

making positive movements in our society



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introduction

After identifying the new kind of globetrotter who travels for work, pleasure or both, we gave them a name: mobile citizens. We also named our hotel brand after them.

As mobile citizens, we travel the world, explore cities, and reach most destinations easily. It got us thinking: what makes us so lucky? The answer is 'mobility'. It's even in our name. For us, mobility is readily accessible, something we don't really think about. You could say we take it for granted. But for some, mobility is not only hard to achieve, it's also a luxury they simply cannot afford.

Thinking about these challenges led us to create citizenM's charity: the citizenMovement Foundation. It's founded on one of our core values: real caring. We know that real caring shouldn't just stay within our four walls – it should make a difference to people who have never been, and perhaps never will be, citizenM guests.

citizenMovement is a growing non-profit organisation supported by citizenM's staff, guests, partners and employees.

citizenM is a direct sponsor of citizenMovement, donating funds collected from our housekeeping campaign in the majority of citizenM hotels. Every time a guest says 'no' to a room cleaning, citizenM donates 3 EUR to citizenMovement.

On our mission to shortening the distance between people and opportunities, we seek out partner organisations that share our caring philosophy.

We are excited to share the citizenMovement Foundation's first impact report, showing the work we've done so far and demonstrating the impact of our activities.

This report covers the period from January 2023 to June 2024.





about citizenM

The citizenMovement foundation is the charitable foundation of citizenM hotels.

We started in 2008, with one hotel at Amsterdam's Schiphol Airport. Since then, we made many plans, shook many hands, and made ourselves at home on three continents. Some cities stole our hearts more than once – like Paris, London, Amsterdam and New York – with multiple hotels each. Other cities made us say 'this is where we want to wake up next'. We want to put affordable luxury wherever our travel-thirsty citizens dream of going next, which is everywhere.

citizenM will keep disrupting the hospitality industry with focussed European, North American and Asia-Pacific expansion.

Our strategy is simple: to own the hotels we operate. Almost half of all our hotels are prefabricated (modular). We build in a shorter time frame than traditional construction, opening the door to scaling opportunities, higher profitability and more. The consistency and quality of our hotel interiors and architecture are also assured. We focus on creating comfortable, efficient design.

By reallocating 'living space' from guest rooms to public areas, we use just half the floor space of a traditional upscale hotel without compromising on luxury.

citizenM is a powerful and innovative brand focused on the high-growth segment of mobile business travellers.

ESG at citizenM

Our Environmental Social Governance (ESG) strategy focuses on operating and building healthier, greener hotels; doing the right thing for our people and communities; and engaging citizenM guests with transparent information about our activities. citizenM hotels are kind to the planet – while never compromising on luxury.

At citizenM, every internal department works on our ESG strategic pillars to meet objectives. We think of our team as the ESG task force, actively driving our approach business-wide. Our actions contribute to positive environmental, social and economical change – not only for citizenM guests, investors and employees but within the communities in which we operate.

The company objective is clear – the ESG task force standardises best practices across the company. The task force also monitors, reports and progresses material issues while upholding good governance with policies and actions.

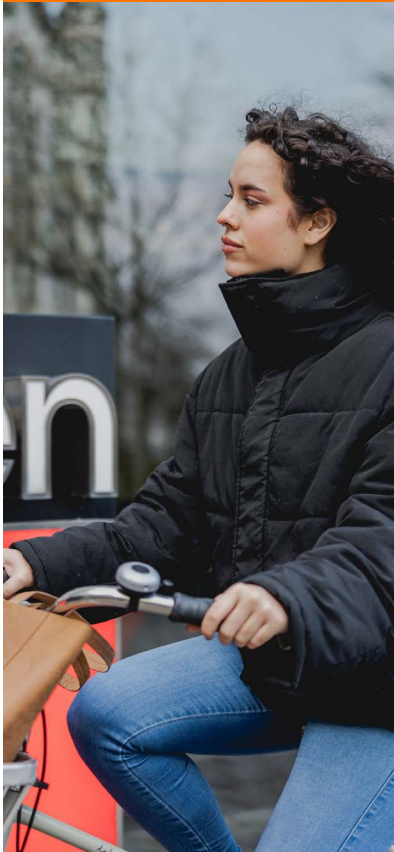
Our vision: we want to influence positive change in a world where we are simply guests.



our areas of focus

conscious traveller

engaging conscious travellers by showcasing what we're doing and how they can join us



intelligent & sustainable buildings

future-proofing our buildings for a healthier, greener, more resilient future



growing & operating sustainably

optimising our operations to reduce our impact

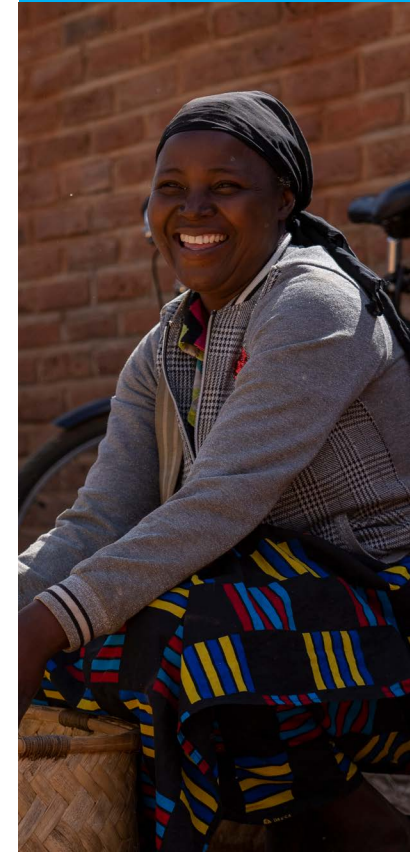


doing the right thing for our people

doing right by our people while empowering them to become highly fulfilled and self-aware

making positive movements in our society

shortening the distance between people and opportunities





our giving strategy

global

local

why we give back

We want to shorten the distance between people and opportunities.

We want to bridge the gap between people and the resources they need in times of humanitarian crisis.

We want to give our time and skills back to the local communities we operate in.

how we take action

citizenMovement
our charity foundation

disaster response
disaster response policy

'be the change'
volunteer programme

change making partners

World Bicycle Relief
our long-term charity partner

Netherlands Red Cross
our preferred disaster relief organisation

local registered charities

the impact we're making

We mobilise communities across Sub-Saharan Africa by funding bicycles.

People in crisis get the resources they need.

We help organisations improve the environment, education, culture, arts and social welfare of the areas we call home.

the foundation in figures

2018

foundation established

1.5

million room cleanings
skipped by our conscious
travellers at citizenM

5

years of making
positive change

1

long-term partnership
with World Bicycle Relief

4.2

million EUR donated to
projects that shorten the
distance between
people and opportunities

17,174

bicycles funded for
communities across
Sub-Saharan Africa,
impacting 85,870 lives

our mission

A group of schoolgirls in blue uniforms riding bicycles on a dirt road in a rural, hilly area. The girls are smiling and appear to be enjoying their ride. The background shows a dirt road, some trees, and mountains in the distance under a clear sky.

to shorten the distance
between people
and opportunities

our goals



1

Empower individuals and communities through increased mobility, facilitated by projects with our long-term charity partner World Bicycle Relief.

2

Respond swiftly to severe disasters, supporting initiatives that provide essential resources and aid to those affected in times of humanitarian crisis.

3

Bring citizenMovement to life by engaging citizenM guests, partners and employees, and making it a fundamental part of the citizenM culture.

fundraising

Supporting a charity shouldn't be complicated. So we made it really, really simple to get involved – without guests needing to open their wallets.

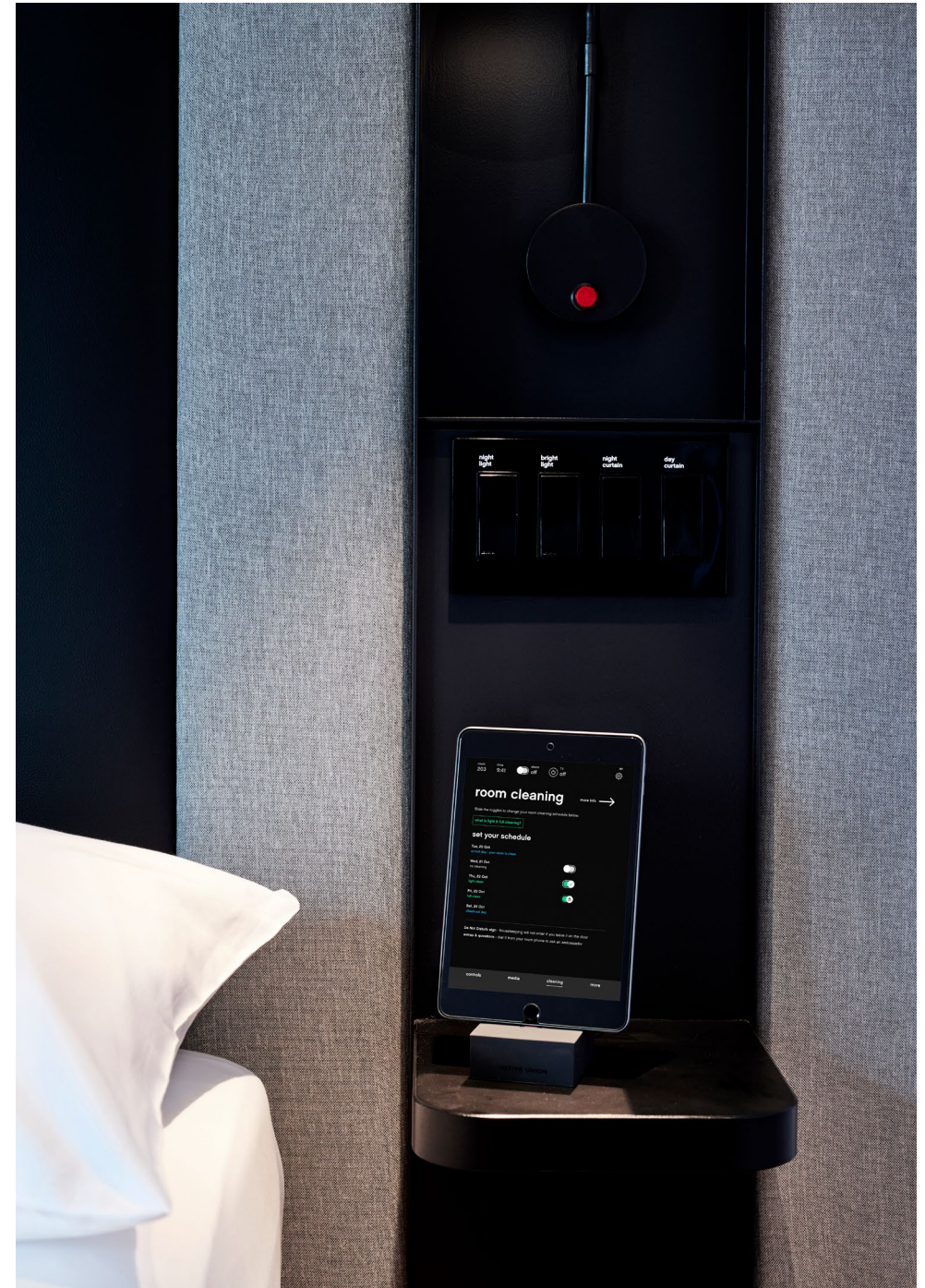
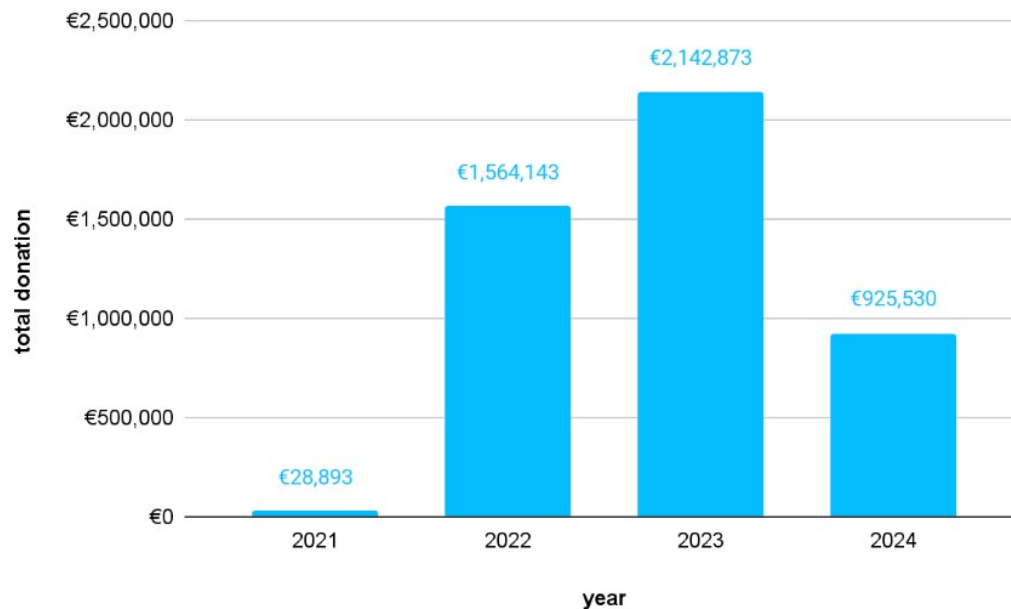
Every time a guest says 'no' to a room cleaning, citizenM donates 3 EUR to citizenMovement.

The room cleaning schedule will be presented to our guests on the room iPad, or on their smartphone via our free app after check-in.

In a nutshell, all guests have to do is make one small decision, and we take care of the rest.

And there's an added benefit for guests – their stay is also kinder to the environment. Less room cleaning means we take fewer trips to our laundry provider, as well as using less energy, water, detergents and cleaning supplies.

Since launching the digital fundraising campaign in 2021, we have raised 4,661,439 EUR for citizenMovement.



employees making change

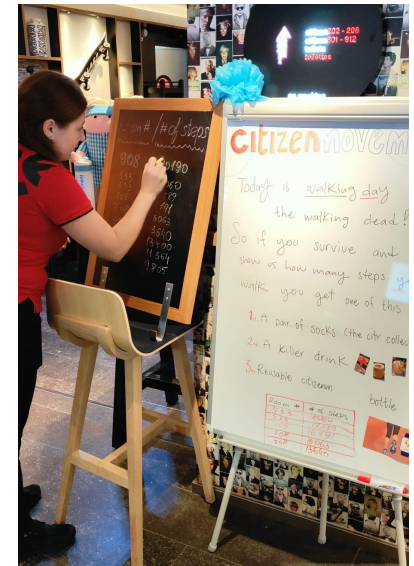
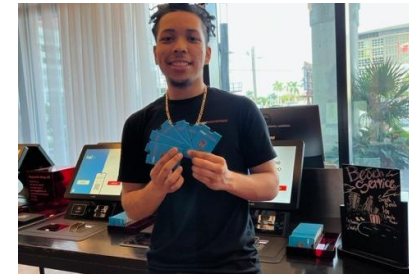
Employee engagement is a fundamental part of our strategy. Team activities create awareness of and alignment with the charity's goals. citizenMovement funds are also generated through staff donations and by engaging citizenM teams in events that raise funds for citizenMovement's mission.

In 2023, a wave of blue washed over our hotels around the world in celebration of the charity's fifth anniversary. From Paris to Miami, we saw hints of blue popping up at citizenM – from blue martinis and keycard sleeves to guest challenges and so much more!

As part of our 2023 global virtual fundraising challenge, citizenM employees, friends and family successfully travelled a staggering 35,000 km – the entire distance between all citizenM hotels worldwide.

Their amazing efforts raised 1,779 EUR. That's 12 more Buffalo bicycles for communities in Sub-Saharan Africa! We set the challenge – and our citizenMovement champions delivered.

We want to say a resounding “thank you” to our exceptional hotel teams. By sharing citizenMovement's story with our guests, they ignited the spark for change around the world.





World Bicycle Relief

our long-term partner

partnership

We seek out partner organisations that share our philosophy. Since 2018, we have been working with a partner that continually impresses with its vision and plans – World Bicycle Relief (WBR). citizenMovement supports the charity's goal of changing the world, one bicycle at a time.

World Bicycle Relief is a non-profit social enterprise that leverages innovative strategies to create positive social impact and long-term sustainability.

In 2023, we celebrated five years of partnership with World Bicycle Relief.

Since partnering with World Bicycle Relief, we've donated over 3.9 million EUR. The Buffalo bicycles have been distributed across Mobilised Communities projects in the Kasungu and Zomba districts of Malawi. Mobilised Communities supplies Buffalo Bicycles to relieve mobility constraints in all sectors – including, education, healthcare and economy – in one geographic location.

Bicycles shorten the distance to economic independence, making it easier to go to school or work, reach medical care, collect food and water, improve safety, and build closer communities. In fact, over the same amount of time, an individual can ride a bicycle four times the distance as someone walking.



Dave Neiswander (Global CEO, World Bicycle Relief) & Klaas van Lookeren Campagne (CEO, citizenM & Chairman of The citizenMovement Foundation)

“Our partnership with citizenMovement has been truly catalytic for World Bicycle Relief. This type of long-term support is what allows us to grow our impact, expand where we work and deeply engage with communities to build thriving and sustainable bicycle ecosystems.

“With citizenM's support, we have delivered more life-changing Buffalo Bicycles into Malawi than ever before. Together we are making progress toward our goal of distributing 1 million bicycles by 2025 through sustainable, community-led and community-managed programmes.

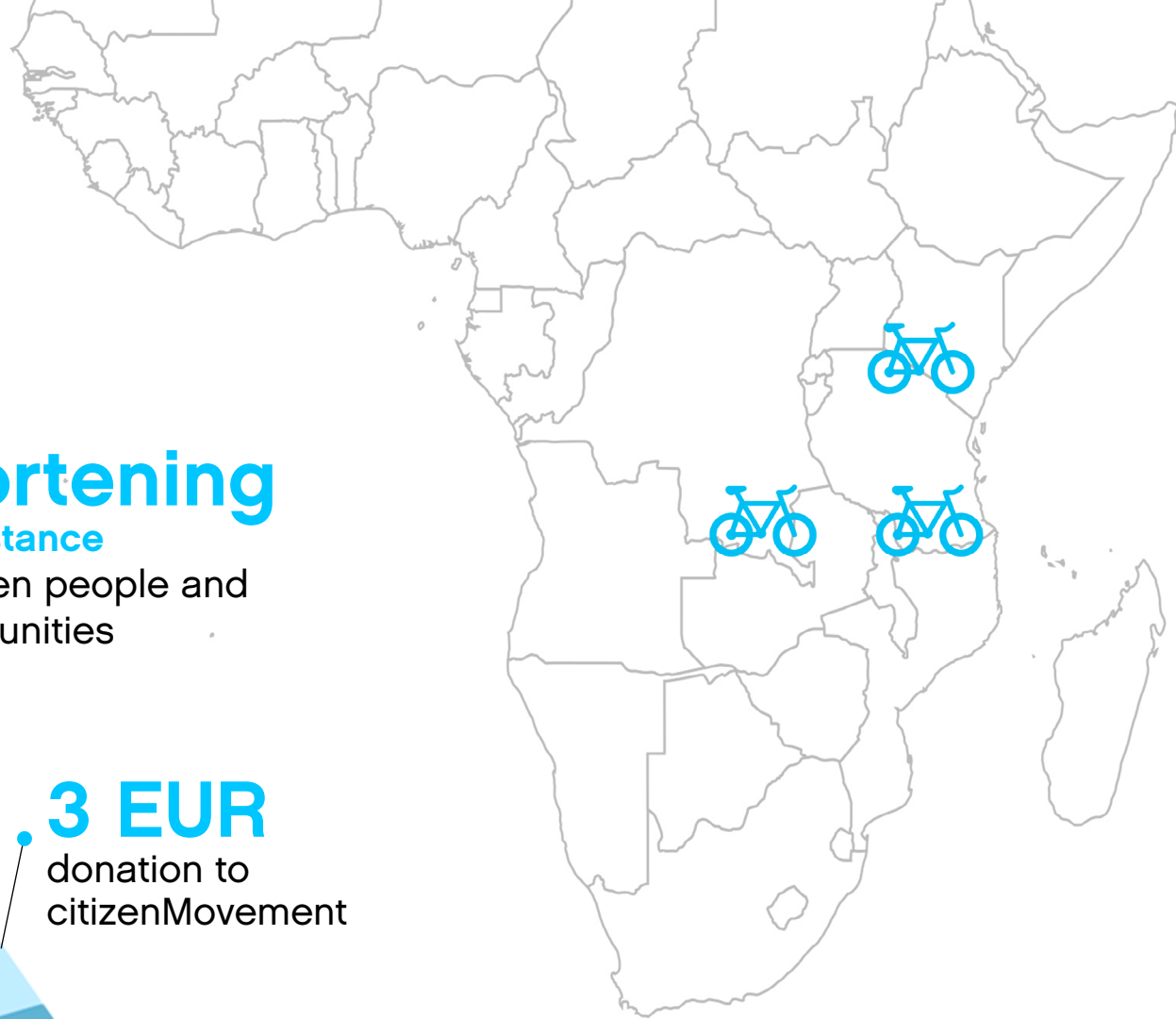
“With a bicycle ecosystem in place, distance is no longer a barrier to accessing the health, education and livelihood opportunities people need to thrive.

“While what people achieve on two wheels is their unique journey, we believe anyone, anywhere in the world, should have the opportunity to go on that journey. We need partnerships like citizenMovement to put this belief into action.”

Dave Neiswander
Global CEO, World Bicycle Relief



our impact



shortening

the distance
between people and
opportunities

guests

say 'no' to
room cleaning
when staying
two nights or more

3 EUR

donation to
citizenMovement

17,174

bicycles
distributed

85,870

people impacted
mobilising communities
in Sub-Saharan Africa

our impact

To highlight the impact we've made together with World Bicycle Relief in Sub-Saharan Africa, we released a brand-new video series called "in their own words". The gift of mobility not only saves people time but also improves their safety, wellbeing and freedom!

But that's enough about us – members of the local communities in Zomba, Malawi, say it best in their own words. You can check out the series on [citizenM's YouTube](#) channel and stay tuned for future episodes.



“

I'm Larsen

a 41-year-old farmer from Zomba. Farming is my main source of income and I grow various crops like maize, groundnuts, cassava, beans, onions, aubergines, and more. The changing weather patterns due to climate change have negatively impacted us as farmers, as we spend more on irrigation and crops wilt due to heat. Before receiving the bike from World Bicycle Relief, transportation was difficult, especially since my farm is 8 km away from where I live. I used to spend a lot on transportation and faced challenges accessing healthcare and buying farm tools. The bike will greatly improve my life by reducing transportation costs, allowing me to reach the farm and market on time, increase profits, and provide better support for my family.

”



Larsen's story – in their own words.



Patricia's story – in their own words.

“

I'm Patricia

a 16-year-old student from Zomba. My dream is to become a lawyer, and I work hard by studying, attending classes, and participating in study circles. However, I faced challenges getting to school due to the long distance, which is 6 km away from my village. I used to start my journey before sunrise, often asking for an escort as I felt unsafe. This made me late and exhausted for school, affecting my learning. On my way back, I encounter boys who chase and scare me. Receiving a bike helped me arrive at school and return home on time, participate in school activities, and have more time to study. It also benefits my mum, who can use the bike to travel to the markets to sell vegetables and provide for our household.

”

looking ahead

In 2024/25 citizenMovement will continue to support World Bicycle Relief as they work to strengthen rural mobility in Kasungu, Zomba and a new Mobilised Communities site in the southern region of Malawi, addressing the pressing need for improved transportation to essential services through their Mobilised Communities approach.

Alongside this, World Bicycle Relief will endeavour to promote inclusive economic growth by deploying an incentivised sales model. Through a market systems sales approach, they will offer one Buffalo Bicycle free with the purchase of two Buffalo Bicycles at market price. The project aims to foster economic development, enhance healthcare accessibility, and empower local communities by facilitating efficient and reliable transportation.

citizenMovement committed to funding a further 6,028 bicycles, which will be distributed in 2024/25, indirectly benefiting 30,140 people. An additional 1,000 bikes, funded by citizenMovement, will be allocated

to partnerships outside the three Mobilised Communities sites for the incentivised sales model.

In 2024, World Bicycle Relief embarks on a strengthened strategic direction. As it continues to mobilise individuals and communities – particularly women and girls, youth, and marginalised communities – it will deepen its focus on growth, partnerships, and influence to scale its impact.

Its ecosystem solution centres on the Buffalo Bicycle – a purpose-designed bike that is constantly evolving to meet riders' needs, especially on harsh terrain. To keep bicycles on the road, the charity trains local mechanics and ensures access to aftermarket components through its 80+ Buffalo Bicycle retail shops. This holistic approach, along with innovative community-based mobility solutions, improves productivity, social inclusion, and outcomes in education, healthcare, and economic opportunities – ultimately helping people to thrive.



PATHWAYS TO IMPACT

Our mission is to mobilise individuals and communities through the Power of Bicycles.

THE BICYCLE ECOSYSTEM



2026 GOALS

25% annual growth in the sale of bicycles through consumer finance

1.5 million new people mobilised with Buffalo Bicycles

40% boost in productivity by reducing travel time

30% annual growth in aftermarket sales of bicycle components

At least 85% of bicycles are still on the road after one year

30% increase in households reached by community health workers

70% of bicycles owned and used by women and girls

Over three years, a 90% annual retention rate is maintained for both boys and girls in schools

25% increase in average income

STRATEGY



GROW

Expand and improve bicycle ecosystems
Usability | Mobility Solutions | Outreach



PARTNER

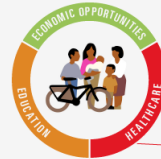
Partner to scale impact, shift outcomes, and expand geographies
Engagement | Technical Advisory



INFLUENCE

Ensure bicycles are part of the global development and community resilience conversation
Awareness | Evidence | Positioning

OUTCOMES



Scale bicycle ownership and use among **women and girls, youth and marginalised groups.**



Inspire demand for high quality, affordable bicycles, maintenance and service ecosystems.



Drive global and national action for and investment in bicycle mobility.

IMPACT

We envision a world where bicycles improve healthcare and education outcomes and broaden economic opportunities so **individuals and communities can THRIVE.**

VALUES



Integrity



People-driven



Accountable Empowerment



Dynamic Collaboration



Relentless Learning



disaster relief

bridging the gap between
people and resources

disaster response

In times of crisis and in the event of severe disasters, we activate our disaster response policy. We recognise the need to support initiatives that help bridge the gap between people and the resources they need in times of humanitarian crisis. We evaluate the best way to support those in need in the immediate aftermath of a disaster.

In consultation with citizenM, each year, we set aside 10% of our charitable donations to enable a quick response to severe and unprecedented disasters. Once this Disaster Response donation allocation has been used, further donations will not be considered in the same financial year.

Since launching our disaster response policy, we've donated over 320,000 EUR to the International Committee of the Red Cross and The Netherlands Red Cross in support of humanitarian crises in Ukraine, Turkey, Syria, Libya and Morocco.



disaster response

donations made between 2022 and 2024



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