

Mission

The Stichting Green Unity aims to contribute to a sustainable and just world by promoting conscious consumption and supporting projects that protect people, animals, and nature. We do this by:

- Operating the non-profit platform Kyndly, an online marketplace for sustainable products.
- Donating all proceeds (after deduction of necessary costs) to carefully selected charities and social organizations committed to the environment, climate, and biodiversity.
- Raising consumer awareness about the consequences of overconsumption, greenwashing, and exploitation in global supply chains.

Main policy lines

1. Platform development: Facilitating and maintaining the Kyndly online platform.
2. Impact donations: Donating 100% of profits to recognized charities.
3. Awareness & education: Organizing campaigns and activities.
4. Transparency: Actively communicating our methods and results.
5. Continuity: Ensuring healthy operations for long-term effectiveness.

Board composition

- Laurens van Oers – Founder / Chair
- Frank van Oers – Board member

Remuneration policy

The board members do not receive any remuneration for their work. Any expenses incurred on behalf of the foundation may be reimbursed if demonstrably necessary.

Report of activities

In 2025, the following activities were carried out:

- The establishment and development of the Kyndly platform.
- Recruiting sustainable brands to participate on the platform.
- Building partnerships with social organizations and charities.
- Drafting policies and communications focused on transparency.
- Preparing campaigns and educational content on conscious consumption.

Financial Accountability – 2025

Income

Income	Amount (€)
Donations and contributions	0
Kyndly platform revenues	0
Other income	0
Total income	0

Expenses

Expenses	Amount (€)
Kyndly platform development costs	8,000
Communication & outreach	3,000
General expenses (Chamber of Commerce, admin)	500
Total expenses	11,500

Net result for the year: -11,500

In 2025, Stichting Green Unity was in its start-up phase. Expenses were incurred for the establishment of the foundation, Chamber of Commerce registration, the development of the Kyndly platform, and initial communication activities. No income was realized yet, as the official launch of the platform is planned for 2026. The deficit in 2025 was financed through contributions from the founder. From 2026 onwards, the foundation expects to generate revenues via the Kyndly platform. In line with its mission, all future profits (after deduction of necessary continuity costs) will be donated to selected charities.

Multi-year projection 2026–2028

Year	Income (€)	Expenses (€)	Result (€)	Donations to charities (€)
2026	50,000	20,000	30,000	20,000
2027	150,000	40,000	110,000	80,000
2028	300,000	70,000	230,000	180,000

The multi-year projection shows that from 2026 onwards, revenues are expected from the Kyndly platform. After deduction of necessary costs, a significant part of the results will be donated to selected charities, fully in line with the mission of Stichting Green Unity.