

# thegreenlist.nl

your go-to place for a sustainable lifestyle





# The greener lifestyle platform

*Thegreenlist.nl* is the go-to lifestyle platform for greener living and the largest social community for anyone looking to live more sustainably. We emphasize 'greener' because we want to inspire everyone to join us. Our goal is to show that sustainable living is both important and enjoyable, that you can still have just as many adventures and live well. We steer clear of preachy attitudes and the 'you're not doing it right' mindset. Our mission is to spark daily ideas for a more sustainable life. We do this through our website, social media, (e)books, newsletter, podcast, mainstream media, and by partnering with great brands.

We only share what we would personally recommend: to our friends, neighbors, family, and our loyal readers and followers. That's what makes us credible and sets us apart.

Since 2022, founder Saskia has regularly appeared on TV as a sustainable lifestyle expert, and as of May 2024, she is the resident columnist and sustainable travel reporter for the leading travel magazine *Columbus*.

*Thegreenlist.nl* is certified by [influencerregels.com](https://influencerregels.com).

Interested in collaboration?  
Drop me an email:

[saskia@thegreenlist.nl](mailto:saskia@thegreenlist.nl)

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# Taste-makers

At [thegreenlist.nl](http://thegreenlist.nl), we curate daily inspiration for a more conscious and enjoyable lifestyle. As trendsetters in sustainable living in the Netherlands, we bring together the best: original ideas, practical tips, and surprising solutions. Our goal? To show everyone that living greener not only feels good but is also a lot of fun!



# Who we are

*Thegreenlist.nl* is enthusiastic, positive, and action-oriented. We speak from our expertise and experience, always avoiding the impression that we know better because, truth be told, we don't. However, we love thinking in solutions, bursting with great ideas and fun tips to inspire and entice our readers.

*Thegreenlist.nl* is a community, your green companion. That's why we specifically highlight ideas and tips from others, including our readers and followers, giving them a platform to connect as many people and ideas as possible.

In an (online) world saturated with (in our view: instrumental) sustainable content, and where robots can generate uninspired articles within seconds, *thegreenlist.nl* distinguishes itself with a new, fresh hue of green in the sustainable media landscape.



# Our DNA

- We are a journalistic lifestyle magazine, creating content across the entire spectrum of sustainability.
- We don't criticize anyone and encourage every idea and every step.
- We are solution-oriented and always have good ideas and solutions. Not everyone will agree with us, but in our opinion not every idea needs to be perfectly green. Choosing significantly less meat or opting for a non-industrial piece of meat, we consider that a win too.
- We understand that sustainability is a complex concept encompassing issues such as climate change, environmental pollution, overconsumption, resource scarcity, animal welfare and inequality. We strive to explain as clearly as possible in which areas and how things can be a more sustainable choice. In our view, things can already be a good idea if they address one or several of these major problems.
- Our content is cheerful, and our articles are lively and well-written. We want you to feel excited about sustainability. We are your green companion. That's how we write. No robot can replicate that.
- We don't like nonsense. We conduct thorough research and use reliable sources, which we always cite.
- While we certainly address those already on board with sustainable living, our primary goal is to inspire those who are not quite there yet.
- We step into the world of our readers. We don't talk in lofty terms; instead, we make subjects tangible and relatable. We love clear examples and recognizable daily situations.

# Green with a bite

- We're self-aware; nobody lives perfectly sustainably. Those who claim otherwise, we find less credible and not particularly friendly.
- We steer clear of no-brainers because, by now, everyone knows that 'buying second-hand more often' is better for the planet. We take the next step and provide you with original ideas on *how* to do that.
- We reject sustainable jargon. Impactful? In the green bubble, it might be widely known, but outside, people have no clue. We prefer 'harmful to the planet' or 'a negative influence.'
- Our day is a success if we've managed to inspire just one person to make a different (better) choice.



**Hi! My name is Saskia Sampimon-Versneij, and I am a sustainable lifestyle expert and the founder of [thegreenlist.nl](http://thegreenlist.nl).** I am also the author and publisher of the most enjoyable sustainable lifestyle book: *NIKS NIEUWS (Nothing New)*, as well as various e-guides, including the No Buy Fashion Guide and a sustainable bookkeeping guide.

What began in 2020 as a personal quest for a more sustainable life has grown into the premier sustainable lifestyle platform in the Netherlands. A dream come true for me as a journalist and content creator! Together with my amazing editorial team, I aim to inspire as many people as possible to make more sustainable choices.

The time I have left, I prefer to spend with my family. I am married to David and the mother of Frank (2015). Together, we explore how we can live more sustainably.

Interested in collaboration? Drop me an email:  
[saskia@thegreenlist.nl](mailto:saskia@thegreenlist.nl)

**Nice to meet you!**



**Target audience**  
**Women**  
**aged 25-64**



# Our readers & followers

***Thegreenlist.nl is for everyone: deep green, light green, and not green at all. However, we particularly focus on women aged 25 to 65 who are interested in a more sustainable, conscious, and enjoyable lifestyle, or those exploring their options.***



- 89% of our Instagram followers are women, mostly aged between 35 and 54.
- On our other channels, we see a more mixed audience.
- Nearly all our Insta followers are from NL (88%) or BE (8%).
- They often live in the Randstad region. Top 5 : Amsterdam, Utrecht, The Hague, Rotterdam, Haarlem.
- They're looking for tips on how to live more sustainably and joyfully.
- They often find sustainability complicated and appreciate that we do the research for them.
- If their budget allows, they're happy to spend a bit more on good, honest products.
- But... they also love second-hand bargains and clever lifehacks.
- They have great taste when it comes to fashion, interiors, (veggie) food, going out, and travel.
- Authenticity matters more to them than polished pictures and slick talk.
- New: the website is now available in English and German, which is helping our community grow internationally.

**Reach per month:**

**1.750.000**

**Impressions per month:**

**4.200.000**

The figures are based on reach and impressions or views over a 28 or 30-day period on Instagram, LinkedIn, Facebook, TikTok, YouTube, website, newsletter, and Pinterest.

## LINKEDIN

**Followers: +10.000**

**Reach per post: ~3.000 (2.000-15.000)**

**Impressions per month: ~367.500**

**Reach per month: ~185.188**

## TIKTOK

**Followers: +3.971**

**Reach per post: ~1.000 (800-100.000)**

**Impressions per month ~396.000**

**Viewers per month: ~303.000**

## YOUTUBE SHORTS – NEW

**Reach/ impressions per month: ~31.000**

## PINTEREST

**Impressions per month: ~123.000**

**Reach per month: ~86.000**

## PODCAST

**Downloads: 14.000**

**Listeners per episode: ~1.500**

## INSTAGRAM

**Followers: +64.000**

**Likes post: ~300-600**

**Engagement per post: ~5%**

**Reach post: ~30.000 (10.000-50.000)**

**Reach/ impression reel: ~40.000**

**(between 20.000-500.000)**

**Impressions per month: 2.800.000**

**Reach per month: 823.000**

**View story: ~2.500 (1.500-5.000)**



## WEBSITE

**Unique visitors per month: ~40.000**

**Page views per month: ~60.000**

**Expected unique visitors in 2026: +600.000**

**With 688 search terms ranking in Google's top 5**

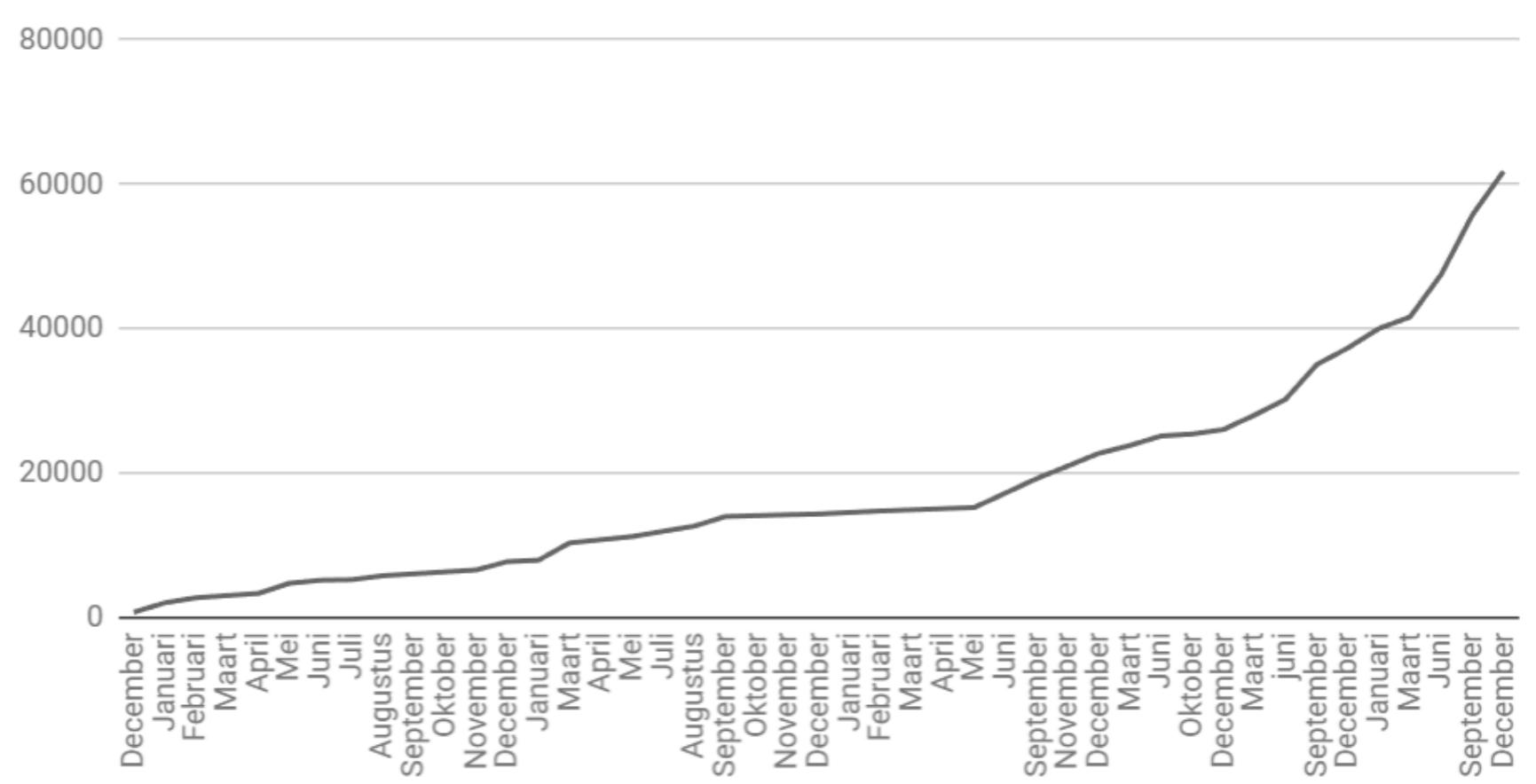


## NEWSLETTER

**Subscribers: +5.000/ Open rate: 50-60%**

# Stats

Groei following Instagram



# Topics & Mediamix

**TWEEDEHANDS**

**SECONDHAND**

**REUSE**

**ZERO WASTE**

**DIY**

**REPAIR & UPCYCLE**

**GROCERIES**

**COOKING & RECIPES**

**SUSTAINABLE FASHION**

**OUTINGS & VACATION**

**CITYLIFE & RESTAURANTS**

**BEAUTY & CARE**

**HOME & INTERIOR**

**HOUSEHOLD**

**WORK & ENTREPRENEURSHIP**

**HEALTHY LIVING**

**CHILDREN & PARENTING**

**MINIMALISM**

**PRODUCT REVIEWS**

**GARDENING**

**ANIMALS**

**SOCIAL INITIATIVES**

## INSTAGRAM FIRST VIDEO CONTENT



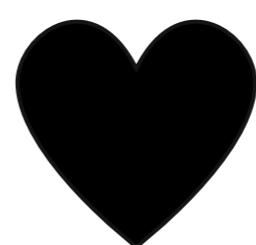
With socials shares on **TikTok, LinkedIn, Facebook & YouTube Shorts.**



## PODCAST



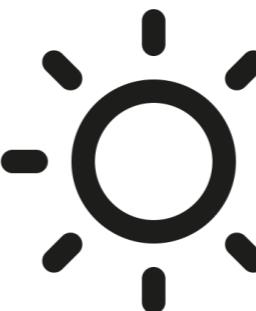
Every Friday a new episode in your favorite podcast app (ON A BREAK).



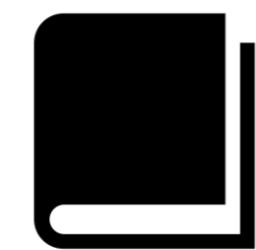
## PINTEREST



Pins to inspire greener living ideas.



## (E)BOOKS



Author and publisher of (e)books.



## NEWSLETTER



A weekly newsletter featuring sustainable tips, useful discounts, and greener giveaways.



## ONLINE MAGAZINE (WEBSITE)

5 times a week an article from the editorial team.

## GREENLIST FAVORITES

3-4 times a year, an online edition featuring must-haves for spring / summer / autumn / winter / the holidays.

## TRAVEL JOURNALIST & COLUMNIST

Columnist and travel reporter for *Columbus*, *NS Dagje Uit & In Eigen Land*.

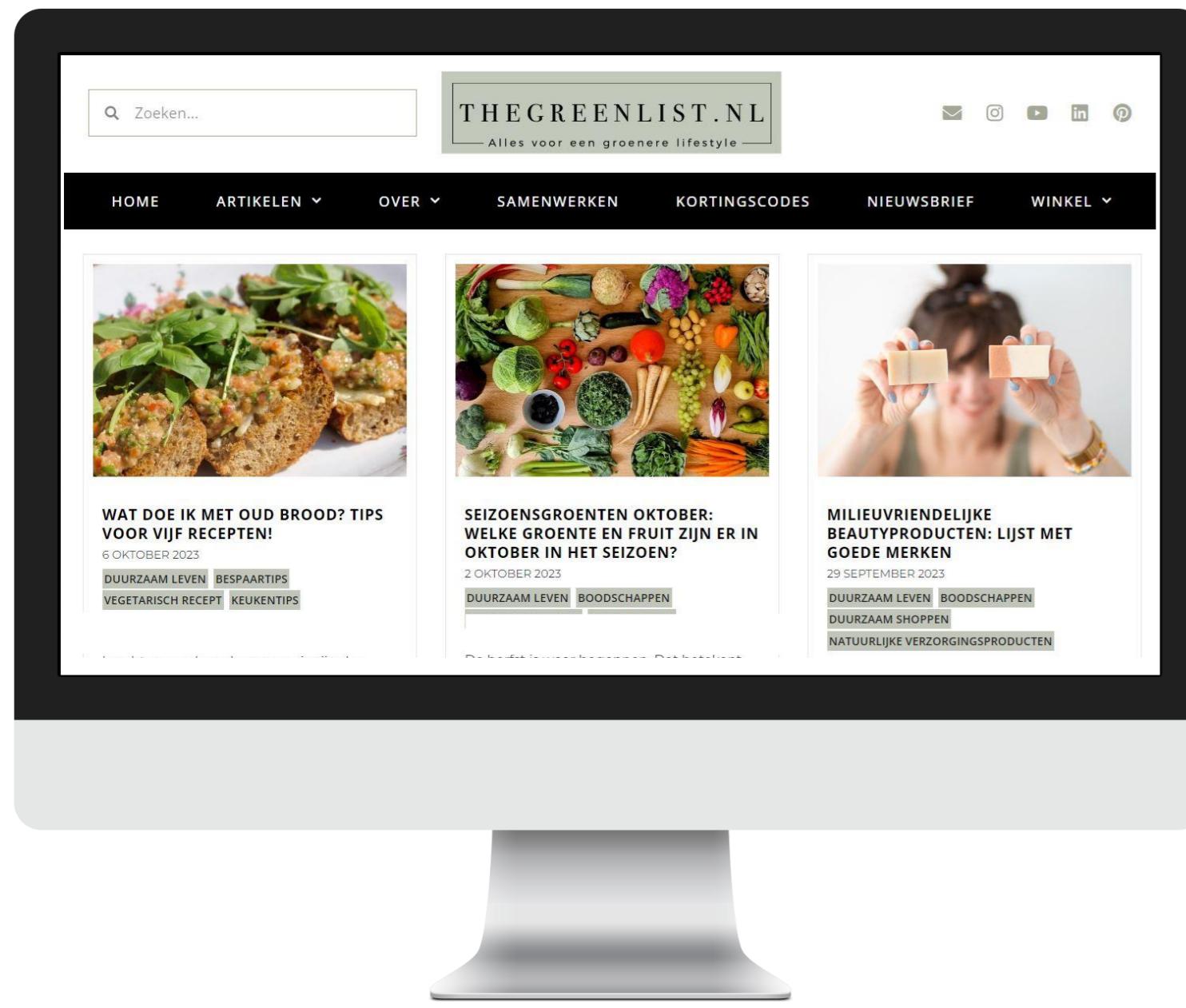
## TV

Sustainable lifestyle-expert for editorial and branded content TV features.

## CREATIVE AGENCY

Content production for brands and publishers.

# Touch points



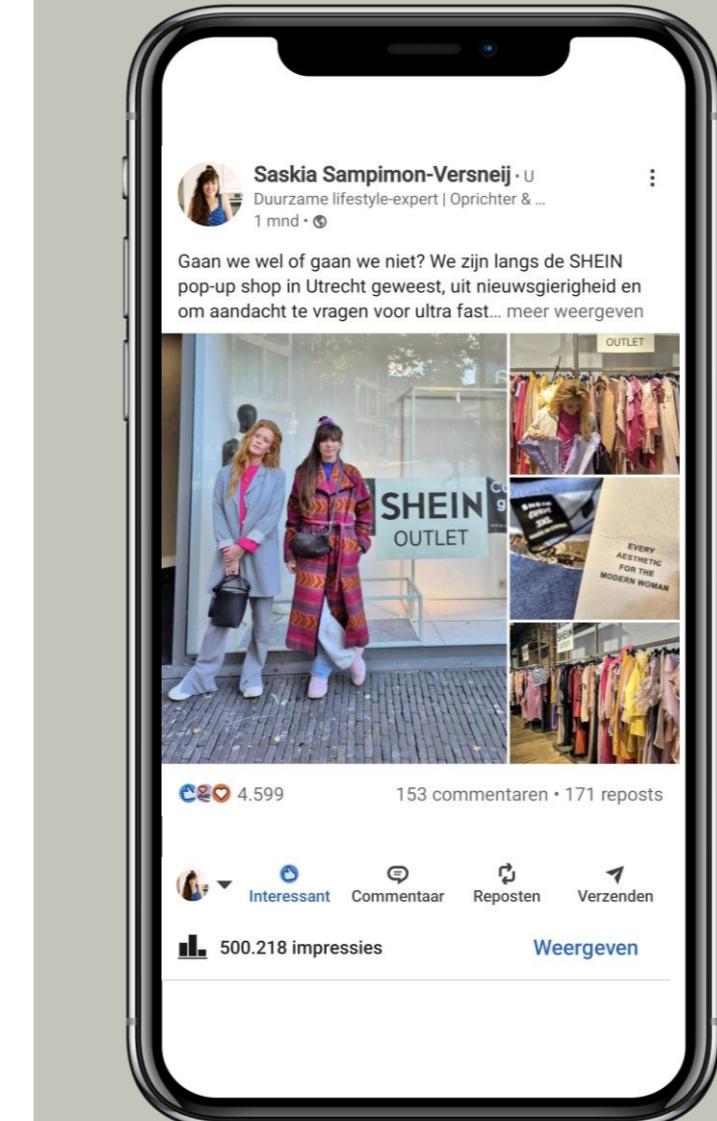
ONLINE MAGAZINE (SITE)

## INSTAGRAM

Facebook, TikTok & Shorts



## LINKEDIN



## NEWSLETTER



## PINTEREST



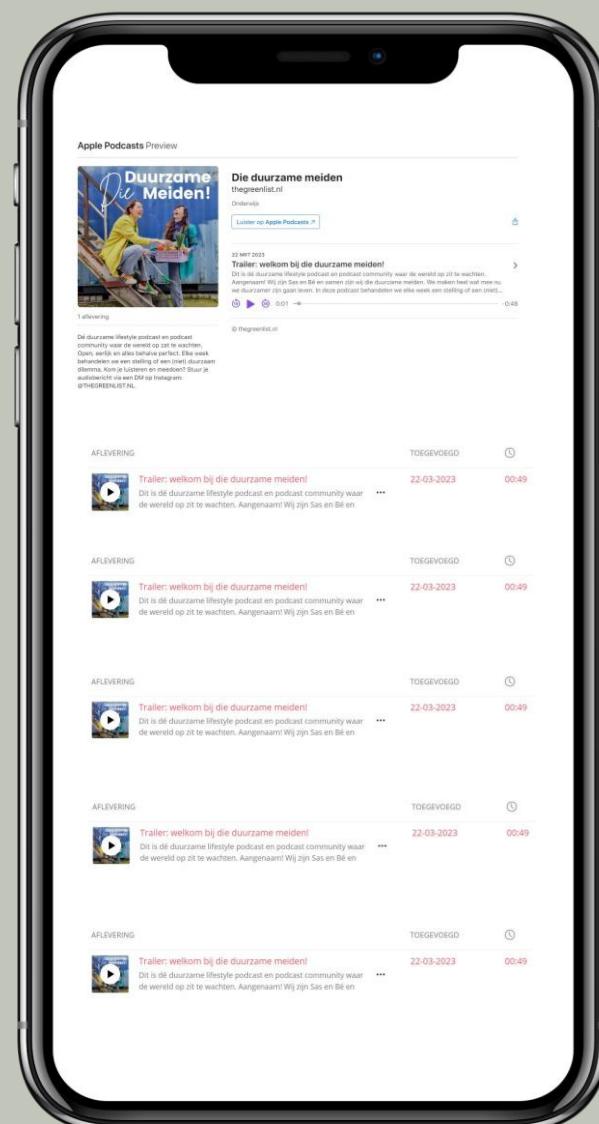
## (E)BOOKS

### NO BUY fashiongids



De leukste kleding koop je niet, die is er al

Een uitgave van thegreenlist.nl



## PODCAST

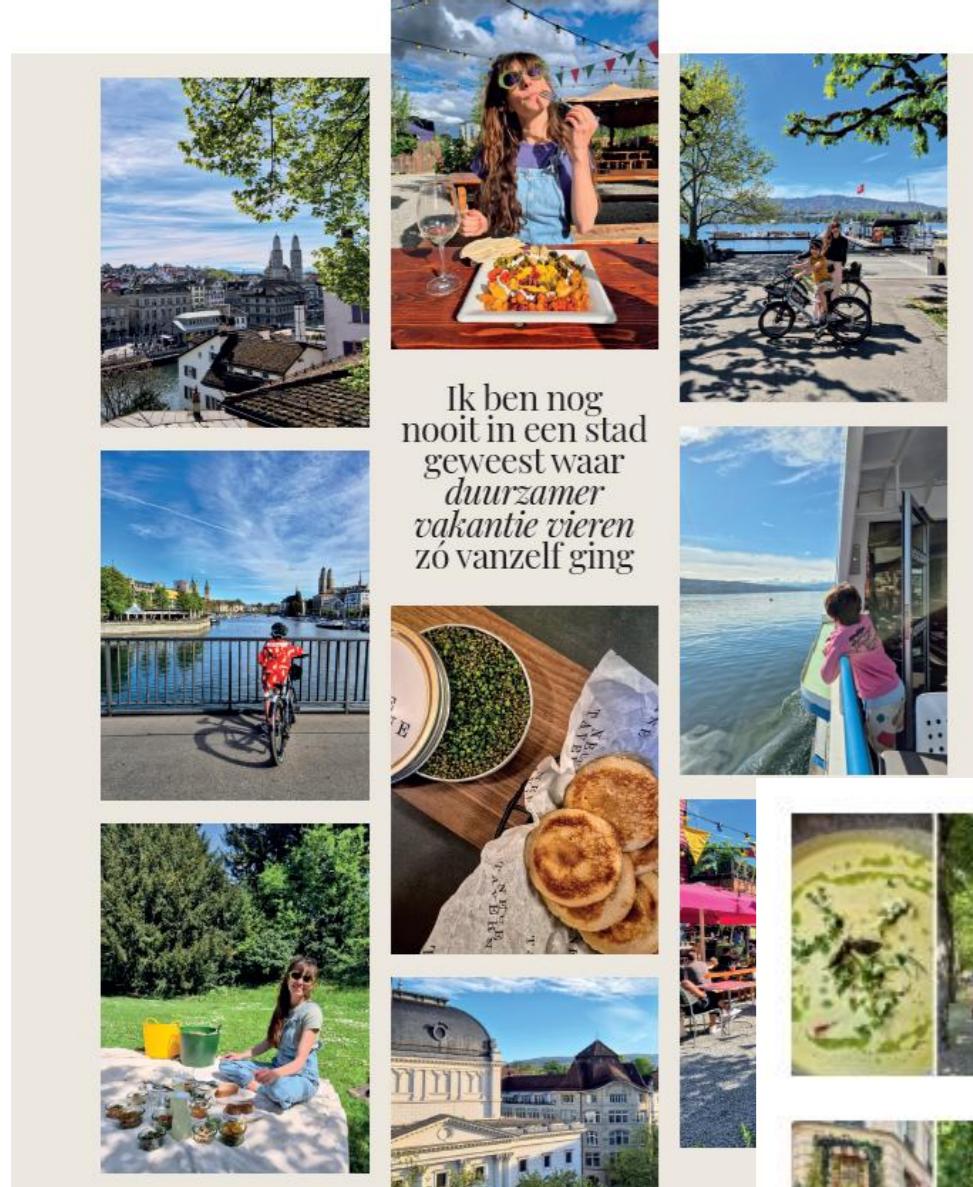


## MAINSTREAM MEDIA



# TRAVEL REPORTER & COLUMNIST

## Dagboek van een duurzame reiziger



Saskia Sampimon-Verschuer van [thegreenlist.nl](http://thegreenlist.nl), een online lifestylmagazine en Instagram-community over duurzaam leven, toont aan dat je je reis juist verrikt door groene(re) keuzes te maken. In deze editie tippt ze Zürich als de stedentripbestemming voor de duurzame reiziger.

### HOOFDSTUK 9: De ultieme groene stedentrip

Iedereen die nog op zoek is naar een gevleidige bestemming voor een stedentrip zonder massatoerisme, die makkelijk bereikbaar is zonder vliegtuig, waar je voorzichtig gratis fietsen kunt lenen, moet Zürich op zijn bucketlist zetten. Een stad aan het water, met een levendige buitencultuur en verrassend veel duurzame en zowel vegetarische als veganistische eetplekken. Ik nomineerde Zürich dan ook als de stedentrip voor de duurzame reiziger. Ik ben nog nooit in een stad geweest waar duurzamer vakantie vieren zo vanzelf ging!

GA TOCH FIETSEN  
We Zürich, schaamde ik dat ik de duurzame vakantie vilt vieren: het goede openbaar vervoer en de fiets. Koop een Zurich Card (ongeremd circa € 60 voor volwassenen en € 40 voor kinderen) en je kunt 72 uur lang gratis gebruikmaken van tram, bus, trein én boot – en je krijgt ook nog eens gratis toegang tot allerlei musea en leuke uitjes. Wij boften met prachtig weer en je merkten verliefd op wonde. Niet omdat er één grote trekkhoes is waar je per se heen moet, maar juist omdat de stad op zoveel plekken verrast. Overal langs je de échte Zürich-avantuur. Geen bedachte prettelozingen of toenseutjes met 'ambachtelijke' chocolade, gewoon het echte leven. En dat maakt deze stad zo bijzonder.

GROENE JUWEELTJES  
Ook als je groen houdt, zit je in Zürich goed. Langs het Zürichmeer kun je eindeloos wandelen, relaxen in het gras of een frisse duik nemen – met de Alpen als decor. Langs de rivier de Limmat zijn er verschillende leuke fenomenen in Zürich. Ook bij Tihls, een vegetarische buffetketen die je in de hele stad tegenkomt, schep je bord vol, van ontbijt tot laat op de avond, en reken je af per gewicht. Mijn conclusie: wie Zürich ontdekt, wordt er een beetje verliefd op. Normaliter ben ik iemand die het in een stad na een paar dagen wel gezien heeft, maar in

DUURZAAM LEKKER  
Laat de Italianen en Fransen het maar niet horen, maar het eten in Zürich is echt een tien uit tien. Je vindt hier verrassend veel verfijnde, duurzame restaurants zoals The Artisan en Neus Taverne, die smaken op tafel toveren die niet vaak meemaakt. Maar wat we ook opvallen: zelfs in de 'gewone' restaurants is er altijd voldoende en goede vegan(n) keuze. Een must voor je bucketlist is Haus Hilt, het oudste vegetarische restaurant ter wereld. Sinds 1898 een begrip en nog steeds de plek in hartje Zürich als je vegan(n) en smakvol wilt eten. Soviezo zijn vegetarische buffetten een groot succes in Zürich. Ook bij Tihls, een vegetarische buffetketen die je in de hele stad tegenkomt, schep je bord vol, van ontbijt tot laat op de avond, en reken je af per gewicht.

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122K

### Leeuwarden 7 tips



### PARIJSTIPS VOOR EEN DAG IN SAINT-GERMAIN-DES-PRÉS

17 MEI 2025

Saint-Germain-des-Prés is een van de populairste buurten van Parijs – en dat merk je meteen op plekken als Rue de Buci. Een straat vol klassieke

### PARIJSTIPS: EEN DAG IN OBERKAMPF

17 MEI 2025

Oberkampf is het creatieve zusje van Le Marais. Iets rauwer, een tikkeltje Berlijns, maar met die typische Parijse charme. Je vindt er street art op

### PARIJSTIPS VOOR EEN DAG IN HET ZEVENDE ARRONDISSEMENT

17 MEI 2025

Het zevende arrondissement van Parijs? Daar hoeft je eigenlijk niet veel woorden aan vuil te maken. Want: de Eiffeltoren. Alleen daarom al is dit stukje

### PARIJSTIPS VOOR EEN DAG IN LE MARAIS

17 MEI 2025

Le Marais is één van de populairste buurten van Parijs. En terecht. De wijk is prachtig, charmant én verrassend groen. Je vindt er historische pleinen,



643K

## Dagje uit in Londen



### Ontdek een verborgen stadsoase

Bij een groene citytrip denk je niet snel aan het financiële district, met zijn wolkenkrabbers, drukke verkeer en haastige zakenlui die met hun Starbucks-koffie van of naar hun werk hollen. Toch vind je juist in 'The City' verrassende groenvoorzieningen. Een verborgen parel is [St. Dunstan in the East Church Garden](#), een middeleeuwse kerk die in de Tweede Wereldoorlog werd verwoest. In plaats van wederopbouw, besloot men in de jaren zeventig de natuur zijn gang te laten gaan en de ruïnes te laten overwoekeren. Het resultaat? Een serene oase met klimop, bloemen, vogels, eekhoorns en bankjes waar je volop kunt genieten van de rust. Kortom: één van de zeldzame plekken in de stad waar de telefoon nog in de broekzak blijft. St. Dunstan is dagelijks gratis te bezoeken tot 19 uur.



# Collaborate

**Do you want your sustainable brand story and/or product featured on one of the channels of *thegreenlist.nl*? Whether it's in the online magazine, on social media, in the podcast, in print, in an e-book, at your company, or even on TV, it's all possible! We love brainstorming creative and impactful ideas that stick. And, of course, in the unique, lively, and informative style that is characteristic of *thegreenlist.nl*.**

## **(VIDEO) REPORTER**

At *thegreenlist.nl*, we bring stories to life. Whether it's a behind-the-scenes look at a factory, a sustainable shop, or a festive event, we make sure the story not only makes sense but also inspires. From script to social video or an engaging article: we create a report that conveys your sustainable message clearly and appealingly, with attention to fun details and accessible to everyone.

## **CAMPAIGNS & PARTNERSHIPS**

Ideally, we'd form a long-term team with you, combining all channels (including yours) for an unstoppable green wave.

## **SOCIAL ACTIVATION**

Personal, honest, colorful, and humorous: that's what sets *thegreenlist* style apart in the green landscape. Saskia loves devising an approach that informs, entertains and captivates.





### **BRANDED ARTICLE**

A review of your product, a feature on your company, or an in-depth interview about your sustainable mission? It's your call! The editorial team is ready to craft a compelling, tailor-made story that remains easily accessible forever.

### **AGENCY**

We're excited to get to work for you, bringing our refreshing dose of green to your channels. Got an exciting project? We have a wide network of sustainable content creators: writers, video reporters, podcasters, photographers, designers, illustrators, influencers, UGC creators, and social reporters... You name it!

### **TALK GREEN**

Saskia loves to take the stage for a talk about her green journey. This can be a solo presentation or in collaboration with others. We have a vast network, predominantly consisting of women, who also contribute to a better planet. We're eager to form a team for an inspiring session.

# Meet the team



SASKIA



KIRSTEN



LAURI



MELANIE



CORINE



FLEUR



KATJA



DAVID

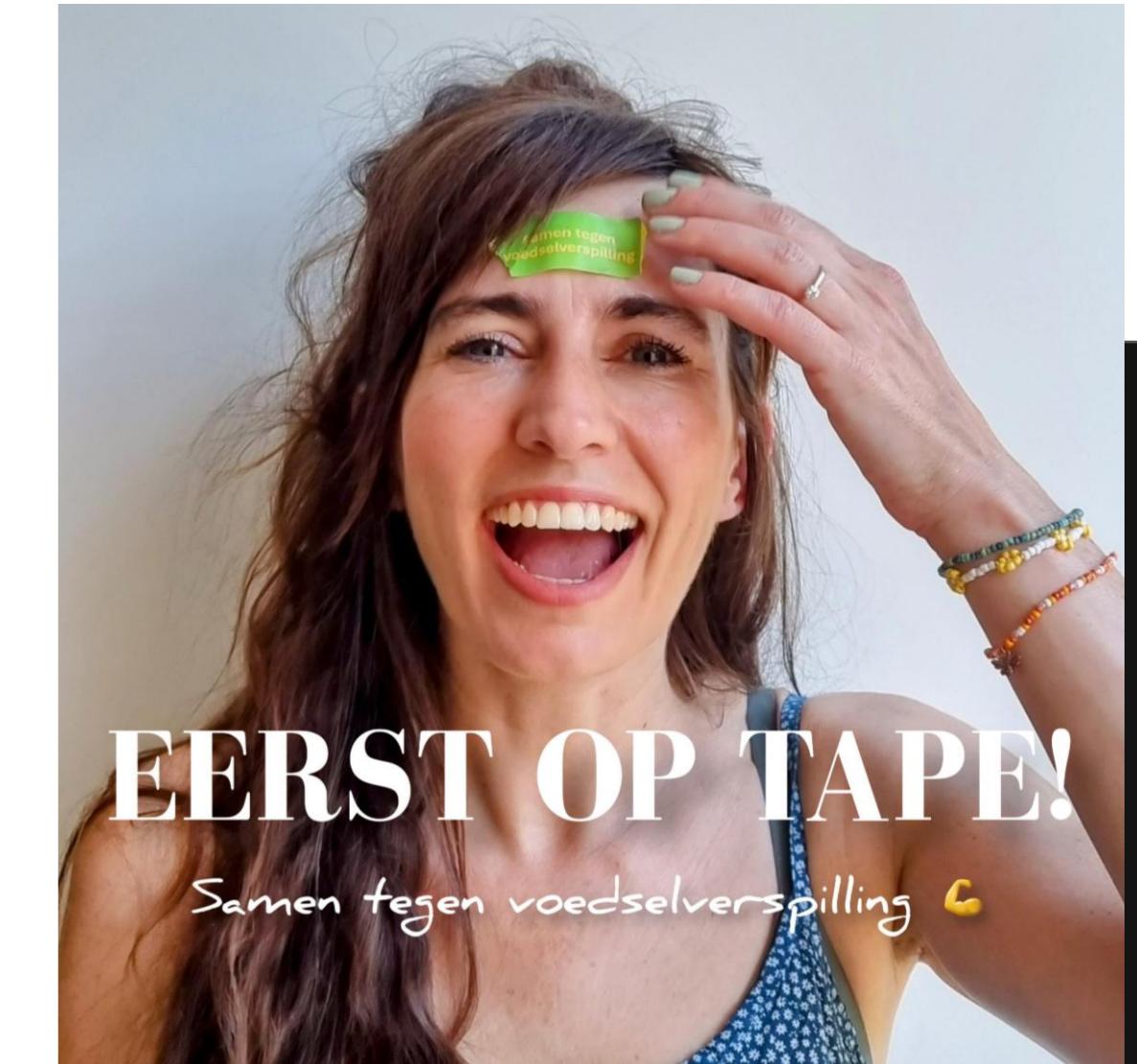


ANNE

# Portfolio

ALTER ECO  
ASC & MSC  
ARMEDANGELS  
ARTIS  
ATOUT FRANCE  
BEVER  
BIG GREEN SMILE  
BLOOMON  
BUILD YOUR DREAMS / LOUWMAN  
CENTER PARCS  
COLUMBUS MAGAZINE  
COSH!  
CRISP  
DE HOGE VELUWE  
DELA  
DILLE & KAMILLE  
DISNEY  
EFTELING  
EINDHOVEN 365  
EKO  
ENECO  
ENERGYFLIP  
EPSON  
EUROPESE UNIE  
FAIRPHONE  
FAIRTRADE NEDERLAND  
FAIRTRADE ORIGINAL  
FOOD FOR SKIN  
FORD  
FRUITMASTERS  
GREENCHOICE  
GROHE  
HET GOED KRINGLOOPWARENHUIZEN  
HOLLAND & BARRET  
HUTTOPIA  
IN APELDOORN  
INNOCENT  
JUNGLÜCK SKINCARE  
KING LOUIE  
KRINGLOOP NEDERLAND

LANDAL  
MARCEL'S GREEN SOAP  
MARKTPLAATS  
MEET IN FREISLAND  
MEPAL  
MILIEU CENTRAAL  
NESTLÉ  
NIU  
NS  
OXFAM NOVIB  
PHILIPS  
PRINCESS TRAVELLER  
REPEAT  
RSPO  
STATIEGELD NEDERLAND  
STEDIN  
SUSTAINABLE FASHION GIFT CARD  
STAYOKAY  
STOOV  
TERRASANA  
THE BODY SHOP  
TONY CHOCOLONELEY  
RAINFOREST ALLIANCE  
UNILEVER  
VANDEBRON  
VERENIGING AFVALBEDRIJVEN  
VERKADE  
VERPACT  
VISIT GRONINGEN  
VISIT NETHERLANDS / NBTC  
VISIT TILBURG  
VISIT WADDEN  
VISIT ZÜRICH  
VISIT ZWOLLE  
VOEDINGSCENTRUM  
WILDING SHOES  
WADDENVERENIGING  
WECYCLE  
ZEEMAN



# Backstory

In 2019, I made the shocking discovery that if everyone in the world lived like me, we would need over four Earths each year. Four Earths?! That had to change. I had to change!

So, I began researching how I, as an average consumer, could lead a more sustainable life. I approached it as a journalistic project from the start. Everything I learned and encountered; I've been sharing on my website and social media ever since. Soon enough, I gained many followers and readers. Fast forward: *thegreenlist.nl* has now evolved into a sustainable lifestyle platform, my business, where I, along with an enthusiastic team, work on a daily basis.

With my positive and open approach, I hope to engage in the right conversations with my followers and readers so that we can learn from each other. And it's working. With the largest greener social community in the Netherlands, there's a cool solution for every problem. Together, we know so much! And it's precisely those original ideas that get a spotlight.

The success of *thegreenlist.nl* has led to appearances as a sustainable lifestyle expert on TV programs such as *Koffietijd* and *Eigen Huis & Tuin: Lekker Leven*, as well as a regular column in the leading travel magazine *Columbus*.

Initially, I thought my quest for a more sustainable life would be a practical task of finding alternatives. But it turned out to be much more than that. For me, it's a journey towards a more meaningful life. It's about slowing down, discovering who you are, and what truly matters to you. Realizing this, I've become a happier person. I'm more content and concluded that aiming for less gives you more: more time, more attention, more quality in life. In short, I highly recommend this lifestyle to everyone!

Love, Saskia



**‘WE WANT TO  
SHOW THAT  
LIVING MORE  
SUSTAINABLY IS  
BOTH IMPORTANT  
AND FUN!’**