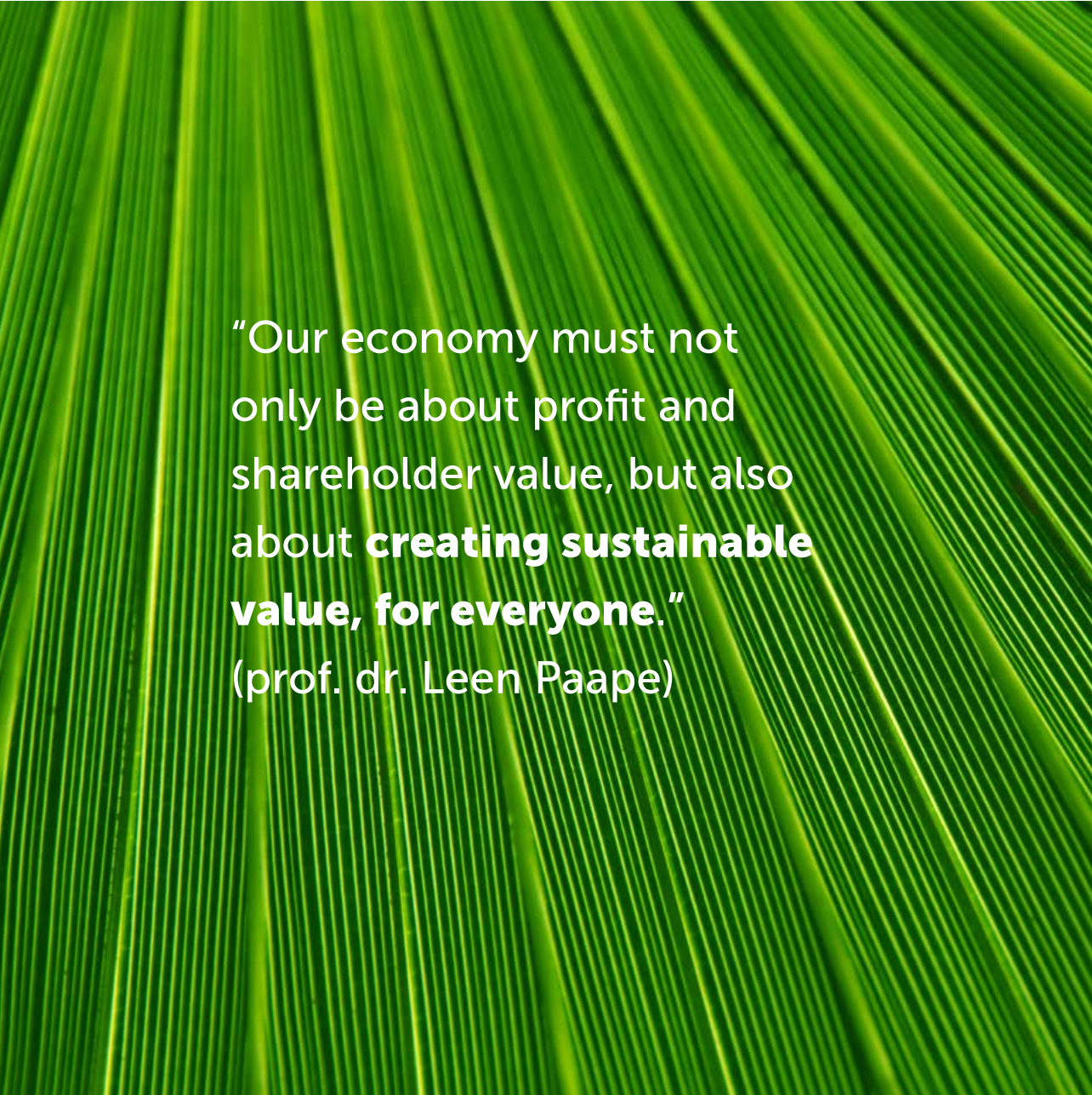




*Sustainable*

IMPACT





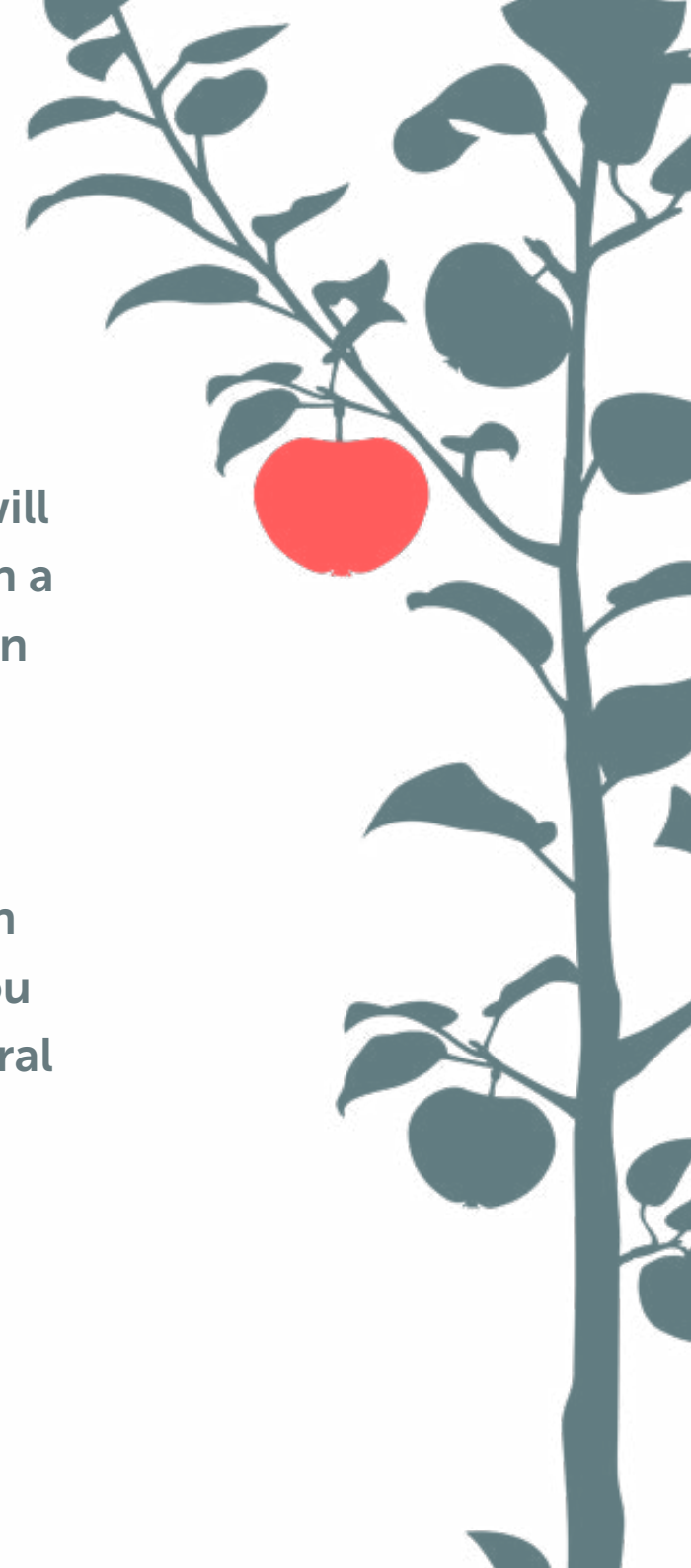
"Our economy must not only be about profit and shareholder value, but also about **creating sustainable value, for everyone.**"

(prof. dr. Leen Paape)

What negative and positive impact can we make in the world? In this booklet you will find a small explanation with a number of examples that can serve as an inspiration. And with room for your ideas!

During the X-Mas meeting in the afternoon we'll invite you to join round tables on several themes, see next page....

ROUND TABLE X-Mas meeting



ROUND TABLE X-Mas meeting

**Purchasing**  
PAGE 12

**Logistics**  
PAGE 8

ROUND TABLE X-Mas meeting

**Food**  
PAGE 14

**Fashion**  
PAGE 16

**Trash**  
PAGE 19

**Energy**  
PAGE 18

How can we reduce our negative impact? (footprint)



How can we increase our positive impact? (handprint)

ROUND TABLE X-Mas meeting

**Community**  
PAGE 20

ROUND TABLE X-Mas meeting

**Customers**  
PAGE 22



# Why this theme?

Sustainability is one of the major themes of the moment. During the working days we noticed that this theme is in the minds of many colleagues (and our clients).

We are very curious about the initiatives that already exist. What is going on at an individual level? And what can we do at an organisation level? Should there be a shared K&S mission on sustainability?

## What is a sustainable organisation?

An organisation that strives to be as climate proof, energy neutral, circular and social as possible. Think for example of your CO2 emissions, making sure you use less fossil energy, reducing your waste and have a positive effect for the people around you (like for example creating jobs for people who are distant from the labour market or don't buy products that are made in factories with bad conditions for their employees).

## Why is this so important?

If you look at organisations in a systemic way, you can see the high level of connection and dependence with the community and the natural environment. The business community can only thrive in a strong society. Society can only flourish if its needs are met by a healthy natural environment.



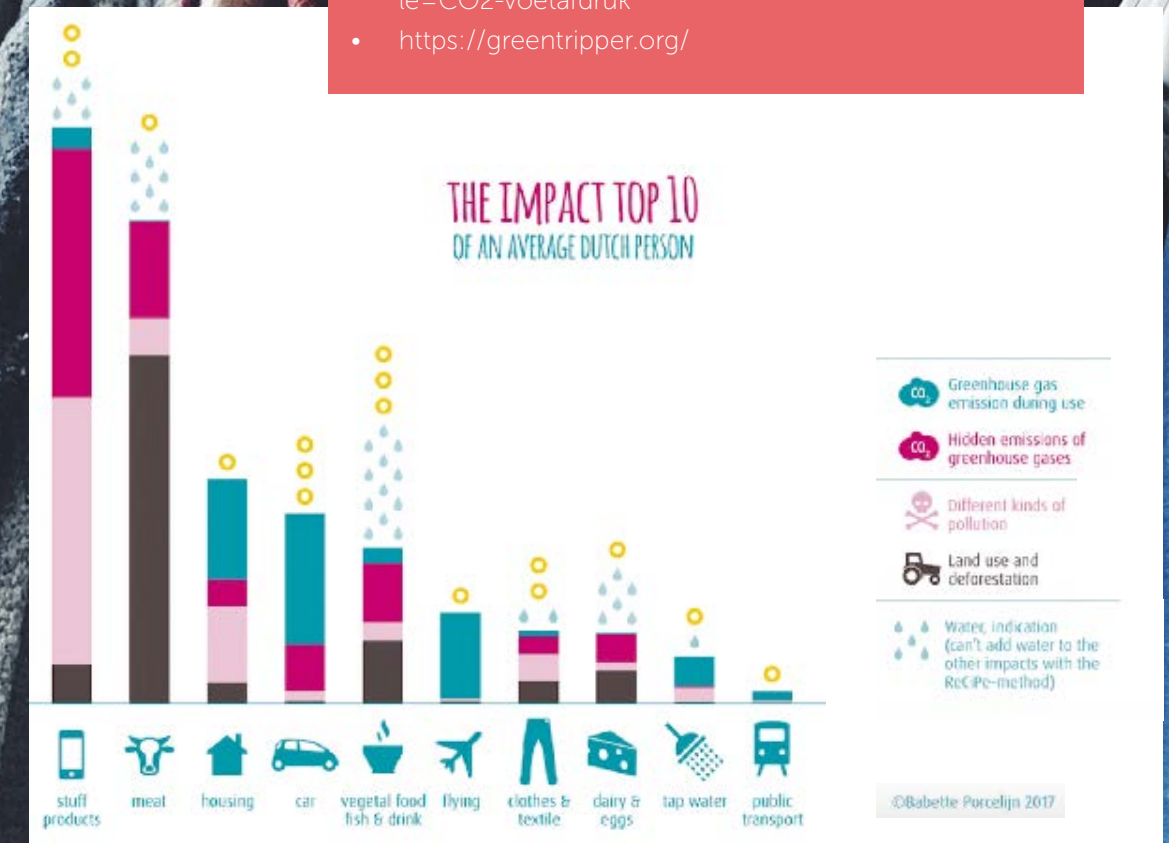
Our industrial system requires more and more mining, harvesting and consuming raw materials and services from the ecosystem. As a result, the ecosystem is out of balance. There is a point at which we demand more from the earth than the earth can provide us with. Consequences of that are already noticeable, as you can read in the news on a daily base.

It is therefore important to make conscious choices. In this inspiration booklet, we show you themes with which we can reduce our negative impact (as individuals and as an organisation) and themes we can increase our positive impact with.

## What is your impact?

A number of calculator tools that give you insight into the emissions of your journey and life.

- <http://mijnverborgenimpact.nl> (dutch)
- <http://impact.babetteporcelijn.com/en/#/> (english)
- <https://www.klimaatplein.com/gratis-co2-calculator>
- <https://co2-compensatie.nl/>
- <https://advies-op-maat.milieucentraal.nl/aom/?module=CO2-voetafdruk>
- <https://greentripper.org/>



## Notes

- <http://www.ecopassenger.org>
- When you fly, fly directly instead of a stopover (and choose an economical plane). The Atmosfair Airline Index (AAI) provides an overview of the environmental and CO2 efficiency performance of 125 airlines.
- Beside Skype there are more online coworking tools like Appear.in.
- ...

Transport Mode	Manufacturing (g/kWh)	Direct fuel (g/kWh)	Indirect fuel (g/kWh)	Total CO2 (g/kWh)
Large Car (15 MPG)	~20	~240	~50	301
Long Flight (business)	~10	~270	~15	296
Medium Car (25 MPG)	~20	~150	~20	191
Local Bus (US)	~10	~150	~20	182
Motorbike (50 MPG)	~10	~130	~5	146
Long Flight (economy)	~10	~120	~9	139
Small Car (35 MPG)	~20	~100	~18	138
Electric Car (US grid)	~40	~70	~23	123
Short Flight (economy)	~10	~100	~10	120
Heavy Rail (US)	~20	~80	~16	116
Hybrid Car (45 MPG)	~20	~80	~16	116
Scooter (80 MPG)	~10	~70	~16	96
Coach (US)	~10	~60	~15	85
Metro (NYC)	~10	~40	~0	50
Electric Car (Solar)	~40	~10	~0	50
School Bus (US)	~10	~10	~5	26
Eurostar Rail (France)	~10	~0	~10	20
Cycling	~10	~0	~7	17



# Train to Warsaw

were only 150 euros, while my train trip accumulated to 350 euros.

The trip was very relaxed though: I had a lot of nice conversations and I found it very relaxed. When flying, you are more concerned with check-in, customs, security, etc. You can easily get some food on the train, take a little walk and relax. Within a 5 minutes walk from the train station in Warsaw I arrived in the hotel. The actors who came along to work on the project were excited to join me on the train next time. I would certainly do it again. If you want to write or work on a thesis, for example, it's really ideal. You surely buy the time to be able to do other things. And, not a lot of time is wasted compared to flying. I'm not the best example concerning flight hours, so this was a good opportunity to compensate a bit. If you don't try it, you'll never do it! It also stimulates the conversation with colleagues, so that's already a gain.



## I Compensate CO2

Working in both the Netherlands and Germany I travel a lot. Moreover, Germany is a big country, so working in Germany in itself also requires quite some longer distance travels. The most difficult dilemma for me when it comes to sustainable traveling is that the train in certain cases requires more time, and I don't want to be away from home longer than necessary. For instance.... when I have a meeting in the Netherlands until 15:00, traveling by plane means I can be home for dinner. If I go by train, it takes a lot longer (6hours), and the international train only runs every 2 or even 4 hours. This means I would sleep at home but wouldn't have dinner with the kids. That's the choice I have to make. As much as possible I plan my work in such a way that I can travel by train and get work done. Within Germany, often enough that works well, and I like going by train. At the same time, I still travel a lot my plane. I always compensate CO2 by 'Atmosfair', in Germany the best way to do so. The whole conversation about sustainability has made me think if I can organise my work in a more radically different way to avoid short-distance flights.



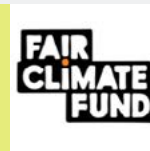
## CO2 Compensation

With climate compensation, you ensure that, in exchange for the CO2 emissions that you cause, less CO2 is emitted elsewhere or CO2 is taken from the air. This will compensate for your CO emissions. Examples of projects:

**Trees for All** plant trees, protects and restores existing woodland.  
<https://treesforall.nl/en/>



**Fair Climate Fund** has several projects, including tree planting and a biogas project.  
<https://www.fairclimate-fund.nl/>



**Greenseat** invests in sustainable energy in developing countries  
<https://greenseat.nl/en/>



Through **Hivos** you support biogas projects in developing countries.  
<https://co2.hivos.nl/>



**Atmosfair** is a German non-profit organization that actively contributes to CO<sub>2</sub> mitigation by promoting, developing and financing renewable energies in over 15 countries worldwide  
<https://www.atmosfair.de>



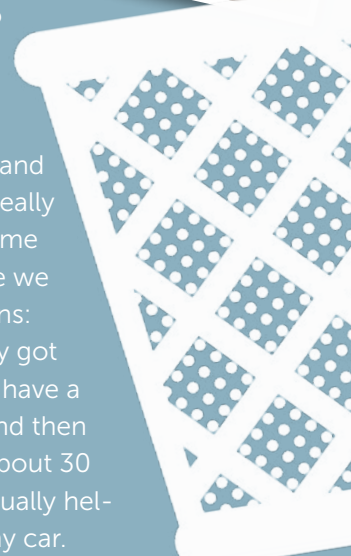
The Gold Standard is the oldest and most respected standard to monitor the reduction in CO2 emissions from offsetting projects. Since its establishment in 2003, including by the World Wildlife Fund, this standard has certified more than 1,100 projects in seventy countries.

## I got rid of my car

Sustainability was one of the root reasons to get rid of my car. For a long time I had been thinking to make a change. When I realized that my car had been a kick to freedom of my early days but not in my present days it really put things in motion. Back then public transport was not so good yet and I really needed the car to move around. That is really different nowadays. Another encouragement came from my children. We have got a tradition where we invite our children to ask us challenging questions: when the following question popped out it really got me thinking. "Since when did you know that we have a challenge with the environment?" they asked. And then I thought: I already knew a lot about this issue about 30 years ago. It is time to act. The working days actually helped to make the final decision and then I sold my car.

My experience so far is mixed. In Hamburg I do not need the car at all. But when I need to go to clients when I depart from the country side it is quite a challenge sometimes. Doing groceries requires more planning if you want to do it by bike. A positive side is that I have a lot of time to write and work in public transport. Especially with the use of all social media. I have my own personal driver now!

Recommendations: 1. decide if the car is more emotional or practical to you! 2. If you have kids and you live at the countryside: be honest about who carries the burden. 3. Make use of your 'own' driver and enjoy the time and have a moment of silence for yourself!



Where do our products come from? How do our suppliers deal with sustainability? What is the footprint of the products that are purchased? In addition to price and quality, also pay attention to social and environmental aspects.

For K&S we can think of:

- Suppliers of our printing and printing services
- Locations we use
- Lunches/food we buy
- Purchasing office materials
- Purchase ict (laptop, telephone...)
- Administrators of servers of our tools (such as mail, website, Dropbox, ....)
- ...

## Notes

## Location



Samantha: "Of course we use green energy, separate our waste and use for instance FSC papers in our printers. But for Grytte, sustainability means above all paying attention to the choices you make. Who do you support when you buy something? Do their values also match ours?"



Our values are: Stimulating local entrepreneurship; Organic produce; Equality; Feeding nature and man instead of exhausting them. (So how do you make sure that what you do, adds something to the people who come after you); Development of society

The caterers of our lunches for example, work with organic, local products and some also have people working there with a distance to the labour market. We work together with websites like [Locatiesmet-meerwaarde.nl](https://www.locatiesmet-meerwaarde.nl) of [inspiratieoplocatie.nl](https://www.inspiratieoplocatie.nl) who both have sustainable values. When we buy new furniture we find it important to be stylish, but we also look at what is it made of, does it last a long time, what kind of brand is behind it? We recently started with the app 'Toogoodtogo' to avoid food waste.

In the future I would like to use even more recycled or 2nd hand products. I think it is important that we keep looking at what we are doing, and it may well not be the most sustainable solution in the end, but it is a well-considered decision in that case."

printer



Johan: "I am very proud that we are a pioneer in sustainability, which is why we also win many tenders. A few examples of what we do on sustainability:

- Sustainable waste processing
- We run on green energy and try to re-use solar energy.
- Our Paper at least complies with the PIANOO guidelines. All paper is FSC certified.
- When purchasing new cars, we first check whether the variant also exists as an electrical variant. ADC stimulates the staff to come with public transport.
- ADC has invested in a logistics system so that the courier rides are combined as much as possible so that the CO2 emissions are reduced.
- We send digital proofs to check the order, to avoid unnecessary waste.
- We give advice (for instance on papersize), so our customers will save money and paper waste. ADC will always advise against using plastic as a cover. This is because plastic is difficult to biodegrade.
- Our customers can order exactly the number of books / items. Ordering more is not necessary. Repeat orders can be delivered within one day. This means that no unnecessary paper is used and thrown away.
- The printing machines in the office are standard set up for double-sided printing, ADC works digitally, this means that every employee has two screens and ADC strives to print as little internally as possible."



## Notes

- It makes a big difference if you eat less meat and don't throw away any food.
- Where does your food come from? Local or overseas for instance? Do you eat 'by the season'?
- In supermarkets, you can look for quality marks for sustainable food.
- ...

**Nina:** "Starting last summer, the lunches at the Kessels & Smit days are vegetarian....."



The hardest thing is the social thing. It becomes less a hassle now the vegan lifestyle is hip. But still, I often need to explain. That's why I choose to eat vegetarian instead of vegan when I am with clients. Food is very emotionalised. Often people become defensive or even aggressive when it comes to meat. I don't want this discussion with clients. And I love cheese, that is the positive part of breaking the habit once in a while. The upside of eating vegan: my health, vitality, energy improved, plus digestion is better since I stopped drinking milk, even if only in my cappuccino.

Recommendation: the quickest way to upgrade your sustainable effort is by stopping eating meat and consuming dairy. It has a big impact on the planet. Bigger than stopping traveling for instance, if that would be a realistic choice.



## TIPS

- 
- I CAN BUY 3 FOR THE PRICE OF 1
- OTHER SIDE OF THE WORLD...
- WE HIRE 3 FOR THE PRICE OF 1
- Illustration by Alexandra Tognini - [businessmodelillustrated.com](https://www.businessmodelillustrated.com)

- Will I wear it again?
- Does it feel good to the touch?
- Can I see my hand through it?
- Does it pass the tug test?
- Do the pockets square?
- Is it a good blend?
- Can I maintain it?

This image shows a blank sheet of white paper with horizontal ruling lines. The word "Notes" is written in a cursive font at the top right. Below it, there are several horizontal lines of varying lengths, some starting from the left margin and others further in, creating a series of open spaces for writing.



## Three ways to be a sustainable fashionista

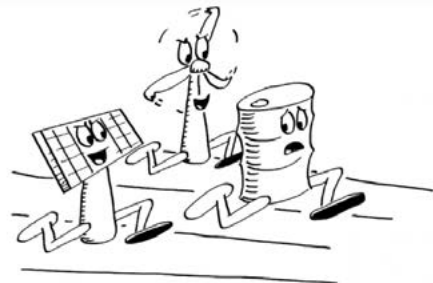


## Energy use

Everyone has his home office and we work from our head office at the Maliebaan. With a few simple adjustments, you can make your energy use more sustainable.

### TIPS

- Is the energy you use from renewable sources?
- LED lamps
- Solar panels, green power...
- Shading in summer (less air conditioning), good insulation (roof, floor, walls)
- Energiebespaartest: <https://advies-op-maat.milieucentraal.nl/aom/?module=Bespaartest>
- ...



Sustainableillustrated.com

### Tip for internet use

Internet use also has an impact on the climate. You can browse the internet in a green way, by using Ecosia. Ecosia is an ordinary search engine that uses the techniques of Bing and Yahoo, but then uses 80 percent of its advertising profits to plant trees.

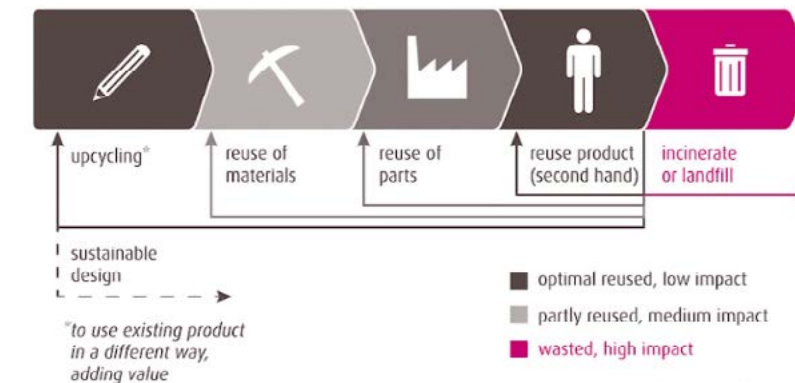
## Trash

How can you reduce the waste stream and better separate the waste materials at home and in the office?

### TIPS

- Refuse
- Reduce
- Reuse
- Recycle
- ...

### VARIOUS TYPES OF RECYCLING



©Babette Porcelijn 2017



**Marieke:** *"I use different rates in my work so that I can also, for instance, help young professionals who don't have a lot of money to spend but who are an important group to work with."*

[illegible]

As a resident of the municipality of Rotterdam I am always busy with the city. On the bike, in conversation, in the cafe, on the street. Always in different roles: as visitor, as supervisor, as chairman, as director, as supporter. Impressed by the resilience of a city and its inhabitants. With a special nose to find those people who stick their necks out and who succeed time and time again in getting Rotterdammers to believe in themselves and to take the next step. Young people, children and criminals at hotspot Hutspot (<https://hotspothutspot.nl/>), and various cultures with an enormous wealth of immaterial heritage at storehouse belvedere (<http://www.belvedererotterdam.nl/>). In social projects, I don't think in terms of 'vague visions and policy language' or believe in having loads of meetings: but to roll up your sleeves and get to action instead. I look for opportunities where I can help with my network and knowledge. Who's going on a bike tour through O10 with me in search of the pearls?

21

**Martine:** *"I would really like to organise inspiration sessions on sustainability for our clients ....."*

## Notes



Where can you achieve the highest impact..

In oktober 2012 heb ik een training gevolgd over Sustainable Entrepreneurship. Het was een gemengd clubje van deelnemers. Bijvoorbeeld, er was iemand van een kledingmerk. In het eind, had ze een lijst met ideeën, zoals onderzoek naar verbeteringen van materialen, vervoer, betere omstandigheden voor de mensen in de fabrieken, producteigenaarschap. Een groot verschil met onze organisatie waar we niet zoveel fysieke producten hebben en we al (een beetje) bijdragen aan een betere maatschappij door mensen te helpen ontwikkelen/groeien. Natuurlijk kunnen we nog meer verbeteren, maar ik denk dat we de grootste impact kunnen maken in wat we doen voor onze klanten. Wie heeft ook duurzame vragen. En wie kan hierin ondersteund worden door ons. Onze Appreciative Inquiry aanpak, bijvoorbeeld, is een geweldige tool om te gebruiken bij dit soort projecten. (Mijn leraar Freek van der Pluijm heeft aan de AI conferentie in België een paar jaar geleden deelgenomen en was nog steeds erg enthousiast over het) Naast het goede doet het ook een business opportunity.

I'm also curious if we can create a common vision on sustainability. Should we at least compensate our CO2 emissions for instance? I do think that in the future it will be a disadvantage if you don't have a clear policy about this as a company. We already received a flyer from our client Rijksoverheid about it. *"The tender was 100% awarded on people and planetary factors."*



*"The national government has an exemplary role for the rest of the Netherlands. We want to show that it is possible. That by purchasing socially, innovatively and sustainably, you can contribute to a better climate, to the development towards a circular economy and more job opportunities. This requires something from all of us: from clients, buyers, market and other partners together. (...) "*





## Nature Based Solutions Community

I'm working on a project called Nature Based Solutions Community. The company's ambition is to reduce the net carbon footprint of its energy products by around 20% by 2035 and by around half by 2050. They made a bold statement to use Nature Based Solutions (NBS) as part of a broader effort to reduce the net carbon emission of these energy products. Protecting and restoring nature (trees) has helped curb warming for as long as we have known climate change to be an issue.

With the choice to seriously invest in NBS, the company enters a new field where they are received with mixed views, and where their traditional strengths are also a weakness. So a little more than a year ago, we started to build the community that forms the "frontier group" for this work. It is a passionate group of people, who want to work with nature and local communities to make a real dent in climate change, in a high integrity way and in a way that is economically viable.

We created a shared platform of norms and values where everyone, regardless of position or job description, feels ownership and a strong sense of belonging. From this, a culture is starting to emerge where getting results, rapid learning and strong social fabric are all valued equally. In a virtual setting, with different people in different continents none of this is straightforward. It requires a high dose of care, support, confidence and honest conversations with each other to 'figure it out' and be successful in unknown territory.

We see more trees planted every day, more non-traditional partners reaching out and more customers signing up for carbon neutral driving. Personally and professionally, I love contributing to this group who will make this important topic real, for the company and for society.



## Ecosystem thinking is the new stakeholder management

Spinwaves is established to translate sustainable goals into practical and applicable solutions. A way that is totally different from the classic approach. We designed a way of working together with people who understand that old ways of working do not apply anymore these days and that we need new solutions. For example, we seek these new solutions by emulating on 3.8 billion years of expertise from nature (Biomimicry). We apply nature's expertise to our everyday lives, which results in surprising and practical solutions. How does nature generate and store energy? Which natural processes or designs can help us make organisations sustainable? My experience is: nature knows everything already and it is fascinating to study.

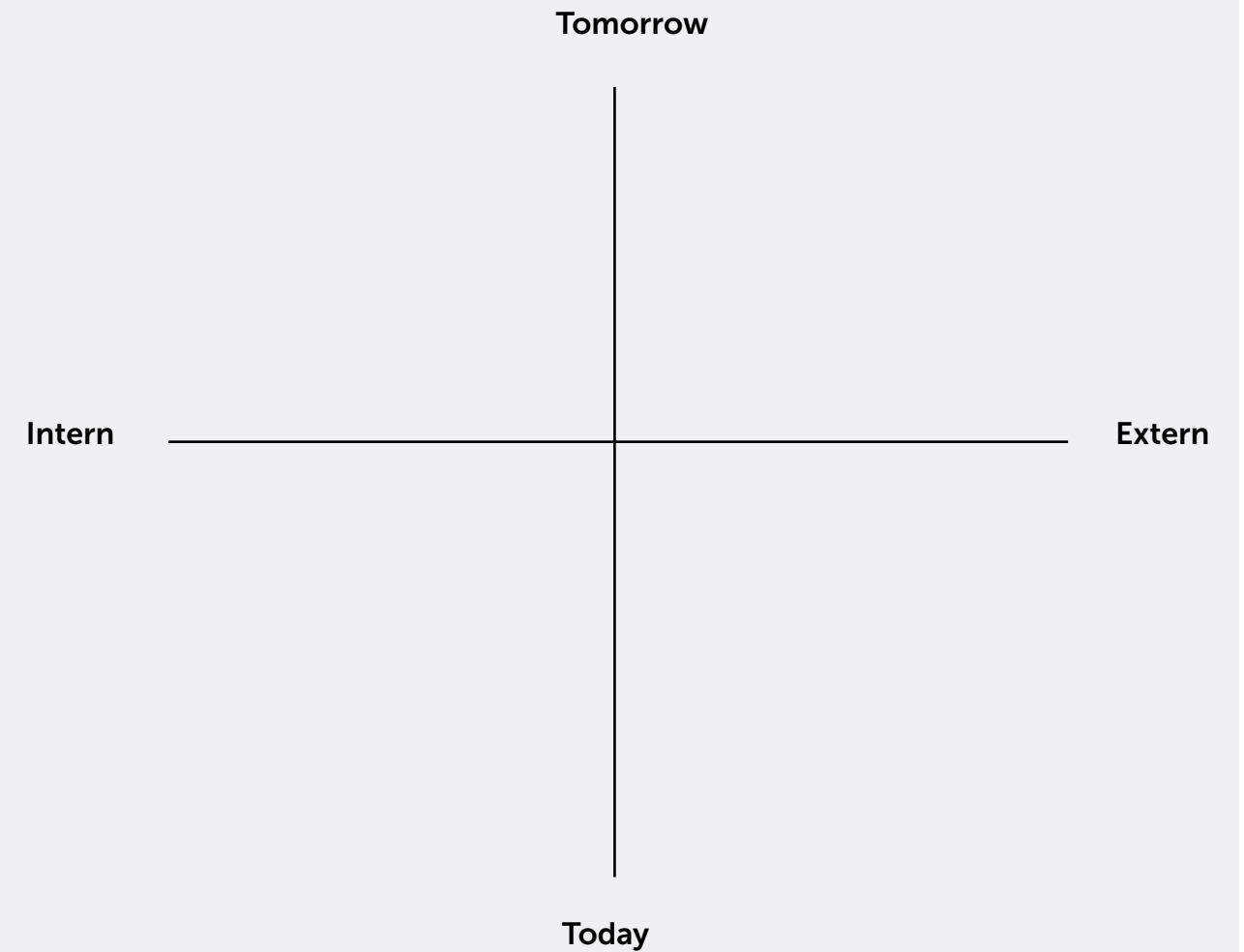


## Healthy society with Kopman

With Kopman, which translates as 'leader', but also as 'a very fit athlete', we support organizations to become healthier places to work, live and learn. What does it mean to be healthy and how can we create environments where people flourish?

We set up a process that starts with a self-analysis of the organisation with regard to well-being and health. This forms the basis for an integral policy and action plan, with an eye for mental, relational, physical and existential energy. We offer the necessary expertise and support to carry it out. This integrated approach creates a sustainable and effective result.

## Value creation model





Notes

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Greece instead  
of Zambia



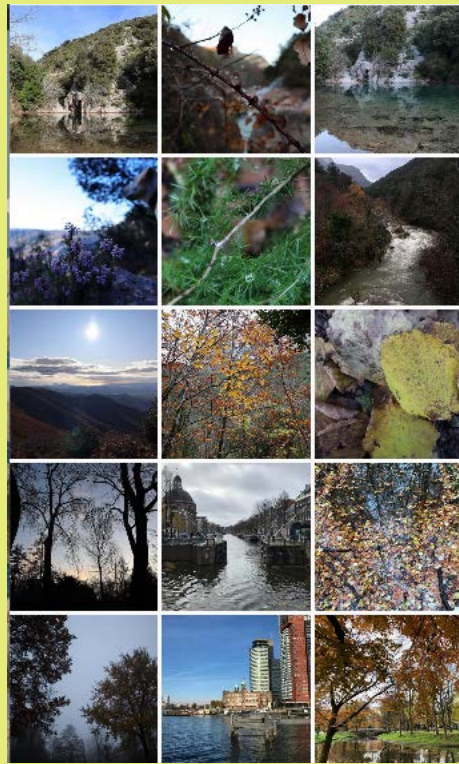


This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



See the extraordinary  
within the ordinary

In the past years, I have rediscovered my love for the outdoors and spent a lot of time in beautiful places, such as in the Spanish Pyrenees. And with that, I increasingly started to worry about how we treat our planet, or even mourn for the loss of wildlife. And read many ecological philosophers for my doctoral research. I have come to believe that along social and political action, one of the most important things we can do is shift our thinking of and relationship with the so-called 'more-than-human world'. To realise that we as human beings are part of a world that is alive, rather than standing outside it somehow and using it for our own use. Big ideas, but I think you can start small. For me, it is about truly seeing and respecting things that are not human - whether it's a tree, a blackbird or a cup. To continue to wonder at/with the world, that is: to see the extraordinary within the ordinary. I try to do so through my daily morning walks in which I wander in search of beauty, by spending time alone in nature and writing stories about nature. This makes me fall just a little bit more in love with places and things, and I think loving something or someplace will automatically invite you to think of and act differently towards it.



@mymorningwalks

[illegible]



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# Read more?

- <https://thenaturalstep.org/>
- <https://futurefitbusiness.org/>
- <https://sustainabledevelopment.un.org/>
- <https://www.drawdown.org/>
- <https://www.vpro.nl/programmas/tegenlicht/kijk/bundels/onderwerpen/duurzaamheid.html>
- <https://www.duurzaambedrijfsleven.nl/>
- <https://bcorporation.net/>

## SUSTAINABLE DEVELOPMENT GOALS







This booklet is printed on Biotop paper. In addition to being chlorine-free bleached, it does not contain any optical brighteners, which causes the colour to differ slightly. Biotop does not use fresh trees, but wood residues from sawmills.