

CARUCONTAINERS.COM

# IMPACT REPORT

2024

Lees Meer ▾

**CARU**  
CONTAINERS 

# ESG HIGHLIGHTS

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At CARU, sustainability isn't a choice, but a necessity, it is at the core of who we are. In 2024, we deepened our impact by mapping emissions more thoroughly, scaling circular solutions, and investing in people and partnerships across the board.

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Our core values are more than just words. They come to life in the story of Co-CEO Lennart de Bruin, who joined CARU as an intern and grew into a leadership role within 10 years. Read more about his journey and what makes CARU a place where people grow:

*"If you grow as a person, you grow as a professional. That freedom to experiment - even when things don't work out - was key to my growth."*

- **Lennart de Bruin, Co-CEO**



## ENVIRONMENT

**95%**  
of containers sold  
were second-hand



**52.2 kg**  
of honey  
harvested from  
our own beehives

**2024**  
results



Scope 1 **0,1%**  
Scope 2 **0,2%**  
Scope 3 **99,7%**



## SOCIAL

**75 employees**  
across **7** countries



**36% female**  
Average age: 30



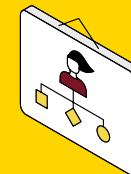
**2/3**  
of colleagues  
use their  
sports budget

Strong focus on  
mental well-being  
through haptonomy  
and coaching



## GOVERNANCE

New safety  
policy introduced



Co-CEO structure  
focused on  
internal growth

Partnerships  
across the globe  
to support the  
communities we  
operate in.



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**Sustainability is not a choice but a necessity, for our planet, society, and our company. While the path forward isn't always clear, we continue to take practical, transparent steps toward progress. By extending the life of containers, minimizing unnecessary movements, and investing in our people, we're making a positive impact, step by step.**

# LETTER FROM OUR CEO

At CARU, we firmly believe that sustainability is not a choice but a necessity. For the future of our planet, society, and our company, we are committed to continuously taking steps toward a better balance and contributing to a more sustainable world. Admittedly, finding the right structure and framework for this journey is not always straightforward. For example, we have stepped away from the B Corp trajectory, and the CSRD has recently come under a different light following the European Commission's Omnibus publication.

As a relatively small organization in terms of staffing, we must carefully balance our sustainability efforts with the realities of our reporting capacity. At the same time, with our roots in Rotterdam, we value a pragmatic approach. Therefore, in the coming period, we will focus on the VSME (Voluntary Small and Medium Enterprise). This framework allows us to measure our progress and impact in a clear, transparent, yet practical way, and to contribute to a more sustainable supply chain.

We are also increasingly involving our global business units in our reporting, as continuous improvement and greater transparency are

important to us and to all our stakeholders. As a container trader, we hold a unique position in the value chain. We work with products that have often already served over 15 years in the maritime sector, crossing oceans, riding trains, or being transported by trucks. At CARU, we give these products a second life, putting them to use in new and diverse applications for many years to come. At the same time, it remains our mission to conduct this trade as efficiently as possible and to identify opportunities to minimize unnecessary container movements.

Last year, we made significant progress in understanding both our own footprint and that of the broader value chain in which we operate. We also continued and expanded our support for employee wellbeing by facilitating more sports activities, increasing vacation days by 10%, and organizing various group activities. In addition, we professionalized our OneWayLease proposition by acquiring part of a logistics company, further reducing empty moves across the globe!

In this report, you will see how we continue to address these challenges step by step, alongside all our other efforts to reduce our emissions and make a positive contribution to society.

# MAKING THE CONTAINER BUSINESS AND THE WORLD A BETTER PLACE, TOGETHER

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Climate change threatens global supply chains, causing disruptions through extreme weather, rising sea levels, and evolving regulations. As a key player in transport and logistics, shipping containers are essential but contribute significantly to CO<sub>2</sub> emissions. The shipping industry accounts for about 3% of global emissions, making sustainable solutions crucial. CARU is committed to cutting emissions across the container lifecycle, from manufacturing to repurposing, setting a new industry standard. We believe business should create lasting value for people, the planet, and society. That's why we rethink how containers are used, transported, and reused to

drive positive impact. By reducing inefficiencies, optimizing logistics, and promoting reuse, we lower our environmental footprint while improving efficiency. Repurposing containers supports the circular economy, reducing waste and conserving resources. Sustainability is also about people. Our diverse teams bring fresh perspectives and expertise, fostering innovation. Transparency and stakeholder engagement guide our approach, ensuring accountability and measurable progress. By investing in sustainability and people, CARU builds a resilient, future-ready business while reinforcing its role as a trusted industry partner.



# FOCUSING ON WHAT IS IMPORTANT








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	ESRS STANDARD	SHORT-LIST TOPIC	IMPACT DESCRIPTION
	<b>E1 Climate change</b>	Climate change	Impact of our activities on greenhouse gas emissions and climate adaptation.
	<b>E2 Pollution</b>	Pollution of water	Management of water pollution and impact on water quality.
	<b>E4 Biodiversity and Ecosystems</b>	Biodiversity	Effects on natural habitats, and biodiversity management.
	<b>E5 Circular economy</b>	Circular economy	Strategies for waste reduction, reuse, and sustainable resource use.
	<b>S1 Own workforce</b>	Health and safety own workforce	Protection of employees' physical and mental health.
		Working conditions own workforce	Working conditions, wages, and job security within the organization.
		Diversity & Inclusion own workforce	Promotion of equal opportunities and an inclusive work culture.
		Training and skills development own workforce	Development of employee skills and training opportunities.
		Privacy own workforce	Protection of personal data and compliance with privacy regulations.
	<b>S2 Workers in the value chain</b>	Working conditions workers in the value chain	Due diligence on fair and safe working conditions in the supply chain.
	<b>G1 Business conduct</b>	Corporate culture	Values, behavioral standards, and ethical conduct within the organization.



**Sustainability is an integral part of our business, and we strive to ensure that our efforts create real impact where it matters most. We are committed to transparency, accuracy, and relevance in our reporting, ensuring that our disclosures reflect the most material issues and support responsible business practices.**

To identify these key topics, we conducted a double materiality assessment (DMA) in accordance with the Corporate Sustainability Reporting Directive (CSRD) standards. The CSRD is a European regulation designed to enhance corporate transparency. This structured process enabled us to evaluate sustainability from two critical perspectives: the impact our business has on the environment and society, and the influence of external sustainability trends and expectations on our operations. By engaging with both internal and external stakeholders, we gained valuable insights into the issues that matter most and that will shape CARU's sustainability journey in the years ahead. As we move forward, we will continue to align our reporting with industry standards and stakeholder expectations and stay committed to focusing on what truly drives impact.

# VISUALISING OUR IMPACT IN THE VALUE CHAIN

This overview maps key impacts along the container journey, helping us understand our role in the value chain. It highlights where harm or value is created. We aim to deepen this insight and improve our impact management going forward.

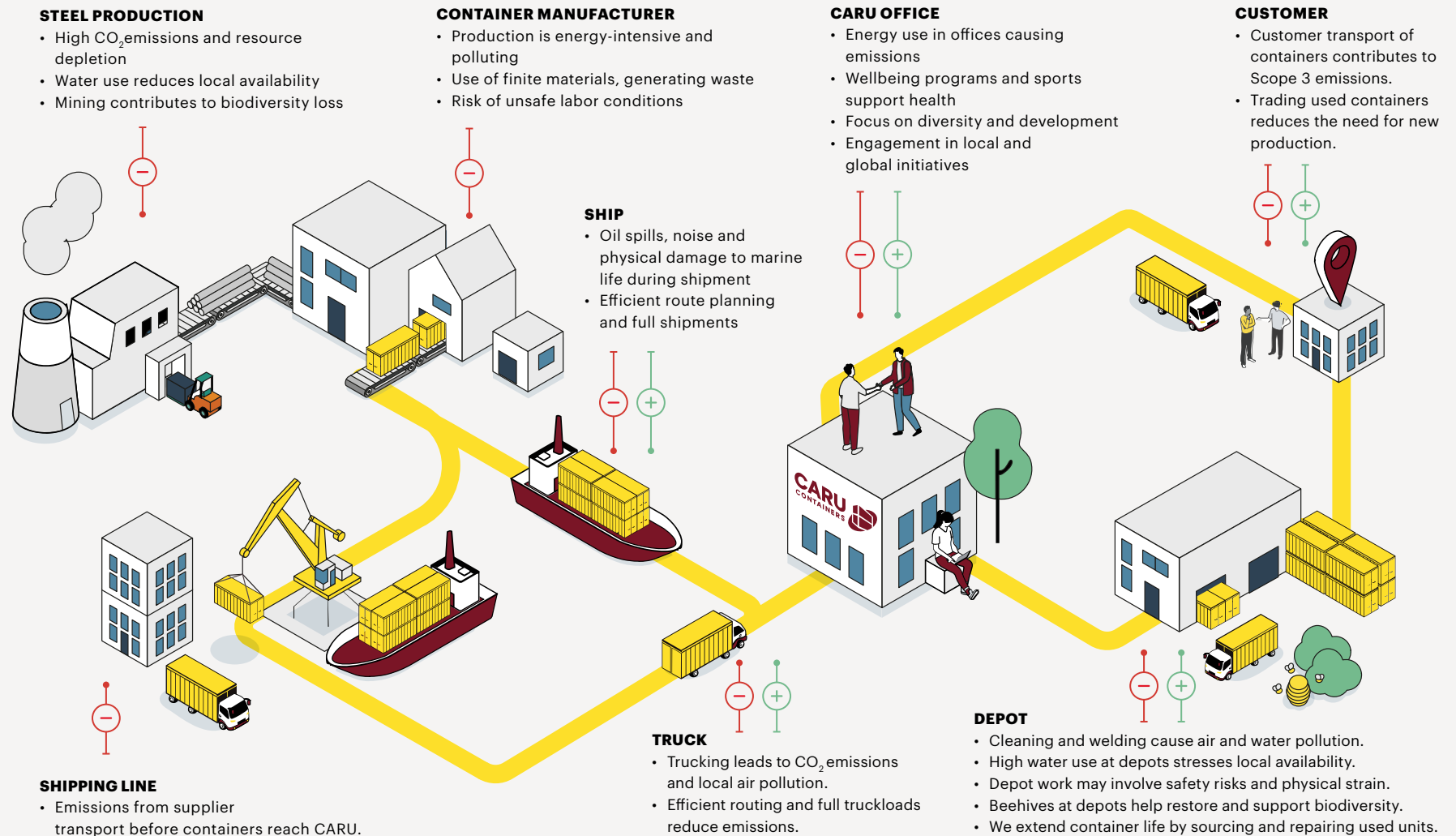
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# ENVIRONMENT

» CLIMATE CHANGE  
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# CLIMATE CHANGE

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## The importance of climate action

Climate change is a crucial issue as it has profound global impacts on ecosystems, economies, and communities. Rising temperatures lead to extreme weather events, sea-level rise, and supply chain disruptions, leaving businesses increasingly vulnerable. Additionally, customers, investors, and partners increasingly demand environmentally conscious solutions. For CARU, this means not only mitigating risks but also creating opportunities. By innovating sustainably - optimizing logistics and promoting container reuse - we aim to actively contribute to a greener future.

## CARU's Actions

### Extending the lifetime of containers

With approximately **50 million TEU** (Twenty-foot Equivalent Unit) in circulation worldwide, the potential for reuse is enormous. Instead of contributing to the growing demand for new production - where a single container can emit up to 15 tons of CO<sup>2</sup> eq during manufacturing - we

extend the lifecycle of containers. 95% of our container sales consist of second-hand units, which we repair, refurbish, and repurpose for various uses, including storage, construction, and housing, further extending their lifespan and reducing waste.

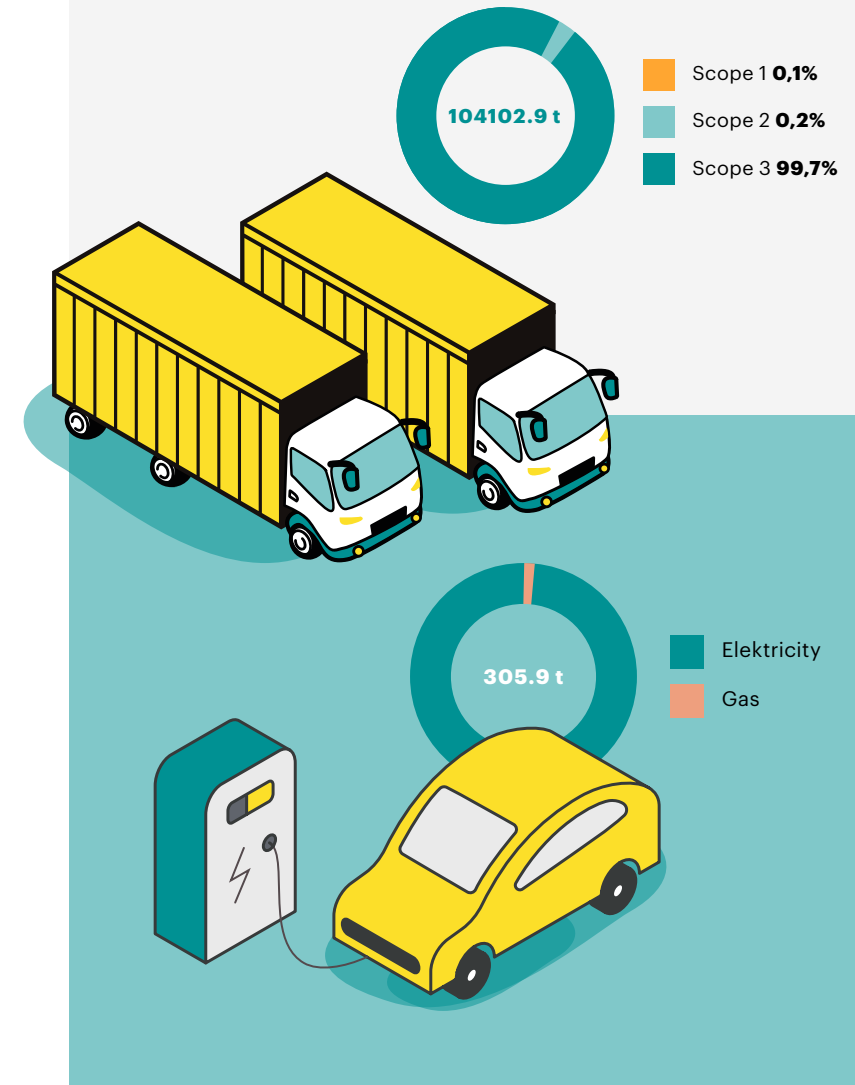
### One-way lease: reducing empty transport

For the new containers we do purchase, we minimize their carbon footprint by using one-way lease shipping. This means that instead of shipping empty containers, we aim to ensure that they are transporting goods, maximizing their utility and reducing unnecessary emissions.

### Optimized logistics: direct-to-customer delivery

To further reduce transportation emissions, we streamline logistics by selling some containers 'as is' - meaning they go directly from the port to the customer. This eliminates extra transport steps, lowering fuel consumption and CO<sup>2</sup> emissions. We optimize container movement using a combination of sea, road, and rail transport, reducing emissions from high-carbon trucking routes.

## 2024 RESULTS



### **Actions in the office**

At CARU, sustainability is embedded in our daily operations. We invest in renewable energy at our depots in Belgium and the Netherlands, where solar panels generate clean electricity. These panels also power our charging stations, ensuring that our electric vehicles operate on sustainable energy.

Within our offices, we promote environmentally responsible practices. Our electric fleet and e-bikes encourage emission-free commuting, while our partnership with Fruitful Office provides fresh, sustainably sourced fruit. Delivered in electric vans and packaged without plastic, this initiative also supports global sustainability efforts, for every product sold, a fruit tree is planted in Malawi, contributing to CO<sub>2</sub> offsetting and local job creation. Through these initiatives, we take deliberate steps to minimize our environmental footprint and foster a more sustainable workplace.

### **Commitment to a greener future**

At CARU, we are committed being more sustainable through a combination of reuse, efficiency, and innovation. We don't just sell second-hand containers, we actively seek ways to reduce the environmental footprint of both new and used containers. By extending

their lifespan, optimizing logistics, and minimizing transport emissions, we significantly lower our impact. In doing so, we contribute to a greener future while providing our customers with more sustainable and cost-effective container solutions.

### **Our goals for the coming year**

To lay the foundation for long-term impact, we have set two key sustainability goals for the coming year:

#### **1. Sustainable office renovation**

We will renovate our Rotterdam office, ensuring our workspace is more energy-efficient and aligned with the latest sustainability benchmarks. This renovation will reduce our direct emissions and improve the energy performance of our building, making it a frontrunner in sustainable commercial spaces.

#### **2. Committed to professionalising our impact measurement**

We will take concrete steps to improve the quality and reliability of our impact data. By strengthening our measurement systems and aligning them with recognised standards, we will be able to make better-informed decisions, track progress more accurately, and lay the groundwork for credible reporting and future target setting.



# BIODIVERSITY

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## The importance of biodiversity

Biodiversity is crucial for the balance and health of our ecosystems. It ensures the pollination of crops, purification of water, and maintenance of fertile soils. Without biodiversity, many of our daily necessities would be at risk. The decline in biodiversity threatens not only nature but also human health and prosperity. At CARU Containers, we understand the importance of biodiversity and the need to take action. Due to changing biodiversity, many insects, including the honeybee, which is vital for pollinating many crops, are facing extinction. In the Netherlands, honeybees are rarely found in the wild anymore, only in beehives. As part of our sustainability strategy, we aim to contribute to the preservation and restoration of ecosystems and biodiversity.

### Busy Bees

Back in 2022, [we placed two beehives at our depot in Rotterdam](#). These beehives provide a home for bees and support their honey production. A beekeeper regularly tends to the hives, ensuring the bees remain healthy. In just two weeks, the hive was filled with healthy bees and chambers full of nectar, resulting in a first harvest of 21 kilos of honey. This initiative not only helps the bee population but also raises awareness about the importance of biodiversity amongst our employees.

## CARU's actions

### Safeguarding Kenya's biodiversity

CARU has [partnered with A Rocha Kenya](#), an organization dedicated to conservation efforts. The Dakatcha forest in Kenya is one of the ten most threatened forests in the world. Its ecosystem and

biodiversity are at great risk, with significant portions of the forest lost in recent years. This forest is home to many endangered species, and its destruction poses a severe threat to their survival. A Rocha Kenya works to protect the remaining intact areas of the Dakatcha forest by purchasing land and converting it into protected areas. This initiative not only safeguards the forest but also enhances biodiversity. A Rocha Kenya plays a crucial role in the entire operation, staying in close contact with us and regularly updating us on the forest's status. By supporting their efforts, CARU contributes to the [United Nations Global Biodiversity Framework](#) goals, which include effectively conserving and managing at least 30% of the world's land, coastal areas, and oceans, restoring 30% of ecosystems, and minimizing the loss of areas with high biodiversity and ecological integrity to nearly zero. In addition to our collaboration with A Rocha Kenya, CARU has also previously supported conservation efforts in Kenya through a donation to the [Kenya Bird of Prey Trust](#). This organization is dedicated to the rescue, rehabilitation, and conservation of birds of prey, playing a vital role in protecting Kenya's raptor populations and their habitats. By contributing to these initiatives, CARU remains committed to the protection of biodiversity and the preservation of fragile ecosystems.



## Honey production

### Total honey production (kg)



*Our beehives in Rotterdam have thrived this year, producing an impressive 52.2 kg of honey.*

*On top of that, the bees have set aside an additional 10 kg to sustain them through the winter.*

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# CIRCULAR ECONOMY

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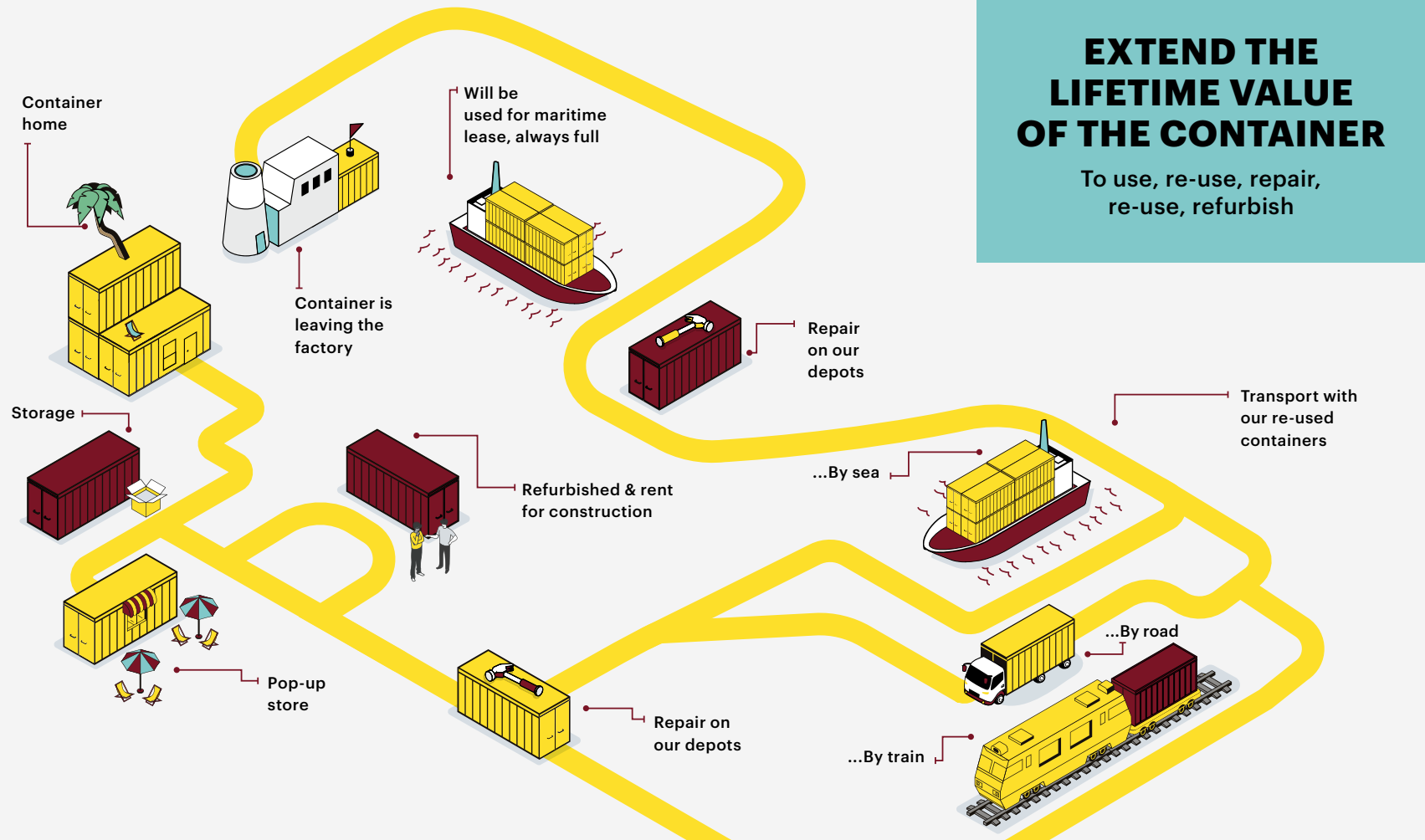
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## The importance of circularity

Circularity is essential for optimizing resource use and minimizing waste, thereby promoting sustainability and economic efficiency. By reusing materials and products, we can significantly reduce the strain on natural resources and decrease environmental pollution. This approach is vital in combating climate change, preserving biodiversity, and ensuring a healthier planet for future generations.

In 2022, approximately **50 million TEUs** were in circulation worldwide, with **around 1.4 million TEU produced in the first seven months of 2024 alone**. Given that producing a single container emits up to 10,000 kilos of CO<sub>2</sub>, the emphasis on reusing, repairing, refurbishing, and recycling is crucial for reducing emissions.



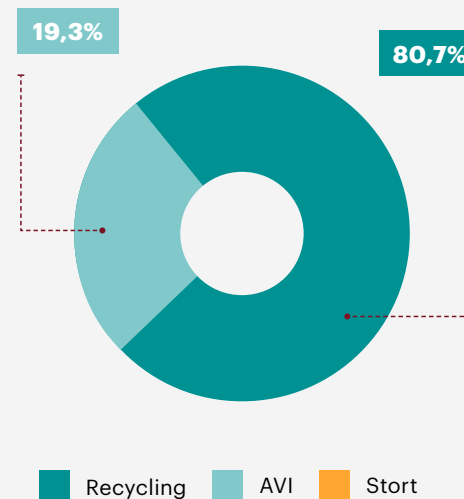
## CARU's actions

Circularity is deeply embedded in CARU Containers' values, as evidenced by the fact that 95% of the containers we sell are second-hand. By promoting the use of second-hand containers, CARU enhances resource and economic efficiency, reducing the need for new materials and minimizing waste. Containers are an exemplary circular product as they can be endlessly recycled. Moreover, they are incredibly versatile and can be repurposed for various uses, such as [storage](#), [housing](#), partition walls at Schiphol, temporary offices, as a [terrace](#) or [snack bar](#), or even schools in underdeveloped countries. This commitment to reusing and repurposing existing materials aligns with their broader sustainability goals and efforts to lower their carbon footprint. Additionally, CARU has joined the In2Waste initiative from A&M Recycling, which aims to improve environmental insights and optimize waste stream management. This initiative allows CARU to fully leverage the circular economy by maximizing the recycling of residual materials.



## Recycling results – 2024

In partnership with A&M Recycling, we ensure that our decommissioned containers are handled responsibly. From the containers processed with this partner, over 80% of materials were recycled and nearly 20% contributed to energy recovery – with zero waste sent to landfill. This collaboration demonstrates how focused waste management can reduce environmental impact.



## Sustainable container recycling

CARU aims to ensure sustainable handling across the entire lifetime of a container. That's why we partner with A&M Recycling, SA Recycling and other trusted recycling companies to ensure our containers have an environmentally responsible end-of-life. SA Recycling is a leading metal recycling and processing company

with over 140 locations across 15 states in the United States. Committed to environmental sustainability, SA Recycling recognizes the importance of protecting our planet's natural resources.

By recycling, they reduce the need for mining, lower production costs for metal manufacturers, and help deliver quality metal products worldwide. When a container reaches the end of its usable lifespan, we don't let it go to waste. Instead, we sell it to recycling partners like SA Recycling, where it is carefully dismantled and processed. These facilities extract valuable materials such as steel and aluminum, which can be repurposed for new products. This not only reduces landfill waste but also minimizes the need for raw material extraction, lowering the overall carbon footprint. By working with such companies, we contribute to a circular economy where old containers become the foundation for new infrastructure, machinery, and products. It's a seamless process that aligns with our commitment to environmental responsibility and resource efficiency. Choosing sustainable recycling partners allows us to ensure that most containers will be repurposed in the most eco-friendly way possible. Together, we turn waste into opportunity, closing the loop on container usage and reinforcing our dedication to a greener future.



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# SOCIAL

» SOCIAL FACTS  
SAFETY  
HEALTH

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CELEBRATE  
CELEBRATE



CELEBRATE

WITH CARU

CELEBRATE  
CELEBRATE





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# CELEBRATE TOGETHER



## SOCIAL FACTS

At CARU, our people are at the heart of everything we do. With a personal approach, we have always supported our colleagues in growing, both professionally and personally. As our business evolves, so does our people strategy. That's why we attracted a HR Business Partner in 2024, further strengthening our focus on professionalizing and structuring our people strategy.

We are a truly global company, with offices spanning multiple continents. This international presence connects us with a wide range of nationalities, cultures, and insights, allowing us to combine global knowledge with local expertise. Our teams bring together fresh perspectives from young talent and deep expertise from experienced professionals, creating an environment where continuous learning and collaboration thrive.

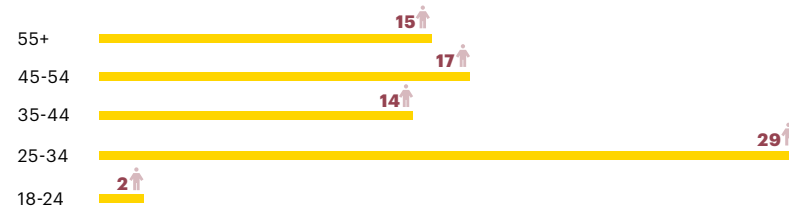
This year, we've had even more reason to celebrate our people. We are incredibly proud to have marked several significant work anniversaries, a testament to the dedication and loyalty of our colleagues. Their commitment fuels CARU's success and reinforces our belief that investing in our people is investing in our future.

AT CARU, OUR PEOPLE ARE AT THE  
**HEART OF EVERYTHING WE DO.**

### Employees by region



### Ages



### Facts

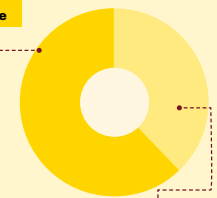
Average age:



Average length of employment:



64% Male



36% Female



# SAFETY

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## The importance of a safe working environment

Safety is crucial in the container sector. In addition to the usual office-related risks, the container sector faces specific challenges. Container depots use heavy equipment such as forklifts, reach stackers, and cranes. Working with heavy loads and the presence of hazardous substances significantly increase the risks. Furthermore, work in container depots is often physically demanding, and employees are exposed to various weather conditions and potentially dangerous gases. Effective safety systems are essential to manage these risks and minimize the potential consequences of incidents.

## CARU's actions

To create a safe working environment for all employees, CARU has launched several initiatives in 2024. This starts with a solid safety policy and includes conducting risk assessments. CARU has actively taken improvement measures and aims to implement local and international safety standards, such as the mandatory Risk Inventory and Evaluation (RI&E). When developing measures, CARU primarily focuses on a strategic approach from an occupational hygiene perspective. In addition to technical measures, CARU also emphasizes the human factor. Employees are encouraged to actively participate in improving safety, and with a solid policy and an active prevention officer, CARU is on track to improving the protection of employees and visitors



# HEALTH

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## Encouraging an active lifestyle

To help employees stay active, CARU offers a sports budget that can be used for personal training or a gym membership. This makes it easier for our team members to integrate exercise into their routine in a way that suits them best. In addition, every Thursday in Rotterdam, a group of enthusiastic colleagues comes together to play padel on the CARU courts. This weekly event is not only a great way to stay fit but also strengthens team spirit and provides a fun break from the workweek. We also support sustainable and healthy commuting, offering electric bikes for our Dutch team, making it easier for employees to choose an environmentally friendly and active mode of transportation, both for work and private life.

## Supporting mental health

At CARU, we recognize that mental health is just as important as physical health. Emotional balance and mental resilience play a crucial role in overall well-being, which is why we actively support our employees in maintaining their mental health. Every week an experienced haptonomist, visits our office to help employees develop emotional awareness, manage stress, and strengthen their mental resilience. Haptonomy focuses on the connection between emotions, physical sensations, and behavior. Unlike traditional psychology, which primarily emphasizes cognitive thought processes, haptonomy is centered on how emotions manifest in the body. By understanding these physical responses, employees can recognize their emotions earlier, manage stress more effectively, and improve their mental well-being.

## Healthy employees, happy employees

At CARU, we believe that investing in the well-being of our employees is not just the right thing to do, it's also a strategic decision that benefits both individuals and the company as a whole. That is why we are committed to initiatives that promote both physical and mental health, ensuring our team feels supported in every aspect of their professional and personal lives. To further support mental health at CARU, our learning and development budget can also be used for personal coaching. This benefit is available to all employees worldwide, ensuring that everyone has access to the resources they need to enhance both their personal and professional growth while prioritizing their mental well-being.

## A workplace where people thrive

Our commitment to well-being is part of a larger vision for sustainable people management. Sustainability at CARU isn't just about environmental responsibility, it's also about how we support our people. By empowering our team, we create a workplace where employees feel valued, engaged, and motivated to reach their full potential.

**3** GOOD HEALTH  
AND WELL-BEING



**8** DECENT WORK AND  
ECONOMIC GROWTH



**11** SUSTAINABLE CITIES  
AND COMMUNITIES





# GOVERNANCE

» CARU CULTURE  
FROM INTERN TO CEO  
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# CARU CULTURE

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At CARU, our core values are more than just words, they define who we are and how we work. From curiosity and simplicity to reliability and ownership, these principles guide our decisions, drive our innovation, and shape our culture. Alongside these values, this report features an inspiring interview with our

Co-CEO, who has grown within CARU over the past ten years to take on a leadership role. His journey is a testament to how we bring our values to life every day, challenging the status quo, delivering results, and fostering a supportive and accountable workplace.

## >> OUR VALUES



### BE CURIOUS

Challenge the status-quo. Ask questions.  
Always on the lookout for new business opportunities. Embracing new technologies. Develop new markets and new ways of trading.



### KEEP IT SIMPLE

We love simplicity. Keep things logical and comprehensible. Easy does it! We are no nonsense and hands on. Focused on things that really matter.



### MAKE RESULTS COUNT

We are goal getters. Determined and resolute. We set targets and go for it. Use fact and figures to measure our success.



### TAKE CARE

We are caring, for colleagues, clients and partners. We pay attention, connect personally, and take responsibility for our impact on the environment.



### BE RELIABLE

We can be trusted.  
We are professionals.  
People can count on us. We say what we do, and we do what we say.



### TAKE OWNERSHIP

We are accountable for the quality and timeliness of our work. We take initiative and get the job done. Freedom and responsibility go side by side.

# INTERVIEW:

## FROM INTERN TO CEO

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### The start at CARU containers

During my studies, I felt I was missing hands-on experience. When I came across an internship opportunity at CARU, I thought: why not? I enjoyed my time there, but I wasn't sure what my next step within the company could be. When I mentioned that I was considering a management traineeship elsewhere, the owner, Rob Tromp, responded in his usual straightforward manner: "Well, then we'll just create one here." That's very much the CARU mindset, just get things done, without making them more complicated than necessary. During my traineeship, I rotated through every department, visited all our offices, observed the operations, and actively contributed wherever I could. It was truly a hands-on experience, getting my hands dirty, from repairing containers at the depot to working at the terminal in the Port of Rotterdam. After the traineeship, I was given the freedom to seize opportunities. My first major project was launching the world's first container webshop.

**At CARU, you're given room to grow, as long as you take the initiative. That suited me perfectly, and that's why I've never left.**

### Growth through different roles

#### What was your first major challenge?

My first challenge was finding my place within CARU. The organization was well-structured, everyone had their own role, and as interns, we entered without a fixed position. That makes you feel a bit like the student who's just floating around. Our ambition and enthusiasm were contagious, but in a hands-on company, people quickly ask: **"What are you going to do?"**

#### How did CARU Containers support your growth?

By genuinely giving me space to develop. In my early

years, I didn't feel pressured to deliver immediate results or prove a return on investment. Growth at CARU isn't just about professional skills; personal development was just as important. From day one, I had access to coaching, such as working with a haptonomist, and was encouraged to stay active and exercise. Rob Tromp invested a lot of time in me, took me along to meetings, and was always available for questions. That mentorship, combined with CARU's broad approach to development, was incredibly valuable.

**The philosophy is simple: if you grow as an individual, you'll grow as a professional.** The freedom to experiment, even if some things don't work out, was a key factor in my growth.

### From CCO to Co-CEO

#### What does being a Co-CEO mean, and why does this structure work for CARU?

Co-CEO simply means that you do it together. CARU was born from a merger of two companies, where both directors led together. That philosophy still fits CARU today. Together with Stijn de Vries, I now share the responsibility as Co-CEOs. Stijn is responsible for the bottom line, while I focus on the top line. The biggest advantage is that you're never alone in making big decisions. Many CEOs say the role can feel isolating, but when you share leadership, you always have someone to challenge your thinking. Whether it's day-to-day operations, long-term strategy, or tough decisions, **we take responsibility together.**

#### What did this promotion mean to you?

Personally, this has always been my ambition, so in that sense, **it feels like a dream come true.** But once you're there, you just roll with it. What once seemed like the 'holy



**The philosophy is simple:  
if you grow as an individual,  
you'll grow as a professional.  
CARU offers opportunities for  
entrepreneurial people who  
want to take initiative and  
make things happen and get  
stuff done.**

grail' becomes part of the daily job. That said, it's still incredibly rewarding to contribute to CARU's future, a company I've loved working at for years and where I'm excited to drive further growth.

### **What do you want to contribute to CARU as Co-CEO?**

Having spent nearly 12 years at CARU, I've learned a lot from the company's founders, especially Rob Tromp, who has a clear vision on development, sustainability, and the CARU DNA. I see it as my role to keep that vision alive and ensure that we continue operating in a way that aligns with CARU's culture. Luckily, many colleagues share that same background, but from my position, I'll always be focused on ensuring we continue to do things "the CARU way."

### **How would you define the CARU DNA?**

CARU's DNA is all about **continuous development**, whether that's in people, business, or relationships. We believe that when multiple aspects of a company continue to evolve, overall performance improves. That's what drives us. Additionally, we expect a lot from our people, but we also want to give a lot back. We call that balance **"ownership"**, taking responsibility but always with the right alignment.

Employees have a lot of freedom, but it's essential that they have someone to turn to when making critical decisions. Another key part of our DNA is **building long-term relationships** with customers and suppliers. In our industry, you can keep doing short-term deals, but we believe that long-term decisions and strong relationships are the foundation for lasting success. Much of our growth comes from long-term partnerships. Finally, **quality** is always at the heart of what we do. Everything we do must meet high standards, that's an essential part of our DNA.



## **Inspiration and advice**

### **What is the most important lesson you've learned?**

One of the biggest insights I've gained is that every decision, both personal and professional, should be well thought out. Success doesn't happen overnight; it comes from consistently trying to make the right choices. It's important to think consciously about the direction you want to take in life: where you want to live, who your friends are, and how you develop yourself. If you want to get better at something, you need to actively work on improving and developing. Seize every opportunity that comes your way, even if it doesn't immediately fit your expectations. And be the kind of person who gets things done, even if it's not the most prestigious project. By demonstrating your ability to get things done and combining that with your personal development, you build a career that naturally accelerates.

### **What advice would you give yourself if you could go back to your first day as an intern?**

I still remember my first day at CARU. Rob Tromp

picked me up from university. **I was carrying a bright yellow backpack and wearing Ray-Ban sunglasses.**

In the car, he gave me some advice: put the sunglasses in your bag, button up your shirt, and don't carry a backpack if you want to be taken seriously. At the time, I barely knew Rob, but I followed his advice. Looking back, I realize that small details influence how others perceive you. Since then, I've always had a sort of "uniform" for myself, not overly formal, but consistent. That's something you learn along the way.

### **If I could give myself one piece of advice? "Enjoy the ride."**

I'm always focused on tomorrow, on the next step, and I don't take enough time to enjoy the moment. That forward-thinking mindset is valuable, but it can also be exhausting, for myself and those around me. I wish I had realized that earlier. But it's not that I've mastered it now!

### **Why is CARU a great place for young talent?**

At CARU, young professionals get opportunities that would typically take years to access in a corporate environment. We give people real responsibility and the chance to work on impactful projects early in their careers. We also have a generous training budget and are open to young talent and development. **CARU is a great place for young talent, but it has to be the right fit.** We are a lean organization with high revenue per employee, which means you sometimes get thrown in at the deep end. You need to take initiative, approach colleagues proactively, and follow through on tasks. I personally loved that, nobody telling me what to do all day, having the freedom to explore and find my own path. But we've also had talented individuals who needed more structure and found a better fit in a corporate environment.

**CARU offers opportunities for entrepreneurial people who want to take initiative and make things happen and get stuff done.**



# CIVIC ENGAGEMENT

At CARU, we believe in the power of collaboration and social responsibility. By actively participating in various initiatives and partnerships, we aim to make a positive impact on our community. Below is an overview of our collaborations and the reasons behind our involvement:



**Through these collaborations,  
we strive to make a positive  
impact on the world around  
us.**

[Introduction](#)

[Environment](#)

[Social](#)

[Governance](#)

[Contact](#)



## **Feyenoord**

CARU Containers is proud to partner with Feyenoord, strengthening our support for local sports and community spirit.



## **Excelsior Rotterdam**

As main sponsor of Excelsior Vrouwen and shirt sponsor of Excelsior Rotterdam, CARU drives talent development and innovation in women's football.



## **Ruben Godoy Junior Sports Club**

In Iquique, Chile, this football club offers children a place to grow and play. CARU proudly supports them with new uniforms, reinforcing our commitment to youth and community.



## **Stichting Vrienden van het Sophia**

We support Sophia Children's Hospital in funding vital projects for sick children and their families.



## **Stichting Gio**

Stichting Gio, founded by Giovanni van Bronckhorst, offers underprivileged youth better prospects, a mission CARU proudly supports.



## **JINC**

Connects disadvantaged youth with companies; CARU supports with guest lectures and internships



## **Golf Events**

We support the local community by contributing to Greenwich Autism Alliance and MSC Operation Smile, helping improve the lives of children.



## **Marathon**

CARU proudly sponsors the Rotterdam and Kruibeke Marathons, promoting sport, endurance, and a healthy lifestyle among colleagues and the community.



## **Haven Charity Gala,**

We support the Haven Charity Gala, where each edition highlights specific charitable causes, enabling us to create broader social impact within the port industry.



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