



Analytics for a Better World



2025 ANNUAL REVIEW



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Thank you!

A GROWING COMMUNITY FOR DATA-DRIVEN IMPACT

Analytics for a Better World (ABW) is a non-profit organization that collaborates with mission-driven organizations worldwide to use cutting-edge analytics and data science to maximize their impact. Founded in 2022 by the University of Amsterdam (UvA) and ORTEC, ABW harnesses academic and industry expertise to bridge a crucial gap. While analytics and AI have revolutionized business, their transformative potential for social good remains untapped mainly in the nonprofit sector.

What are we trying to achieve?

By 2035, we will have created a worldwide movement, where every non-profit can harness the power of analytics and AI to deliver transformative, scalable impact on society's biggest challenges, accelerating progress towards the SDGs, and improving the lives of hundreds of millions.



IMPACT HIGHLIGHTS

\$4B & 5 YRS

current estimated budget and time for the Ocean CleanUp to clean the Great Pacific Garbage Patch

\$100K

saved fundraising budget reallocated by AMREF Health Africa in health projects

%50

more plastic that can be collected by the Ocean CleanUp



new partnerships with sustainable and scalable impact on underserved communities in countries such as Lebanon, Pakistan, Nigeria, Kenya

8

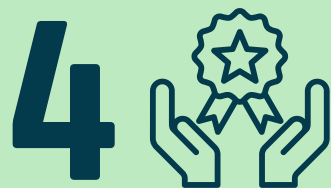
SDGs' progress advanced through the ABW community programs and projects (SDG 1, 2, 3, 4, 6, 13, 16, 17)

5 MIN

current runtime for the PISA toolkit enabling accurate large-scale distance computations for essential services accessibility for millions



FROM SCIENCE TO IMPACT IN NUMBERS



4
AWARDS



13
ATTENDED RESEARCH
EVENTS



210
STUDENTS IN ABW
COURSES AT UVA & MIT



24
EXTERNAL RESEARCH
COLLABORATORS



20
RESEARCH PROJECTS

3

NEW FLAGSHIP
INITIATIVES



7
ACADEMIC PARTNERS



16
MISSION-DRIVEN
PARTNER ORGANIZATIONS



13
INDUSTRY PARTNERS

SCALING OUR IMPACT THROUGH REFINED FOCUS IN 2025



With 4 years left until 2030, 50% of the Sustainable Development Goals (SDGs) are still progressing too slowly. Given that only 18% SDGs on track, the question arising is how can we turn these challenges into opportunities?

By sharpening our focus for the 2025-2028 period, we aim to be part of the solution. Our strategy “[Analytics to Amplify: Unlocking the Potential of Data for Global Impact](#),” and [Theory of Change](#) provide a clear path forward. They help us focus on where we can contribute most: unlocking the power of analytics and AI to help organizations drive meaningful, sustainable, and scalable impact.

Our vision is not a dream, but a reality that can be achieved (1) if mission-driven organizations are given access to usable tools & an active learning community, (2) and if they receive hands-on training, mentorship, & analytics application support from the community. Then they will strengthen the internal capacity to adopt and apply analytics effectively, which will lead to efficient operations, more strategic data driven decision-making, and improved service delivery, and ultimately accelerate progress on the SDGs as they can advance their cause with more impact, using fewer resources reaching impact at scale.

At the root of the systemic change are the projects carried out through impactful partnerships that aim to advance the progress towards the SDGs. Impact projects such as those with Médecins Sans Frontières (on creating a simulation model for warehouse policy impact) or The Ocean CleanUp (on an optimized ocean cleaning timeline from 10 to 5 years and with costs from \$7.5B to \$4B) prove how meaningful partnerships have catalyzed our strategic goal of turning data into real-world impact.

In 2025, we decided to broaden and deepen the impact of the ABW Fellowship by branching it into two new flagship initiatives, namely, the Impact Accelerator Program, and the Changemakers Academy. Additionally, we re-launched the research-focused Science to Impact webinars. These three developing initiatives are critical in helping us advance our strategy and theory of change – turning data into impact, enhancing and expanding analytics capacity in mission-driven organizations, as well as activating a global movement for analytics for good.

Analytics for a Better World

Impact Accelerator Program



ABW VOLUNTEERS

The ABW Impact Accelerator Program is a gateway to expert networks, tools, and trainings designed to accelerate progress toward the SDGs through data and analytics. The Program unlocks the potential of analytics for mission-driven organizations, to amplify impact for the SDGs. It offers two tracks (1) direct problem-solving through analytics and AI, and (2) sustainable capability strengthening by embedding data science into organizational strategy and operations. Moreover, a third optional research track was offered under the lead of ABW’s Science-to-Impact Director, Professor Dick den Hertog. Therefore, innovative solutions can gain a wider reach and be further developed through collaborations with the academic community.

By participating in the ABW Impact Accelerator, mission-driven organizations are strengthening their self-sufficiency in data and analytics. Moreover, they are creating sustainable and scalable solutions that drive measurable impact while embedding data-driven decision-making into their organizational DNA. Having started at the beginning of 2026, the extensive groundwork for the inaugural cohort of the Impact Accelerator Program was executed in 2025. As part of the selection process, five mission-driven organizations were selected from dozens of applicants to accelerate their impact on urgent global challenges related to the SDGs. Through the ABW Impact Accelerator Program, Amref Health Africa, the Fleet Forum Association, the InfoNTD Consortium, composed of No Leprosy Remains Nederland and Sightsavers, Archivi.ng, and Teach the World Foundation have started working directly with world-leading data and AI experts, such as ORTEC, OMP, EY, and ProRail.

ABW’s PhD candidate and Program Selection Committee Member, Ir. Britt van Veggel, expressed her confidence in the program by emphasizing its cross-pollination learning aspect: **“We aim for solutions to be open source so they can be adapted by other nonprofits facing similar challenges. All results will be shared, catalyzing change on a wider scale.”** While all five organizations work on different SDG-related challenges (SDG 3, 4, 6, 13, and 16), the program underscores shared knowledge creation so that they can build solutions based on each other’s learnings and challenges, accounting for the impact and progress they can create across inter-related SDGs.



Analytics for a Better World

The Changemakers Academy



The Changemakers Academy is a free, open learning community designed to democratize access to data, analytics, and AI education for the global non-profit sector. Hosted on Circle, the Academy brings together mission-driven professionals to strengthen their technical capacity while fostering a collaborative ecosystem for collective sustainable and scalable problem-solving. The Academy offers three foundational massive open online course pathways:

INTRODUCTION TO GEOSPATIAL DATA



designed based on the sessions delivered by van Veggel during the 2024 Fellowship edition and further developed by Sanne van den Bogaart (Data Scientist at Pipple).

THE OF ART OF OPTIMIZATION



built throughout the three editions of the fellowship by our Science to Impact Director, Prof. den Hertog with the ORTEC Chair for Analytics for a Better World, Prof. Joaquim Gromicho, and the ABW Head of Technology, Ir. Parvathy Krishnan.

STORYTELLING WITH DATA FOR NON-PROFITS



delivered by ORTEC during the three Fellowship editions, and broadened through the Academy.

In 2025, the courses were designed and created with the purpose of building practical, impact-ready skills using open-source tools and real-world case studies from organizations like Médecins Sans Frontières, the World Food Programme, and the World Bank. Launching in the fall of 2026, members will be able to earn certifications as they progress through self-paced courses, validating their expertise in geospatial analysis, data storytelling, and prescriptive analytics.

Beyond structured courses, the platform will serve as a vibrant hub for cross-pollination learning – featuring live problem-solving with Q&As. It will include discussion forums where members can share challenges and solutions, stay informed about relevant events, opportunities for skills development and grants, and access curated repositories of open-source tools and data banks. The Academy's aim is to nurture a global network of data-literate changemakers. They will be able to leverage analytics and AI to design sustainable and effective solutions, communicate impact compellingly, optimize limited resources, and ultimately accelerate progress toward the Sustainable Development Goals – all while upholding rigorous standards of ethical practice, equity, and community-driven innovation.



UNLOCKING IMPACT WITH THE POWER OF PARTNERSHIPS & DATA: HIGHLIGHT PROJECTS



THE IMPACT ACCELERATOR PROGRAM DREAM-TEAM.1: THE FLEET FORUM ASSOCIATION AND ORTEC

Advancing SDG 13 – Climate Action – in an innovative manner, Fleet Forum, together with ORTEC, has started piloting an Interagency Mobility Plan in Lebanon to accelerate the humanitarian sector's shift from car-centric transportation to sustainable mobility planning. The challenge as presented by Fleet Forum: the humanitarian sector relies heavily on car-centric models for daily operations, with virtually no consideration of alternative modes such as walking, cycling, public or informal transport.

Staff commuting between home and office is rarely factored into organizations' mobility burden, and there is insufficient cooperation and coordination around mobility issues. While data on organizational mobility demand exists, it is underutilized for informing sustainable, evidence-based decisions about optimal transportation modes beyond defaulting to cars. Finding a solution began by establishing a mobility dashboard that captures a baseline snapshot of participating organizations' transport demand, assesses transport costs, and overlays available alternative transport modes on routes currently travelled by car.

This would feed into a mobility advisor that evaluates the potential impact of shifting from car-centric models to selected alternative transport modes, allowing organizations to prioritize the most impactful actions for reducing mobility costs and footprints. Such insights would directly inform mobility plans aimed at modifying internal processes, procedures, or policies. Currently, these are preventing movement away from car dependency. Standardized dashboards and tools could support replicability across countries and areas where humanitarian action occurs, therefore the solution could catalyze large-scale regional change.





THE IMPACT ACCELERATOR PROGRAM DREAM-TEAM.2: TEACH THE WORLD FOUNDATION AND THE ABW DATA- AND AI-EXPERT VOLUNTEERS

Working on SDG 4 – Quality Education – Teach the World Foundation identified a critical challenge in education delivery systems: the lack of a unified, objective method for measuring and managing school quality. Current indicators are isolated, incomplete, and often anecdotal, failing to comprehensively assess either implementation fidelity or achieved results. This fragmentation prevents program teams, local and international organizations, and, especially, governments from systematically identifying the specific support that individual schools need to improve quality.

The proposed solution integrates disparate data by creating a composite School Quality Index combining indicators from enrolment, attendance, quality monitoring, app analytics, learning assessments, and community feedback. This composite index is visualized through a dashboard that maps schools as healthy, vulnerable, or critical. Additionally, it will issue automated alerts to relevant stakeholders when quality drops, identifying which specific indicator is causing the decline. This targeted approach will enable implementers to take precise action, identifying the right school and the right interventions needed to sustain or improve the quality of learning delivery.

Through the Impact Accelerator program, Teach the World aims to build and test the School Quality Index, then institutionalize it across Sindh in southeastern Pakistan, in partnership with the government, with plans to scale the solution across 40,000+ schools.



ABW VOLUNTEERS





THE IMPACT ACCELERATOR PROGRAM DREAM-TEAM.3: THE INFONTD CONSORTIUM AND OMP

The InfoNTD Consortium, composed of No Leprosy Remains and Sightsavers, along with OMP, is working on SDG 3 – Good Health and Well-being. By developing a chatbot solution for the InfoNTD digital knowledge platform, they will provide users with current, accurate information, resources, materials, news, and events on neglected tropical diseases (NTDs). Currently, users face difficulties obtaining instant, summarised, personalised, specific, and translated results.

This challenge matters because health workers need practical information quickly. Scientific publications often exceed 30 pages, but health-workers lack the time to review extensive materials and require concise formats that deliver essential information to inform their ground-level work. The project targets low- and middle-income countries, focusing on developing a minimum viable product chatbot for frontline health-workers to address cross-cutting issues on NTDs. Not only will InfoNTD and OMP co-create the solution together, but future users will also be involved through interviews. Therefore, frontline workers will guide the process based on their experiential insights regarding the resources needed for a successful solution.

The desired outcome is that health-workers in low- and middle-income countries will be able to access more than just information on NTD cross-cutting issues through a chatbot that provides instant quality responses, personalized, and summarized content. Ultimately, the goal is to be able to access typically English-centric scientific content through concise answers translated in French, Spanish, and Portuguese.

infoNTD
your NTD information portal


OMP.



TURNING WAREHOUSE DATA INTO ORGANIZATIONAL CHANGE



"The most fun aspect was to see how happy the MSF team was and that really motivated me. The project involved a lot of modelling which for me is like second nature. That makes it easy for me to enjoy it and to carry out the work to the best of my ability. I am really excited to see how this impacts their change management once they start using it."


Jelke van Hoorn
Expert Operations Research at  ORTEC
OPTIMIZE YOUR WORLD

Médecins Sans Frontières (MSF) partnered with Analytics for a Better World and ORTEC to address a critical operational challenge in their humanitarian supply chain. Their challenge was how to evaluate and shift warehouse policies in a way that is both evidence-based and organizationally sustainable. Their purpose was to maintain a balance between scaled regional autonomy for stocking on essential medical supplies and an overall functional centralized system. Rather than building a prescriptive tool that dictates a single "optimal" policy, the team developed a scenario-planning tool. This tool enables MSF warehouse managers to simulate the effects of different policy choices – seeing in concrete, data-driven terms what would happen if they changed a given parameter. The core insight driving the project was that the biggest barrier to better supply chain performance was not a lack of efficient policies. The underlying challenge was change management itself, namely getting warehouse teams to adopt new ways of working. By grounding those conversations in data and visual scenario outputs, the simulation tool is now becoming more than an analytical instrument, respectively, a change management enabler, enabling MSF to build internal buy-in for operational improvements.

While the project and its aim sound complex, Jelke van Hoorn, Expert Operations Research at ORTEC, found it rather energizing and so did his counterparts at MSF:



"The collaboration was super productive, to be honest. Jelke would take a lot of upfront time to really get a handle on business requirements regarding how we were looking to optimize matters, while also chipping in alternatives, helping us refine our reasoning, and outlook on the policies we were testing through the simulation model. I think that came also from experience with customers at ORTEC, but also just from being a creative genius."

Johan van Schagen
Business Analytics at  MEDECINS
SANS FRONTIERES

ENHANCING DATA CULTURE FOR QUALITY CARE AT SCALE



The War Child Alliance, a global NGO dedicated to the wellbeing, mental health, education, and protection of children in conflict zones, partnered in 2024 with Analytics for a Better World (ABW) and ORTEC. Their challenge is one experienced across the entire humanitarian impact sector: how to ensure the quality of evidence-based programs when delivering them through a growing network of global partners. Rather than relying on resource-intensive on-the-ground assessments, the team set out to build a smarter, scalable Quality of Care framework. For this, they used proxy indicators such as attendance, competency, and fidelity – supported by a data strategy executive report and a proof-of-concept data pipeline, both delivered by ORTEC's Software Engineer, Frank Tabak.

ABW played a connective and guiding role, bridging War Child's humanitarian expertise with the technical capabilities of ORTEC and Pippie. Additionally, ABW also supported War Child in strengthening the internal data literacy needed to define clear use cases and lead the process from within. For Frank Tabak, the experience was a meaningful departure from his usual technical environment. Working with a mission-driven team pushed him out of his professional bubble and into deeper conversations about impact, usability, and purpose. Tabak shared that:



"It felt very rewarding to use my data expertise can for a good-will cause and I found it motivating to learn about the challenges in the impact sector."

Frank Tabak
Software Engineer at



What emerged was more than a technical solution. An unexpected but powerful shift in perspective happened, as partners who had initially viewed data collection as a burden discovered it as a tool for enabling fundraising, and accountability. The momentum generated by the pilot enabled War Child to design a full data system built around the realities of their partners in the field while considering all the contextual challenges related to data gathering, dissemination, and digital connectivity. The project finished in 2025 with the collaboration serving as a vivid example of what ABW's Theory of Change looks like in practice – namely, when mission-driven organizations' capacity is strengthened with the right tools, training, and partnerships, data can become a catalyst for transformative, scalable impact.

SUSTAINABLE SKILLS, SCALABLE IMPACT: TRANSFORMING AMREF'S FUNDRAISING STRATEGY



In 2025, Daniël Rozendal (AMREF Health Africa) finished the project started during the third cohort of the Analytics for a Better World Fellowship. Applying the skills strengthened through the 2024 cohort, and especially through David Doppenberg's Machine Learning sessions and the mentorship of Floor van Kampen (ORTEC Analytics Consultants), he completed building a predictive model. Its purpose was to identify which donors were most likely to respond to fundraising mailings, addressing a significant efficiency challenge in nonprofit fundraising.

His tool enabled AMREF to reduce unnecessary outreach without sacrificing income, saving approximately €100,000 per year that is now being redirected to health programs across Africa. Rozendal noted that he chose the fellowship for the following reasons:



"I wanted to broaden my technical analytics skills and develop myself further in applying data to real-world challenges. While my team also played an important role at a later development stage, part of project's success was due to the clear possibilities overview the Fellowship offered, and the relaxed and supportive approach of the trainers."

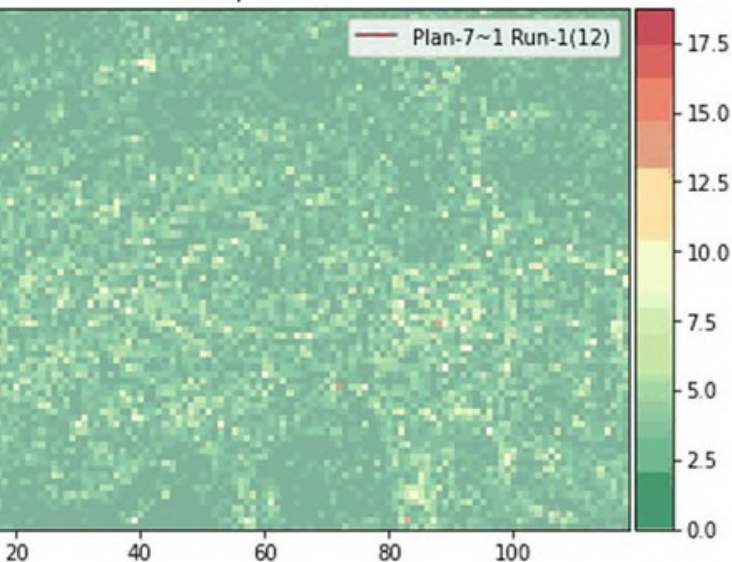
Daniël Rozendal
Senior Data Scientist at



UNLOCKING IMPACT THROUGH ANALYTICS-DRIVEN RESEARCH



Sample Path



The Ocean CleanUp has been co-creating progress towards the SDG 6, Clean Water and Sanitation with ABW since our beginnings, and the impact of research has been palpable. Having worked with the ABW Science to Impact Director, Prof. den Hertog from the University of Amsterdam (UvA), and with London Business School researchers, Prof. Jean Pauphilet, and PhD candidate Bahizi Song, the lead computational modeler at the Ocean CleanUp, Bruno Saint-Rose, emphasized the importance of research by highlighting how impact can be scaled by harnessing the power of academia:



"The simulation shows that the algorithm will make a big difference. We're looking at possibly a 50% increase in the amount of plastic we can collect."

Bruno Sainte-Rose,
Lead Computational Modeler at the Ocean CleanUp

This view was also corroborated by the Ocean CleanUp CEO, Boyan Slat, who during a 2025 conference, affirmed that through the work done with ABW, the Pacific Garbage Patch could now be cleaned in half the time (from 10 years to 5) and with almost half the costs (\$7.5B to \$4B). The work done by the aforementioned team was not only acknowledged in the social impact sector but also in the academic world, resulting in a successful paper publication in the prestigious INFORMS Operations Research Journal, and a feature in the University of Amsterdam quarterly magazine. The research team won several prizes, including the third prize for innovative applications regarding their solution for optimizing the path towards plastic-free oceans. Furthermore, at the INFORMS Conference in Indianapolis, Prof. den Hertog gave a keynote address on Analytics for a Better, where he launched a call to action to strengthen NGOs and NPOs' capacity in using analytics for their decision-making processes.

Moreover, Prof. den Hertog and Prof. Gromicho also launched a challenge together with the Ocean CleanUp for high school changemakers. Proving that young generations are interested in research driven by applied real-world impact, there was not 1 winner, but 22!

This initiative reflects the work that we do with different stakeholder groups to achieve impact through our strategic goals, namely, Apply, Strengthen, and Mobilize. Having created a validator for the challenge's solution, Prof. Gromicho remarked the mobilization the younger generation showed towards applying mathematics for a better world, as the validator site analytics show continuous usage beyond the formal challenge deadline, highlighting the widespread enthusiasm to do good.

ANALYTICS FOR A BETTER WORLD AT THE UNIVERSITY OF AMSTERDAM & BEYOND



The next generation of changemakers is strengthening its capacity for good through the potential of analytics both in high school and at all levels at the University of Amsterdam (UvA) and MIT. In 2025 alone, at the UvA, 180 students graduated the “Analytics for a Better World” bachelor’s course, under the supervision of Profs. den Hertog and Gromicho. Simultaneously, 70 students graduated the master’s course, “Advanced Analytics for a Better World,” taught and developed by Prof. den Hertog along with ABW PhD candidates, Britt van Veggel and Trang Luu.

Moreover, in 2025, a cohort of 9 students from the UvA BSc and MSc programs graduated with theses on ABW topics. Helena Maurice – under the supervision of Prof. den Hertog – even became a finalist of the 2026 KPMG George Molenkamp Sustainability Award while MSc student, Merel Bonewit, won the prize in 2025. The drive for social impact unleashed through the potential of analytics is clear as industry professionals also showed a great interest in the topic taught by Prof. den Hertog in the Executive MBA courses, with a total of 30 graduates. Such materials drive the interest of students across programs and institutions, with the bachelor’s course “Analytics for a Better World” being taught at MIT as well. Ultimately, the passion put into education and research advancement by Prof. den Hertog and Gromicho matter as well, proof being Prof. den Hertog’s award as the 2025 UvA Lecturer of the Year for the MBA Big data & Business Analytics, and Prof. Gromicho’s inaugural position as ORTEC Chair of “Analytics for a Better World” at the Economics and Business Faculty of the UvA.

THE ABW PHD CANDIDATES



TRANG LUU

Having completed her master thesis under the supervision of Prof. den Hertog, Trang Luu joined the ABW team in the fall of 2025, as a first-year PhD candidate. Contributing to progress on SDG 3 – Good Health and Wellbeing – she started working on a research project regarding queueing-based capacity allocation to reduce time-to-treatment to acute care in low- and middle-income countries. Timely intervention is critical in acute medical emergencies such as stroke and trauma, yet healthcare systems in many low- and middle-income countries struggle to provide rapid access due to limited and poorly distributed capacity. Addressing how to allocate scarce resources across a congested and uncertain network is therefore essential to improving outcomes in these settings. Together with Professors Dick den Hertog, Alex Kuiper, and Michel Mandjes, Luu is developing a queueing-based framework to optimize capacity allocation in acute care centers, bringing rigorous operational research to bear on some of the world's most under-resourced health systems.

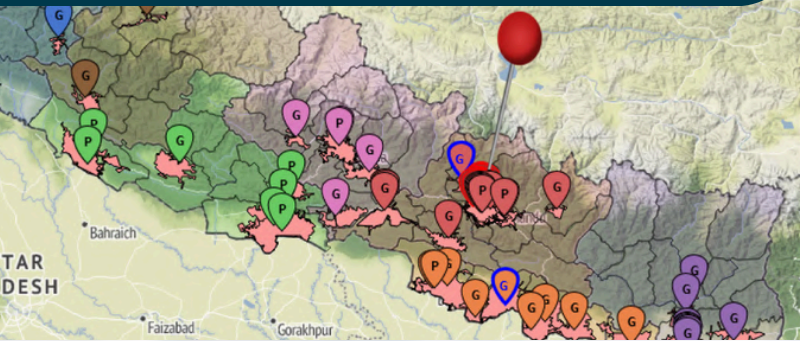
IR. BRITT VAN VEGGEL

Supervised by Profs. den Hertog and Gromicho, van Veggel's work centered around mathematical methodological developments that can facilitate impact for underserved communities. In 2025, her work focused on Viet Nam and West Darfur, Sudan. In collaboration with Prof. Paola Scaparra and Ngoc Dao from Kent University, and Yen Be Thi Hoang from the Asian Management and Development Institute, the team continued working on improving roads in Cao Bang, Vietnam, to ensure access to schools, food markets, and healthcare facilities during floods. Their work's focus centered on maximizing accessibility to public service facilities for underserved communities. Moreover, alongside Valentijn Stienen and Joris Wagenaar from the Zero Hunger Lab at Tilburg University, and Marije Jochemsen from the 510 team of the Dutch Red Cross, the final stages of the water well project in West Darfur, Sudan, were completed. Together, they tackled a large-scale facility location problem through a specially designed algorithm. Van Veggel further engaged in methodological work through this project that contributed to the expansion of the Public Infrastructure Service Accessibility Toolkit (PISA). To this end, she also explored the use of heat maps to generate and refine candidate locations for large-scale facility location problems, offering flexibility in settings where land-use data is not always readily available.



Bagmati
Gandaki

PISA: BUILDING THE COMPUTATIONAL BACKBONE FOR GEOSPATIAL IMPACT



In 2025, Prof. Gromicho took over the technical leadership — from the previous Head of Technology, Parvathy Krishnan — of the Public Infrastructure Service Access (PISA) toolkit. PISA, ABW's open-source platform, enables governments, public sector organizations, and development partners to make data-driven decisions on the accessibility of critical infrastructure such as roads, bridges, and healthcare facilities.

2025's major milestone? The breakthrough in computational performance. By reducing runtimes from roughly a full day to approximately five minutes, accurate large-scale distance computations became viable for real-world deployment. This breakthrough directly enabled ABW's PhD candidate Trang Luu and MIT researcher Danique de Moor's research and its usage by the Heineken team working on the PISA dashboard.

To deepen PISA's methodological foundations, Prof. Gromicho also authored a hands-on book on geospatial analytics — a practical resource that, while still in progress, is already shaping the toolkit's development, with six MSc students contributing to areas not yet covered in the public codebase. Moreover, he collaborated with the PhD candidates he is co-supervising, using the PISA toolkit for advancing impact on various geospatial projects. With Mayukh Ghosh, he collaborated on the AMREF Health Africa mobile clinics project in Kenya, with Britt van Veggel on the Sudan water wells project, and with Parvathy Krishnan on SARS-CoV-2 testing laboratories in Nepal. Together, these contributions mark a significant step in maturing PISA from a research prototype into a scalable, community-driven tool for lasting humanitarian impact.

UNLOCKING A BETTER FUTURE THROUGH THE POWER OF PARTNERSHIPS AND ANALYTICS

The remaining four years to meet the SDGs still represent a timely opportunity for systemic change. From halving the time and cost to clean the Great Pacific Garbage Patch, to optimizing acute care access in under-resourced health systems, Analytics for a Better World is proving that meaningful partnerships can be a catalyzing force for data- and ethical AI-driven impact. The impact and research partnerships highlighted are a testimony to how challenges can become opportunities for change. The key is collaboration — mission-driven organizations working together with world-leading industry and academic experts, ready to innovate for an increasingly equitable world.

Through our growing network of mission-driven partnerships and flagship initiatives, ABW is not just driving progress through innovative data and AI solutions — it is building sustainable and scalable infrastructure for a democratized global data movement. As 2030 approaches fast, we urge you to continue acting together with us in our mission to unlock the potential of data and analytics for impact.



To our incredible community, From the oceans to the world's classrooms, from humanitarian supply chains to neglected tropical disease research — none of what we do would be possible without each of you.

To our founding pillars, Universiteit van Amsterdam and ORTEC, for believing in the transformative impact of data-driven partnerships.

To our mission-driven partners — The Ocean Cleanup, Médecins Sans Frontières, War Child, AMREF Health Africa, Oxfam Novib, Fleet Forum, InfoNTD, Teach the World Foundation, Archivi.ng, MAP Action, Doctors with Africa CUAMM, the World Food Programme, The World Health Organization, The World Bank, OikoCredit, the International Baccalaureate, and 510/the Netherlands Red Cross — for trusting that cross-industry co-creation can strengthen your life-changing efforts.

To our industry champions — Pipple, TomTom, OMP, EY, Heineken, Gurobi Optimization, DHL, and Cmotions — for lending your expertise where it crucially matters.

To our academic community — MIT, London Business School, HEC Paris, Tilburg University, Kent Business School, Università degli Studi di Firenze, HEC Paris, and the Amsterdam University Fund — for connecting science directly with real-world impact.

Together, we are more than partners. We are a movement.

- The Analytics for a Better World Team

THANK YOU TO ALL OUR PARTNERS FOR JOINING THE DATA MOVEMENT FOR A BETTER WORLD



The logo for 'Analytics for a Better World' features three vertical bars of increasing height from left to right, each topped with a small circle, all in a vibrant green color.

Analytics for a Better World

Photographic credits

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