



good growth

yes you can

anyone  
can!



Definition of  
sustainable leadership



And the role of  
Business



# My Journe

**BN**  
DeStem

RegioAlgemeenSportVideoKoken & Eten

Inloggen



▲ Honorair consul van Birma, Herman Stevens, beantwoordt vragen van demonstranten voor het consulaat van Birma in Breda. foto Ron Magielse/ het fotoburo

## 'Stoppen? Om de verdommenis niet'

Maandag 1 oktober 2007 - BREDA - Op de doorgaans zo rustige Overaseweg, diep weggestopt in het Bredase Mastbos, kijkt een bewoner zijn ogen uit. Tientallen, met spandoeken bewapende demonstranten nemen bezit van het straatje, op weg

**NET BINNEN**

- 20-08 Hiervoor zat jouw generatie aan d...
- 19-08 André van Duin, de komiek van al...
- 18-08 Wat is je ware leeftijd? Doe de test!
- 17-08 Catwoman (84): Ik krijg nog steed...
- 16-08 Geen blote rug op het strand in 1...
- 16-08 Negen redenen om het generatie...
- 16-08 Hoe de waardevolle gasbel veran...
- 15-08 Verlangen naar de tijd van het vro...
- 14-08 De oorlog die drie generaties nog ...
- 12-08 Dorus of Swiebertje? Dior of Cha...

Wachten op a.audrte.com...







Different  
Cris

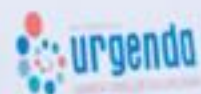


# Different role





**PLEIDOOI  
KLIMAATZAAK**



# Edelman Trust Barometer

**BUSINESS IS NOT DOING  
ENOUGH TO ADDRESS  
SOCIETAL PROBLEMS.**

**52%**

Climate Change

**49%**

Economic Inequality

**46%**

Workforce Reskilling



Business can  
be one of  
the **biggest**  
drivers for  
creating **value.**





~~Problems~~

Solutions





Philips creating value  
with **Social** ho



# Heineken creating value by **Introducing**





*A Friedman doctrine—*  
**The Social  
Responsibility  
Of Business Is to  
Increase Its Profits**

By **MILTON FRIEDMAN**

**TAMING G.M.**—Chairman James Roche of General Motors (right) replies to members of Campaign G.M. (below, wearing "Tame G.M." buttons) at the corporation's stockholders' meeting in May. Representatives of the campaign demanded that G.M. name three new directors to represent "the public interest" and set up a committee to study the company's performance in such areas of public concern as safety and pollution. The stockholders defeated the proposals overwhelmingly, but management, apparently in response to the second demand, recently named five directors to a "public-policy committee." The author calls such drives for social responsibility in business "pure and unadulterated socialism," adding: "Businessmen who talk this way are unwitting puppets of the intellectual forces that have been undermining the basis of a free society."







*"Yes, the planet got destroyed. But for a beautiful moment in time we created a lot of value for shareholders."*





JUST DON'T  
IT.

DO IT.

Do It.

Indones  
shoe

Scandal-based  
do no Harm

NIKE

good growth  
yes you can





Corporate

Philanthropy





# Sustainability

## Programs





UN

Sustainable Dev



Our New  
Climate Ambition

Get to  
**Net Zero**  
by 2050

#Make Things Better





# ESG



## ENVIRONMENTAL

Climate change strategy,  
Biodiversity,  
Water efficiency,  
Energy efficiency,  
Carbon intensity,  
Environmental  
management system



## SOCIAL

Equal opportunities,  
Freedom of association,  
Health and safety,  
Human rights,  
Customer &  
products responsibility,  
Child labour



## GOVERNANCE

Business ethics,  
Compliance,  
Board independence,  
Executive compensation,  
Shareholder democracy





# Circular



# Our strategy

Sustainability, along with our values,  
is the foundation of our strategy.  
Strong governance is a  
key enabler.





Purpose = religion







# DON'T BUY THIS JACKET

**patagonia**  
patagonia.com

## COMMON THREADS INITIATIVE

### REDUCE

**WE** make useful gear that lasts a long time

**YOU** don't buy what you don't need

### REPAIR

**WE** help you repair your Patagonia gear

**YOU** pledge to fix what's broken

### REUSE

**WE** help find a home for Patagonia gear  
you no longer need

**YOU** sell or pass it on\*

### RECYCLE

**WE** will take back your Patagonia gear  
that is worn out

**YOU** pledge to keep your stuff out of  
the landfill and incinerator



### REIMAGINE

**TOGETHER** we reimagine a world where we take  
only what nature can replace

**patagonia**  
patagonia.com



Patagonia, an outdoor clothing company, famously tells customers to think twice before buying.

On Black Friday last year, the brand had an "anti-black Friday" event and encouraged customers to get their items repaired instead. Patagonia also famously ran an ad with one of its garments that said "don't buy this jacket."

This strategy is paying off big-time, reports [Sapna Maheshwari](#) at [Buzzfeed](#).

The "socially and environmentally conscious practices" have helped profits triple since 2008, [Maheshwari](#) writes.



Patagonia's philosophy relies on quality over quantity.

AP Photo/Rick Bowmer

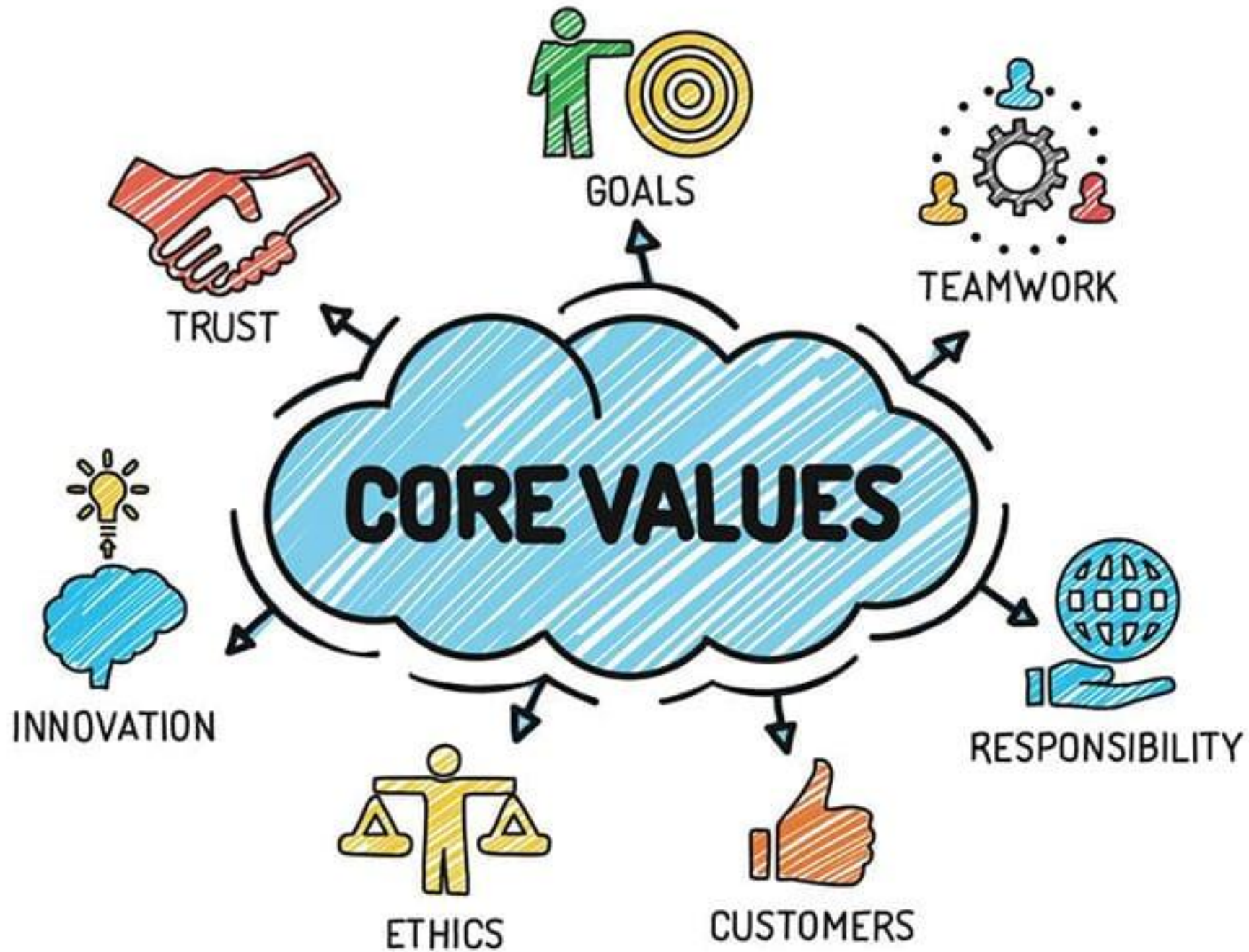






Source: Politiken (Based on Our Yale List)



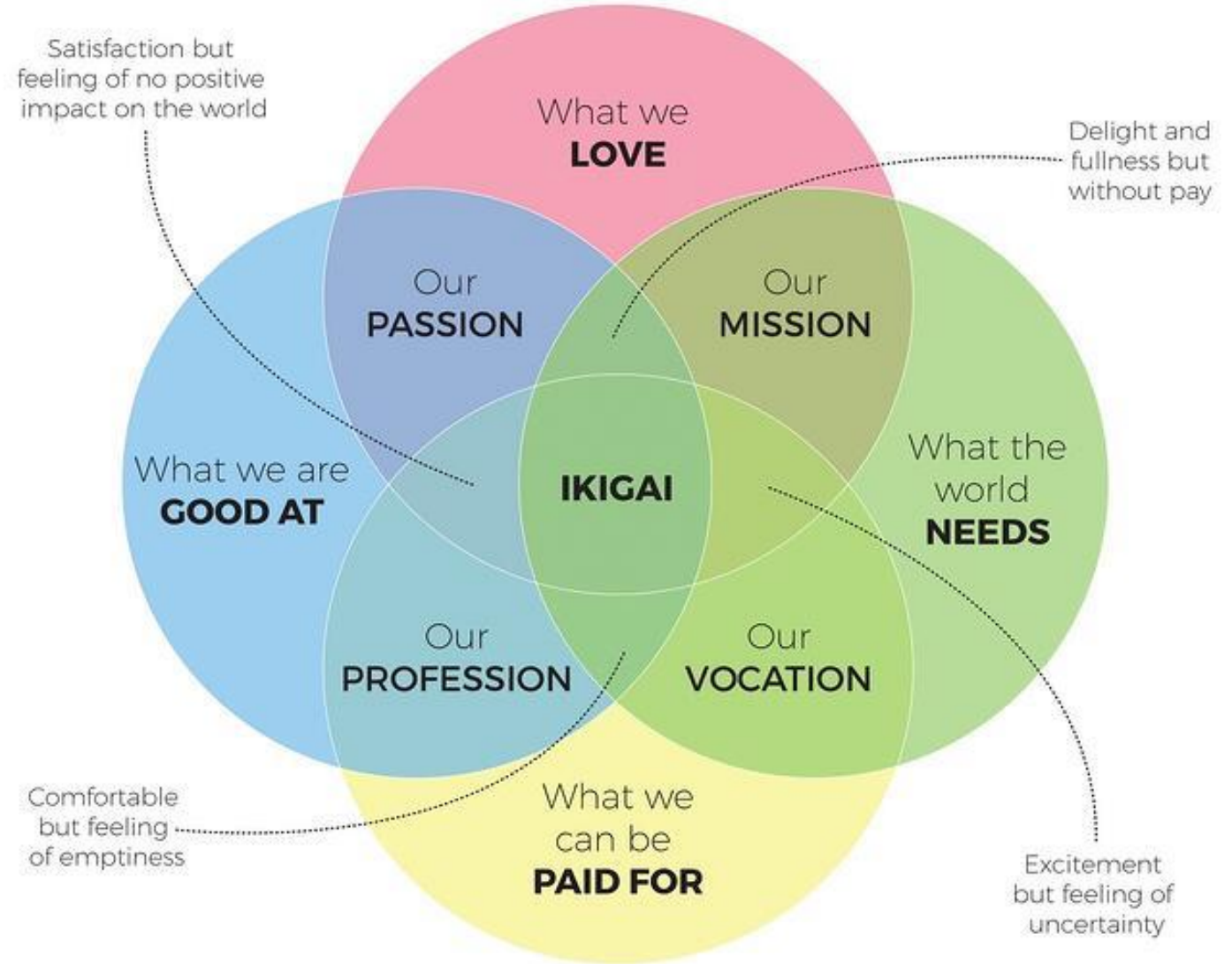




# #1 Recover Purp

## IKIGAI

A Japanese concept meaning 'a reason for being'





The image is a promotional poster for the movie 'Avengers: Endgame'. It features a large, central figure of Iron Man with his arms outstretched, set against a fiery, orange and red background. Surrounding him are other key characters from the film, including Thor, Captain America, Black Widow, Hulk, and the Guardians of the Galaxy. The text 'What is your/the' is written in white, and 'Superp' is written in green, both in a large, sans-serif font, positioned in the upper right corner of the image.

What is your/the  
Superp





Assets

Leverage

Skills & A



A man with a beard, wearing a dark sweater and light blue jeans, is sitting on a brown leather couch. He is looking upwards and to the right, with his right hand resting on his forehead in a thoughtful or distressed pose. The background is a dark, textured wall. The lighting is dramatic, with a strong light source from the left creating a bright glow and casting shadows.

What keeps you up

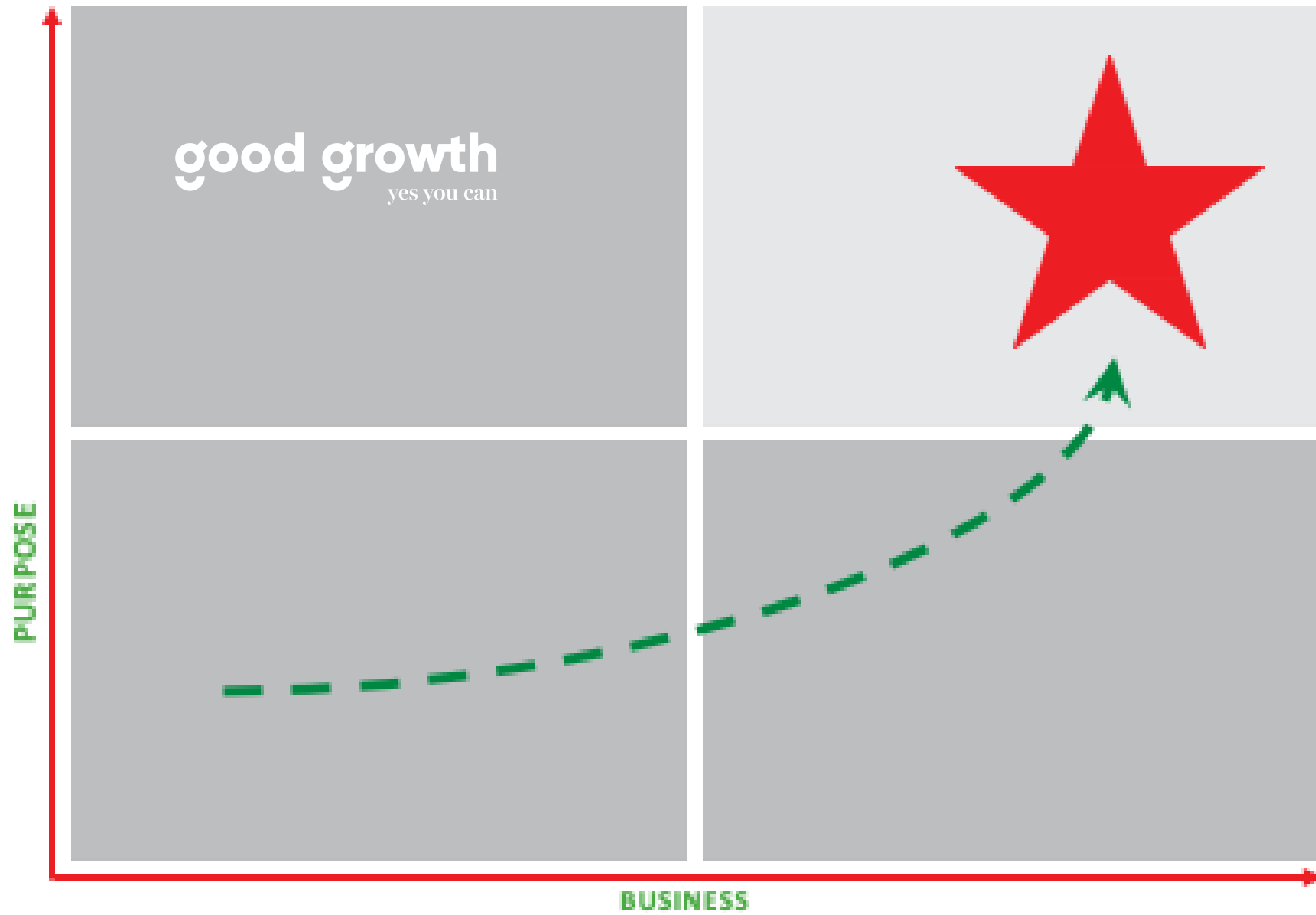
At Night



Needs to fit into your

Business model









Example

Tony's Cho



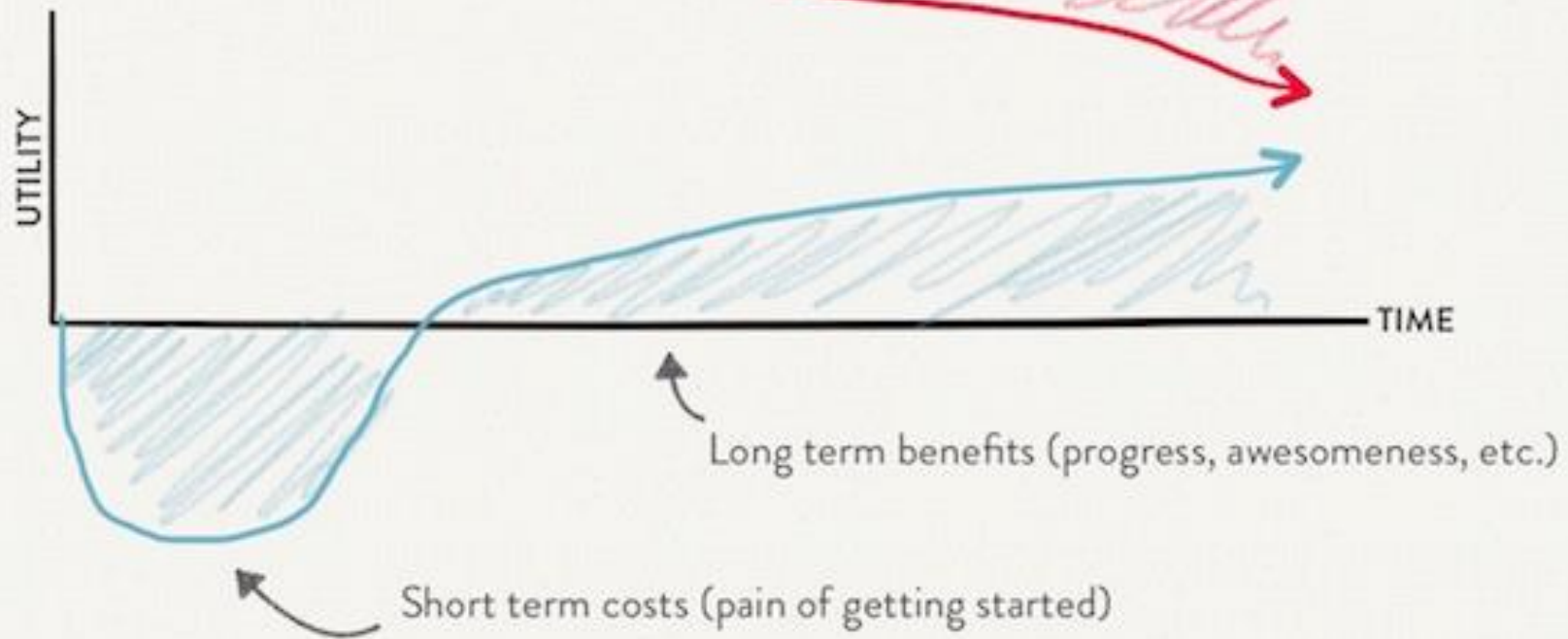
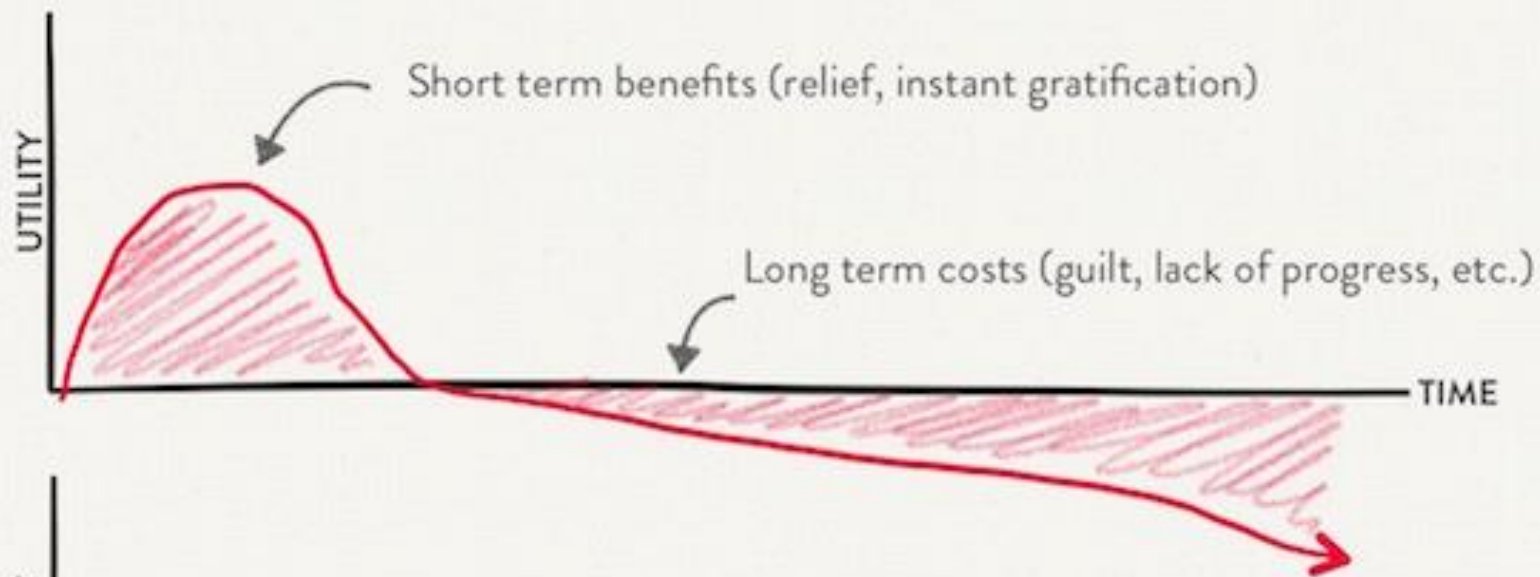
Example  
Ike



# #2 Diminish

# Footprint







# greenwashing

[grəən-wash-ing] /*verb*

1. Is a term used to describe the marketing tactics used by big-name, fast-fashion companies to advertise their new supposed sustainable lines of clothing.
2. The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound.

# # Act in line with your Values

3

DEMO CORPORATION ISSUE TRACKING ▾

⚙️ 🔔 🔍 +

☰ 📶 ↻

## Issues: All Projects ▾

☁️ ⚙️

Viewing: All issues ▾ Tagged: All tags ▾ Due: Anytime ▾ Issue Type: All ▾ Sort: Updated ▾ 4 issues found

DUPLICATE ISSUE	<del>#4: Updates to homepage copy</del> Website redesign – Updated November 1 by Ka Wai Cheung
OPEN	<del>#1: Homepage copy looks off</del> Website redesign – Updated June 9 by Ka Wai Cheung
OPEN	● <del>#3: </del> 🗨️ Can you send me more information on your service offering? Website redesign – Updated June 8 by Ka Wai Cheung
FIXED	● <del>#2: Signing into the admin portal going to a 404 page</del> Website redesign – Updated June 8 by George Client



Big  
And s



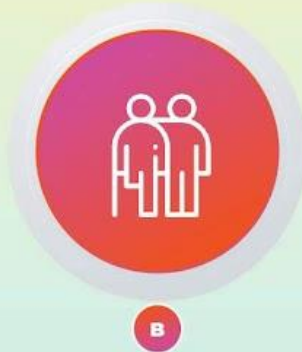
# Risks to cover before Investing



**Medical Expense Risk**



Health Insurance



**Death & Disability Risk**



Term & Disability Insurance



**Cash Flow Risk**



Planning of Liquid Assets



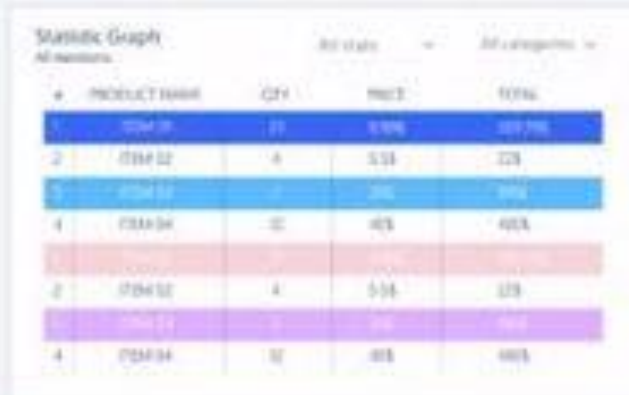
#4

Determine

Impact



# #5 Measure Val





Every day  
is an  
opportunity

To make  
a difference

