



**The independent
retailer has
added
value**

The independent retailer
provides more for the people
and the environment



mge

wca



people

SCAN CODE



The English version of the publication
“The added value of the independent (SME) retailer”
is available on our website.
www.vakcentrum.nl/meerwaarde/english.

Colophon

Independent Retailers offer Added Value

This book has been produced with the aid of the Vakcentrum members: enthusiastic independent retailers who run a supermarket, specialist food shop, pharmacy, off-license, homeware shop, kitchenware shop or toy shop. They sent in photos of their activities, replied to the member research and shared their stories. They offer genuine added value for their neighbourhood, district, town or village.

Accountability

The figures and quotes in this book are derived from the ‘Meerwaarde van de zelfstandig retailondernehmer’ (‘Independent retailers’ added value’) study which was

conducted amongst members of Vakcentrum in the spring of 2020. Members of Vakcentrum are SME retailers who operate their shop on their own behalf, either independently or as a franchisee. Thanks to the many hundreds of responses, the study gives a representative picture of the added value that independent retailers in the relevant sectors provide to the community in the Netherlands.

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The sector organisation Vakcentrum seeks to offer added value to those independent retailers by promoting their interests, giving advice and providing collective membership benefits. Vakcentrum wants to highlight the added value offered by

independent retailers. You may therefore use examples and figures from this publication. However, the verbatim copying of text and reproduction of the images is only permitted with permission from Vakcentrum.

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meer
waarde

Harrie ten Have
Chairman Vakcentrum

Patricia Hoogstraaten
*Managing director
Vakcentrum*

The exceptional added value offered by independent retailers

Independent SME retailers represent a major economic interest. They are important for the national economy. We know this. But their role goes far beyond that. Less consideration is given to the major social importance of independent retailers. Independent retailers bring colour to the community. As well as running their own business, they do an exceptional amount outside the shop for the benefit of other people, the neighbourhood and the community.

Independent retailers are person-oriented, which results in a relationship between retailer and consumer which goes far beyond that of seller and customer and leads to a bond amongst citizens. They have consideration for people, as is shown by the many examples. Independent retailers are exceptionally valuable, not just for individual fellow citizens but also for the neighbourhood. And last but not least, SME retailers are crucial for the community. Independent retailers are at the heart of the community and are crucial for its quality of life. Unfortunately they do not always communicate their own added value as well as they could, which means that it is often underappreciated.

It is important that all of the Netherlands recognise the added value offered by independent retailers. Vakcentrum, the sector organisation for independent SME retailers (and franchisees) who operate a supermarket, specialist food store and/or specialist non-food store, is (literally) making that added value visible. In order

to highlight the fact that quality of life in the neighbourhood must be safeguarded and the loss of shops must be prevented.

In order to give a good impression of that local added value we asked our membership to show us what they offer the community in terms of added value. The added value offered by independent retailers is clearly present in 12 areas. The retailers share their own photos with you to demonstrate what role they play.

Vakcentrum has also investigated how this added value can be expressed in quantitative terms, e.g. in terms of the amount of sponsorship. The annual contribution from our membership is at least 26 million euro.

The added value offered by independent retailers is enormous. They therefore deserve every support. It is also up to public authorities, property owners and other stakeholders to strive for this. We as Vakcentrum are happy to present them with that challenge - obviously with the invitation to enter into dialogue with us about this.

We also invite all customers and collaborating partners to express their appreciation of this added value in support of the SME retailers.

Here too it is the case that we must:
Come together to achieve results!



Bram de Jong

Treasurer
Vakcentrum

1

The value of the added value

The importance of independent retailers for their neighbourhood, district, village or town is not always clearly recognised because it is taken for granted. In this chapter we set out the value of the added value. The figures and quotes are derived from the representative study which was conducted in the spring of 2020 amongst members of Vakcentrum.

1.1 Millions in added value

Based on research amongst the members of Vakcentrum we can make a cautious estimate of the value of the added value. These members represent 2800 shops: supermarkets, specialist food shops and specialist non-food shops (shops selling household items, glassware, china and pottery and toys).

The total contribution from the Vakcentrum members is at least 26 million euro per year, divided across financial sponsorship, contributions in kind and staff commitment.

The financial contribution from the independent retailers who are members of Vakcentrum is estimated at 13.5 million euro.

RESPONDENTS' TYPE OF SHOP



'It sounds odd, but it's difficult to give examples because everything we do is just what we do. It's an important part of our lives.'

In addition, the sponsorship in kind represents another 7.5 million euro. This includes prizes, street lighting and decoration, cleaning the shopping streets, snacks, artificial ice rink or the loan of refrigerators.

The staff commitment represents a value of 5 million euro. This includes rubbish collection, picking people up, organising events, providing information and time spent on committee work.

In total this therefore involves a contribution of at least 26 million euro per year from the members of Vakcentrum alone. That shows that independent retailers are essential for a thriving community.

THE CONTRIBUTION FROM VAKCENTRUM MEMBERS



1.2 More local & community sponsorship

'Being visible as a business where you sponsor something is essential: as a retailers' association we hand out a treat on the final evening. We bake, serve and pay for that. Initially everyone was just wearing their own clothes, but it was only when we started wearing vests with the traders' association name that members of the public realised that we were doing it. Before that they thought that it was 'the local council'. You often think that the left hand doesn't need to know what the right hand is doing, but there is a benefit to letting people know.'

Virtually every SME retailer (including franchisees) is involved in sponsorship (98% of the supermarkets, 79% of the specialist non-food shops and 83% of the specialist food shops).

This particularly involves local sports clubs or associations. Businesses also often sponsor more than one activity.

VIRTUALLY EVERY RETAILER SPONSORS

Supermarkets 98%

Specialist non-food shops 79%

Specialist food shops 83%

PURPOSE OF SPONSORSHIPS



local sports club or associations



cultural activities or facilities



local activities



school activities



activities for the elderly



good causes or aid operations



other not mentioned activities

1.3 Greater job satisfaction & personal

'Throughout the year we have interns as part of the efforts to integrate refugees. Students from several mbo (secondary vocational education) schools have placements in our shop. We offer the opportunity for various taster placements.'

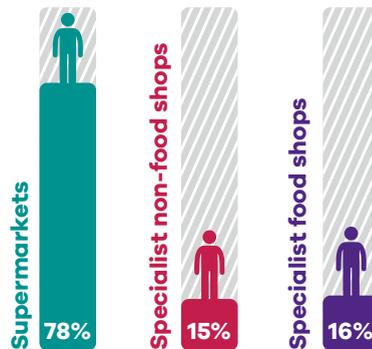
'The mix of older and younger staff creates a context in which employees feel safe and appreciated.'

The long-term employability of staff is very important for employers. That is shown by the enthusiastic participation in the 'mmm lekker werken' programme. Mmm lekker werken is an association established by the FNV and CNV trade unions and Vakcentrum (employers association) and which focuses on the long-term employability of retailers and employees.

The Vakcentrum Added Value research asked about staffing. The replies showed that a large number of businesses employ staff with a physical or mental (functional) disability.

At supermarkets that figure is even as high as 78%. The difference between the sectors is caused by the size of the shops and the variety of activities, amongst other things.

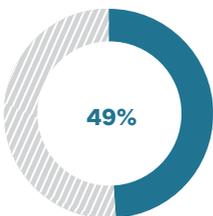
EMPLOYEES WITH A PHYSICAL OR MENTAL (FUNCTIONAL) DISABILITY



Over a quarter of the respondents (27%) said that they have a conscious policy of hiring older people. One in five businesses employs retired people. This particularly fits with the ageing profile of the customers.

A quarter of the businesses are supporting employees who are struggling with personal debt issues.

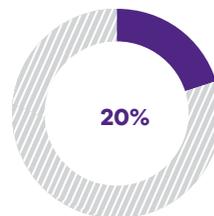
CONSCIOUS PERSONNEL POLICY



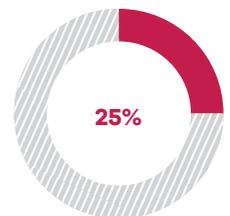
employees with a disability



hiring older people



employing retired people



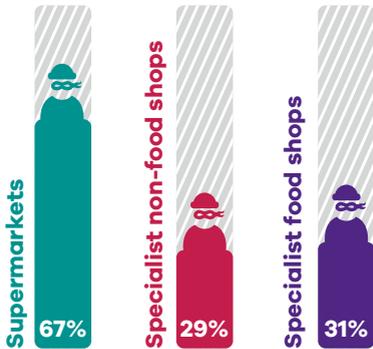
supporting employees who struggle with personal debt issues

1.4 Enhanced safety & quality of life

Virtually every retailer is affected by retail crime, according to the report 'Winkelcriminaliteit bij Vakcentrumleden, een inventarisatie' (2019) ('Retail crime at Vakcentrum members, a survey'). The retailers share information about suspects and perpetrators with colleagues. 72% of traders do that. Unfortunately the authorities are failing to tackle retail crime effectively.

The lack of neighbourhood police officers means that we are often the point of contact/referral for issues (parking/nuisance from young people/drug dealing/faulty streetlights).

CONTRIBUTION TO SAFETY IN THE NEIGHBOURHOOD



In addition to the organisational measures and investments around security in their own shop, half the retailers therefore actively contribute to safety in the area around the shop. That proportion is higher amongst supermarkets at 67%.

But there is also a broader consideration for the surrounding area. Traders therefore also work actively to keep the Netherlands tidy. Employees from at least one quarter of the businesses regularly clean.

CONTRIBUTION TO A CLEAN NEIGHBOURHOOD



employees from at least one quarter of the businesses regularly clean

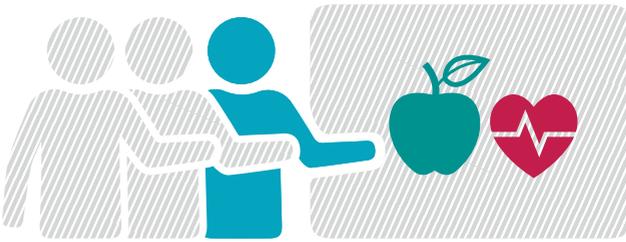
1.5 Enhanced health & exercise

Independent retailers work to promote a healthy lifestyle for young and old. They are literally and figuratively getting the Netherlands moving. As well as sponsoring sports clubs, they also organise activities on the shop floor. They also provide health information. One in three businesses do that regularly, whilst it is done more frequently at the supermarkets.

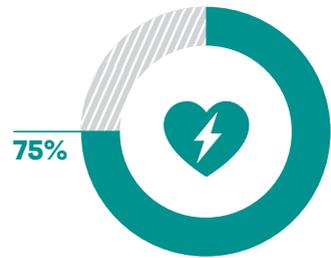
Almost three-quarters of the supermarkets have an AED available, including for neighbouring shops.

'Every year (for the past 10 years) we have been stationed along the route of the avondvierdaagse (four day evening walking event) on three evenings. Every day we hand out snacks (apples, currant buns, ice-creams).'

ONE IN THREE RETAILERS PROVIDES HEALTH INFORMATION



AED IN SUPERMARKETS



1.6 Greater solidarity & care

Accessibility is important for shops. The vast majority of the retailers (91%) therefore report that their shop is accessible for disabled people.

ACCESSIBILITY IN SHOPS FOR DISABLED PEOPLE



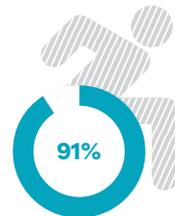
Supermarkets



Specialist non-food shops



Specialist food shops



Grand final

'The older customers in particular enjoy being able to shop independently, which they can still do with a little bit of help from our side (walking around with the customer, helping enter their PIN where necessary, the ability to pay with cash). That also applies to people with a disability (wheelchair/blind/deaf).'

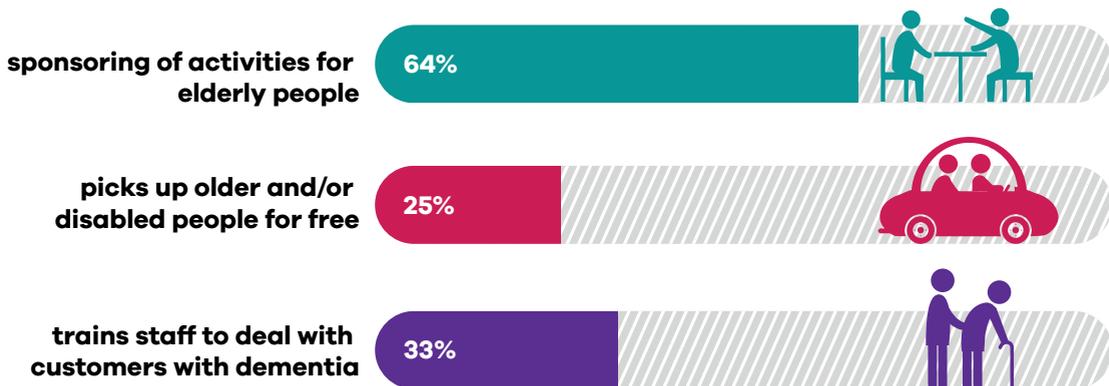
Businesses care about the needs of the elderly. 64% sponsor activities for older people (83% supermarkets, 36% specialist non-food shops and 45% specialist food shops), and one in three businesses organises activities specifically for older people.

In addition to the various delivery services, a quarter of the supermarkets report that older and/or disabled people are collected free of charge in order to come and shop independently. They thereby often collaborate with fellow businesses from the shopping district.

One in three supermarkets trains staff to deal with customers with dementia effectively.

'Business activities that are no longer profitable in economic terms have still been retained in order to maintain the level of amenities within the village'.

SUPPORT EXAMPLES



1.7 More sustainable business activities & products

Sustainability is one of the key issues for Vakcentrum and its members. The most important areas are: sustainably produced energy, energy management, waste separation, preventing food waste, local products, collaboration with food banks, reducing the carbon footprint and energy-efficient lighting.

'We invited customers to visit a bird-friendly farm to show the differences.'

Almost a quarter of the supermarkets (23%) now use solar panels. Naturally the smaller size of the shops mean that this is less common among specialist retailers, both non-food and food. It must thereby be borne in mind that not all businesses own their own premises, and are therefore dependent on the landlord's efforts.

There is increasing use of electric transport (electric vehicle or (cargo) bike) for deliveries. That is currently the case for one in five supermarkets, as well as around 10% of specialist retailers.

A heat recovery system can now be found in almost 60% of the supermarkets.

TRANSPORT FOR SUPERMARKET DELIVERIES



The research did not explicitly ask about the composition of the shops' range. Every business has sustainable and safe products within its range. The answers to the open questions and the examples provided show that retailers are becoming more critical with regard to the sustainability of the items included in their range. The percentage of sustainable products is increasing in every sector. They are also providing more and more information about sustainable and safe products.

1.8 Enhanced local economy & collaboration

'We work a lot with local suppliers; I believe in local and 'keeping it local'. Customers also really appreciate it!'

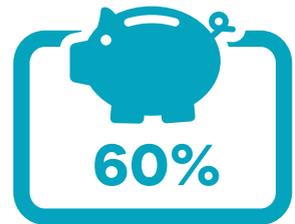
'As a shop we have now also done a major savings promotion twice with a local trader from the village who has a gift shop. Very local and very successful.'

'Generally speaking we will support any local activity that asks us. We give local 'heroes' - farmers - a place in the shop where possible.'

The independent retailers are particularly focused on local collaboration. 60% of the businesses participate in local savings schemes or payment systems aimed at retaining business within their own shopping district. They thereby support one another.

Half the businesses make promotion space available in the shop for local businesses and/or organisations.

The answers to the open questions and the many examples provided make clear that a lot of attention is paid to local sourcing. Locally sourced products enhance the regular range in both specialist shops and supermarkets.



participates in local saving schemes or payment systems

'We actively contribute to companies in the area, provide local businesses with a platform, contribute to a better environment.'



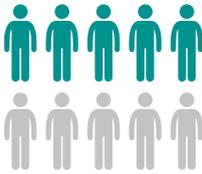
makes promotion space available in the shop

1.9 More sport & clubs

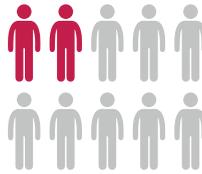
One in five retailers sits on one or more board positions and thereby contributes to a sports club or other association. These include music societies, ROC (Regional Training Centre) advisory board, carnival association, weekly markets, town centre committee, retailers' association, service club, four day evening walking event club, shooting association, retail vision committee, franchisees' association or sector organisation.

'We are a small club that believes that it's important to keep football affordable, particularly for young people. Thanks to Jumbo Dokkum as our main sponsor, we can do that,' says Herman Bakker, chairman of VV Dokkum.'

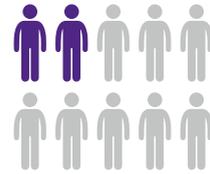
OF THE VAKCENTRUM MEMBERS



49% has a (board) position in a local retailers' association



17% has a (board) position in a sports club or cultural association



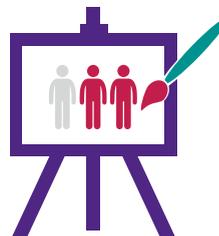
19% has a different (board) position

1.10 More culture & traditions

'Arranging and supporting the St. Nicholas arrival parade: I can do that because I have my own horse and an old carriage.'

'Exhibiting local artists'.

Two in three businesses (64%) make a financial contribution to cultural activities or facilities or initiate these themselves. What is noteworthy is the number of initiatives relating to history. Among supermarkets 80% of the businesses are involved, whilst among these specialist shops (both food and non-food) around half the retailers are involved with cultural activities.



CULTURAL SUPPORT

64% make a financial contribution to cultural activities or facilities

1.11 More celebrations & fun

'Street performances etc. are arranged through the traders' association..'

'We organise a progressive supper at a kitchenware shop with several businesses.'

The contribution to local activities ranks second after financial sponsorship of local (sports) clubs. Slightly more than three-quarters of the shops (77%) make a financial contribution to local activities.

RETAILER TAKES CARE OF FUN



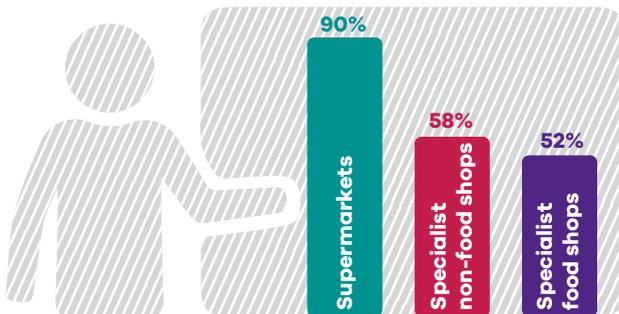
In addition to this, just over half the supermarkets and around one in three specialist shops organise local activities themselves.

1.12 More for young people & the future

'Providing the local primary school with educational information about the shop etc'

'We offer young people who have struggled at school a job with prospects. We get these young people back on track both socially and economically.'

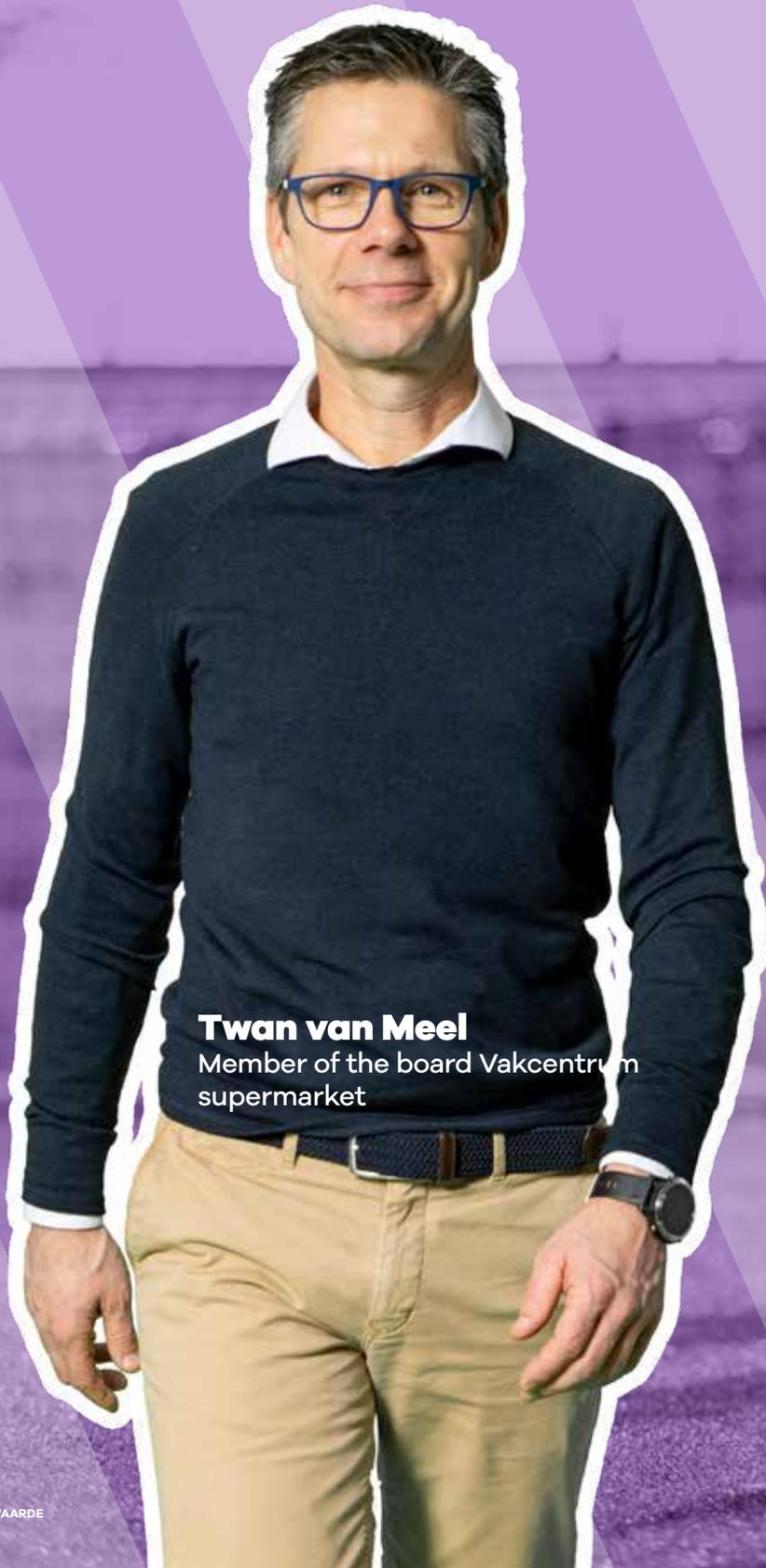
SPONSORING EDUCATIONAL ACTIVITIES



Three-quarters of all shops sponsor school activities. That applies to 90% of the supermarkets, 58% of the specialist non-food shops and 52% of the specialist food shops.

The toy shops play an important role in (sponsorship) activities aimed at young people.

This is also the order of prevalence amongst shops that organise activities for children themselves. Two out of three supermarkets organise activities for children, followed by the specialist non-food shops (52%) and the specialist food shops (15%).



Twan van Meel
Member of the board Vakcentrum
supermarket



**The independent
retailer provides**

more

**local & community
sponsorship**

more

local & community sponsorship...

Sponsorship is undoubtedly the best-known form of the added value that independent retailers provide. We are all familiar with the signs and flags at activities that show that the activity in question was partly made possible thanks to retailers. Virtually all SME retailers sponsor one or more local or community activities.

Identifiably at the press event when signing the sponsorship contract, for example, or anonymously by paying the invoice for a team's shirts without this being widely known, or by providing a lovely bouquet of flowers in the hospice.

The cheeseboard at the club bingo and the apples for the four day evening walking event also cost money - at least for the retailer who provides them. As does the commitment of their own time or that of employees for which no charge is made.

Obviously sponsorship sometimes offers a commercial benefit. It increases name awareness for the business concerned. It helps build customer loyalty. But certainly at local level, sponsorship goes beyond this. Sponsorship contributes to the continuing survival of organisations, clubs and activities, and thereby the community spirit.

When the coronavirus struck, many people were isolated in their homes. For many people this was a difficult period when loneliness was an ever-present threat. Fantastic ideas arise in times like that. There was an independent retailer who sponsored a covid-secure neighbourhood drinks event.

They staged this event taking account of all the rules, because safety comes first. It was a respite for the neighbourhood as people could come together safely for a while.

Good causes can also rely on support from independent retailers. Alongside retailer's own contribution, they also regularly organise fundraisers. This may involve local good causes but activities are organised just as often for the benefit of national and international health or development projects. The individual interests of the retailer and his team are often reflected in the choice of the project or organisation that is supported.

**because independent retailers
want to reward good initiatives.**



more

local & community
sponsorship...







Belevissen van een kruidenier

Wat is er nou zo leuk aan kruiden? Het zijn kleine wonderen die je smaakpapillen wakker maken. Ze geven je eten een unieke smaak en geur. Bovendien zijn ze vaak heel gezond. In deze rubriek ontdek je de wereld van kruiden en hoe je ze kunt gebruiken in je gerechten.

WATER KOME

Wat is er nou zo leuk aan kruiden? Het zijn kleine wonderen die je smaakpapillen wakker maken. Ze geven je eten een unieke smaak en geur. Bovendien zijn ze vaak heel gezond. In deze rubriek ontdek je de wereld van kruiden en hoe je ze kunt gebruiken in je gerechten.



ACTIE

1+1 GRATIS

Maak een half pakje of vier worstjes op je voordeel.

2 STUKS
5⁹⁹ 6⁹⁹ **5,-**

Schaumbijlert 0,99

Coop Vermarkt Baflo | Coop Vermarkt Baflo
Vermarkt Baflo | Vermarkt Baflo



Belevissen van een kruidenier

Wat is er nou zo leuk aan kruiden? Het zijn kleine wonderen die je smaakpapillen wakker maken. Ze geven je eten een unieke smaak en geur. Bovendien zijn ze vaak heel gezond. In deze rubriek ontdek je de wereld van kruiden en hoe je ze kunt gebruiken in je gerechten.

IN MIJN EENDEJE

Wat is er nou zo leuk aan kruiden? Het zijn kleine wonderen die je smaakpapillen wakker maken. Ze geven je eten een unieke smaak en geur. Bovendien zijn ze vaak heel gezond. In deze rubriek ontdek je de wereld van kruiden en hoe je ze kunt gebruiken in je gerechten.

Coop Vermarkt Baflo | Coop Vermarkt Baflo



Onze DIAAN heeft een Corona-safe buurtborrel georganiseerd! Vinden wij een prachtig initiatief! Zorg een beetje voor elkaar

kaas

...kar elkaar in een ongewone...

...Bereiding van de...

...Deze foto's worden...





Froukje Sloot
Member of the board Vakcentrum
supermarket



The independent
retailer provides

3

greater

satisfaction &
personal
development

greater

satisfaction & personal development...

Independent retailers are committed to their shop, their customers and their employees. Because they are often on the shop floor themselves, they are well aware of what is happening and what is required in order to make a team run smoothly. The retailer knows the people in the neighbourhood or the district, and is accessible. It is this that allows the team to be optimally matched to the customer base.

They thereby take on a social responsibility as a matter of course. For example by hiring people with a physical or mental disability. They are given training and are employed in the shop in line with their abilities. Half the surveyed independent retailers report that they have employees with a disability. Amongst the independent supermarkets that figure is actually around 80% of the businesses. It is their local awareness that enables the retailer to know who needs and deserves a place.

Working in a shop is the first job for many young people. That means that the retailer thereby has an extra task and responsibility: 'teaching' the work ethic.

SME retailers regularly offer placements so that young people can gain work experience. Good contact with local education institutions allows the right placement to be found for students. But older employees also play an unusually important role at independents.

The local presence also results in more collaboration with other retailers in the area. Hence independent retailers who had to close during the pandemic lent their employees to other retailers who needed more staff. In that way the retailers helped one another and the employees could still continue working.

The long-term employability of employees is being addressed in a structured way. People are looking together at what is needed in order to be able to do the work well, to be able to work in a safe and enjoyable way, and to keep developing. The personal support for employees sometimes also goes further than this. Hence one in four retailers offer help with dealing with personal debt issues.

Independent retailers also do a lot to ensure that their employees have fun together.

They regularly organise fun team days out, which often combine socialising and collaboration. Birthdays are celebrated, and successes are marked.

The independent retailer's passion is

because independent retailers know that you can only achieve the best results with a good team.

often a stimulus for the employees to develop themselves, either within the business or elsewhere as an independent trader themselves.



greater

satisfaction &
personal
development...



Hulde voor onze helden!

Bianca - Ramon - Ferry - Koster - Silvia - Claudia - Arjen - Raymond - Fijke - Tarja - Bert - John - Olaf - Wilfried - Chaantal - Annemarijn - Danny - Mae - Marlon - Jantine - Farly - Niels - Saaké - Nevi - Wendy - Nelly - Anne-Fleur - Ellen - Zowie - Sanne - Niek - Melissa - Madelon - Aera - Marian - Mariëtte - Iris - Mirthe - Kim - Dani - Marlijn - Catherine - Nika - Kristien - Louk - Martijn - Ruwen - Martijn - Laura - Tim - Froukje/Leke - Michelle - Anne-Claire - Nathali - Leticia - Joey - Esther - Rubin - Albert - Nathalia - Bernadette - Maureen - Marjole - Far - Jorik - Iris - Sandra - Linda - Robert - Ellen - Kim - Amber - Mik - Wanka - Stefako - Kelvin - Marvella - Yvette - Corneel - Anja - Silvan - Melissa - Patricia - Paddy - Lisa - Kees - Job - Feer - Jesso - Harro - Cesar - Liéke - Sanna - Anique - Kevin - Derien - Sigi - Sjandra - Jess - Alyssa - Leanne - Femke - Bianca - Nancy - Myronne - Lars - Jos - Anouk - Ica - Ilonka - Jero - Thijs - Mik - Marthe - Rosalinde - Sanna - Denny - Wouter - Sylvana - Maurice - Yanka - Lauren - Milou - Jurgan - Maria - Liam - Harm - Floor - Thomas - Sylvan - Esther - Tessa - Lisette - Anous - Javid - Karik - Daphne - Julia - Jesse - Dani - Ramco - Roy - Miranda - Elvira - Lisa - Tim - Jeffrey - Marissa - Lizzy - Mids - Tamara - Naomi - Anous - Niels - Wayke - Imke

Ik ben trots op jullie!

Froukje Sloop - Jumbo Froukje Sloop



Berrie van Boerum: "De combinatie is een erkenning van mijn werk als praktijkbegeleider." Foto: Ann Marquet

'Leuk met stagiairs bezig te zijn'

Berrie van Boerum is genomineerd voor de titel beste praktijkbegeleider van Nederland. Dat is eigenaar van Rozier, een winkel in huishoudelijke artikelen in Dokkum, het niet is geworden vindt hij niet erg. "De erkenning alleen al is prachtig."









Rob Veltink

Member of the board Vakcentrum
supermarket



The independent
retailer provides **4**
enhanced
safety & quality
of life

enhanced

**safety &
quality of life...**

Independent retailers feel responsible for the area around their business. That area must be clean and tidy. Customers must feel safe and comfortable both inside and outside the shop. In this way the retailer makes a direct contribution to the quality of life in the neighbourhood.

Ensuring pleasant surroundings also means that these surroundings need to be kept clean. The retailers not only do that with their own employees, but also involve their customers. Schoolchildren help pick up litter, or the retailers participate in the National Cleanup Day. Such activities result in cleaner surroundings whilst simultaneously strengthening solidarity and the sense of responsibility within the neighbourhood. Litter and chewing gum residue are prevented as much as possible by providing convenient collection points.

During the coronavirus crisis it was clear how important a safe and clean environment is, both for customers and for staff. The retailers worked extensively to guarantee a safe shopping environment: setting up one-way systems in the shop, cleaning baskets and trolleys, ensuring sufficient distancing and screens at the tills - all measures to enhance safety. Some retailers set up canopies over the queue outdoors so that customers could

stay dry while they waited to enter.

The retailers also ensure greater safety in a structured way. Sadly, tackling retail crime remains an important issue for traders. Internal and external security cameras, good collaboration and exchange of information between traders and good contacts with neighbourhood police officers provide reassurance and help to prevent crime. Placing an ATM inside the shop is another example of providing safety. Many people (particularly the elderly) feel safer if they can withdraw cash inside rather than out on the street.

**because independent retailers
recognise that just keeping their own
shop clean and safe is not enough.**



enhanced

safety &
quality of life...









Janet van den Broek
Member of the board Vakcentrum
organic specialty shop



**The independent
retailer provides**

enhanced

**health &
exercise**

5

enhanced

health & exercise...

Independent retailers offer added value in keeping the local community, from young to old, healthy and active. They are important for people's wellbeing, both physical and mental. They do a great deal to promote a healthy lifestyle.

The fact that independent retailers feel that it is important to help customers adopt a conscious lifestyle is also shown by our research.

Half the SME supermarkets and a third of all the retailers affiliated with Vakcentrum reported that they regularly provide information relating to health.

Retailers' efforts cover a wide spectrum. For example, they sponsor local sports events. They do this both through a financial contribution and in kind. They donate snacks and drinks on a large scale during the four day evening walking event, but there are also contributions to schools' sports days which require materials and food and drink for the students and supporters.

Independent retailers also work to keep various groups in the community active. Examples include gymnastics for the elderly, a sponsored run for children and walks for lonely people. These are local initiatives that get the community moving, both literally and figuratively. But these things don't happen of their own accord.

Someone has to organise it, someone has to make the space available and someone needs to provide or pay for the supplies. Here too the retailers play a massive role.

The retailers organise their own events, such as walks. They take on the organisation, work in partnership with the local council and police where necessary, mark out the routes, provide snacks along the way and arrange a fun closing event afterwards.

A great deal also happens in the shop itself. In addition to sponsorship, independent retailers do lots more. For example, they make the shop available to schools to provide information about nutrition and health. They offer guided tours for children and adults where a nutritionist explains what to look for when choosing healthy products. They organised cookery demonstrations to show people that healthy eating does not have to be difficult or expensive. Others have set up a campaign area in collaboration with the Hartstichting (Heart Foundation) where customers can get a blood pressure reading.

because independent retailers believe that an active community is essential.

The creativity of retailers and their teams have also resulted in campaigns to lose weight together and the provision of personal coaches.

Such activities make it easy for people to be active and work on their health.

The activities take place in the place where customers live and involve little or no expense, which means that participation is easy and thereby accessible.

An independent retailer helps keep the community active.



enhanced

health & exercise...





Deze winkel ondersteunt:



Stichting
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Stichting Viktor Vitamientje geeft wekelijks een groente- en fruittas aan kinderen uit gezinnen in geldnood die graag gezond willen eten.

www.viktorvitamientje.nl









Roger Kleijnen

Member of the board Vakcentrum
supermarket



**The independent
retailer provides**

**6
greater**

**solidarity &
care**

greater

solidarity & care...

Independent retailers know their customers and the local community better than anyone. They are therefore also aware of the needs and requirements, and can respond to these by offering extra support to people that need it.

For example, they offer a prescription collection service so that people do not need to make a separate visit to the pharmacy. Or a groceries packing service for people who cannot do it themselves. Retailers train their staff to deal with customers with dementia. Shops are accessible, including a wide entrance, so that people with a wheelchair or disability scooter can also shop unimpeded.

There are independent retailers in all areas of the membership who offer home delivery of purchases. Not just for older people but also for the single parent with three kids who has no other way to do the shopping. Or collecting people in order to enable them to shop independently. This creates a great sense of solidarity.

In a world that is becoming ever more hectic, there are supermarkets that have set up a 'slow till' or 'chat till', which customers who want to pay for their shopping at their own pace and have a chat can use without being rushed. This is a great idea, particularly for older people.

The coronavirus pandemic has also highlighted the strengths of independent retailers.

For example, they offered special opening times for older people or health workers. Others created a shopping service for health workers so that they did not need to go into the shop themselves. The high level of community solidarity was also evident when supermarkets needed extra help in the shops. Hence players from local football clubs offered to help clean shopping trolleys and baskets as thanks for the years of sponsorship received from the retailer. Other retailers who did not have any work for their staff themselves loaned their employees to the supermarkets.

Looking after one another also means doing something nice together and for each other. Like kitchenware shops that organise baking workshops. Instead of eating the cakes, they are delivered to care homes and hospices. The cheese shop that organises a fondue evening for lonely older people. These are good examples of how independent retailers contribute to the sense of solidarity within the community.

We make our community together, and as an independent retailer you can be at the heart of this.

because everyone deserves appropriate consideration.



greater

solidarity & care...





Graafzicht
Spar de Deugd verraste onze bewoners met een tasje vol lekkers. De tasjes werden enthousiast in ontvangst genomen. Hartelijk dank! #dankbaar





Actieplan toegankelijkheid
detailhandel



**MET UW HULP
SCHENKEN WIJ
€ 5.000,-**

VERZAMEL ZO VEEL
MOGELIJK PUNTJES
VOOR UW FAVORIEETE
ORGANISATIE

AAN (ZORG)ORGANISATIES IN DE
GEMEENTE ASTEN, OM DE EENZAAMHEID
BIJ OUDEREN TE VERMINDEREN

Actie: 30 september t/m 3 november 2019



Roel Heerschap

Member of the board Vakcentrum
supermarket



**The independent
retailer provides**

7

more

**sustainable business
activities & products**

more

sustainable business activities & products...

Independent retailers are constantly working to contribute to a better environment and a sustainable society. Not just by implementing sustainable measures in their own shop, but also by carrying the local community with them in this regard.

Sustainability is an important principle in the design and construction of the building. Hence people are increasingly opting for solar panels, or for cooling units and lighting that use less energy. A quarter of independent supermarkets now have solar panels on their roof. One in three supermarkets uses a heat recovery system. It must thereby be borne in mind that not all businesses own their own premises, and are therefore also dependent on the owner's efforts.

In terms of the range, retailers are more consciously opting for fairtrade products, so that the products are good quality and every link in the supply chain is also treated fairly. There is increasing interest in the use of sustainable materials and a responsible production chain in non-food.

To prevent food waste, shops are making soup from leftover vegetables which they then sell in the shop. Retailers are also participating in initiatives where people pay a reduced price for products that would otherwise have to be thrown away because they are past their sell-by date.

Independent retailers who have a delivery service are increasingly opting for electric transport: both with regard to vehicles and with (electric) bicycles instead of mopeds.

The shops play a particularly important role in terms of recycling, since they have offered easily accessible collection points for years. These are increasingly being combined with charging points for electric cars or bicycles to create a complete sustainability station.

There are also less obvious initiatives, such as the supermarket which has bee hotels. They do this because they want to play a positive role in biodiversity and recognise their responsibility throughout the supply chain. Introducing the customers to the bee hotels and the role of the bee also has an educational aspect.

Independent retailers are thereby making a laudable contribution to a more sustainable world.

**because independent retailers
and sustainable initiatives
are inextricably linked.**



more

sustainable business
activities & products...











Hans Koelemij

Member of the board Vakcentrum
delicatessen shop



**The independent
retailer provides**

enhanced

**local economy &
collaboration**

enhanced

local economy & collaboration...

Independent retailers' strength lies largely in the fact that they are at the heart of the community together with other independent retailers. They share that with one another, understand one another and reinforce one another.

The majority of our membership are members - and often even board members or chairs - of a local traders' association. They work with fellow retailers to create a healthy retail environment in the neighbourhood, village or town.

To keep the shopping district attractive, retailers also ensure that any empty properties remain appealing by creating a temporary window display.

There is also increasing collaboration between the various retailers at individual level. For instance, they organise events for customers together whereby they join forces. An example of this would be a cookery workshop organised by a kitchenware shop together with a cheese and delicatessen shop. The retailers complement one another in a natural way and offer their customers more of an experience than before. Saving schemes and payment cards or gift cards encourage consumers to spend in their own area.

During the coronavirus pandemic we also saw that many independent retailers got together to work out how

they could deal with the crisis jointly. This resulted in new collaborations and creative solutions to keep the shops running and able to help customers. Local hospitality businesses also received support, for example by offering temporary employment for surplus staff. Retailers also sold vouchers for restaurants and cafes, or customers could save up for a dinner or lunch.

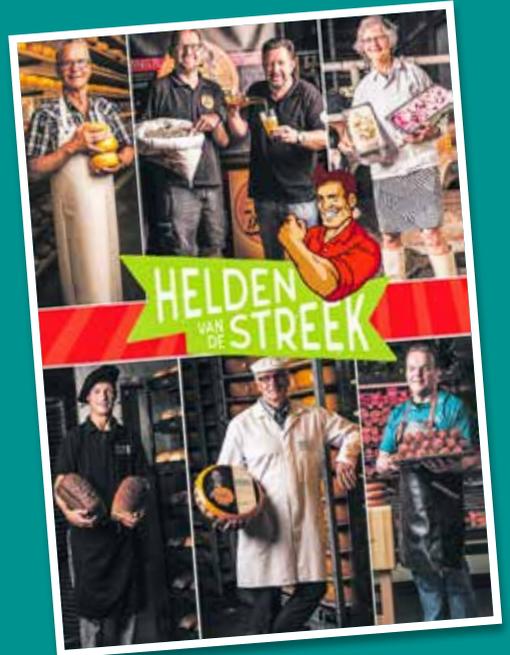
We are also seeing collaboration in the supply chain. Many independent retailers stock regional products from local producers and suppliers in addition to the standard range. Those regional products help define the shop's local identity. Retailers are also responding to the demand from consumers for more information about products and producers. The sale of regional products also helps to reduce shipping miles.

because independent retailers know that local collaboration gives a win-win outcome.



enhanced

local economy & collaboration...



Albert Heijn Vox Koop and Zaan
3 uur 0

Maak t/m 21 juni kans op een eeuwigdurende waardebon t.w.v. €50. Stel het stalen van de horeca. Jij en horecaondernemers (gratis) zonder te betalen. Help jouw favoriete horecazaak of Zo kunnen zij de horeca blijven betalen en heb jij ook iets te verdienen uit de kijken. Zodat de horeca weer opgang.

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MAAK ELK UUR KANS OP EEN WAARDEBON VOOR DE HORECA

TWV €50

Ga naar: ah.nl/acties

KOOP €9,99 AAN ACTIEPRODUCTEN* (max. 1 per winkel)









A portrait of Arnold Both, a middle-aged man with short grey hair, smiling. He is wearing a dark blue blazer with gold piping and a dark blue button-down shirt. The background is a teal gradient with faint images of people. The portrait is outlined in white.

Arnold Both

Member of the board Vakcentrum
supermarket

**The independent
retailer provides**

more

sport & clubs



more

sport & clubs...

Independent traders are entrepreneurs. Someone who gets stuck in when necessary; who can organise; who is therefore also active in the local community. The commitment to local (but also national and even international) sport is clear. We have already discussed the important role as sponsor in a previous chapter. But independent retailers' organisational skills are widely utilised.

A large number of retailers fulfil a (board) position with a local sports club or cultural association. Driven by personal interest or a love for the club, but also by a desire to ensure that the club or association runs smoothly. Business knowledge and experience are thereby an important asset.

The interests of local businesses are promoted through the local traders' association. The association is thereby an important interlocutor for local and regional government. A structured approach to shopping areas requires clear liaison between businesses, government and property owners.

The traders' association often also initiates local activities such as village or neighbourhood parties, fairs and - of course - the annual parade to mark the arrival of St Nicholas. The association bundles together the efforts of local traders.

Without the active support from

independent retailers, the survival of many clubs and associations would be a lot less assured.

At national level independent retailers participate in their own sector organisation in order to contribute to the development of the sector and business in general. Retailers share their knowledge with colleagues or aspiring retailers. In sharing that knowledge, there is often a parallel with sport.

Franchisees join forces in order to ensure effective and adequate dialogue with the franchisor. The Wet Franchise (Franchise Act) further strengthens the individual franchisee's position. By uniting, franchisees can contribute even more to the healthy development of the brand whilst leaving sufficient space for the business's own local input. So that it can continue to offer local added value alongside the brand.

Independent retailers are often at the heart of the association.

**because independent retailers
know that you need to
invest in order to score.**



more

sport & clubs...

taartactie.nl

EXTRA SPONSORING VOOR JE VERENIGING?

Het sponsorend heeft erover gezorgd dat veel verenigingen het brandstof moeilijk hebben. Daar heb algemeen van computers en bureaublinden lopen verenigingen een deel van hun kosten met (o.a. kantine, sponsoring en lidmaatschap).

PLUS Cappendijk wil de verenigingen in en met het landbouwveld graag helpen. Vindt erin de sponsoren altijd de tijd is, en betalen, van vóórhand tot werkgronden, van onze jeugd tot kinderen, een lekker kunnen ontvangen. Bij zijn lokale vereniging.

Leest jullie vereniging door contact ook interesse met?

Meld je vereniging voor 2 juni aan via taartactie.nl/aanmelden

PLUS
Cappendijk





Met je mik op een mok?
Bestel je portret of teamfoto op een leuk product

 MOK	 MUISMAT	 DEURMAT
 GINGERBREAD	 LINNEN TAS	 BROUWERIJ

Albert Heijn
Corralijn





Ben jij de held van jouw club?

Geef je club dan een Zetje!

Ein paarletje supporteuten klinkt te luttel.

Albert Heijn Action

De weg naar succes...
 H...
 SKV en Jumbe



MEET & GREET





Johan Dekker

Member of the board Vakcentrum
with sister Gerdy Degenkamp
supermarket

A woman in traditional Dutch folk costume, including a white lace bonnet and a striped blouse, is dancing in a town square. In the background, a crowd of people is gathered, and a building with a sign that reads 'DE WITTE & ZWART' is visible. The entire image is overlaid with a purple gradient and diagonal lines.

**The independent
retailer provides** **10**
more
culture & traditions

more

culture & traditions...

Independent retailers also play a role in promoting art and culture in the community. A lot of people don't realise this. The Netherlands is rich in traditions, nationally but particularly also locally and regionally. These are the traditions that bind communities together and give them their own identity. As part of that community, the local independent retailer often plays an important facilitating role.

Without the efforts of independent retailers we would only be able to see St Nicholas on television. The local arrival parades and visits to clubs, retirement homes and schools are almost all dependent on the efforts and contributions from local retailers.

Obviously retailers engage with the various public holidays such as Easter, Christmas, Liberation Day, Eid al-Fitr or carnival. They help create a particularly festive mood by putting up lights and decorations and organising many additional activities for young and old.

Every town and village also has its own traditions. These are often festive occasions that are rooted in the history of the village or town and refer to local customs, crafts or products. Here too, independent retailers' engagement and effort is crucial.

Independent retailers also play a role in promoting art and culture in the community. Examples of this are the sponsorship of restoration products for places that are important to the community, such as a landmark windmill. Retailers support the local theatre, the dramatic society and the choir, and often provide subsidised ticket sales.

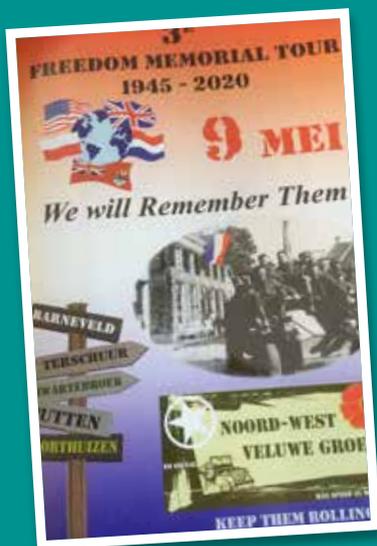
In small villages culture remains accessible by offering space for a neighbourhood library. Retailers also regularly allow artists to exhibit in their shops, or let musicians perform inside or outside the shop. The customers like it, and it is great exposure for the artist. It is precisely the fact that shops are easily accessible that makes it possible for visitors to enjoy art and culture.

Independent retailers help to maintain culture and traditions whilst being constantly focused on the future.

Because independent retailers believe that culture and tradition form the basis for our colourful life.









A portrait of Johannes Vasse, a man with a beard and short hair, wearing a light pink polo shirt. He is smiling and looking towards the camera. The background is a teal-tinted image of a busy indoor space, possibly a toy store or a community center, with people and shelves visible. The portrait is framed by a white, hand-drawn style outline.

Johannes Vasse

Member of the board Vakcentrum
toy shop



**The independent
retailer provides**

**11
more**

celebrations & fun

more

celebrations & fun...

A community without conviviality and (neighbourhood) events is almost unimaginable. Independent retailers therefore play a major part in this. They not only do this in and around their own shops, but also for the entire village, town or even region.

Whether it involves organising activities themselves, making a financial contribution, making products available or providing manpower, a vast majority of the independent retailers make a significant contribution to all sorts of activities for young and old.

A great example of this is a supermarket retailer who organises an annual barbecue for his whole village. Out of the 1600 inhabitants in the village, an impressive 600 people attend this event. Food, drink and conviviality for young and old.

No fair is complete without food and drink, but entertainment for the children like bouncy castles also needs to be arranged. It is particularly the local SME retailers who sponsor various snacks, tastings and play equipment for the kids. If an event needs livening up with a brass band or a DJ, the independent retailers will make a (financial) contribution. The bingo in the village hall and the primary

school leavers party require prizes. Those are also provided by local traders.

Retailers sponsor the flower show, make the dragon boat race possible, fund a local Proms night or classic car event and contribute to neighbourhood parties and National Neighbours Day.

The village breakfast where residents share a convivial breakfast and a long table cannot happen without a contribution from local shops. Public holidays are also ideal for social events. Many retailers organise an Easter breakfast or Christmas breakfast or dinner for the underprivileged.

There are innumerable activities in the Netherlands that help build ties and create enjoyment within the community, but the community is a lot less convivial without the contribution from independent retailers.

because independent retailers believe that everyone should be able to join in.



more

celebrations & fun...









CORSO VERZAMELALBUM
Spaar alle 420 STICKERS

Alle deelnemers van de laatste 10 jaar
Alle overgebleven met groepfoto's
De complete van de laatste 10 jaar
Het complete bouwspoor van een corrowagen
Ouhé! In, maquettes en nog veel meer!

50 versies van 10 meter en
bouwsporen in Albert Heijn
Lichtende omgeving in 2014 met
met 5 plaatsen
Actie loopt van 19 juli tot en met
13 september 2014

BLOEMEN CORSO
LICHTENVOURDE



Erwin Binneveld

Member of the board Vakcentrum
campus shops



**The independent
retailer provides**

**12
more**

**for the youth &
the future**

more

for the youth & the future...

For many young people the independent retailer is not just their first work experience: there is greater involvement and it starts earlier. Retailers provide added value to education and help young people to gain experience.

How does a shop work? What is money worth? Where do all those products come from? What is healthy - and what isn't?

Primary school pupils are full of questions. Retailers are happy to answer those by preparing a lesson or arranging a shop visit together with the teacher. And on a visit like that, nothing beats being able to work alongside the staff and sit behind the till for a little while. Primary schools can always rely on retailers; including when it comes to a financial contribution for the leavers' musical or to provide people for the traffic awareness tests or a litter-picking campaign.

At secondary school, working in a shop is a fabulous part-time job. You can generally enjoy reasonable flexibility in terms of hours, you have plenty of contact with your peers, you gain valuable experience and it also pays well.

The local presence means that independent retailers are also regularly involved in the various vocational courses at the Regional Training Centres. That can take the form of guest lectures or offering

placements but also as an expert adviser in the exams. After all, well-trained young people are important for the retail sector.

Young people who want to explore retail have plenty of opportunities for placements. The independent retailer's passion is often an extra stimulus for young people to develop their ambition to open their own shop.

Independent retailers are of interest to students of various subjects. Independent retailers are happy to act as coaches.

Activities aimed at providing information to young people about health, cultural activities such as youth theatre and young people who are struggling can all rely on strong support.

Retailers are keen to learn from young people - in the transition to the digital world that is a win-win situation.

because independent retailers can coach and inspire young people.



more

for the youth &
the future...











Han Pasch

Member of the board Vakcentrum
cooking shop



**The independent
retailer provides**

more

**knowledge &
advice**

more

knowledge & advice...

Independent retailers also play an educational and informative role. Independent retailers are keen to share their knowledge based on their passion and vision and their product expertise as a specialist. By passing that knowledge on to the customers, the retailer helps to develop the community. Independent retailers are also keen to share their knowledge and insights with policymakers and other stakeholders to contribute to a healthy (local) retail environment.

Organising workshops or themed days is a good way for retailers to show what they have to offer and share their love of and knowledge about their products with others. A win-win situation for both retailer and customer.

Examples include a kitchenware shop that runs baking workshops which includes a competition for the best cake. The winner receives a nice parcel with items from the shop.

Other examples are: the glassware and china shop that runs a pottery course or a plate-painting workshop, the cheese shop that organises a port and cheese tasting, or the supermarket retailer who provides cookery courses in his shop's special cookery studio. Attention is thereby also paid the origin of the products and the link between health and food.

These activities are fun and sociable, but also teach you something.

There are supermarkets that organise blindspot training with trucks or facilitate cycling proficiency tests for school students. These bring together knowledge and safety.

Another way of combining pleasure and education is toy shops organising Lego sessions for children. The children play with Lego, but simultaneously learn more about construction and spatial planning. Sponsoring the story-reading breakfast at primary schools is another common way of providing added value.

The provision of knowledge and information also takes another form: many independent retailers offer space for a small neighbourhood library or information about the area. That informative role also helps build local solidarity

because independent retailers want customers and policymakers to be able to make the right choices.



more

knowledge & advice...









KOOKCLUB

Agenda
Pollmann Kookclub 2020

25 JAN **Indertien koken**
Er was lang ja uit hoes ja die kookclub agenduum besmet, geroef kookdige rige en hoes sies hoes ja lekker kook koken. Kookclub is er uitgebracht gongebied om ja vroeger te waken.

22 FEB **Smaak**
Hoe smaak ja een goede kook, welke smaak juist waken bij een hoes ja tong ja de smaak goed op smaak.

28 MERT **Via**
Waarlijk een geroef, zinnen of te waken? Waken smaak ja een hoes vrie ja vrie kook, hoes smaak ja vrie, hoes smaak ja vrie en hoes smaak ja vrie op vrie geroef en lekker smaak, ja de kookclub hoes hoes kookclub vrie hoes.



Een gezellige bierproeverij!
Bij ons in de winkel!

PLUS
Aankoop





Gert Smit

Member of the board Vakcentrum
supermarket

Recognition for outstanding entrepreneurship

Supermarkets Sector

Super Supermarket Certification (Super



Supermarket Keurmerk)

Independent supermarket retailers are known for their local involvement. The policy is all about social involvement.

The SSK Certification highlights this distinctive approach to business. SSK supermarkets distinguish themselves in seven areas, namely: local involvement, an encouraging personnel policy, distinctive product selection, sustainable use of energy, safety and prevention, waste collection and reduction, and transport and logistics.

The certification is an initiative from Vakcentrum. The certification has been developed with TNO Research Institute, and is run by the SSK foundation.

ZO²Z Award: Independent retailer of



distinction

In the biannual competition for the ZO²Z Award (Independent Retailer of

Distinction) Vakcentrum sets out to find the Netherlands' very best independent supermarket retailer. Someone who stands out in their work, seizes opportunities and is a model for other supermarket retailers. 12 provincial winners are selected from the entries. The national winner is then chosen from these provincial winners. The ZO²Z Award is an initiative from and is run by Vakcentrum.

Specialist Food Shops Sector

Specialist Food Shop Certification



Retailers with a specialist food shop qualify for Specialist Food Shop Certification. Independent

inspectors assess the business on four aspects: Shop Appearance, Hygiene & Food Safety, Customer Focus and Customer Satisfaction. The Specialist Food Shop Certification is an initiative from Vakcentrum Foodspecialiteiten and is run by Stichting Foodspecialiteiten Nederland.

National Competitions

During the National Competitions retailers compete for the title of The Netherlands' Best Specialist Food Shop. Participating shops show that they distinguish themselves in the market and are a model for other retailers in the sector. The National Competitions are an initiative from Vakcentrum Foodspecialiteiten and are run by Stichting Foodspecialiteiten Nederland.

Specialist Non-Food Shops Sector

Global Innovation Awards



The Global Innovation Award (GIA) has been created by the American International Housewares Association. This award is

intended to celebrate 'excellence in retail' and encourage other retailers. These awards are presented annually to the leading shops selling household and kitchen items.

Stichting SOVD, affiliated to Vakcentrum and publisher of the Gemengde Branche (Mixed Sector) trade magazine, is the Dutch representative for the GIA.



mme

wco



people

PRIJZEN VOOR BINGO'S LOTERIJEN EN VEILINGEN COMMUNITY PLATFORM (PLEK VOOR MENSEN MET SOCIAAL / PERSOONLIJKE PROBLEMEN) KUNSTJESBAAN BIJDRAGE BEHOUD KLOOSTER ADVERTENTIES IN BLADEN LOKALE INITIATIEVEN TBV. ASIELZOEKERS GROTE ORGANISATIE FESTIVAL SPELAVONDEN SAMENWERKING BIBLIOTHEEK ORGANISATIE WORKSHOPS IMPROVISATIE THEATER VOOR JONGEREN KORTING VOOR STUDENTEN EN VRIJWILLIGERS SPONSORING VAN SPORTCLUBS WORKSHOPS EN PROEVE RIJEN AAN CLUBS MATERIALIEN VOOR THEATER ACTIES EN COLLECTEBUSSEN VOOR GOEDE DOELN BEKOSTIGEN STRAATVERLICHTING INZET VOOR KEURMERK ZOALS DE ROTARY NIEUWE ONDERNEMER PRODUCT LATEN VERKOPEN IN DE WINKEL LOKALE KUNSTENAARS EXPOSEREN EEN VEILIG ONDERNEMEN SPONSORING GEHANDICAPTEN SCOUTING MOOIWEERSPELEN LEVENDE-ETALAGE-DAG WINKELIERSVERENIGING JONGE LUISTEREND OOR OPTREDENS IN DE STRAAT RUNNING DINER PERSONEEL MET EEN AFSTAND TOT DE ARBEIDSMARKT VOEDSELBANK VEELBELOVENDE SCHAATSER WORDT FINANCIEL "OP WEG GEHOLPEN" KRAAMHULP IN GAMBIA ORGANISATIE CONCERTEN VRIJWILLIG PRIJZEN VOOR BINGO'S LOTERIJEN EN VEILINGEN COMMUNITY PLATFORM (PLEK VOOR MENSEN MET SOCIAAL / PERSOONLIJKE PROBLEMEN) VERKEERSREGELAAR AVONDVIERDAAGSE 38 GELE FIETSEN WEGGEGEVEN BINGO ORGANISATIE MUFFIN-BAK-MIDDAG VOOR KINDEREN BIJDRAGE ORGANISATIE FESTIVAL SPELAVONDEN SAMENWERKING BIBLIOTHEEK ORGANISATIE WORKSHOPS IMPROVISATIE THEATER VOOR JONGEREN VOEDSELBANK VERRIJKENDE BEZORGSERVICE ENIGE SUPERMARKET IN HET DORP STERK INGESPLEED OP BEHOEFTE KLANTEN MET MULTICULTUREEL MATERIALIEN VOOR THEATER ACTIES EN COLLECTEBUSSEN VOOR GOEDE DOELN BEKOSTIGEN STRAATVERLICHTING INZET VOOR KEURMERK ASSORTIMENT LOKALE "HELDEN" (BOEREN) IN DE WINKEL LEESBOEKEN RUIL ENQUÊTE WAT TE DOEN MET DE KERK VERKOOP BOEK 100 JAAR VAN HET VEILIG ONDERNEMEN SPONSORING GEHANDICAPTEN SCOUTING MOOIWEERSPELEN LEVENDE-ETALAGE-DAG WINKELIERSVERENIGING JONGE DORP ONDERWIJS AAN BASISCHOOLOVER SUPERMARKETEN ONTMOETINGSPLEK GRATIS NARROW CASTING ADVERTISEERMOGELIJKHEID SUBSIDIE VEELBELOVENDE SCHAATSER WORDT FINANCIEL "OP WEG GEHOLPEN" KRAAMHULP IN GAMBIA ORGANISATIE CONCERTEN VRIJWILLIG AANGEVRAAGD VOOR BEHOUD VOORZIENINGEN IN DORP VERBINDENDE FACTOR FINANCIERING SPEELTUIN EN SPEELTOESTELLEN OP SCHOOL VERKEERSREGELAAR AVONDVIERDAAGSE 38 GELE FIETSEN WEGGEGEVEN BINGO ORGANISATIE MUFFIN-BAK-MIDDAG VOOR KINDEREN BIJDRAGE BUURTIBLIOTHEEK LOKALE COÖPERATIE MET BOEREN TERUGDRINGEN EENZAAMHEID OUDEREN DOOR TWEEWEEKLIJKSE DINERS MET 60 KLANTEN VOEDSELBANK VERRIJKENDE BEZORGSERVICE ENIGE SUPERMARKET IN HET DORP STERK INGESPLEED OP BEHOEFTE KLANTEN MET MULTICULTUREEL NAAR VOETBALWEDSTRIJD ROLSTOELVIERDAAGSE VOORLEESONTBIJT SCHOLEN INZAMELING VOOR ONDERZOEK NAAR KANKER INLOOPHUIZEN ASSORTIMENT LOKALE "HELDEN" (BOEREN) IN DE WINKEL LEESBOEKEN RUIL ENQUÊTE WAT TE DOEN MET DE KERK VERKOOP BOEK 100 JAAR VAN HET OM MENSEN MET ELKAAR IN CONTACT TE BRENGEN TERUGBRENGSERVICE VOOR DORPSFEEST UITLEEN VAN KOELKASTEN VOOR PLAATSELIJKE DORP ONDERWIJS AAN BASISCHOOLOVER SUPERMARKETEN ONTMOETINGSPLEK GRATIS NARROW CASTING ADVERTISEERMOGELIJKHEID SUBSIDIE SPELLEN OF MATERIALIEN AAN TONEELSTUKKEN VAN SCHOLEN WEGGEVEN VAN IJSJE/FRUIT/DRINKEN/GEZOND TASJE AAN DE AVONDVIERDAAGSE AANGEVRAAGD VOOR BEHOUD VOORZIENINGEN IN DORP VERBINDENDE FACTOR FINANCIERING SPEELTUIN EN SPEELTOESTELLEN OP SCHOOL VERKEERSREGELAAR AVONDVIERDAAGSE 38 GELE FIETSEN WEGGEGEVEN BINGO ORGANISATIE MUFFIN-BAK-MIDDAG VOOR KINDEREN BIJDRAGE BUURTIBLIOTHEEK LOKALE COÖPERATIE MET BOEREN TERUGDRINGEN EENZAAMHEID OUDEREN DOOR TWEEWEEKLIJKSE DINERS MET 60 KLANTEN VAN DE BASISCHOOLO STATIEGELD NAAR GOEDE DOELN WEEKENDJE WEG MINDER BEDEELDE KINDEREN EXPOSITIE IN ETALAGE VAN TEKENINGEN VAN NAAR VOETBALWEDSTRIJD ROLSTOELVIERDAAGSE VOORLEESONTBIJT SCHOLEN INZAMELING VOOR ONDERZOEK NAAR KANKER INLOOPHUIZEN MENSEN MET EEN BEPERKING EN EXPOSITIE SPEELGOED GEMAAKT DOOR LEERLINGEN VAN EEN SCHOLENGEMEENSCHAP AL 21 JAAR LID BRANDWEER OM MENSEN MET ELKAAR IN CONTACT TE BRENGEN TERUGBRENGSERVICE VOOR DORPSFEEST UITLEEN VAN KOELKASTEN VOOR PLAATSELIJKE NASCHOOLS ACTIVITEITEN ZOALS KNUTSELMIDDAGEN MOEDERDAG RUILMIDDAGEN VOOR VERZAMELITEMS EN BUITENSPEEL ACTIVITEITEN OP HET SPELLEN OF MATERIALIEN AAN TONEELSTUKKEN VAN SCHOLEN WEGGEVEN VAN IJSJE/FRUIT/DRINKEN/GEZOND TASJE AAN DE AVONDVIERDAAGSE PLEIN (BIJV. 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