

SwapJobs: from traffic jams to bicycles

"We do not promote sustainability. We don't take that seriously. We are just sustainable."

1. Introduction

Banenruil.nl is an online platform for all employed individuals in the Netherlands. People working in same type of employment can come into contact here with each other to exchange jobs. It is also possible to exchange temporarily with someone with a different function, the so-called 'Job Swap Experience'. Banenruil.nl has now been online for three years. The platform can facilitate the entire process of swapping jobs.

2. Principles

One of the primary principles of the owners of Banenruil.nl is economic value. This does not mean that social and ecological principles are not important. Banenruil.nl facilitates the exchange of jobs in order to reduce commuting, which subsequently contributes to the environment and sustainability. In addition, a reduction in commuting time ensures that people will have more time for other things.

Jobs Exchanging Experience offers people the opportunity to temporarily swap jobs in order to experience if a different job is suitable for them. Facilitating this opportunity will enable a more rapid search for another job; individuals can look for work that is aligned with their passion. The transactions of Banenruil.nl create social, economic, and environmental values for society.

3. Design

The idea was conceived by one person in which a number of people made an investment. These private investors are now the owners of Job Exchange. The creator's concept emerged by asking how many people do the same work and travel in opposite directions. A number of private investors contribute only financially to Banenruil.nl; however there are investors who also participate in the development of Banenruil.nl.

The first version of Banenruil.nl was launched three years ago with a limited budget, and thus limited technology, to link employee profiles to each other. After mutual agreement, an offline meeting may be arranged through Banenruil.nl. Thereafter, in a further stage, an HR professional can help convince employers to exchange workers.

Currently, the third version of Banenruil.nl is in use. This version has cost a significant amount of money and has extensively improved integrated technology to facilitate achieving the most appropriate matches. Therefore, a fully operational NBM is now active and still in the development stages.

The Jobs Exchanging Experience is part of Banenruil.nl and still in its infancy. Through the Job Experience exchange people can temporarily exchange jobs. During this temporary exchange, people can experience if they want to continue long term. Another reason for a temporary swap is to explore a job in another field.

Creating an account on Banenruil.nl is free, and you can also view other profiles at no charge. To receive a match using the online technology provided by Banenruil.nl and to be able to contact that person, a premium account is required for which the employee must pay. Subsequently, an HR professional can be hired who can then facilitate the exchange. Therefore, the transaction forms consist of the money users pay for a premium account. Users of Banenruil.nl are assisted in exchanging jobs.

4. Value Proposition

The concept of Banenruil.nl is quite simple and, therefore, easy to copy. The technology that is currently being used, however, is very difficult to copy and will cost any competitor a substantial amount of money. Yet, the owners would like to have a competitor so there is more pressure to increase the quality. However, there are currently no overt competitors of Banenruil.nl. There are several companies that offer the exchange of goods or services, but none of these companies focuses on the exchange of jobs.

The supply of Banenruil.nl is a service that allows employees to create a free profile on the platform. After paying for a premium account, individuals are linked together by advanced technology according to their profile and needs. Thereafter, it is possible to have a conversation offline with the match. An HR professional can then facilitate the actual job exchange.

The latest offer is the Job Experience exchange where people can swap jobs for three days, three weeks, or three months. This is not limited to a job in the same type of function that people currently have. In this way, a kind of internship is created for employees allowing them to experience a particular job and exploring whether it appeals to them or not without immediately needing to fully commit.

Banenruil.nl contributes to a possible change in society where people become more aware of where they work. First, it is better for the environment to work closer to home as people will travel shorter distances by public transport or car, or they can go to work by bike. Because of the shorter distances, people will spend less time traveling and will have more time for their social life and other matters. In addition, the amount of time needed for people to switch to another field is decreased. A temporary swap using the Job Swap Experience can allow people to experience if a particular job in a different field appeals to them.

5. Community

The employees who enroll in Banenruil.nl are very important within the community of Banenruil.nl. The database of profiles must be large enough to be able to make matches. Therefore, social media and free advertising are used to ensure that people register on the website. That is also why it is free to subscribe Banenruil.nl.

The HR professionals who facilitate the exchange of jobs are hired through a law firm. In an underutilization of HR professionals, freelancers are hired by Banenruil.nl

In addition, Banenruil.nl has positive relationships with numerous employers. This contributes to rapid and agreeable (temporary) job exchanges

The last important link in the community is the investors. Banenruil.nl is a profitable company; however a significant amount of money was invested for the latest technology that Banenruil.nl is now using. Investors have enabled this latest upgrade of Banenruil.nl.

6. Results

The NBM has clear values for society. Reducing commuting reduces exhaust emissions from vehicles and reduces the use of public transportation. This is ecological value to society.

In addition, reducing travel time means that people have more time for their social life. However, the social value of Banenruil.nl goes beyond that aspect. It facilitates a more rapid exchange of (temporary) jobs. Individuals who are not happy with their current job can begin searching for another job without forfeiting income.

The economic value of the NBM is realized by the paying customers of Banenruil.nl. Creating an account is free but to receive a match with someone else and for online and offline support, Banenruil.nl requires a premium account.

7. Conclusion

Banenruil.nl is an initiative that contributes to society on a social and ecological level. In addition to being a sustainable platform, Banenruil.nl is also a viable business. The NBM will be expanded in the form of the Exchange Experience Jobs, which is currently still in its infancy. The investors expect to recoup their investment within three years.

Technological developments are closely followed by Banenruil.nl. Over the past three years, three innovative versions of Banenruil.nl have already been released with improved technology to link profiles and needs even better.

The initiative fits in with the zeitgeist in which there is increasing attention to sustainability and social improvements. Considering that there is sufficient economic value created by this NBM provides hope for the future of the platform.

Address: Barbara Strozziilaan 201

1083HN, Amsterdam

Email: info@banenruil.nl

Website: <http://www.banenruil.nl>

Youtube: <https://www.youtube.com/watch?v=BJUZ4V-ChjA>

Case Author: Tim van Dam, Student Business Administration, Elective New Business Models, Radboud University Nijmegen

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