Press release

Achmea's innovation hub invests in startup The Micro Habit Company

‘ Sustainable behavioral change in work and health’

Amsterdam, 5 March 2025 - Achmea's innovation hub is entering into an acceleration partnership with The Micro Habit Company. This fast-growing Dutch startup develops micro-habit programs in the field of work and health. With this financial and material investment, Achmea focuses on sustainable behavioral change, higher resilience and improved team performance within organizations.

Micro-habits make behavior change accessible and measurable
The Micro Habit Company has developed science-based programs that have already helped thousands of professionals both in and outside the workplace. Thanks to a thoughtful mix of gamification and a user-friendly app, The Micro Habit Company offers an effective way to teach employees new knowledge; from healthy lifestyles to AI adoption and cybersecurity.

Rob van Drunen, co-founder of The Micro Habit Company: ‘Our micro-habits make behavior change accessible and measurable, allowing organizations to work more purposefully on the wellbeing, performance and resilience of their employees and teams.’

First startup to take part in Achmea accelerator program:‘ Time to scale ’
The Micro Habit Company is the first startup to participate in the accelerator program of Achmea's innovation hub.
‘The Micro Habit Company has built an effective and scalable digital model. Our hub provides access to an extensive network of expertise and both private and public contacts. This gives TMHC the ideal basis to start scaling up, ’explains Erik Petersen, Head of Innovation. He continues: ‘Zilveren Kruis, part of Achmea, has long been working with The Micro Habit Company on wellbeing leadership programs for organizations, including on psychological safety. Sustainable behavioral change in the field of work and health dovetails perfectly with Achmea's vision of Sustainable Living, Together. We are proud to now extend the collaboration even further.’

For more information:
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About Achmea’s Innovation Hub
Achmea's innovation hub aims to identify and tackle major pain points in Dutch society by setting up and developing new impact-driven businesses. For example in the field of health and work. See also: Achmea Impact Ventures

About The Micro Habit Company

The Micro Habit Company transforms the future of learning by reducing the gap between knowledge and behavior with small, powerful habits. Each challenge is translated into a science-based Micro Habit program, making behavioral change accessible and measurable. See also: The Micro Habit Company