

# the value agency

Communication On Progress 2012



# welcome,

to the first COP of *the value agency*. We are an Amsterdam based Corporate Social Responsibility (CSR) concept agency. We develop and implement CSR concepts for companies within the scope of their core business and cultural values. We support organizations in shaping and formulating their social and environmental role and taking their ambitions to the next level whilst stimulating the guidelines of the Global Compact. We do this by actively implementing the strategies, policies & practices and facilitating education and change initiatives to enable them to act accordingly.

We are a values-driven organization, combining practical idealism with a business mentality. Connecting people, organizations & ideas and making a positive change lie at the heart of our day to day work.

This COP will tell you more about our activities. Note that all the GC principles (eg. environment, labour, human rights) form the foundation of and are interwoven in all our concepts and activities and as such are not explicitly elaborated on in this COP document, but marked pointedly with the focus principles in the green circle:

for more information, or an update on our latest activities, please visit [www.thevalueagency.com](http://www.thevalueagency.com) or contact us at [welcome@thevalueagency.com](mailto:welcome@thevalueagency.com)

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# what we do:

Our work is about creating value for companies, their brand & their employees while adding value to the world around them. We believe that every organization has a unique CSR identity - a business soul from where it can create new value for its own business and for the world around it.

CSR and sustainability mean different things to different people and organizations. They can span many areas of a business; from embedding CSR strategically in the day-to-day operations, to the working practices of suppliers, to employee engagement programs. To address the specific needs and business realities of our clients, we have three types of activities:

1. CSR concept development
2. Be The Change Coaching program
3. social enterprise development

# COP statement,

We continuously support the Global Compact principles and will act accordingly.

As a small social enterprise (with less than 10 employees) we have shown that, guided by our own moral compass and supported by the Global Compact Guidelines, we can have a positive impact on the world through pragmatism, active engagement and leading by example. We work and act in line with the Global Compact principles and we invite and stimulate our partners and stakeholders to do the same by:

1. Informing about the chances and opportunities of doing business
2. Inspiring with examples of sustainable success stories & responsible best practices
3. Motivating to act as a value agent (both on the company level and the individual level) and to make a difference in today's world.

Inspired by the Global Compact Leadership Summit we are committed to follow the principles even more proactively by using the different tools of the GC, participate in events and connect to other GC members.

Hubertine Roessingh, Managing Director *the value agency*

## UN Global Compact Leaders Summit 2010



Welcome Session (23 June 2010), UN General Assembly Hall  
Photo: UN Global Compact/Michael Dames, Hubertine Roessingh (the value agency), Dieuwertje Damen (Rainbow Collection)

# Activities

A decorative illustration on the left side of the slide. It features a black background with intricate white and yellow floral patterns, including swirls, leaves, and small flowers. Several black butterflies are scattered throughout the design. The background of the slide transitions from a teal color at the top to a yellow-orange gradient at the bottom.

## 1. CSR concepts

We design complete CSR strategies, policies & programs for companies that wish to give shape to CSR in an innovative, authentic and personal way.

How do we address this challenge? By developing a unique CSR identity, which is based on the companies' core values, activities and culture and which is aligned to their overall strategy and their sustainable motives & ambitions.

The CSR identity helps us and our client to make CSR very specific for their business; the topics it encompasses, the short- and long term goals and ambitions, the strategic roadmap and the day-to-day implementation.

In other words: a sound CSR identity forms the ideal and essential foundation to develop a successful, innovative and authentic CSR concept.

# Heineken International Beer Promotion Girls

The roots of *the value agency* go back to Bangkok, Thailand.

In 2005, we investigated the working conditions of Heineken Beer Promotion Girls in Bangkok from a CSR perspective, by mapping the role and responsibilities of the company and its stakeholders towards these women. Selling and promoting beer in Bangkok is a gender-sensitive profession, which (as the research showed us) causes social stigmatization and sexual intimidation.

On request by Heineken International we developed a report of recommendations (both strategically as on the operational level and the day-to-day business of the Girls) on how the company can improve the working situation of Heineken Promotion Girls to create a win win situation for both the company and their employees.

[www.heinekeninternational.com](http://www.heinekeninternational.com)

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*the value agency* developed the GREEN ADS BLUE Water Neutrality Program for GreenGraffiti®.

GreenGraffiti® is an environmentally friendly form of outdoor advertising with a clear message: clean is green. It is one of the first companies in the world to compensate for their water footprint. For each liter of water they use, to produce an expression, they invest in a water harvesting project that provides one liter of clean drinking water in the Semi-arid region of North Eastern Brazil.

[www.greengraffiti.nl](http://www.greengraffiti.nl)



ARCADIS AQUMEN is a specialist in facility management services for the public and private sector in the Netherlands. *the value agency* designed their CSR strategy and implemented *Add2 a Brighter World*

#### CSR-Identity

Based on an in-company CSR scan, benchmark and stakeholder analysis, we assisted AAFM in formulating their own specific CSR identity, ambition and program: *Add2 a Brighter World*

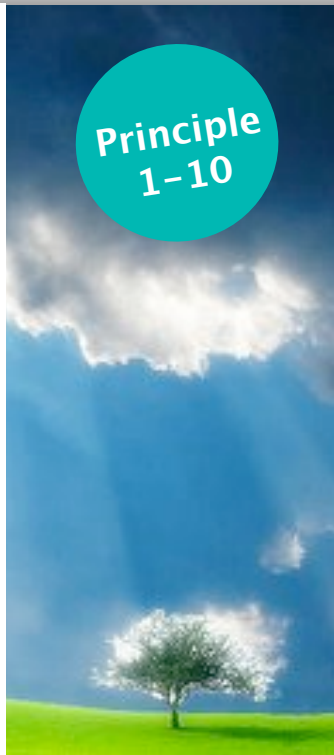
#### implementation & employee engagement

To integrate the CSR strategy into the daily operations and to actively involve employees we facilitated this process by implementing CSR in the management systems and by setting up an active Community of Practise; Team Planet.

#### communication

Centered around the three pillars of *Inspiration*, *Interaction* and *Illustration* we co-created the internal & external communication tools.

[www.arcadisaqumen.nl](http://www.arcadisaqumen.nl)



## Ruby's Business

Ruby Brown is an Amsterdam-based home-shoe & sock label, of which its colorful accessories are produced in China. This summer, Ruby Brown wanted to give back to the Chinese communities she has successfully been working with for the last 5 years.

To do so, we designed "Ruby's Business" - Ruby's own CSR identity and a 5-year CSR action-plan: *from business as usual to 100% fair trade*.

Ruby's first CSR action is "Ruby's First Step": we initiated a partnership with the Chinese Children's Center *Half the Sky*: for every purchased pair of home shoes from Ruby Brown's baby collection, one euro is directly invested in *Half the Sky*.

[www.rubybrown.nl](http://www.rubybrown.nl)





## 2. be the change

CSR is about leadership. And leadership is about vision, inspiration and development.

*the value agency* developed BE THE CHANGE - a coaching & inspiration program especially designed for CSR managers.

CSR managers are operating in a very dynamic business environment. In order to keep track of the latest trends and developments in the world of CSR, with new standards, guidelines, initiatives and new rules and regulations in an ever-expanding field of issues and new topics (Cradle2Cradle, Social media, CSR 2.0, employee engagement, organizational change etc) we offer BE THE CHANGE.

Our aim is to support CSR managers (by generating new ideas through interactive brainstorm sessions, updates on the latest trends and just by listening to their needs and ambitions). Because we believe that inspired CSR managers can inspire their own organizations & employees and as CHANGE AGENTS they can set the example within the business community and society at large.



brainstorm CSR identity:

### telling beautiful stories

Bedding House is a renowned Dutch producer of bed-linen and sleeping room accessories. Last year the organization had its first sustainability experience when it developed an organic cotton bed-linen collection with producers in Portugal.

This year, Beddinghouse decided to embed this single initiative in a broader CSR program. For this reason we organized a workshop (world cafe) to support the organization to identify and formulate their own unique CSR identity.

To be continued spring 2010.

[www.beddinghouse.nl](http://www.beddinghouse.nl)

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## the fringe goes green world cafe

The Fringe aims to create a stimulating atmosphere for artists & innovation; to meet, inspire & stimulate each other. The Fringe is constantly looking for adventure and contributes internationally to dynamic theatre. It is from this reality that The Fringe decided to contribute to a green & fair planet.

### World Cafe

But what does sustainability mean to The Fringe? And how can it address the CSR challenge? To answer these questions, we organized the Fringe Goes Green World Cafe. During this interactive dialogue, the participants (employees, artists and visitors of The Fringe) set the framework for a sustainable vision, mission & action plan. This will be further developed summer 2010.

[www.amsterdamfringefestival.nl](http://www.amsterdamfringefestival.nl)

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NCY::OUTBOXCONSULTANCY::OUTBOXCONSULTANCY::OUT

### co-creation friday

Together with our partner Outbox Consultancy (the Netherlands) we facilitated two co-creation days workshops for Delta Lloyd Group Foundation (DLGF). Co-creation is the practice of developing systems, products, or services through the collaborative execution of developers and stakeholders, companies and customers, or managers and employees.

The programs of the foundation are focused on urban poverty alleviation and financial empowerment in Amsterdam. Taking into account the fact that 2010 will be the European year for poverty alleviation, the foundation wants to build a coalition of other Amsterdam-based companies to fight urban poverty together.

As such, the workshops we facilitated focused on one question alone: how to co-create an online platform against poverty in Amsterdam with a group of 16 large dutch companies and their civil society partners?

[www.deltalloydgroupfoundation.nl](http://www.deltalloydgroupfoundation.nl)

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### 3. social enterprises

*the value agency* believes in social entrepreneurship - in businesses that address and pursue both commercial & strategic and social & environmental goals. Social enterprises are the business leaders of the 21<sup>st</sup> century, focusing on long-term success and on mutual dialogue with their partners and stakeholders. They are constantly adapting to changes in society and in their business environment and seek innovations to do so.

*the value agency* is a social enterprise. As such, we decided to invest our profits and extra time into innovative CSR concepts and new social enterprises.

Once these enterprises & concepts have been established, we will hand over the stick to other entrepreneurs, in order for them to run their own social enterprises.

Together we will make a difference.



Bar O is a sustainable & innovative bar concept. Bar O is a tribute to water as source of life & energy - a philosophy that has a central place in the concept, design, hospitality strategy and menu. Bar O is a place to reload & relax, to be inspired and to get together with friends & like-minded people - people that are looking for a warm, sparkling, innovative and responsible hospitality experience.

Besides this, Bar O is the first bar in the world that aims to be water neutral. How? By compensating both the direct and virtual water footprint of the bar by investing in sustainable water projects in developing countries.

[www.bar-o.org](http://www.bar-o.org) - work in progress

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fair trade  
fair play

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## support Orange and bring employment to South Africa with the rainbow collection

Amsterdam - Cape Town, 2009 - 2010

For the first time in history, the World Cup will land on African soil in 2010. With this event, the eyes of the whole world will be on South Africa, offering major opportunities to the country and its people.

In assignment of Behold Consultancy, we have designed & coordinated the Fair Trade merchandise program called *Rainbow Collection*, offering Dutch companies a fair trade alternative to the regular (made-in-china) orange World Cup premiums. To do so, we work together with three small-scale fair trade producers in South Africa.

[www.rainbowcollection.nl](http://www.rainbowcollection.nl)



The  
**FUTURE  
LEADERS  
AWARD  
2009**

## today's managers are the leaders of the future

More than ever, the world needs responsible & sustainable leaders. During The Future Leaders Event 2009, more than 300 high potentials, from Dutch multinationals and the government, were challenged to bring CSR into practice.

To stimulate and inspire these leaders of the future, and to create more exposure and impact, this year the organization of the event asked *the value agency* to organize the prestigious Future Leaders Award. During the event, the best ideas were presented on new & innovative business solutions for the challenges the world is facing today.

The winning team - the Future Leader 2009 - were given the opportunity to follow Masterclasses and Workshops on how to realize & implement their solution. We designed the program and facilitated the events supported by different experts.  
[www.futureleaderevent.nl](http://www.futureleaderevent.nl)

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# do you want to create new stories with us?

*the value agency* is based in the historical center of Amsterdam on 'het Spui', right above the coffee company. Are you in the area? Please feel free to step by for a fresh coffee or a cup of hot of tea.

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the value agency

a adding value to the world starts with you