

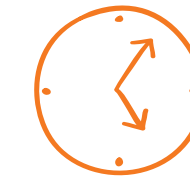
Impact story

# Sharing AI expertise for the greater good

In this tech-driven era, digital skills – especially around AI – are in huge demand. Driven by our commitment to make a contribution to society, colleagues shared their tech expertise during an AI Hackathon for Social Good.

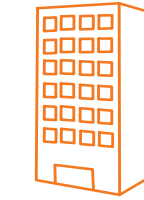


**35**  
colleagues  
volunteered



**552**  
volunteer  
hours

All data are 2024 figures



**5**  
organisations  
were helped



Our pledge to take responsibility for the well-being of the wider society expressed itself in a range of initiatives this year, enabling us to use our resources, expertise and reach to help communities achieve long-term, sustainable prosperity. The AI Hackathon, held on 30 September and 1 October 2024, pooled our tech talents to create lasting impact.

#### A tangible difference

In the true spirit of collaboration, our Community Investment team and Data Science Guild got together to support five charities in the Netherlands, developing solutions to improve the impact each has on society. Around 30 colleagues volunteered time and skills to work on different projects, broadening their perspectives on societal issues and making a tangible difference.

#### Tech-savvy solutions

Not all families are able to give their kids a treat on their birthday. One of the partners we helped was the Jarige Job Foundation, who step in and make that happen by giving such children a birthday box with all sorts of surprises, from ingredients to make a cake to decorations, gifts and treats to share at school. Our tech-savvy colleagues developed solutions that included calculating the savings from switching to sustainable decorations, and finetuning marketing efforts so they could reach more children.

#### Timely support

We also helped the Thuisgekookt Foundation, which brings meals to people who can't cook themselves. Colleagues developed a prediction model to improve the system for matching those who benefit from the service to the home cooks making the meals, enabling more, and better, matches. And we developed a solution for Young Impact, an organisation engaging young people in societal challenges such as climate change and equal opportunities, by creating a way to automatically search school websites for related initiatives.

#### Inspirational workshop

Other organisations we supported were Nationaal Ouderenfonds, dedicated to combating loneliness and other challenges among the elderly, and Tech Me Up, which helps people retrain for tech jobs. At the end of the year, the Data Science Guild and Community Investment team hosted a workshop to inspire other colleagues to host similar sessions in 2025, encouraging even more colleagues to make a contribution to society in this way.

Zdenka Pisacic, part of our Community Investment team: "I am really proud of our data science colleagues. At NN Group we believe in support beyond donations. The AI Hackathon shows how we can create real change for societal organisations through our expertise and resources."

**'Thanks to NN Group's help,  
we gained valuable insights that  
save costs and help us better reach  
families and children in need'**

Huib Lloyd, Director Jarige Job Foundation

