

Keurmerk Nederland



CSR  **ISO 26000
Compliant**
Quality Mark





Below we explain what the CSR Quality Mark says, how it was created, what the most frequently asked questions are and how you can achieve the CSR Quality Mark.

The "Corporate Social Responsibility" Quality Mark, also called CSR Quality Mark, was established at the end of 2017 to meet the increasing demand from companies for a CSR certificate. The CSR Quality Mark offers companies in all branches the opportunity to enliven the implementation of CSR in a reliable Quality Mark. This CSR Quality Mark can provide companies with a tool to demonstrate the CSR DNA to clients, relations and all kinds of organisations that support CSR.

The CSR Quality Mark is tested on site at companies by the inspectors of Keurmerk Nederland. The quality mark committee, whose core task is to conduct a review, independently supervises the process of application, inspection, assessment, quality mark issuing and registration.

The Quality Mark requirements of the CSR Quality Mark in a nutshell:

1. People

Meeting minimum requirements for working conditions. Getting the best out of the staff by actively focusing on sustainable employability and offering employees the space to develop. Offering people with poor employment prospects a chance is also one of the requirements.

2. Planet

This largely concerns environmental requirements such as dealing with energy and waste, focusing on sustainable mobility and a sustainable purchasing policy.

3. Profit

This concerns requirements for a transparent and honest service provision; requirements about how to deal with suppliers and customers, as well as the supporting of social initiatives.

Frequently asked questions

It has proven that the CSR quality mark fulfills a need. Since 2010, the concept of "Corporate Social Responsibility" has undergone enormous developments in almost the entire economic sector. The call for certification in the field of CSR has thus contributed to the creation of this CSR Quality Mark.

A. What is the inspection about?

The inspection is carried out based on the quality mark requirements and concerns the company performance on the various CSR sub-questions. The assessment is carried out based on a progression model so that you actually grow in the CSR as a company.

B. What is the benefit of the quality mark?

By obtaining this quality mark, your company distinguishes itself in the field of Corporate Social Responsibility.





You objectively and demonstrably meet all kinds of relevant topics in the field of CSR on which clients can assess you. You also objectively and demonstrably comply with various laws and regulations. Clients do make selections based on these criteria and you demonstrate that your company wants to be one of the leading companies in the field of CSR in your industry. That generates turnover: your clients also want to share in this success. The CSR quality mark is also important to own for tenders.

C. How long is the CSR quality mark valid after my company achieved it?

The MVO Quality Mark is valid for 1 year from the date of issue.

D. What are the costs for obtaining the CSR quality mark?

- o < 5 employees: € 575, -
- o 5-25 employees: € 695
- o 26-50 employees: € 875
- o 51-100 employees: € 995
- o >100 employees: ask us for a quotation
- o English report (CSR): € 100
- o English certificate (CSR): € 55

E. What can I expect from the audit?

You can expect the inspector at the specified time on the inspection date that you have agreed with Keurmerk Nederland. He will then go through the quality mark requirements with you step by step, whereby you must have the evidence available.

You may discuss the details of the evidence with the inspector, but the questions and thus the requested answers are clearly formulated. If the inspection runs smoothly, you will be certified with the CSR Quality Mark. After this, registration will take place on the sites www.keurmerk-mvo.nl and www.keurmerkregister.com.

Your CSR grade is also determined and definitively recorded after a review. The Inspection Report that the inspector sends you is thus a particularly useful document for you as a company to provide to your clients.

If imperfections are found, the inspector will ask you to e-mail the evidence of 'repair', after which the Quality Mark will be sent to you. An exception to this is your CSR grade, if this is sufficient to obtain the CSR Quality Mark, no further steps are necessary.

F. Is it possible that we do not obtain the MVO Quality Mark?

Yes, this is certainly possible. Good preparation for the quality mark inspection is therefore necessary. Make sure that you have proof of the quality mark requirements ready (physical and / or digital). When in doubt, contact the office of Keurmerk Nederland or the scheduled inspector. The telephone number of the inspector can be found in the email confirmation of the inspection, all inspectors of Keurmerk Nederland can also be reached via WhatsApp.

G. Can I use other quality marks in addition to the CSR Quality Mark?

This is not a problem - it is sometimes even recommended - because it will help you distinguish yourself even more from your competitors. It gives your customer confidence that your company has high quality standards.

H. Can the CSR Quality Mark be used for a tender and is it equivalent?

Yes, there are documents available for MVO Quality Mark holders to use the MVO Quality Mark in a tender.

The Quality Mark is of an equivalent or higher level compared to initiatives such as the CSR performance ladder and various other Quality Marks.





I. Does this quality mark help to increase sales?

Yes, especially if you also use it commercially and promote it on your website, via e-mail, quotations, vehicles, etc.

J. Will I also be registered nationally when I obtain the Quality Mark?

Yes, after the Quality mark has been awarded, registration takes place on the site www.keurmerkregister.com.

K. How does this Quality Mark relate in terms of costs to other CSR quality marks?

The CSR quality mark is extremely competitively priced. We believe that a quality mark inspection and website registration do not have to cost thousands of euros.

L. Can the Quality Mark also be withdrawn?

Yes, if the complaints committee of Keurmerk Nederland receives legitimate complaints about the Quality Mark holder or if malpractices come to light in some other way, the trademark can be withdrawn immediately. This will always take place in close consultation and under the supervision of the Supervisory Board. In case of bankruptcy or company closure, the Quality Mark will also be withdrawn.

I am interested in obtaining this CSR quality mark, how to proceed?

1. Download the quality mark requirements from the site www.keurmerkregister.com;
2. Check whether you meet the certification requirements and take action where necessary.
3. When you are ready, request the inspection at Keurmerk Nederland info@keurmerk nederland.com.

In consultation with you, an inspection date will be agreed, which is confirmed by e-mail by Keurmerk Nederland.

After this email, you will receive the invoice by e-mail, which has to be paid.

You will have all proof (per question) ready by the inspection date, this makes the inspection easier. In case of a positive outcome of the inspection, you will be awarded the Quality Mark by the inspector afterwards. Then you can use the Quality Mark by mentioning it on your website and promoting it in, for example, quotations.

Contact details Keurmerk Nederland

Papland 19i, 4206 CK, Gorinchem

For direct contact: 06-25034971

E-mail: info@keurmerk nederland.com

internet: www.keurmerk nederland.com

VAT number: NL851472072B01