



United Nations Global Compact

Communication on Progress

February 2017

Hemels van der Hart
RELEVANCE AS A RESULT



It's all about believe

“We believe that, when we want to make a difference to society, this has to reflect in our daily movements. We continuously search to what inspires us and inspires others, but above all we prefer to act upon it. We try to actively make a difference, so that we leave a better world behind for future generations.”

Pieter Hemels



Dear UN Global Compacter,

Last year we became part of the UN Global Compact because we realized our main goal is to make a sustainable profit, alongside financial profit. We increase sustainability by changing our own actions, by supporting organizations to reinvent and increase their relevance and by injecting the SDG's into our companies genes.

In this rapidly changing society, our mission is 'the creation and development of personal, organizational and societal relevance'. Our goal is to realize beautiful results and thereby deliver a structurally positive contribution to tomorrow's society.

In this COP we share how we try to contribute in a most positive way and, as such, configure to the cornerstones of the UN. We show how we integrate this on a daily basis in both our work, as well as activities. As a result, we collaborate with many clients that also dedicate themselves for the same above mentioned cornerstones. Alternatively, we assist them in developing these changes. This reflects in the conversations and meetings that we have, but also in the great results of the projects that we are working on every day. And that truly makes us happy.

With kind regards,

Hemels van der Hart



Human Rights Principles



Human Rights Principles

Every human is of value, as is every organization. The question is: what do you do with this value? We believe that you must be conscious of this. We respect the values of our employees within our organization, but we also take influence spheres into account. In our daily work and for the clients whom we work for, as well in our way of thinking.

We believe that every human matters. In that respect, we work hard to develop an action plan to tackle violence against children worldwide. Furthermore, we are working on several assignments for clients, in which we mutually strive for human dignity.

Looking at how we circumvent with our employees, we ensure that there is sufficient space to openly discuss whatever issue may arise. In light of that, we have a meeting every other week and every employee is entitled to a (personal) development program, as well as a performance appraisal. Our own instruction manual enables us to let clients and new employees know what they can expect from us, how we interact with each other and what we feel is important in that aspect. Each contact is an encounter and one is not better or more important than the other: equivalency ensures connection.

We enjoy sharing our way of thinking with the outside world, mainly because we have the ambition to contribute in a positive way to society. Every month we advertise in the 'Financieele Dagblad' (a Dutch financial newspaper) in which we express ourselves on social issues, to inspire readers and show them a new perspective. (<http://www.hvdh.nl/verhalen-in-de-media/zullen-we-muren-slopen>)



Human Rights Principles

Mensen met een Missie

Since 2013 we support 'Mensen met een Missie'. Mensen met een Missie (*People on a Mission*) is a Dutch non-governmental organization, dedicated to peace and justice and a worthy life for everyone. They choose a small scale and local approach with partners to help and improve the life of minority groups in Africa, Asia and Latin America.

The question they posed to us was the following: help us increase the visibility of the work of our partners and thereby the support of their projects? We have developed a new initiative: 100 reporters. 100 people get the opportunity to travel as a reporter to visit projects that are supported by Mensen met een Missie. With the objective to let them tell the stories and share their experiences. Not via mass media, but mainly by using social media to activate personal networks.

With 100 reporters, we literally bring the world together. We feel that this is a magnificent project to work on and we feel extremely connected with Mensen met een Missie. Three of our employees have travelled with 100 reporters and deployed themselves for the locals there.

www.100reporters.nl



Human Rights Principles

Kansfonds

We live in a beautiful country. But when looking further, you will see that there are many vulnerable people. For example, through poverty, loneliness or because of an abuse history. Some are excluded due to illness or restrictions. Kansfonds wants these people to be able to be part of our society again.

To raise awareness for this, we have developed a campaign for Kansfonds “You have the right to”. You have the right to do well. Not the obligation, but the right. How? It’s much simpler than you might think. All around you there are opportunities. And you have the right to take that opportunity. On the website of Kansfonds we concretize those opportunities. For example: you have the right to say hello to a homeless person (opportunity no. 10). By doing that, you are giving this person a feeling of being seen. You also have the right to give migrant women language lessons (opportunity no. 31). These are just some examples on how simple it can be to involve vulnerable people to be part of society again. The initiatives that Kansfonds supports have expressed their enthusiasm on this campaign. And new opportunities have arisen. The campaign has also led to more brand awareness of Kansfonds itself and what it is that they do.

<https://www.kansfonds.nl/kansen>



Human Rights Principles

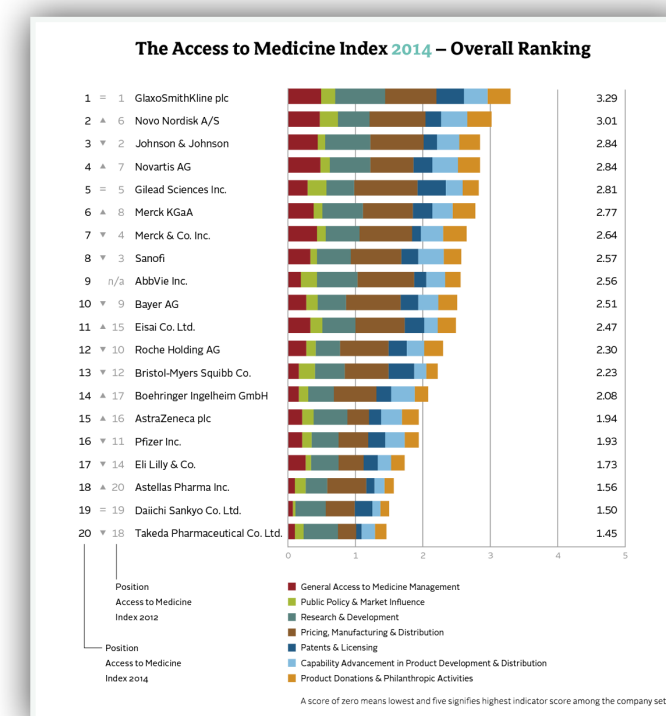
Access to Medicine Index

Two billion people in the world have no access to medicine. The Access to Medicine Index, founded by former Pharma CEO Wim Leereveld, gives insight into what the pharmaceutical industry is doing to improve this situation. It independently ranks pharmaceutical companies' efforts to improve access to medicine in developing countries.

Based on the immense impact of the Access to Medicine Index, we contribute to the creation of the Index Initiative. Index Initiative develops indices that encourage and inspire companies to initiate positive change. Our vision is a world in which companies serve societies greatest needs. With every new index we introduce, we initiate dialogue, clarifying the unique social and environmental contribution companies can make as well as societies expectations of those companies. For a few years already we have been supporting the Index Initiative. Our role is to determine its long term strategy, the communication policy, the financial structure and other matters, such as landing sponsors and co-financing.

<http://www.accesstomedicineindex.org>

<http://www.indexinitiative.org>



Human Right Principles

High Time Movement

In January 2016 we were asked to help create the strategy and campaign for SDG 16.2: end all violence against children before 2030. Together with KidsRights and the United Nations Secretary-General we created the 'High Time initiative' to end violence against children.

Partners in the High Time initiative include Governments, UN agencies, Human Rights mechanisms, independent institutions for children, local authorities, communities, professional networks, the corporate sector, etcetera. The High Time initiative aims at promoting child- and young people participation. The High Time online platform will gradually expand to provide access to its partners' initiatives, results and calls for action, multiplying the possibilities for groups and individuals to support their efforts. Together with the wonderful team of the SRSG and KidsRights we developed the strategy, the concept, the platform, the introduction of the High Time movement (including a high impact film: <https://vimeo.com/158330871>).

We started the campaign in February 2016. In the months that followed, we have further developed it and at several conferences the movie was shown and the ambition of High Time was shared. To this date, the SRSG team is still bringing this matter to people's attention and searching for collaboration with local authorities. We support wherever possible.

<https://www.endviolenceagainstchildren.org>



Environmental Principles



Politie wil ik worden,
want ik hou er zo van.
In een auto met sirene rijden

Environmental Principles

We take our responsibility on environmental issues. Especially in the field of sustainability. You do not need to be a brilliant scientist with an IQ of 170 to know that the condition of the earth is decreasing. Air pollution, large-scale deforestation, rising sea levels. We want to leave the world behind as a better place for the next generation.

We are pleased to work for energy provider RWE. If we want to become a bio based economy, we must tackle fundamental questions. That is what we do together with RWE, thereby giving direction to the future. We act out of conviction and vision. Every single day. And trying to make a difference wherever we can. We have installed many recharging stations on our premises and expect each employee to drive electric as much as possible. Our office is located on a beautiful estate 'De Viersprong' in the forest. We maintain our estate and ensure that wood is recycled in the correct way. We also keep bees on our estate. Bees are important for the food chain, and therefore to humans. By having bees we help to regulate the ecological system.



Environmental Principles

RWE

RWE is one of the top three largest energy companies in the Netherlands and is owner of Essent. In the Netherlands, we face the challenge of making our energy more sustainable. In light of this, RWE has the ambition to run their plants for energy generation on biomass only. Furthermore, the biomass power that is produced is not only deployed for combustion in their plants, but is also utilized to give an impulse to the biobased economy in the Netherlands. By collaborating with other similar companies in biobased economy, such as logistics, biochemical and biobased materials. Together with RWE, we expose this story and make concrete steps in searching the collaboration with parties in the biobased economy chain.



Environmental Principles

Buitengewoon

Achmea is the largest insurer of the Netherlands with brands such as Interpolis, Centraal Beheer, Syntus, FBTO and Zilveren Kruis. Looking at the outside world is vital for Achmea Corporate Relations. Together with them we have looked at two sectors and the development that is relevant for this sector for the next 5 to 10 years. We have outlined the five most important developments within their sectors. These are validated by outside experts (professors, CEO's, entrepreneurs), to obtain a clear view of the future together. This project is of importance to us, because it helps to get a clear picture of crucial developments for the Netherlands and the rest of the world. For example, mapping how innovative the Netherlands is in the food- and agricultural sector and how the construction industry is searching for a healthy investing climate, taking demographical developments into account.



Environmental Principles

De Kamer

Achmea is serving over 10 million customers, 15 thousand employees and € 20 billion turnover. The cooperative model of Achmea represents mutual interest, sustainability, and commitment to helping the community. Obviously, Achmea is of major importance in and for the Netherlands. That is why we developed the concept 'De Kamer' (the chamber), where high level CEO's, CFO's and young talent discuss the possibilities, difficulties and opportunities the society has. It leads to important insights on the societal and economical future of our country, on topics such as trust, sustainability and influence. We share the insights via publications and books.

Last year we interviewed 25 high-end executives from leading companies, branch organizations and semipublic organizations on their vision on the future of the Netherlands. What can be done to accelerate positive developments for the economy? What can the society contribute? In which way can organizations and leaders contribute? What are the biggest barriers and how can we overcome them? The Chamber published the book 'De versnelde beweging' (the increased movement) with interviews and we selected 5 important issues with the aim to set an agenda for 2025. The strategy for the coming years focusses entirely on these issues and how companies can tackle these together. To achieve a better future for the Netherlands and Dutch businesses.



Labor Principles



Labor Principles

We are always searching for the real story as a starting point to improve each other and to make the impossible possible. The real story behind people. We feel it is of most importance that our employees feel good about themselves, physically, emotionally, mentally and spiritually. That is why it is vital that we enable our employees to do what they enjoy and what they are good at. We stimulate them to bring out the best in themselves. Through our internal development program, we help them discover their personal added value and how they can utilize this in their daily routine.

We enjoy working hard, but sometimes it is rewarding to escape from the daily routine and do what you thoroughly enjoy. We enable employees to have a sabbatical period and to do what they have always wanted to do. On a regular basis, we run through the beautiful forest in the back yard of our office and we choose moments to do fun things with each other in a completely different environment. Because of our magnificent location in the forest, we also enable clients to take a walk outside.

Through 'de energiemeatschappij' (the energy company), we share our knowledge with the rest of the world, with anyone who want to participate. We do this because we want to make a difference together and we want to give and share energy. In 2016 we had several workshops such as 'developing your own brand', 'wood chopping' and 'mirroring'.

<https://www.deenergiemaatschappij.nl/>



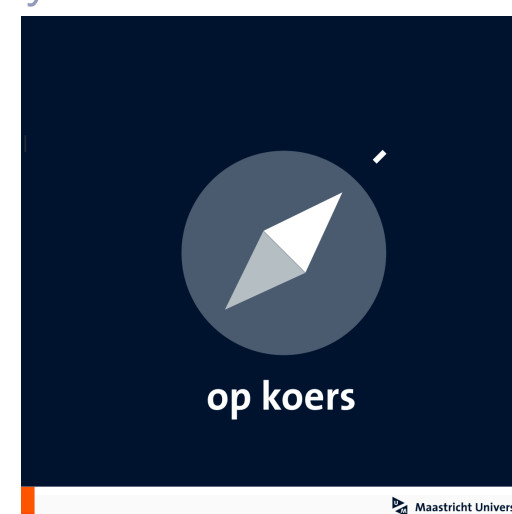
Labor Principles

Maastricht University

Maastricht University is the youngest university of the Netherlands. High-grade research is connected to innovative means of education. This from a certain modesty point of view, which resulted in stories remaining concealed and communication as a specialism was not visibly developed. The question they posed to us was to help them with writing the story. And thereafter assisting them with the changes and development of the marketing- and communication department (M&C).

Together with deans, board of directors and management we formulated the story of the university. Utilizing this story as the basis, multiple M&C working groups made an analysis of their current practice, both on a central level, as well as for several faculties. Consequently, these were translated into improved proposals for content, processes, collaboration and means of organization. We lead the complete project, including the implementation of change. Our way of coaching is that we conduct this with acuity. Without judgment we operate from a safe environment of intuition and trust. We transmit that to the people that we lead.

This resulted in a completely renewed and decisive M&C department, whereby employees have learned how to interact and view each other in a respectful manner. This was also transferred in the collaboration with the stakeholders of Maastricht University that are an integral part of the university.



Labor Principles

Prorail

ProRail is the administrator of our Dutch railway infrastructure, and thereby responsible for the whole railway system: construction, maintenance, management and security.

The ambitions of the IT department of ProRail demanded a different way of collaboration (from a way of working that was task orientated, to a way of working that was chain orientated instead). They asked us if we could help them by organizing an event where they could make a start by helping the employees experience what their new ambitions meant.

Together with ProRail we organized several days of retreat. We developed the theme of building on trust and focused on defining the ambitions through brainstorming sessions. To change the behavior and attitude of several employees, through several ways of work forms, we showed them what their part is in the 'new' ProRail and how they can a grip on that.

Employees got to know themselves and each other better. This lead to more insight in their own specific qualities and that of someone else. As a result, confidence grew, collaboration was improved and the 'esprit de corps' was enlarged.



bouwen
aan
vertrouwen



The photographs in this presentation are pictures of our own grand-, neighbor-, god-, stepchildren or other kids we relate to.

They are the reasons why we do what we do.

