

EMPOWER THE WORKFORCE

Dutch employee benefits report 2022



yourcampus



N^e Visma
Nmbros

**DRIVE
PRODUCTIVITY
& PROFIT BY
EMPLOYEE
SUCCESS**

PREFACE

Where once a transactional contract of salary in return for the worked hours was enough, the modern day relationship between employer and employee is much more intricate. Expectations are different, so aside from salary, there are companies which offer a pension plan, stimulate remote working or invest in learning & development. In the last two years, there's also been an increase in the focus on wellbeing. With so many options, it can be a complicated world to navigate through.

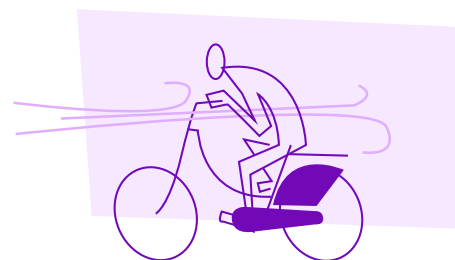
For this reason, we are extremely proud to present you this benchmark report. Our goal was to establish an overview of the current state of benefits – and we think we have succeeded. You're now looking at one document which compiles data from a number of different sources, which we combined into a single picture of the current benefit landscape for the workplace. Not only are we very impressed with how it turned out, we also couldn't be happier about the fact that we were able to exchange data with each other. We'd also like to thank Headspace, Lease a bike and ClassPass for their help and data. We hope you enjoy reading our report – and can't wait to share our findings next year.

Florian Gendrault
CEO YourCampus

Michiel Chevalier
CEO Nmbrs

INTRODUCTION

In a June 2021 article, consultancy company Gallup wrote about the phenomenon of the “Great Resignation,” when 3.6 million Americans resigned from their jobs that May, with 48% “actively job searching or watching for opportunities.”¹ This data is universal – with thousands of employees around the globe dissatisfied and unhappy in their current workplace. Instead of sticking around, they’re leaving. While the Dutch labour market is not yet having its own Great Resignation, in part thanks to more employee-friendly contracts, something is happening. Economist Thijs Knaap comments: “In the Netherlands, people are less quick to move, but the pressure on the labour market does exist here too.”²



Instead of focussing solely on salary to increase engagement, organizations must shift to a less compensation-focused outlook. They must deliver workplace experiences centered on what currently matters to employees – including work-life balance, benefits such as pensions and insurance schemes, and initiatives in wellbeing and personal health. Providing the right benefits can be complex. There are different organizations which focus on specific types of benefits, such as pension providers, hubs for training courses and wellbeing apps. Benefits are key in a progressively competitive job market, where simply offering a free lunch is no longer enough.

With this in mind, YourCampus and Nmbrs have created a benefit benchmark, which provides an overview of employee benefits in a single document. Because benefits can be a tough topic to tackle, we wanted to give an insight into what employees nowadays might expect of their employers, what the options are when it comes to introducing benefits (plus how those are implemented already by some leading companies) and how they can answer to the needs of individual employees. Moreover, our report reveals how you can implement benefits right away, show your appreciation to your employees, and elevate your organization above the competition. Not just we believe it will bring great results: research has actually shown that investing in employee wellbeing returns higher profitability – and more revenue for the company.³ We hope you enjoy our findings – and that you use them to pave the way for an increasingly successful organizational future.

This report is in no way conclusive on the benefit market, but we think it provides a good understanding of the current landscape through relevant data. Whether you have questions, feedback, or helpful sources we might have missed, we’d love to hear what you think. Reach out to us via benefitsreport@yourcampus.us.

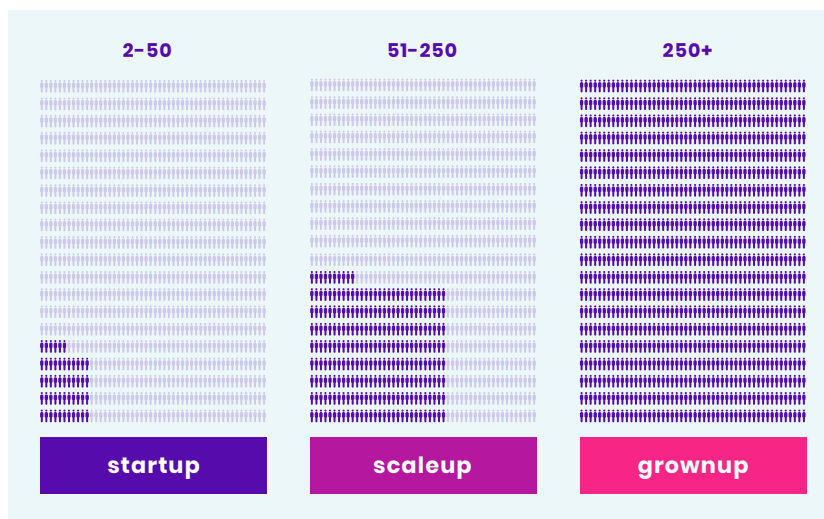
METHODOLOGY

Sources

We've incorporated a number of different sources for the data in the report. Aside from publicly available research by a number of sources, but most notably CBS (Statistics Netherlands), we've combined data from Nmbrs (who use 1,2 million anonymized and aggregated payslips) and YourCampus (the flexible employee benefit platform), plus used data which we received from Headspace (the leading mental wellbeing app), ClassPass (a hub for gym memberships), and Lease a bike (a lease bike provider – it's in the name).

Definitions

In the report, we're talking about different types of companies, which we call startups (2-50 employees), scaleups (50-250 employees) and grownups (more than 250 employees). Although a company can be 100 years old, as long as it has 20 employees, we still consider it a startup. The reason for this is that the businesses have comparable financial means. It wouldn't make sense to compare the benefits of a company with 10 employees with one with 1000 – just because the ventures have existed for the same amount of years.



PENSION

Pensions, or retirement funds, are high on the list of employees' important compensational benefits. According to research by APG, a Dutch pension provider, not providing a pension plan can negatively influence finding new recruits. Although compensation may not lead to a higher satisfaction, APG states that employees still base their decision to accept or decline a new job on the offered secondary benefits, especially if the company does not offer a pension plan. Moreover, they explain that "more than 92% of employees or job seekers expect their employer to arrange for pension accrual".⁴

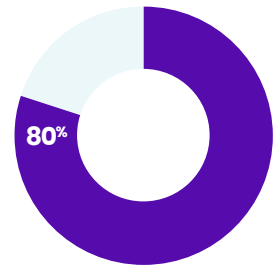
Because pension can be a complex topic, we chose a broader approach and only used global data. This complexity of the topic is also reflected in the different ways employers solve the issue: they do not offer a pension plan, they provide a collective pension scheme via the CAO⁵, they offer an individual pension via salary, or they offer a share option scheme, as a substitute for a pension plan.

Pensioenvizier explains that not all companies have a CAO⁶. As a result, there is a part of the workforce which does not receive any form of pension. According to an article by VCP, almost 1 million people in the workforce in the Netherlands do not save for their retirement at all.⁷

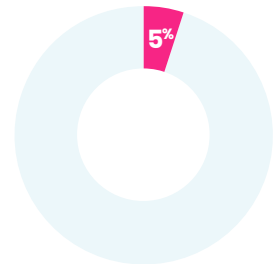
At the moment, pensions in the Netherlands are undergoing a transition, which means that by 2026, all pension plans will become defined contribution (DC), or flat rate. According to a breakdown by Deloitte, the new legislation will raise several questions for employers – starting with when and how to implement the new premium, but also what the financial impact will be for them and their employees.⁸

Almost 1 million people of the workforce in the Netherlands do not save for their retirement at all

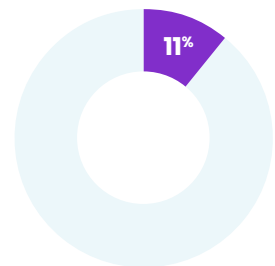
There is quite something to gain for those employers who do offer a plan. By introducing a pension scheme, employers can promise a valuable and meaningful contribution, something that's worth more than just a raise. If you already offer a pension scheme, you're already more valuable to 1 in 5 new job seekers than their current employer. Moreover, of the 20% of employees who don't have a collective pension, only 5% save individually. Offering an interesting pension plan may help them persuade them to switch to working on a contractual basis, which helps you finding valuable employees.



80% of pensions in the Netherlands are collective pension plans.



5% of employees without a collective pension save for their pension individually



11% of self-employed workers save for their pension individually

PERKS

In a June 2021 blog post, business growth company BetterUp created a list of the best job perks – as well as the companies that offer them.⁹ Here, “perks” are defined as “indirect, non-cash, or cash compensation paid to employees by their employer in addition to their annual salary or wages.” From paid leave and fitness classes, to opportunities for professional and personal development, the best perks “support employees’ mental, physical, emotional, and financial health.”

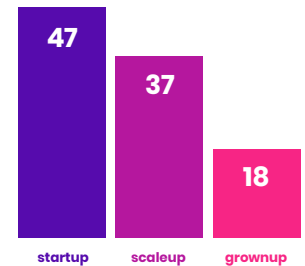
While employees do value perks – just as they value compensation and benefits such as pensions – they are also seeking something more than a transactional approach. A September 2021 McKinsey article, also focused on the Great Resignation – here referred to as the “Great Attrition” – states that employees “want pay, benefits, and perks, but more than that they want to feel valued by their organizations and managers. They want meaningful—though not necessarily in-person—interactions, not just transactions.”¹⁰

Handing out a company credit card is not enough. It’s a quick, impersonal solution which contradicts the goal of reward. In fact, the employer shows that he does not actually know what their employees need to feel valued and appreciated. It’s comparable to the reality TV show cliché, where the rich, workaholic father throws around money to compensate for his absence, and expects it to be met with gratitude. As there’s no personal relationship to be found in money, the result is often dissatisfaction from both parties.

Handing out a company credit card is not enough. It’s a quick, impersonal solution.

A strategic and personal approach to perks, on the other hand, provides organizations with the ability to create interactions which results in connection on a personal level. It enables the employer to understand what drives its employees on an individual basis and, crucial in the whole interaction, provide it to them. And how would employees spend their benefit budget, if it was up to them?

Through the data from 2200 users of the YourCampus app – which is a platform on which users receive a monthly budget from their employer, which they can spend on over a 100 different perks – we were able to gather some interesting insights. The app is divided into several categories:



monthly available budget for perks per employee in euro

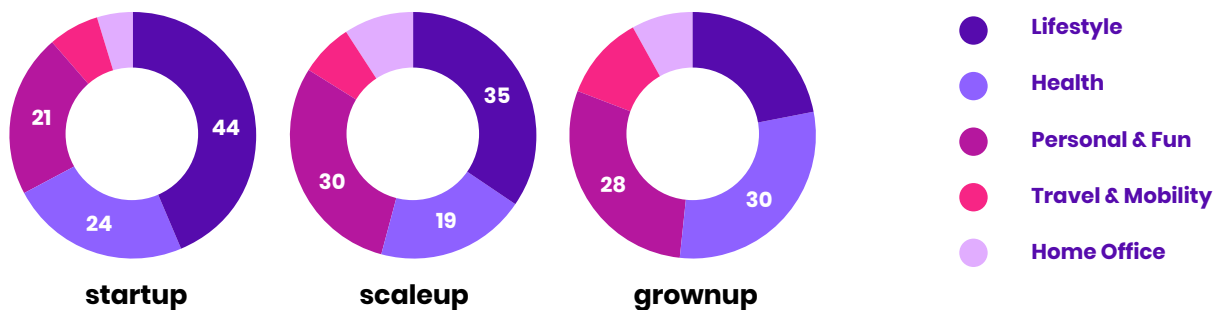
PERKS

Health (e.g. gym memberships), Lifestyle (e.g. discount at Bol.com and grocery delivery services), Travel & Fun (e.g. a trip to the cinema), Mobility (e.g. bike lease), Remote Office (e.g. remote work locations), Learning & Development (e.g. Babbel and 5miles), Financial (e.g. pension support).

We were able to split the data into the three company types, the categories, and the specific partners. (Please note that the data on the budget meant only for Learning & Development has been taken out to avoid skewed results, as that budget size is much larger.)

Interestingly enough, at grownups 'health' is a very popular category, being chosen 33% of the time, compared to 19% at scaleups and 21% at startups. 'Lifestyle' is also quite popular, with specifically Bol.com and food delivery services such as Thuisbezorgd and Ubereats jumping out as top partners. Bike lease plans are also among the top 10 of most popular overall partners. Something else we found interesting is that donations were also widely chosen. Regreener and Giro555 were used 11% of the time at grownups, 4% at scaleups and 14% at startups.

The question is, however, what causes people to spend their budget differently among the company types? One aspect that might influence their choice, is the amount of budget each person receives. It is highest at start-ups, at 47 euro a month. Employees at scaleups receive 37 euro and at grownups it's even less, at 18 euro. Overall, the data shows that once people get the opportunity to spend their own budget however they want, they will choose widely different perks.



Most used perks per categorie, in %

MOBILITY

Perhaps unsurprisingly, bicycles are the most-requested fringe benefit among employees at Dutch companies, with between 6-10% using the bike plan, according to the data provided by Lease a bike. No wonder, as bike plans are convenient and a health-conscious choice – actually reducing absenteeism by 1-2 days per year, on average.

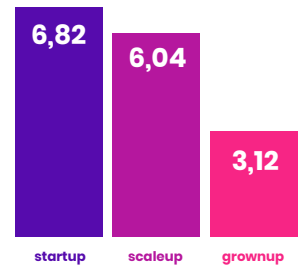
In addition, bike plans are potent reminders to employees that their employer favors sustainability. And that's a big deal, as, according to the 2019 HP Worker Sustainability Survey, "96% of employees at companies they described as leaders in sustainability practices said they would recommend their workplace."¹¹

Bicycles are the most-requested fringe benefit among employees at Dutch companies

Cost efficiency is also a factor. Leasing a bicycle is actually 25-80% cheaper than buying it outright. And that's applicable to both parties: there are no extra costs for the employer as the plan is paid from the gross salary, delivering a net benefit for the employee – leaving no extra costs for the employer. Moreover, when an employer facilitates a bike leasing plan, approximately 10% of employees make use of it within the first year. According to Lease a bike The 70% of employers that make a minimum contribution of 15 euro per employee – an amount that is cost neutral thanks to savings on social security contributions – thus invest in increasing employee satisfaction and engagement.

Data from Lease a bike shows that, although 40% may buy an ebike instead of a non-electric, it increases to 70% with lease. Moreover, people choose a more expensive option when leasing an ebike, at 3000 euro on average compared to 2000 on average when buying one, therefore increasing the level of comfort. It's an understandable decision, as in 60% of the cases the bike replaces another mode of transport – 75% of the time that's the car.

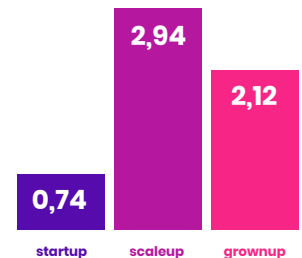
Surprisingly, however, according to Nmbrs, bike lease plans are least popular among startups, with only 0.74% users compared to 2.94% at scaleups and 2.12% for grownups. On the other hand, the number of employees which received a lease car in 2021, was the highest among startups, at 6.81%. At scaleups this was 6.04% – slightly lower. However, both have around twice as many users of lease cars compared to grownups, where it was only 3.12%.



% of employees with a lease car

37.000

average catalogue value of the lease car in euros



% of employees using a bike plan

1-2

1-2 days reduction in absence of an employee per year if they make use of a bike plan

REMOTE WORK

"While the percentage of employed persons usually working remotely before the coronavirus outbreak lingered at around 4.7% in the UK, and 3.6% in the US, 14.1% of the Netherlands' workforce reports usually working away from the office," reads a June 2020 article from the BBC.¹²

Still, the pandemic changed everything. According to an article published by Trouw in november 2021, up to 60% percent of employees at startups and scaleups expect never to return to work at the office full time.¹³ As stated by CPB, those who had to work from home want to keep working from home, even after the restrictions were lifted again.¹⁴

The government has even introduced a compensation of 2 euro per day worked from home. However, this might introduce a new problem, as travel allowance cannot be granted at the same time.¹⁵ Either the employer and employee can set fixed days a week to work from home or to come to the office, or the employer has some extra administrative tasks on his hands.

This shift to hybrid working for up to 60% of employees, will also bring some other changes, such as the need for extra home office equipment. According to an article by HP, one may need to invest around 2000 to 3500 euro for a good, ergonomic workplace at home.¹⁶ If there's a WFH-agreement between the employer and employee, then the employer can make use of an advantageous allowance for up to 1800 euro for the purchase of items such as adjustable desks, or laptops and tablets – as long as those are actually used for work for 90% of the time.¹⁷

Luckily for the employer, there are specific exemptions which are not added to the tax free space of the WKR, as explained by Rijksoverheid: "The cost of an office chair, a computer or a telephone, can be reimburse by the employer through other targeted exemptions of the work expense scheme."¹⁸

2	2	2
startup	scaleup	grownup

work from home allowance in euro. 2 euro is the maximum tax friendly amount. Only very few companies give more.

2000
–
3500

average cost of setting up a home office in euro

The employer can make use of an advantageous allowance for up to 1800 euro for setting up a home office

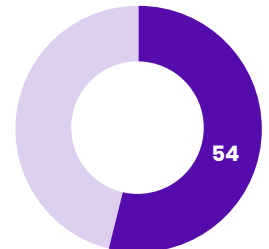
LEARNING AND DEVELOPMENT

An article published on HR Praktijk reveals that “companies spend an average of 949 euro annually on the training of their employees. And on average, just over a quarter of employees attend training once or more a year.”¹⁹ The article goes on to list employees’ top five reasons for professional development. Chief among them? Improving at their job (55%), unsurprisingly.

And this interest in development from employers is confirmed by another study, published by Lepaya, which offers learning and development training. 17% percent of employees feel that they don’t have the skillset to remain relevant in the labour market in the future.²⁰ In addition, 42% of participants were afraid that their skills won’t be relevant anymore in 20 years, due to digitalization. Combined, this means that at least 17% and maybe even more than 40% of employees are possibly interested in their own development. However, 54% of the participants feel they do not receive any support from their employer when it comes to development.

Another article by Lepaya, conducted by surveying over a 1000 participating HR professionals, “shows that 1 in 3 organizations expect that in ten years’ time their employees will not have the right skills to do their jobs properly.”²¹ From the employer’s side, training would prevent having to replace more than 30% of their staff.²² According to the article, however, “[a] whopping 58% – 6 out of 10 organizations – believe personal growth, such as refining knowledge and skills, is the responsibility of the employee.”²³

It seems both parties are stating the other is responsible for initiating the training. How we look at it, is that by providing the training, companies can distinguish themselves within the market: they can keep their current workforce happy and reassure them that their growth and success is valued. In addition, companies can stand out when attracting new employees.



employees who don't receive support for Learning and Development at all in %

949

average amount spent per employee on Learning and Development in euro

17% percent of employers feel that they don't have all the skills to remain relevant in the labour market in the future

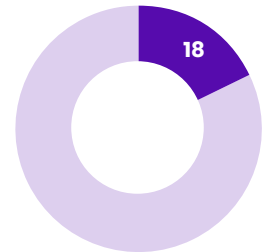
WELLBEING

Defined by Deloitte as “the condition of an individual or group characterized by [both physical and mental] health, happiness, and prosperity,” employee wellbeing is another workplace factor that has been highlighted by the challenges of the COVID-19 pandemic, which saw employees increasingly isolated and lonely, forced to work from home in often less-than-optimal conditions.²⁴

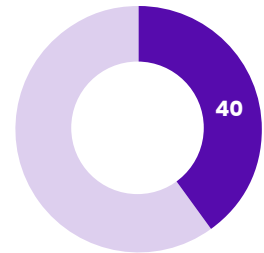
This shift was an opportunity for the workplace wellbeing market, which, according to a report by B2B marketing agency The Starr Conspiracy was worth a staggering \$16.3 billion in 2021²⁵ There is also Headspace, a popular meditation app issued to employees by thousands of global organizations, which claims a month of meditation can cut stress by as much as 32% – with an average adoption rate of 30-40%, according to data provided by Headspace. According a report by the RIVM, however, employers indicate that their main reason for not taking any action to improve mental health is the fact that they don’t have any proof for the effectiveness and cost to benefit results of preventive measures.²⁶

Additionally, we see employers’ increasing support or encouragement of employees’ physical health – through contributions to gym memberships or fitness classes, for example. The data provided by ClassPass shows that 12-18% of companies offer plans related to physical wellbeing to their employees, averaging a 40 euro contribution per employee.

In taking strides toward improving their workforces’ mental and physical wellbeing, organizations are seeing employees who are happier, healthier, and more valuable, resulting in increased productivity, profitability, and engagement. For example, the company SAP already offers daycare, flexible work hours, and mental and physical health programs, as explained in their yearly report.²⁷



employees who make use of the sports plan when introduced



employees who make use of meditation apps like Headspace when provided by employer

40

average budget provided for sports by the employer in euro

One month of meditation can cut your stress by 32%, Headspace research found

“Wellbeing is at the heart of an organization’s responsibility towards its employees. Healthy employees positively impact their organizations and societies as they indulge in meaningful activities for the greater good,” reads the aforementioned Deloitte report.²⁸ “This also works the other way around, as societies and organizations could very well influence individual wellbeing positively through policies and initiatives that bring awareness and support, and inspire individual commitment.”²⁹

CONCLUSION & QUICK WINS

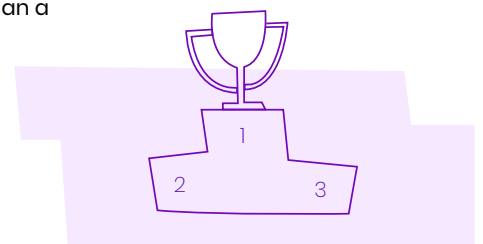
We hope the report has shown you that the right way of rewarding employees can make all the difference. Whether they want to focus on personal development, mental wellbeing or rewards, providing personalized benefits is an effective way to show appreciation to your employees. It's clear that certain forms of compensation are quite common already, such as pension schemes, lease bike plans and more flexible rules when it comes to working from home.

However, we also see that perks are nowadays considered as more than a transaction – people seek a personal connection with their workplace. Furthermore, especially learning and development is a category where the largest advancements can be made – as both employees and employers expect the other to invest in it and even finance it. By supporting their employees and offering training, employers can actually make a difference and stand out in the job market. Moreover, training can help against employees' fear of diminishing skills and thus the relationship between them and the company. An investment into their skills shows them they're valued as an individual, not just as an asset. If the company is growing, training can be a way to improve the existing workforce and attract new employees.

Although (bike) lease plans already exist, they're not widely used when available, as the data shows. However, introducing a bike plan is very cost-efficient for the employer, making it an easy (and no-brainer) benefit to offer. Those who use the plan are happy that they can: the data shows that they are willing to spend more on their bikes and enjoy the health benefits, not to mention the fact that it's a more sustainable mode of transportation.³⁰

Another interesting perk, aside from the 2 euro a day compensation for working from home, which has been available since 1 January 2022³¹, is the fact that there is an option to finance items for a home office, tax free for the company and outside the WKR. So there's more room than just to plan a ski-trip for the whole company.

See you next year!



RESOURCES

- 1) <https://www.gallup.com/workplace/351545/great-resignation-really-great-discontent.aspx>
- 2) <https://apg.nl/en/publication/can-we-expect-a-great-resignation-in-the-netherlands-as-well/>
- 3) <https://insights.sap.com/workplace-wellness/>
- 4) https://apg.nl/media/41nf0t5/arbeidsvoorwaardenonderzoek2020_apg_dpg.pdf
- 5) <https://pensioenvizier.nl/geen-cao-geen-pensioen/>
- 6) <https://pensioenvizier.nl/werkgever-geeft-geen-pensioen-hoeveel-meer-salaris/>
- 7) <https://www.vcp.nl/bijna-een-miljoen-mensen-zonder-pensioen/>
- 8) <https://www2.deloitte.com/nl/nl/pages/finance/solutions/the-dutch-pension-system-of-the-future.html>
- 9) <https://www.betterup.com/blog/best-job-benefits>
- 10) <https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/great-attrition-or-great-attraction-the-choice-is-yours>
- 11) <https://press.hp.com/content/dam/hpi/press/press-kits/2019/earth-day-2019/HP%20Workforce%20Sustainability%20Survey.pdf>
- 12) <https://www.bbc.com/worklife/article/20200623-what-the-dutch-can-teach-the-world-about-remote-work>
- 13) <https://www.trouw.nl/economie/thuiswerken-blijft-mogelijk-bij-de-meeste-bedrijven-b2271495d/>
- 14) https://www.cpb.nl/sites/default/files/omnidownload/CPB-Achtergronddocument-Thuiswerken-voor-tijdens-en-na-de-coronacrisis_1.pdf
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- 17) <https://www.kpn.com/zakelijk/blog/vergoeding-thuiswerkplek-voor-werkgever.htm>
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- 21), 22), 23) <https://lepay.com/nl/hr-professionals-over-het-belang-van-ld/>
- 24), 28), 29) <https://www2.deloitte.com/content/dam/Deloitte/xs/Documents/consulting/HC-wellbeing.pdf>
- 25) <https://brandscape.thestarrconspiracy.com/brandscape-2021-workplace-well-being/>
- 26) <https://www.rivm.nl/bibliotheek/rapporten/020022001.pdf>
- 27) <https://www.sap.com/integrated-reports/2021/en.html>
- 30) <https://thenextweb.com/news/why-companies-should-introduce-sustainable-mobility-as-an-employee-perk-syndication>
- 31) <https://www.rijksoverheid.nl/onderwerpen/belastingplan/belastingwijzigingen-werkgever-en-werknemer/thuiswerkkostenvergoeding>