

# MAGZIN

#01WINTER2021

WIEBE VAN BOCKEL -  
CCO VOERMAN GROUP:

» Lessons learned from COVID:  
Voerman is future-ready «

THE POWERFUL PROPOSITION  
OF SUSTAINABILITY IN GLOBAL MOBILITY

» ecolegIT; A Move in the Right Direction «

Happy employees  
= happy customers



VOERMAN GROUP

# MGZLN

## »» Lessons learned from the pandemic ««

**WELCOME TO THE FIRST EDITION OF THE VOERMAN MAGAZINE. THIS BIENNIAL PUBLICATION WILL ALLOW US TO GIVE YOU INSIGHTS INTO THE INDUSTRY, THE VOERMAN COMPANY; ITS CULTURE AND ITS PEOPLE. YOU WILL GET TO KNOW VOERMAN BETTER AND HAVE FUN AT THE SAME TIME.**

As we reach the end of what has probably been the most challenging period in our industry, I am sure, like us, you are reflecting not only on this period but also on what we have learned, what we could have done better and what we need to put in place for the future.

The one thing that has been highlighted by the last 18 months is that our industry is and always will be about people. As we spend more time during the week with our colleagues than with our families, it is vital to have a positive work environment. This is one of the reasons we have set up an internal campaign: 'Enjoy Working Together'. We also want to extend this to our client base, partner network and industry colleagues by sharing in the Voerman successes; happy employees = happy customers (pages 12-13).

The pandemic also reminded us that our world is fragile, and it is our responsibility to protect it for the future. Sustainability is important to us all, especially, nowadays, in the Global Mobility Industry.

At Voerman, we have embraced the sustainable proposition ecologIT (pages 4-5) - a move towards the right direction.

**So, grab a cup of tea and enjoy reading! ««**

Wiebe van Bockel - CCO Voerman Group  
Pauline Collins - Partner Relations Manager Voerman Group





## INDEX

- 02** LESSONS LEARNED FROM THE PANDEMIC
- 04** A MOVE IN THE RIGHT DIRECTION
- 06** THE ADDED VALUE OF A RELOCATOR  
Interview Rachel Viersma
- 10** SANDRA SHARES HER FAVOURITE FOOD
- 11** VOERMAN'S GREEN HEART: SUSTAINABILITY IS KEY
- 12** HAPPY EMPLOYEES = HAPPY CUSTOMERS
- 14** UPDATES VOERMAN GROUP



**VOERMAN GROUP**



# A Move in the Right Direction

HOW THE SUSTAINABLE MOBILITY PROGRAM ECOLEGIT ENABLES US TO MOVE RESPONSIBLY.



GLOBAL MOBILITY IS A BEAUTIFUL THING. MOVING TALENT ACROSS THE WORLD OPENS OPPORTUNITIES FOR BOTH BUSINESS AND PERSONAL DEVELOPMENT. THE RECENT GLOBAL PANDEMIC ASIDE, THE WORLD HAS BECOME MORE ACCESSIBLE THAN EVER. TRAVELING, MOVING AND RESIDING IN DISTANT PLACES HAVE INCREASINGLY BECOME A COMMODITY FOR MANY ORGANIZATIONS AND THEIR WORKERS. BUT DESPITE ALL THE EFFORTS IN THE WORLD, PHYSICALLY MOVING PEOPLE AND GOODS ACROSS THE GLOBE LEAVES ITS FOOTPRINT ON OUR ENVIRONMENT. THAT IS WHY VOERMAN INTERNATIONAL IS PROUD TO HAVE PARTNERED WITH THE SUSTAINABLE MOVING PROGRAM ECOLEGIT.

The Global Mobility industry has long been dominated by one key decision-making factor: price. With quality of service being the traditional 'second best' influence. For the past few years however, we have seen an increasing awareness in an area that traditionally did not get too much attention: sustainability. At Voerman, we have been working on reducing our own footprint for a long time now - for example by investing in digital technology to replace our traditional paperwork. Equally, many of our accounts have significantly invested in their own corporate sustainability policies and are looking for ways to apply these policies within their Global Mobility processes. The first question that arises is how to measure the impact of Global Mobility. More specifically, what is the ecological impact of an individual move? This question is immediately followed by another one: if we know the impact, how can we immediately reduce it without impossibly high investments of money and time?

The answer to both questions can be encapsulated in one word: ecolegIT. This specially designed program is a sustainability initiative that has recently been developed. It aims to empower both Global Mobility departments and their supply chain to neutralize the footprint of their shipments through carbon offsetting. Courtesy of the unique algorithm, ecolegIT allows Global Mobility


departments to easily calculate and immediately offset the emissions of the clients' shipments with the ease of a few clicks. ecolegIT adds even more value through the partnership with the renowned Parsifal Corporation - the moving industry's biggest auditing company. They provide a guarantee that the process is transparent and reliable.

**» At Voerman, we have been working on reducing our own footprint for a long time now. «**

When ecolegIT was launched last June, Voerman International, as a quality-focused organization immediately joined the program - as did many of our close relations and clients. Being able to offer a carbon-neutral shipment of household goods to our clients is important for us moving forward to a sustainable future. We are proud to say we have made this move in the right direction.

Will you join us on this road to a more sustainable industry?

Read more about ecolegIT on [www.ecolegit.com](http://www.ecolegit.com) «

A portrait of Rachel Viersma, a woman with light brown hair and blue eyes, smiling warmly. She is wearing a black button-down shirt with a white and green floral pattern and gold hoop earrings. The background is a bright, out-of-focus window. A green semi-transparent box is overlaid on the top right of the image.

» I prefer to photograph people and look for a connection to bring out the best in someone. «

INTRODUCING ONE OF OUR  
RELOCATION CONSULTANTS

# The Added Value of a Relocator

Rachel Viersma

LET'S INTRODUCE ONE OF OUR RELOCATION CONSULTANTS - RACHEL VIERSMA. BEING THE CHILD OF EXPAT PARENTS AND HAVING LIVED ABROAD HERSELF TWICE FOR THREE YEARS, RACHEL KNOWS ALL TOO WELL WHAT IT IS LIKE TO MOVE TO A NEW COUNTRY AS AN EXPAT. WE SPOKE TO HER, DURING THE HUSTLE AND BUSTLE OF HER WORK, ABOUT HER OWN EXPERIENCES AND WHY IT IS AN ADDED VALUE TO WORK WITH A PROFESSIONAL "RELOCATOR".

**Q >> Tell us about yourself.**

**A >>** My name is Rachel Viersma. I live in Voorburg with my husband and two sons aged 11 and 13. In my spare time I love to exercise, and I work as a freelance photographer. I prefer to photograph people and look for a connection to bring out the best in someone. I also volunteer at the Ronald McDonalds house in The Hague. In short, I'm a busy bee.

**Q >> This year, you started as a Relocation Consultant. What is your role exactly?**

**A >>** In my role as a Relocation Consultant, I professionally accompany expats during home visits, appointments at the bank, municipality and the immigration service desk. Using my local knowledge and personal experiences, I give them a warm welcome at their new destination which is a pivotal part of the relocation journey.

Eurohome Relocation Services serves corporate clients and works with relocation field consultants that assist with all facets of an international relocation on behalf of the expat: immigration assistance, home search support and settling in service.

**Q >> I imagine that you can really empathize with the expat. You have been 'sent' abroad twice yourself. Tell me, what was that like?**

**A >>** I certainly know what it is like to move to a new country as an expat. I am a child of expat parents myself. My father worked for Shell. During my youth I lived in Qatar, Brunei, and Sarawak (Malaysia).

This made me independent at an early age and it certainly gave me the necessary tools for the next adventures abroad with my own family: Baku (Azerbaijan) (2008-2011) and Mumbai (India) (2011-2014). My husband works in the dredging industry and was assigned to set up an entity in Azerbaijan. So, we moved with our family and settled in Baku.

In fact, we had to arrange everything ourselves, from housing to finding the right supermarket, routes and driving over inaccessible roads. A professional "relocator" would have been of added value in this situation. **A rellocator really takes you by the hand and makes sure you have a soft & quick landing in the new country.**

It took some time and there were some stressful moments, but we managed to do it all by ourselves. **The first time I came home with 'normal' minced meat, I was so happy. Those are the moments I look back on with a big grin!**



Rachel Viersma with two of her colleagues

»» The first time I came home with 'normal' minced meat, I was so happy. Those are the moments I look back on with a big grin! ««

**Q »» Have there been times when you wanted to go back home?**

**A »»** Of course, there were moments when I experienced this, especially with two young children at home. Once I was stuck in the apartment in Baku; it was very cold outside, we had no heating, I was home alone with my two young boys, while my partner was stuck in Turkmenistan for his work. Those moments were challenging and of course, I could cry at that time. Another challenging experience was when I had just arrived in India with my sons, then aged 1 and 3. The very next day my husband had to travel unexpectedly to another city in India and we were alone in a brand new city.

In both cases, I went to bed with the hope that tomorrow would be better.

Now I can look back at these hectic times and they are some of my best memories. I feel so privileged that I have been able to experience living abroad and that we, as a family, have been given this opportunity. This is what I always try to pass on to the expat families.

Living abroad is not always easy; family and friends are far away, and you have to build up a new life. It is therefore important to be open-minded; to venture out and be open to the new culture and people.





» A relocater really takes you by the hand and makes sure you have a soft & quick landing in the new country. «

**Q » What are your plans for the future, moving abroad again?**

**A »** Ever since I was a little girl I have been en route and I am still drawn to foreign countries. The boys are getting older now and building their lives here in The Netherlands, which I think is good too. So, for now, I think we will be staying in the Netherlands and will explore the world during the holidays.

**Thank you for the interview. Good luck with your role as a Relocation Consultant and taking care of expats.**

Thank you, I will and don't forget:  
**We're in this together. «**

Curious about her photography work, please visit her site [www.rachelviersma.nl](http://www.rachelviersma.nl)



# Sandra shares her Favourite Food



Sandra Goudswaard

"KALIMERA" - NICE TO MEET YOU. MY NAME IS SANDRA GOUDSWAARD - HAPPILY WORKING IN THE GLOBAL MOBILITY INDUSTRY SINCE 1994. I STARTED MY MOBILITY JOURNEY AS A RESIDENTIAL CONSULTANT - GREAT LESSONS LEARNT FROM PEOPLE SHARING THEIR DEEPEST JOY AND CONCERNS, AND I USED THESE EXPERIENCES TO GROW INTO THE ROLE OF ACCOUNT MANAGER. NOWADAYS, I ENJOY BEING A SENIOR ACCOUNT MANAGER FOR THE VOERMAN GROUP - FULFILLING A PRO-ACTIVE ROLE SUPPORTING CORPORATE CLIENTS TO SUCCESSFULLY RELOCATE ASSIGNEES WORLDWIDE. IT'S A RAPIDLY CHANGING WORLD AND NO DAY IS THE SAME.

Sandra shares her favorite dish 'Stamna' from Kefalonia (Greece) where she likes to visit in summertime.

## Ingredients for 4 persons

Veal, beef (or lamb) for 4 persons (or for the vegetarian option exclude the meat)

- Olive oil
- 1 large onion
- 2 large potatoes
- Eggplant and/or zucchini
- 100 ml Mavrodaphne (red dessert-wine)
- 4 bay leaves
- 1 tablespoon of fresh basil, rosemary, parsley, oregano
- 2 small cloves of garlic
- 200 grams tomato paste
- 1 bell pepper
- 1 large tomato
- Feta cheese
- (I always add some clove and cinnamon).

1. Heat the oil, shortly cook the meat to obtain a brown color and blush with the red sweet wine
2. Add chopped onion, potatoes, eggplant and/or zucchini, all herbs and tomato paste.
3. Add water until the meat is covered.
4. Simmer the meat slowly for 1.5 hours. Check every now and then if the water has not evaporated, the meat must be covered slightly with water.
5. Add the bell pepper and tomato, once the meat is almost done, let it simmer for another 30 minutes.
6. Pre-heat your oven to 200°C. Put the meat mixture in an oven-dish, cover the top with feta cheese and wait until the cheese has melted and colored a bit brown.
7. Ready & set! Combine the delicious "Stamna" with Greek pita bread and/or salad.

**Καλή όρεξη - Kalí órexi:**  
**Enjoy your meal!**

Serve Stamna with a nice Greek salad



WIEBE VAN BOCKEL - CCO VOERMAN GROUP

# Voerman's Green Heart: Sustainability is Key

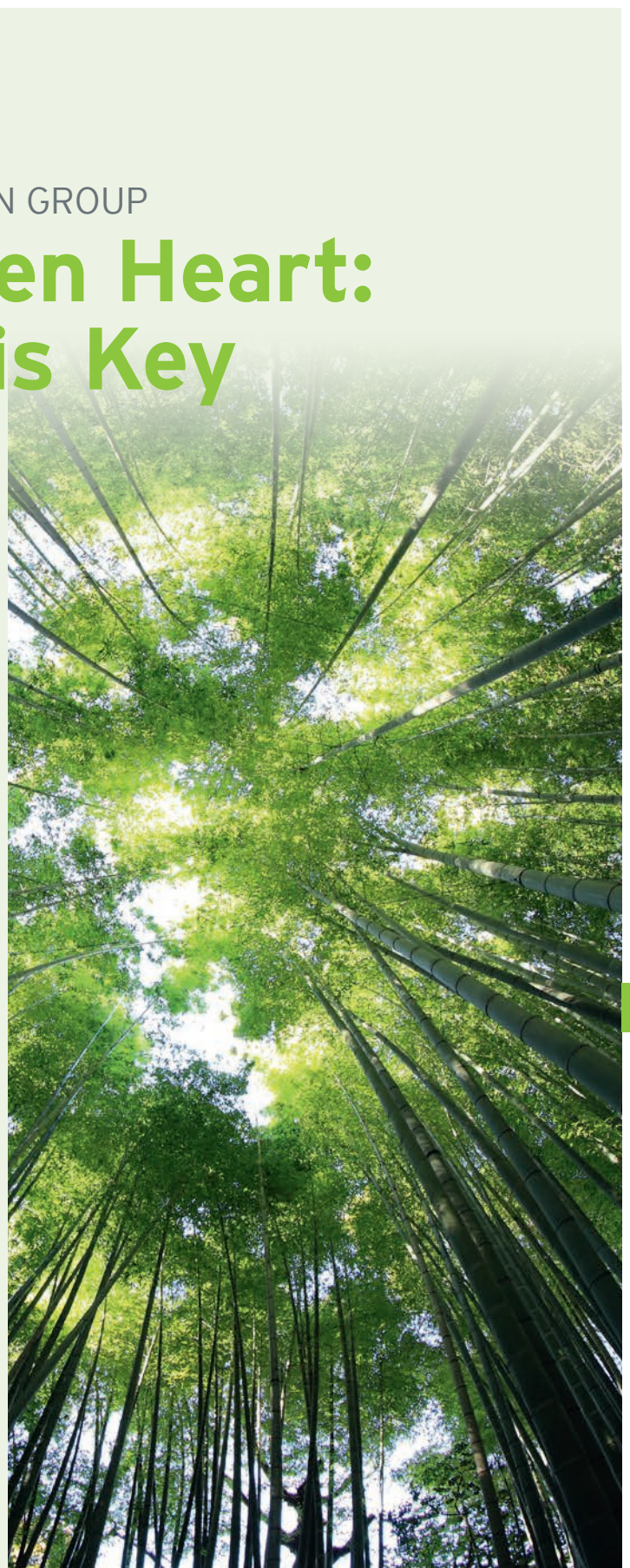
WE ARE CURRENTLY SURROUNDED BY THE BUZZ ABOUT SUSTAINABILITY. AROUND THE SUMMIT IN GLASGOW IN NOVEMBER 2021 WE HAVE SEEN MANY INITIATIVES BY GOVERNMENTS, CORPORATES, SPECIFIC ORGANIZATIONS, NGOS, ETC. GOALS AND PROMISES ARE BEING MADE IN THE MOVE TO CHANGE GLOBAL WARMING AND TO MEET ECOLOGICAL CHALLENGES.

The Voerman Group has taken a leading role in our industry in order to contribute to a better world. We have taken several initiatives since our company started four decades ago and we are on the ISO 14001 certification for all our companies. With our sustainability program, ecologIT, we have taken another important step towards reducing our footprint globally. This program will enable us to completely offset all of the moves and logistic services we provide. In 2022, relocation activities will be added to this sustainability program as well.

» We are working hard towards becoming carbon neutral by the end of 2022. «

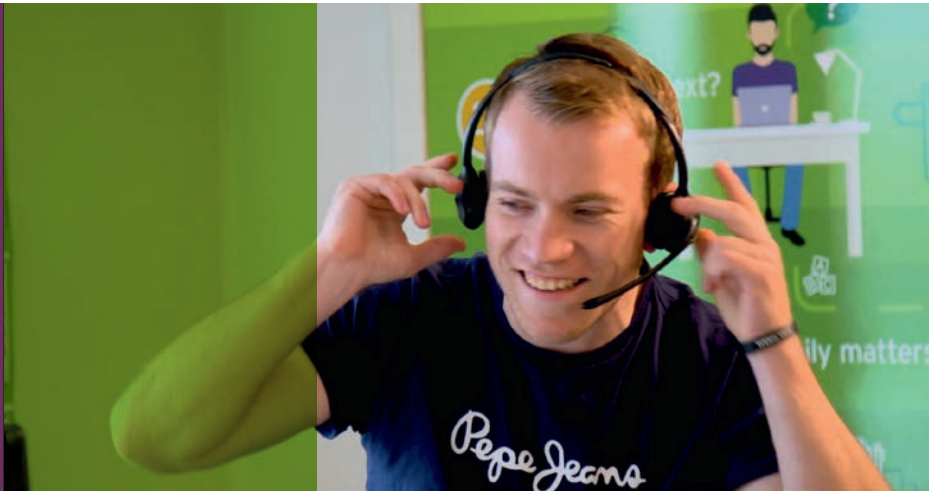
ecologIT has been embraced by one of our largest clients who is at the forefront of global sustainability initiatives. This program has enabled us to offset all of the moves for this client. This is great start as we reduce our global footprint and help our clients achieve this as well by redesigning policies, developing different shipping methods, and focussing on all of the steps in the mobility journey.

We will take bold steps in 2022 and expect a few drastic changes in our way of working and a fundamental change to existing operational processes. Robert Voerman, CEO Voerman Group adds: **“Combined with moving to a new, sustainable global HQ, we are working hard towards becoming carbon neutral by the end of 2022.**



**At Voerman, we aim to stay at the forefront in our industry by being the first global mobility company to reach this goal”.**

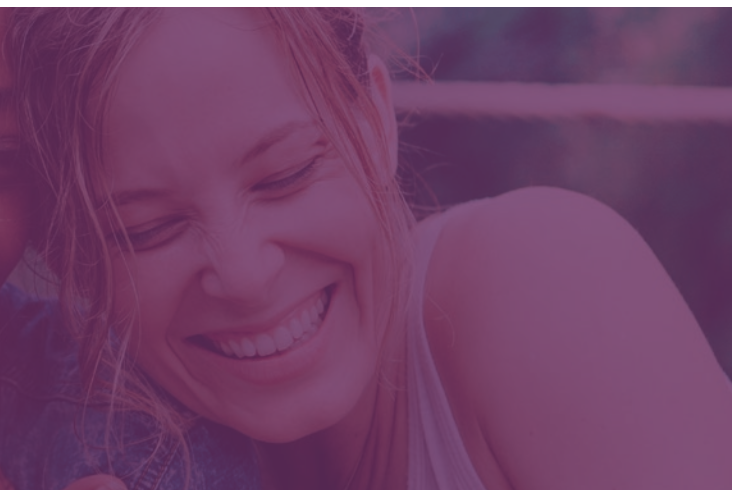
Stay tuned for updates as we improve sustainability together with our clients, partners, suppliers and colleagues. «



# Happy employees = happy customers



CORONA HAS MADE IT EXTRA CLEAR TO US THAT THE VITALITY AND WELL-BEING OF EMPLOYEES IS CRUCIAL IN EVERY ORGANIZATION. SOCIAL PROXIMITY, FEELING CONNECTED TO ONE'S WORK, AND MAKING A CONTRIBUTION THAT IS SEEN, ARE ALL THINGS THAT WERE UNDER GREAT PRESSURE DUE TO THE PANDEMIC. REASON ENOUGH FOR VOERMAN INTERNATIONAL TO FOCUS ON JOB SATISFACTION. BECAUSE IN THE END, THIS WILL MAKE OUR CUSTOMERS HAPPY AS WELL. HAPPY EMPLOYEES = HAPPY CUSTOMERS!



### Movement as a basis

Promoting vitality starts with getting in motion. At Voerman, we take that seriously. Thus, we start every Monday with a Bootcamp. Outside. Rain or shine, our personal trainer stimulates all participants to go to the extreme. And that appeals. For example, eight colleagues ran the Rotterdam Marathon at the end of October for charity. And to get all those tight muscles back to relaxation, we offer our employees a weekly therapeutic chair massage.

### One step further

Where there is movement, there is development. This year, Voerman started with 'Raak op Expeditie', a talent development program. The expedition is a development trajectory of about 8 months, in which the connection is made between personal development and the organization. The program consists of coaching, team and individual assignments and a unique experience in nature. In this way, every participant is challenged to bring out the best in him/herself and to really connect with the people around him/her. This has a positive impact on self-image, ownership of roles within the organization and team spirit.

### Purposeful Motion

The faces behind the Raak Expeditions are Lars van der Wielen and Marloes Gielen. Both have a background in top sport and the business world. From their extensive experience in high performance environments, they share insights, show pitfalls, hold up a mirror to participants and provide targeted coaching for sustainable personal growth. Lars: "The core of Raak Expeditions is that we go beyond living and working from the brain. We look for Purposeful Motion, or connection between head and body. By doing so, we touch participants in the core, giving them the opportunity to grow. In all this, we also use humor to produce a relaxing effect and help participants feel completely happy.

### What do our employees actually say about it?

"During the Raak Expedition, I became aware that a quality can also be a pitfall. The expedition has given me a concrete grip with which I can get to work. I work in the Customer Service Team so in this case a happy employee makes happier customers!"

Ramon Pavon - Senior Move Coordinator

"Through the expedition I have become even more familiar with my colleagues. I do not experience any uncomfortable situations anymore!"

Marcel Mulderij - Sales Manager

"Every employee, young or old, has talents. And at Voerman we want to raise the employee's awareness and help them to develop these talents. This is of course good for our performance as an organization, but above all for enjoying our work and working together."

Chris de Jong - Chief Human Research Officer & Performance Coach

For more information about Raak op Expeditie, please visit: [www.raakexpedities.nl](http://www.raakexpedities.nl) <<



Raak Expedities

# UPDATES

## THE VOERMAN GROUP

WE ARE HAPPY TO SHARE SOME UPDATES WITH YOU FROM WITHIN OUR GROUP OF COMPANIES AROUND THE GLOBE. THERE ARE A LOT OF EXCITING THINGS HAPPENING. WE ARE FOCUSED ON MOVING THE COMPANY FORWARD AND INCREASING OUR GLOBAL IMPACT.

### New home



**ULSI**  
LOGISTIC SERVICES

### ULSI - European growth

Our special logistics company ULSI has seen significant growth throughout Europe. We are supporting more and more projects across Europe. ULSI has just finished a massive retail project in 9 countries in Europe for a prime global brand. We delivered, installed and set up a completely new line in over 61 stores in just a 12 hour window.

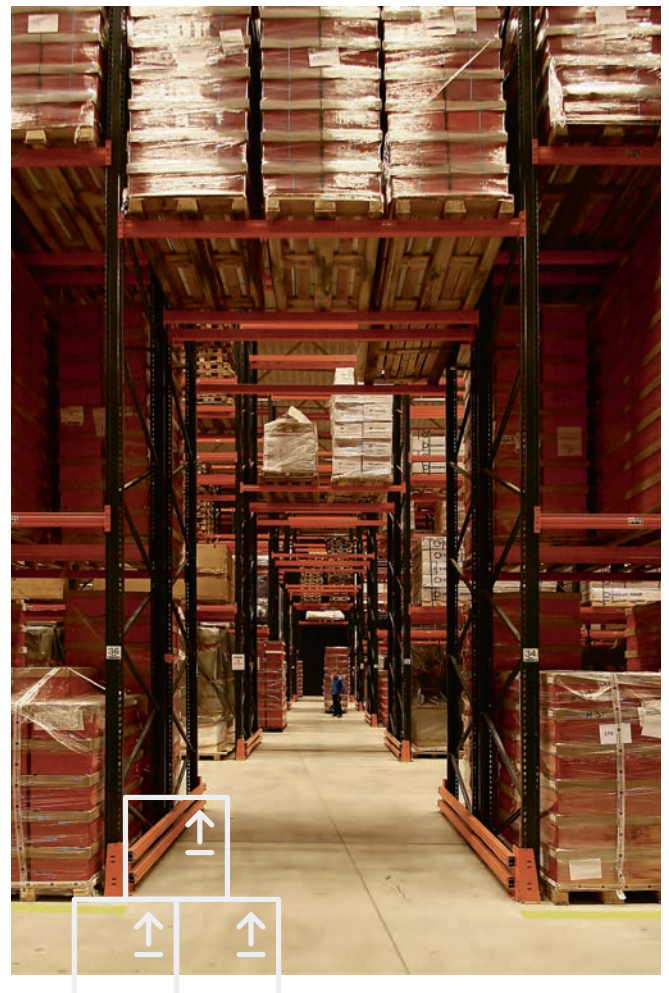
[www.ulsil.nl](http://www.ulsil.nl)

We have started to build our new global HQ in the Netherlands. This will be our center of expertise & innovation for the Group. The state-of-the-art facility (completely CO<sub>2</sub>-neutral) will be ready in the 2nd part of 2022 and we will share more updates in following magazine editions.



### Russia: special logistics warehouse

In Russia, the focus has been on logistics for a long time already. With the difficult situation around immigration due to COVID, the traditional relocation business is still proceeding at a slow pace. That said, the warehouse in Moscow is in high demand.



## Africa expansion - Congo

Our company in Africa - Africa Mobility Services (AMS) - has been able to grow during the recent COVID period and has extended its presence with another office location in Pointe Noir, Congo. This office will support our oil & gas clients and fits with our existing infrastructure in Luanda, Angola & Kinshasa, Congo.



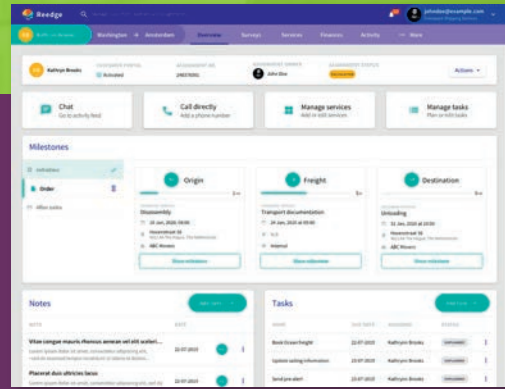
[www.africamobilityservices.com](http://www.africamobilityservices.com)

## Bill Blair new in Prague

Recently Bill Blair joined us in our service center in Prague. Bill has 20+ years of industry experience. He previously worked 5 years in Saudi Arabia and prior to that, he was in London working for one of the largest global RMCs. Bill is a dual national (USA/IRE) & he will focus on the customer services and expansion of the business. We are happy to have him onboard as we continue to focus on more talent globally.



Bill Blair



## New technologies



The application of new technologies and innovations is key for our companies to be able to stay relevant & operate efficiently. Consequently, we have launched the newly developed Reedge platform at Transpack - our affiliate company in Rotterdam. Reedge is a user-friendly Move Management System that fully optimizes the relocation process and workflow as this new system integrates both the Video survey and the Crew Pro in one system.

[www.reedgeapp.com](http://www.reedgeapp.com)



## Equalture

Voerman is committed to equal employment opportunities and embraces inclusion and diversity amongst its employees. Voerman has been certified by Equalture as an industry innovator. Equalture is an organization that strives for equal chances for everyone in the labor market. We aim to encourage, value and manage Equality, Diversity and Inclusion to attain a workforce that is representative of the diverse societies in the countries where Voerman operates.

[www.equalture.com](http://www.equalture.com)



**VOERMAN GROUP**



**>> Wherever  
your job takes you,  
we make sure  
you feel at home. <<**

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