

Impact Report '23

We proudly present MoreApp's 2023 Impact Report, driven by our commitment to honest and transparent communication.



03

Word from us

04

MoreApp in 2023

05

Our core values

06

Our future goals



07

Our impact

08

A greener future

10

Our customers' impact



12

Our driving force

14

Our customers

16

Our stories

17

Safety first

19

Our partners



Word from us

We, MoreApp's Management Team, believe that every small change can lead to something big. It's our passion to drive a digital revolution that benefits both the planet and businesses.

At MoreApp, we strive to improve by 1% daily, knowing that small steps lead to significant change over time. This approach isn't just for us; it's something we wish for every company. Imagine what we could achieve together if we all cut back on paper use, streamlined our administrative tasks, and embraced sustainability.

Our first impact report

"We love making an impact, no matter how big or small. We take immense pride in our work and celebrate success with both our team and our customers. This first-ever impact report marks a significant milestone for us, and I couldn't be more proud of the team behind it. It's a celebration of all we've accomplished together and a commitment to the exciting journey ahead."

Thom Bokelaar - CEO



MoreApp in 2023

1.859

customers

In 51 countries



27.710

average monthly users

5.461.980

submissions

34

people working at MoreApp

44% female

56% male



158.754

trees planted



2013

MoreApp is founded

3

offices in Barcelona, Berlin, Rotterdam

2

certified green offices



Our core values



People & planet first

We put people & planet over profit.



Dream Team

We play as a Team, and celebrate our victories.



Continuous improvement

We work hard to do 1% better every day.



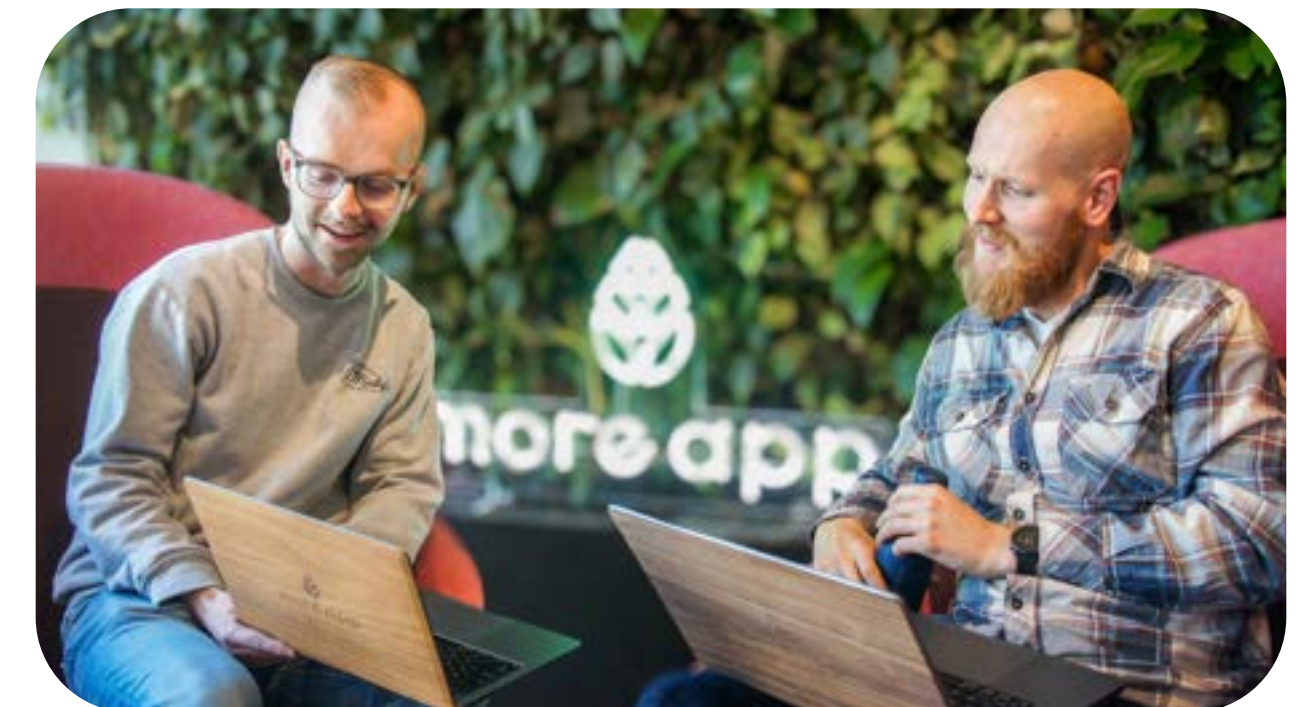
Best performance

We take pride in our work and achievements.



Clear communication

We keep things short, simple and consistent.





Our future goals

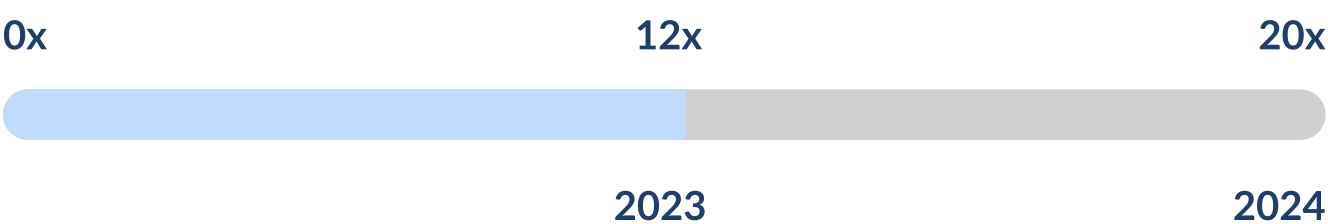
We know where we stand now, where we want to be in the short term, and where we want to go in the long term. This keeps our Team focused, driven, and on the same wavelength.

In October 2023, we legally amended our company's articles of association. The revised articles state MoreApp's commitment to making a significant positive impact on society and the environment through its operations and activities.



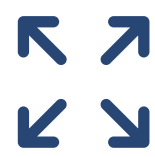
Offsetting

By **2024** we plan to offset our emissions by a factor of 20.



Donating

By **2025** we plan to donate 10% of our profits to charitable causes.



Expanding

By **2026** we plan to improve the work lives of an additional 100.000 users.





Our impact

At MoreApp, we acknowledge that some emissions are still present. We're proud of the progress we've made by choosing more responsible suppliers and promoting eco-friendly commuting options for our employees. Most of our emissions stem from business air travel, which is crucial in strengthening Team collaboration across our offices. We are aware there is room for improvement when it comes to business travel.

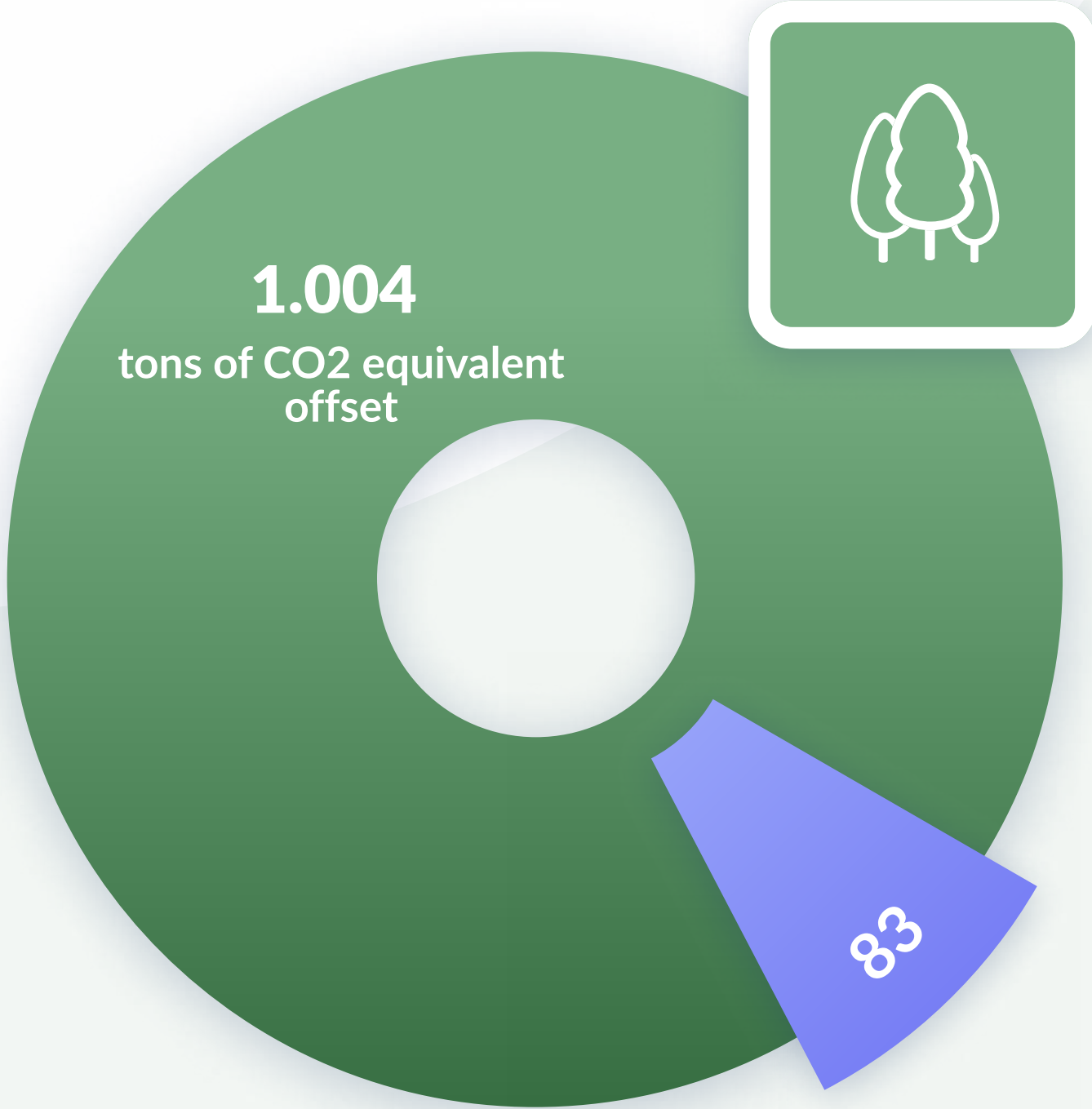
By planting trees we compensate for our emissions, resulting in an offset factor of 12.



Our emissions

- 66,86** Business air travel
- 7,65** Energy consumption
- 4,80** Employee commuting
- 3,60** Hosting
- 0,30** Company vehicles

83,23 Total tons of CO2 equivalent emitted





tree-nation

X



moreapp

A greener future

Envisioning a greener future, we joined forces with our partner Tree-Nation since 2021. By supporting Tree-Nation's initiatives, MoreApp not only compensates for its emissions, but also promotes the protection and restoration of ecosystems, increases biodiversity, and supports local communities.

*Numbers overview Tree-Nation 2023



158.754

trees planted



12.804

lifetime tCO2eq compensated

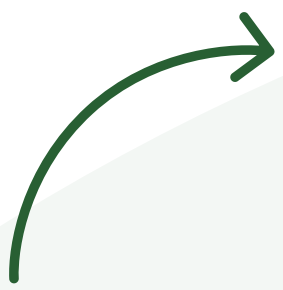
More about our mission





Our biggest hero

Red Mangrove



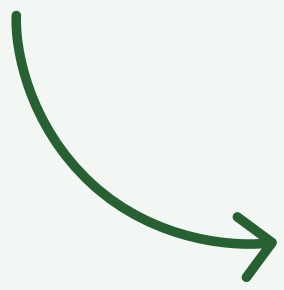
Our biggest pride

Tree-nurseries, the beacon of hope



Our biggest project

Eden Reforestation Madagascar





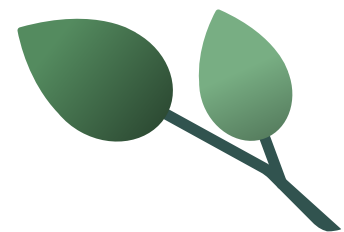
Our customers' impact

With MoreApp, customers directly contribute to reforestation projects, helping restore ecosystems and combat climate change, based on their chosen plan.

Each plan makes a difference, supporting a greener future through our commitment to environmental responsibility and positive impact on the planet.

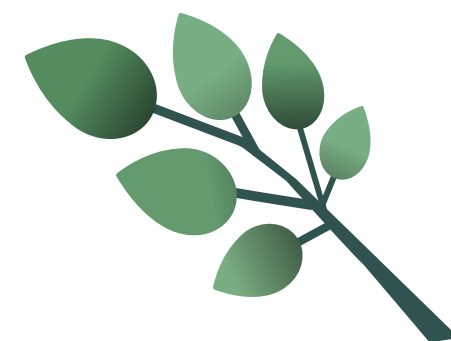
Leaf

3 trees/month



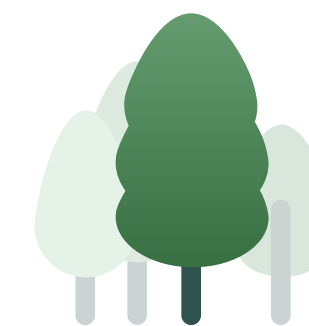
Branch

15 trees/month



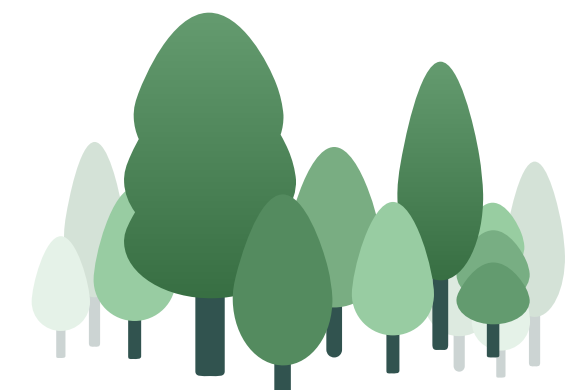
Tree

50 trees/month



Forest

200 trees/month





What customers saved

As a pioneer in the paper-to-digital transformation, MoreApp’s mission is to reduce paper usage by helping companies streamline workflows and improve collaboration within their team.

In 2023, MoreApp transformed what would have been over 15 million paper documents into digital workflows, saving the equivalent of 63 million litres of water, 195 thousand kilograms of paper, over 2.300 tons of CO2 equivalent and 567 million kWh of energy.*



39.000.000

sheets of A4



195.000

kilograms of paper



63.000.000

litres of water

*based on an estimated form length of 2.5 a4.



Our driving force

As we delve into the heart of our organisation, we can't help but be inspired by the incredible individuals who make up our Team. By the end of 2023, we were a close-knit group of 34, spread across three vibrant offices: Rotterdam, Barcelona, and Berlin.

Every person here brings something special—whether it's their talent, passion, or dedication—helping to shape the unique culture we're so proud of.



34

international employees
in total

03

MoreApp offices

29

average employee age

47%

started as intern

82%

uses public transport*

*Travels to the office using public transport, by bike or on foot.





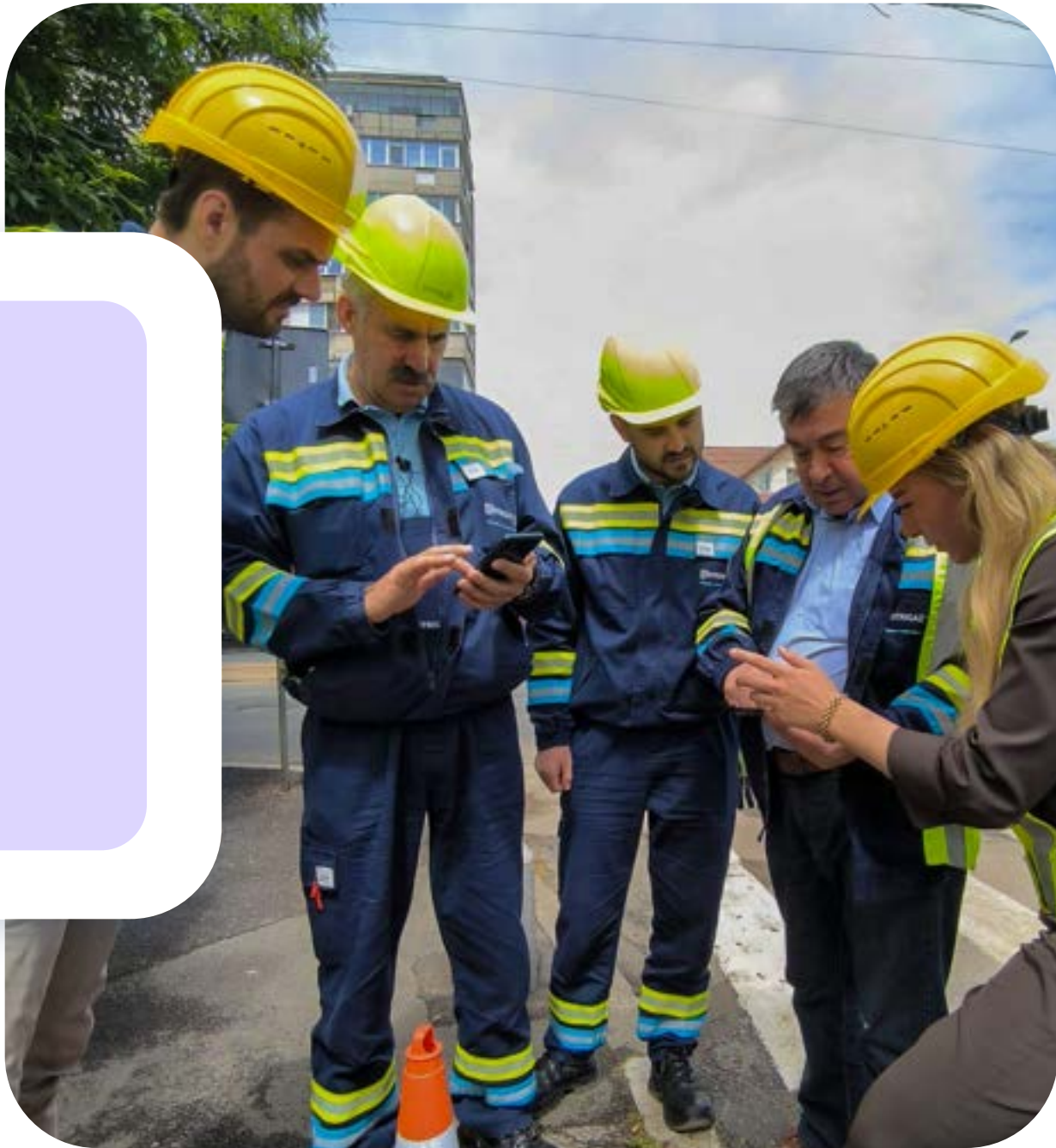
“MoreApp’s people are the definition of a Team—a set of precious colleagues who support and listen to you and contribute to your professional and personal growth.”

Gerard
Sales Consultant



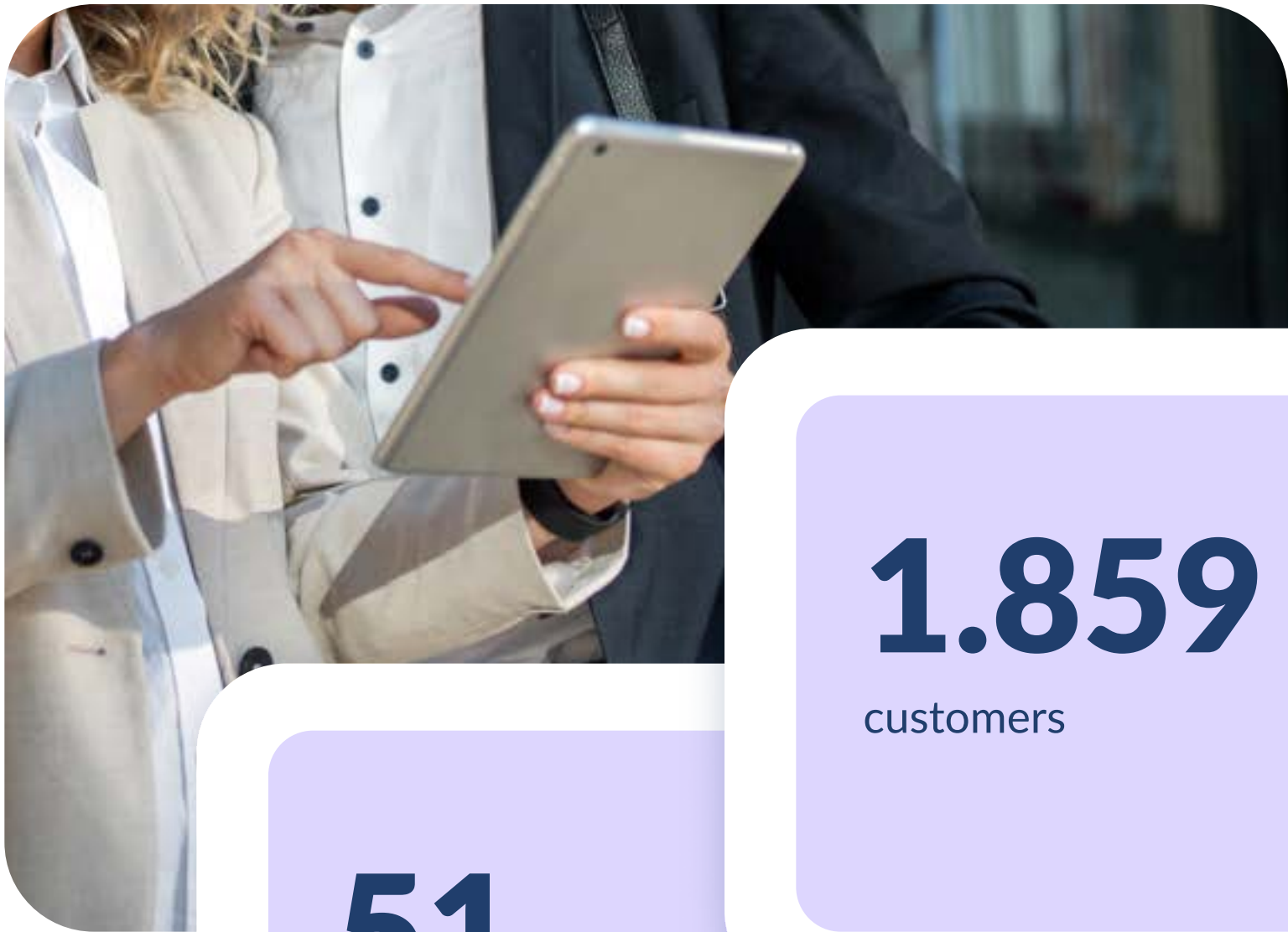
Our customers

Setting goals is crucial, and achieving them requires teamwork. Together we want to improve the lives of 1 million people with our digital forms. We will continue to help our customers get 1% better every day, by becoming more efficient, productive and sustainable.



27.710

average monthly users



1.859

customers

51

countries

4.8

CSAT



4.3

Support Ticket



4.5

Support Chat





“What motivates me daily is knowing that my advice makes a meaningful difference for our customers. Seeing them succeed and realising I’ve played a part in that is incredibly rewarding.”

Yasmeen
Customer Success Manager





Our stories

MoreApp is proud to contribute to the rescue missions of the non-profit organisation of Scotland's Search and Rescue Aerial Association (SARAA Scotland). They use drones to search areas that are difficult to reach and help out people in need. These activities require checklists, risk assessments, and other forms that they have digitised with MoreApp. This allows them to comply with the strict standards of aviation regulation.

"MoreApp's interface is intuitive, allowing me to have forms ready or updated when needed. Because the App is available offline, even our colleagues high up in the mountains with no data connectivity can fill in the forms."

Tom Nash - Chair Person SARAA Scotland



Safety first

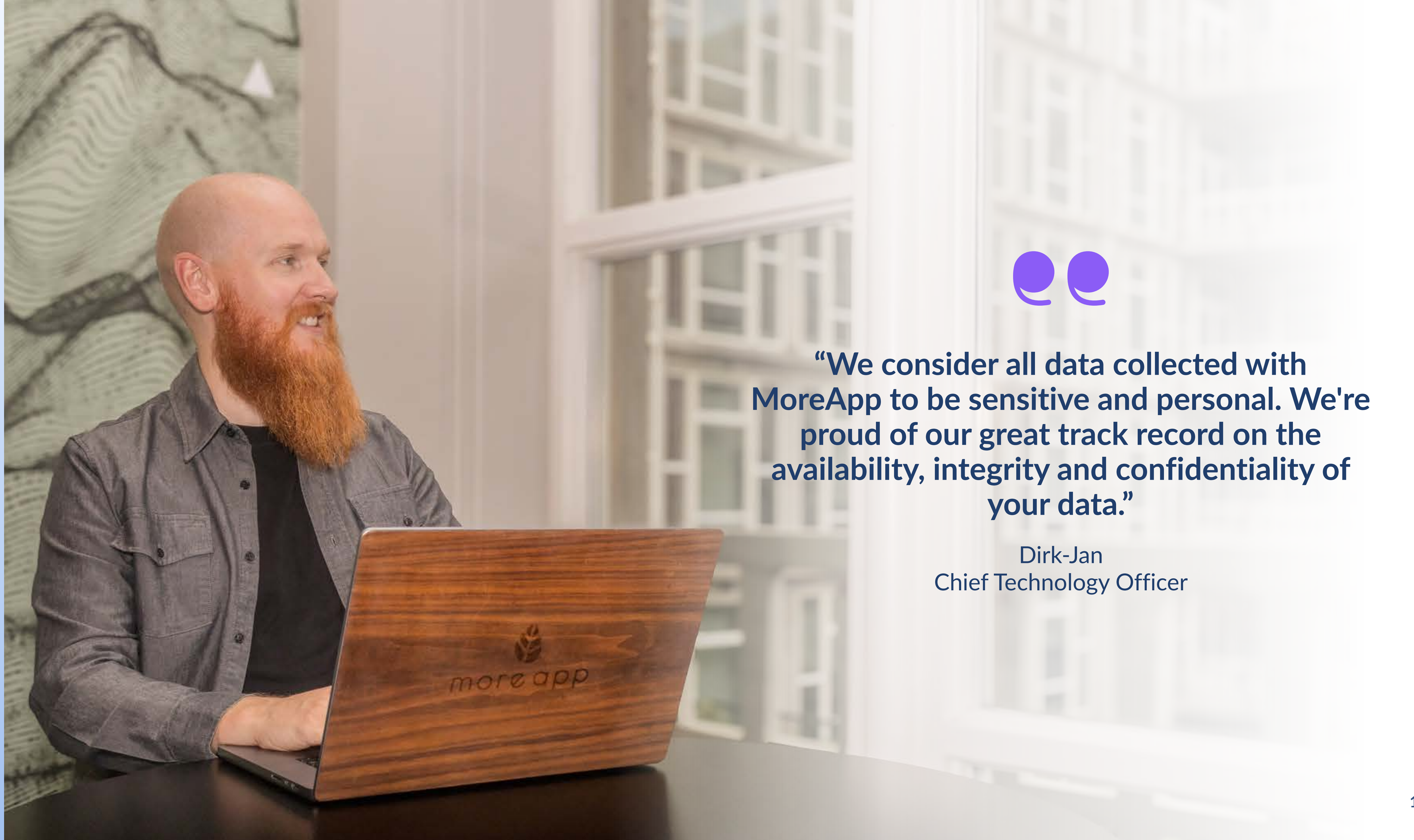
MoreApp has been ISO 27001 certified since 2017, with the privacy extension ISO 27701 included since 2023. Information security is tested annually by an independent party. By adhering to these standards, we prioritise trust and security, providing the customer with a seamless and reliable platform for all data collection needs.

As a result of our Information Security Management System (ISMS), we are pleased to report that the reporting period was characterised by the absence of significant security incidents.



2017
ISO 27001

2023
ISO 27001 & ISO 27701



“We consider all data collected with MoreApp to be sensitive and personal. We're proud of our great track record on the availability, integrity and confidentiality of your data.”

Dirk-Jan
Chief Technology Officer



Our partners

At MoreApp, we believe that making a positive impact is a shared journey with our customers and partners. That's why we actively support meaningful projects that align with our values, from planting trees worldwide to championing local causes.

Together, we are committed to giving back to the planet and making a lasting difference.











Visit our
impact page

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www.moreapp.com



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Sources

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Freepik.com
WWF
Tree-Nation
SARAA Scotland

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