration desks to support better focus and rest.
- We encourage employees to take breaks outside — whether it's a walking meeting or simply a mental reset walk. To make this easier, we've mapped out nearby walking routes with estimated distances and times. When scheduling meetings, colleagues can now choose the option of a walking meeting.
- We conducted an Employee Satisfaction Survey
- We offered all employees the opportunity to receive a free flu vaccination. This initiative is part of our commitment to maintaining a healthy workplace and reducing absenteeism during flu season. By providing easy access to the vaccination, we aim to help employees stay healthy and minimize the impact of seasonal illnesses.
- We have further developed the non-legal leadership courses and personal development of all colleagues. Every peer group has their program. We also offer individual coaching.
- This summer, we launched 'Keten in Kleine Kernen' to strengthen connections across teams. Colleagues gathered in small, mixed groups at a partner's home, where they played 'Let's Play Equal,' a B Corp game, designed to inspire reflections on diversity, (in)equality, and inclusiveness.
- To support our partners in achieving a healthier work/life balance and creating more headspace, we launched a collaboration with Headroom Assistance. Three of our partners have already benefited from this initiative.
- We encourage physical health by offering sports memberships or personal training sessions, helping our team stay active and energized. Plus, we sponsor T-shirts and marathon tickets for the Amsterdam Marathon to support their fitness goals.
- We fully redesigned our office handbook in Notion to make it more accessible and practical for everyone.
- The onboarding journey for new team members has been fully professionalized. Our People & Impact Manager has structured the onboarding process across the first four weeks, with each week featuring focused "onboarding coffees" covering different key topics. These sessions are thoughtfully aligned with our core values (driven, entrepreneurial, constructive, authentic and committed) ensuring a warm, meaningful, and value-driven introduction to our firm and culture.
- Another key part of our onboarding is the "flag courses": Over two afternoons, new colleagues are introduced to all our practice groups through engaging presentations. It's a fun and effective way to get to know every team—and to sharpen cross-selling skills by learning to spot opportunities, or as we like to call them, "planting flags." Our junior lawyers also completed the "flag course" for our newest practice groups: Corporate Notarial Services and Tax.



5.2 out of 6

The average response to the employee survey statement: "Does your work give you the opportunity to develop new skills?" is 5.2 (1 = least positive, 6 = most positive).



Net promotor score
5.4 out of 6

The average response to the statement "I would recommend working at De Roos to my friends" was 5.4 (1 = least positive, 6 = most positive)



2.56%
absence rate reflects our focus on maintaining a low level of absenteeism, driven by an engaged and committed workforce.

84%
of our employees make use of De Roos' sports compensation.

Workers

Deep Dive - Ken&Ben (coaching)

Ken&Ben is a transformative development program designed to foster both personal and professional growth of lawyers and staff at the start of their career. Through a mix of training and coaching, it offers a hands-on and reflective learning experience. What makes Ken&Ben truly special is the safe and open environment it creates — a space where colleagues can explore their ambitions, challenges, and growth paths together. It's a chance to get to know each other on a deeper level, offer support, and grow both as individuals and as a team.

This program is important because it empowers colleagues to achieve a balanced and fulfilling life, both personally and professionally. Through self-awareness, skill enhancement, and meaningful connections, employees gain the confidence and tools they need to perform at their best. Ken&Ben enables participants to take ownership of their development, identify their goals, and foster a deep sense of belonging at work.

Group sessions
Over the course of two years, Ken&Ben guides participants through a journey of self-discovery, skill-building, and personal development. The first year centers on gaining a better understanding of one's own strengths, values, and working style — while also offering practical tools to navigate daily challenges with clarity and confidence.

In the second year, the focus shifts to communication and leadership, helping participants become more intentional, supportive, and inspiring colleagues. Rather than following a rigid curriculum, Ken&Ben creates the space to reflect, grow, and apply insights in real time.

Individual coaching
In addition to the group sessions, each participant gets personalized coaching sessions. The coaching process begins with an intake session followed by three one-on-one sessions. These moments of individual attention are tailored to each participant's needs and challenges, and focus on topics like soft skills, personal development, and workplace dynamics. They offer space to pause, reflect, and take concrete steps forward.

Ken&Ben offers more than just skills training — it's a powerful and interactive journey that builds confidence, deepens connections, and helps colleagues show up more intentionally in all aspects of life and work. It's an investment in people, and in the long-term strength of the team.



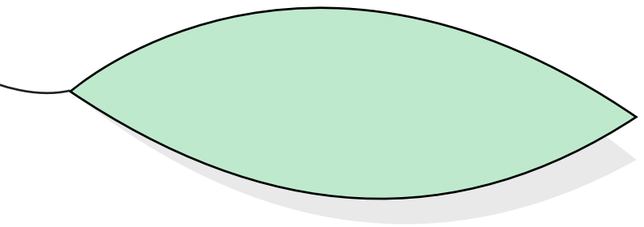
Stijn Werkhoven, Attorney-at-law, Corporate Law:

"Ken&Ben is a great method for developing personal skills. The frameworks provided to reflect on your own abilities, talents, and character are very useful and helpful, especially in the early stages of your career."

Ynola Keijl, Company Secretary:

"I find it incredibly valuable and unique that De Roos offers a coaching program like Ken&Ben. It gives us, as young professionals, the opportunity to get to know our own skills, talents, and personalities better, so we can use them more intentionally—both at work and in our personal lives'"





Customers

Short Summary:

As a professional services firm, we make most of our impact through our clients. We focus on bringing social and sustainable topics to the (deal) table, increasing the amount of work done to help for impact-driven clients, and we connect entrepreneurs and GCs of companies with an innovative and sustainability focus.

What we said we'd do:

1. Increase the number of purpose-driven clients and generate a minimum of 30% of our total revenue from purpose-driven clients.
2. Establish a new climate law practice and elevate our proactive role in addressing the climate crisis , including providing counselling on climate compliance and enhancing climate knowledge among our clients through lectures and roadshows.

What we did:

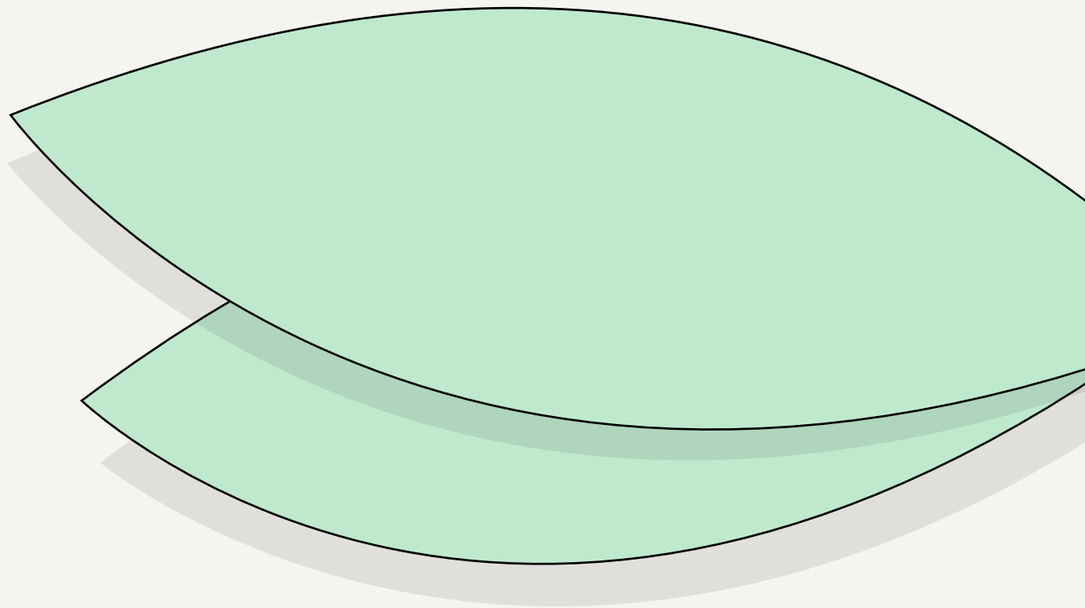
- We are committed to growing the share of our work that supports impact-driven clients — year after year. In 2024, we increased the proportion of our revenue from these clients from 26% to 32%, compared to 2023. Our impact-driven clients include fellow B Corps, companies leading the energy or protein transition, pioneers in sustainable fashion, NGOs, and social enterprises.
- 2024 marked the successful launch of our Climate Law Practice (read more about this topic in the Deep Dive 'Driving Change through Legal Action'
- We like to create communities. We had already set up a GC Community in 2023 and have been facilitating various meetings in 2024. We are also one of the founding members of the Climate Tech Network. Its first summit in October 2024, marked the launch of this entrepreneurial and sustainable community.
- In 2024, we conducted 9 Client Satisfaction Interviews — our most important tool for identifying where and how we can improve our services. The insights were shared firm-wide, allowing everyone to learn from both the highlights and the takeaways. These conversations continue to be incredibly valuable for our connection with and our service to our clients as stakeholders.
- We have been very active in promoting steward ownership as a way to make companies more focused on stakeholders and the long run, instead of short-term shareholder value. We have been vocal on legal conferences, in legal articles and by making the connection with politicians about this topic.
- Our newsletters were reintroduced. Through these updates, De Roos shares relevant business and legal insights — along with inspiring stories — with clients and other interested readers in an original and engaging way.
- We actively share our expertise for free through thought pieces on a wide range of topics. In 2024, our lawyers authored a total of 13 thought pieces — including practical guides designed to help navigate complex legislation.

Our impact in numbers

Purpose-driven clients

As a B Corp, one of our main focusses is on making a positive impact through the clients we serve — **impact-driven clients** who align with our values.

In 2024, we supported **122** such clients, compared to 100 in 2023. These purpose-driven clients generated **32%** of our revenue, compared to 26% in 2023.



Customers

Deep Dive - Driving change through legal action

Client Impact Initiatives
One of the most important B Corp goals is to every year increase the percentage of the time we spend on advising purpose-driven organizations. These impact driven clients focus on:

- Energy transition solutions
- Smart mobility innovations
- Protein transition technologies
- Climate tech developments
- Impact investment

Our legal professionals have assisted these organizations a.o. in legal disputes, funding rounds, IT contracts, (privacy) compliance, sustainability claims, setting up legal entities, and employment law to facilitate organizational sustainability, strength and/or growth.

Climate Law Practice
In 2024 we launched our Climate Law Practice. From the very beginning, the team hit the ground running— engaging in impactful legal work aimed at building a more sustainable world. Partner Sjoerd Lopik is not only a driving force behind this practice but is also pursuing a PhD in climate criminal law, further deepening our expertise in this crucial field. Our lawyers have been involved in various environmental impact cases related to: Ecocide, polluting factories, Environmental Criminal Law and Climate Law Litigation.

Anti-greenwashing and European environmental regulations

- Our Intellectual Property and Advertisement Law team has increased its caseload in greenwashing-related advertisement disputes
- Our Climate Law and Dispute Resolution practitioners have developed specialized expertise in European sustainability frameworks, including CSRD and CSDDD, providing clients with strategic navigation through these complex regulatory environments

Knowledge Dissemination
We have actively shared our expertise through numerous lectures, presentations and workshops about anti-greenwashing practices, ecocide legislation, and environmental criminal law. These educational initiatives have reached diverse audiences including (B Corp certified) companies, governmental organizations, legal professionals and law students.

Public debate: legal as a force for good
We have been vocal in the public debate in The Netherlands about the role of lawyers to work for the greater good. Our CEO wrote an article about this topic in the Dutch newspaper Het Parool to encourage more lawyers to consider the impact they make through their work. (A summary of this article can be found in the frame on the right side of this page).

Summary of "Amsterdam Lawyers, Choose Justice Over the Profits of Polluters"
Het Parool, December 4th 2024

This opinion piece by Joni Uhlenbeck argues that lawyers, particularly those in commercial practice in Amsterdam, should make moral choices about which clients they represent. The author discusses Professor Phillip Paiement's view that climate litigation is crucial in the "Anthropocene" era, as politicians lack resolve to address climate issues effectively.

The article highlights a growing imbalance in the Dutch legal profession: while the number of lawyers has increased by 32% since 2006 (reaching 19,000), with many concentrated in Amsterdam's financial district, the number of "social lawyers" who provide subsidized legal aid has declined significantly.

Uhlenbeck argues that although everyone has the right to legal representation, lawyers are not obligated to accept every case and should consider the societal impact of their work. The author points out that polluting corporations have vast legal resources that create an unfair advantage, and calls for more commercial lawyers to take social responsibility by selecting clients based on positive societal impact rather than financial gain, potentially offering lower fees for important causes.




het hoogste woord
Advocaat zou vaker nee moeten zeggen

Environment

Short summary

We have always been conscious of our ecological footprint. Even before achieving certification, we adopted several sustainable practices. We use only green energy and promote sustainable travel options. Our office is equipped with automated systems to turn off lights and heating when not in use. We discourage unnecessary printing and prioritize purchasing organic products. Our office handbook provides guidance to employees on setting up sustainable workspaces at home.

What we said we'd do:

1. Measure our carbon emissions.
2. Increase employee awareness of sustainable work practices.

What we did

- We have addressed the carbon footprint associated with the usage of artificial intelligence and emails. And as you can see in the numbers on this page, we kept on focusing on having a low travel carbon footprint, promote a plant-based diet and compensate the footprint by planting trees.
- We encourage our employees to embrace sustainable initiatives, empowering them to make more conscious choices in their daily lives. Through our "Green Employment Agreement," employees get extra days off and more holiday allowance if they go on holidays sustainably (train, bike, walking) for a year. We also offer a vegetarian lunch at the office and provide a mileage allowance for those cycling to work that is higher than the allowance for a petrol car.
- We have a flight policy for business-related travel. If a destination can be reached within 10 hours by public transport, flying is not an option; instead, we opt for alternatives like the train. As a result, colleagues have traveled to France, Germany, the UK, and even Ireland by train to attend conferences, meet clients and connect with European lawyers.
- We use oat milk as the standard in our coffee machines instead of cow's milk, reducing CO2 emissions with every cup of coffee enjoyed at the office. The next page shows how much CO2 we've saved.

Impact in numbers 2024



34.462
Trees planted

53.480
Kilometers biked to the office



666
kg of CO2 has been saved by using oat milk in our coffee machine instead of cow's milk.

Cow's milk emits about 1.3 kg CO2 per liter. Oat milk emits only 0.3 kg CO2 per liter.

In 2024, we used 666 liters of oat milk. So, this means, if we used cow's milk instead of oat milk, our emissions would be 865,8 kg CO2. By using oat milk, we only emitted 199,8 kg CO2, which means we saved 666 kg CO2.

Community

Short Summary:

De Roos is located in Amsterdam-Noord. We've been part of this neighborhood since 2013 and enjoy connecting with our neighbors and local initiatives.

What we said we'd do:

1. Set up and further develop our elementary school project, building on the groundwork laid in 2023.
2. Continue to enhance the diversity of the team, including providing training, equal career opportunities, and making our office a more inclusive place to work.

What we did:

Pro-bono contributions:

- We exceeded our pro-bono target (of 5%), reaching 8,7% in 2024. This includes a two-month social secondment program, where our junior lawyers gain experience at a social law firm. In 2024, we expanded our network of social law firms from one to three.

Local community:

- We set up a partnership with the local food bank, where a team member volunteered every Wednesday afternoon to help distribute groceries to those in need.
- We walk dogs for people in our neighborhood who are not able to walk their dog anymore. This is organized by the Dutch NGO 'de Dierenbescherming'.
- We joined the B Corp Clean Up Day 'Green Friday' organized by Dille & Kamille in Amsterdam. Together we got bags full of trash out of the canals and from the streets in the city center.
- We have organized a moot court for the primary school in our neighborhood. It consisted of two sessions, one at their school and one at our office to inform them of what it means to be a legal professional.

Diversity, Equity and Inclusion (DEI):

- Our People & Impact Manager is an active member of the B Lab JEDI Circle. As part of the JEDI Circle—one of the self-organized B CIRCLES within the B Corp community—HR and D&I professionals from Dutch B Corps collaborate to exchange ideas and co-create tools that advance workplace inclusion. One key outcome is a practical toolkit addressing topics like unconscious bias, aimed at fostering fairer and more inclusive environments.
- We became a member of Stichting Forward. A Dutch foundation that promotes the acceptance and visibility of the LGBTQ+ community in the legal sector. In March, we co-hosted an event at our office on the legalization of same-sex marriage in Aruba and Curaçao.
- We started sending Diversity Bites on diverse DEI topics. These are short newsletters that inform our colleagues about diversity related topics.
- In July, we welcomed Aynouk Tan to our office for a masterclass on Diversity & Inclusion. Together, we explored the vital role organizations play in creating psychologically safe environments where everyone can bring their authentic selves to work.
- We now have a 'quiet room' to accommodate diverse needs, including prayer, breastfeeding, and meditation.

	2023	2024
Volunteering hours	71	266
Organizations supported on a pro-bono basis	39	48
Percentage of our revenue spend on pro-bono work	8.6%	8.7%
Percentage of female colleagues and partners	52%	60%





Community

Deep Dive - Volunteering

Volunteering offers the opportunity to contribute to meaningful causes while fostering personal growth. It's a way to make a real difference — for society, the planet, and the people around us — while giving colleagues a chance to step outside their daily routines and connect with the community.

At De Roos, these experiences help broaden perspectives, strengthen our sense of purpose, and offer genuine fulfillment. At the same time, they deepen our local ties and reflect our commitment to values that go beyond our day-to-day work.

Helping the Food Bank in Amsterdam Noord
In 2024, we placed a strong emphasis on supporting our own neighborhood in Amsterdam Noord, where our office is located. A key initiative was our structured volunteering program with the local Food Bank. Colleagues take turns on a weekly basis, providing consistent support in distributing food parcels to individuals and families in need. The Food Bank plays a crucial role in combating food insecurity, offering essentials to those who are struggling to make ends meet — and we're proud to be part of that mission.

Our collaboration with the Food Bank grew from a shared desire to give back, and the impact is visible both in the community and within our team. Volunteering reinforces our role as an engaged and dependable partner, while giving colleagues the rewarding sense that their time and energy are making a real difference.

Our elementary school project
We also partnered with De Kinderboom, a local primary school where many children come from multicultural backgrounds. The school's mission is to create equal opportunities for all children — for example, by placing a strong emphasis on Dutch language development. Its inclusive and forward-thinking approach has earned it the designation of 'excellent school' by the Dutch education inspectorate.

Together, we developed a program in which colleagues gave guest lessons to students in the last year of primary school about the legal system and the role of lawyers. The project concluded with a mock trial held at our office — an experience that was both educational and fun, and one the school is eager to repeat next year.

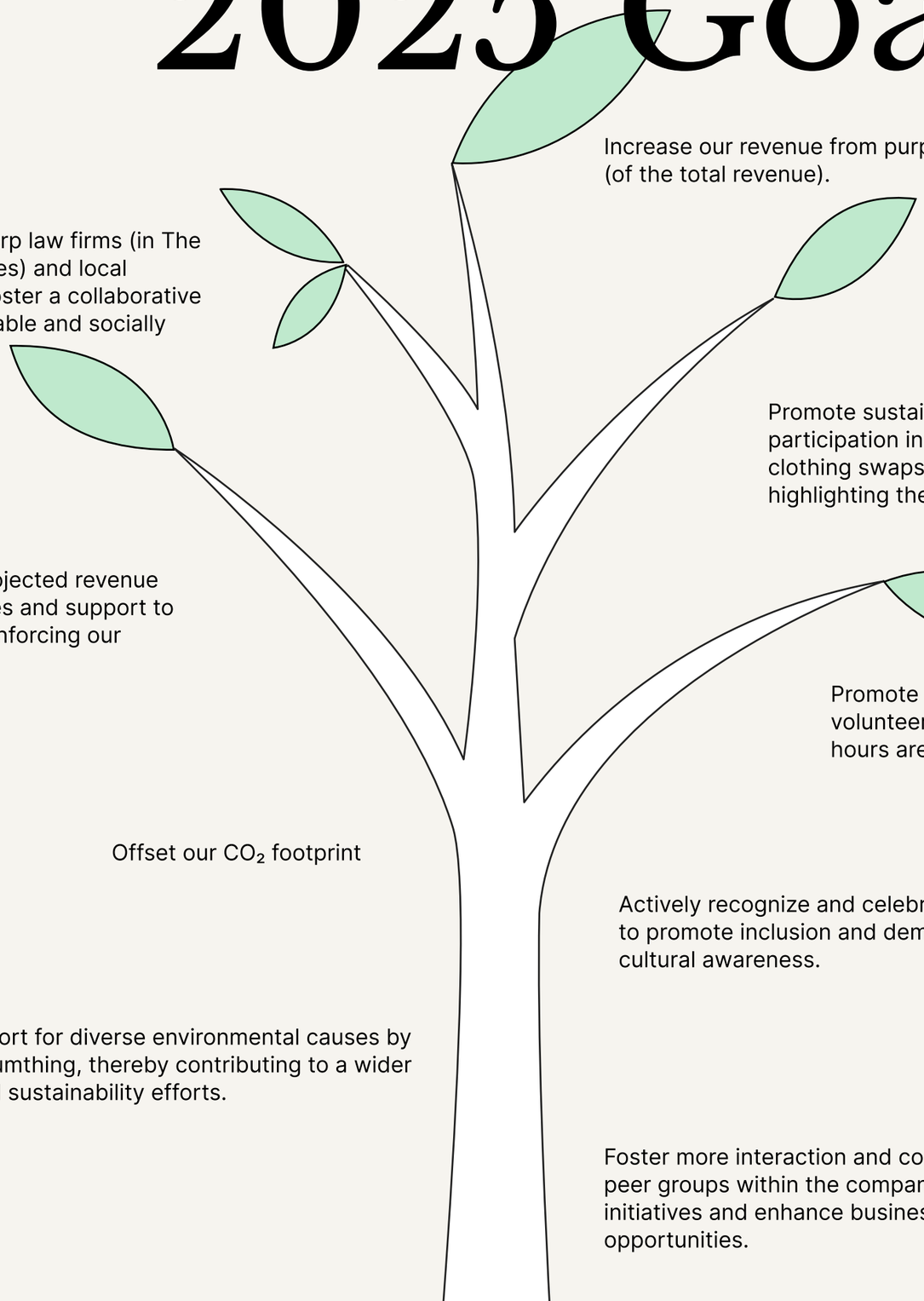
Other voluntary work
Other initiatives included offering language support to newcomers in the neighborhood — helping them gain confidence and independence in their new surroundings.

Another initiative started with an idea from one of our colleagues: supporting neighbors who are no longer able to walk their dogs. This project is organized by De Dierenbescherming, the Dutch animal protection society, which connects volunteers with people who need help caring for their pets. Several other colleagues joined and took dogs for walks in the neighborhood.

Together, these initiatives are meaningful ways to contribute locally — driven by the creativity, initiative, and engagement of our team.



2025 Goals



Increase our revenue from purpose-driven clients to 35% (of the total revenue).

Strengthen connections with fellow B Corp law firms (in The Netherlands and other European countries) and local entrepreneurs in Amsterdam-Noord to foster a collaborative business community focused on sustainable and socially responsible growth.

Promote sustainable practices by organizing and encouraging participation in environmentally-conscious activities, such as clothing swaps, reducing waste, conscious banking, and highlighting the importance of mindful consumption.

Dedicate a minimum of 5% of our projected revenue annually to provide pro-bono services and support to social and environmental causes, reinforcing our commitment to positive impact.

Promote and incentivize employees to engage in volunteer work, ensuring that a significant number of hours are dedicated to community service.

Offset our CO_2 footprint

Actively recognize and celebrate diverse cultural holidays to promote inclusion and demonstrate our commitment to cultural awareness.

Increase our support for diverse environmental causes by partnering with Sumthing, thereby contributing to a wider range of impactful sustainability efforts.

Foster more interaction and cooperation among different peer groups within the company to strengthen strategic initiatives and enhance business development opportunities.

Our values

OUR IMPACT MISSION

De Roos is the law firm for changemakers. We believe the brightest legal brains should be rolling up sleeves to combat society’s urgent issues.

So that’s precisely what we’re doing at De Roos. As a trusted advisor on boardroom level, our attorneys have been assisting innovators on overcoming all their legal obstacles, for over a decade. Our legal specialists help founders find funding, help disruptors navigate the digital world, and help activists battle and overthrow the status quo.

Driven

We strive to be the best lawyers, always focused on unleashing the potential of our colleagues and ourselves.

Entrepreneurial

Entrepreneurship runs deep in our veins. We are constantly on the lookout to make legal services more accessible, to improve our ways of working together, and to create more value for our clients.

Constructive

We are positive and conducive. We focus on possibilities, not obstacles. Our idealism drives us to by make an impact, even when it is not the easiest path.

Authentic

We dare to be our ourselves and show vulnerability. We foster a diverse and inclusive work environment.

Committed

We are involved with one another, and committed to the wellbeing of people in our community and the planet.

Making a difference together: Our work as a B-Corp

Being a B Corp is part of how we work. It means that colleagues with different backgrounds and experiences can contribute to our mission in their own way. At De Roos, everyone brings their own expertise, and that makes our work better and more thoughtful. It shows that we're serious about our commitment to society — and that we believe in making a real impact, together.
Here's how some of our colleagues experience that in practice:



Lisette van der Linde, Attorney-at-law, Climate Law:

"The fact that De Roos is a B Corp to me confirms how we care about our environment and community. This is reflected throughout our work: from the clients we service and the projects we do, to our pro bono work and our community service. For me, a great example is the work we have done for the Working Group on the National Criminalization of Ecocide - in this project, we gathered experts and legal professionals from around the EU to establish a guidance document for an effective ecocide law. I'm proud of these efforts and more so, I'm proud to work at an office that gave me the opportunity and encouragement to be part of this project.'"

Philip de Roos, Founder:

"Social engagement isn't just part of our work at De Roos — it's at the heart of everything we do. As a firm, we believe that true success is measured not just by profits, but by the impact we have on the world around us and how we align ourselves to be a force for good. For me, it's personal. I'm driven by the belief that the work we do must contribute to something bigger than ourselves. Every project, every partnership, and every decision we make is an opportunity to create positive change. This is reflected in our core values, and I'm proud that our colleagues are fully aligned with them. That's why being socially engaged isn't optional — it's a responsibility we embrace every single day."



Eva van Rooijen, Attorney-at-law, Corporate Law:

"The B Corp certification of De Roos is more than just a recognition; it's a powerful affirmation of the values that inspired me to join the firm last year. I'm proud to be part of a firm that is committed to making a positive impact – not only through legal work, but also by taking responsibility for broader social and environmental challenges. During my search for the next step in my career, De Roos truly stood out to me in this respect. To me, it's a source of inspiration and motivation to contribute to a more just and sustainable future, together with colleagues and clients who share that same ambition."





Friso van Orden, Partner, Tax Law:

"As a firm, our views naturally align with the requirements for B Corp certification. Frequently engaging with public benefit organizations (in Dutch: Algemeen nut beogende instellingen - ANBI) and other clients that promote philanthropy, offers engagement with the needs of the environment. It provides a sense of what is needed by our surroundings to thrive. A perspective on the future of our society, is a prerogative of those involved with changing the world. By looking forward, by aiming to add value, we are better placed to counsel all our clients.'"

Jangiman Ali, Legal Assistant, Dispute Resolution:

''De Roos being a B Corp shows how socially engaged our firm truly is. These values are reflected in the clients we work with, the projects we take on, and the initiatives we support—like language mentorships, school programs, diversity and inclusion, and tackling greenwashing. It has given my work more meaning. While at De Roos, I had the opportunity to complete the Legal Secretary training, which was a key step in my development. Since then, I've been focused on growing within the firm. From the start, I've wanted to contribute to an office that's not only legally strong, but also socially conscious and engaged."



Questions? Or would you like to contribute to our B Corp mission?

Please contact Ynola Keijl, our Company Secretary.



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