



United Nations Global Compact

Communication on Progress

February 2018

What is the most beautiful thing about our job?

It's simple. We work with questions and topics which really matter to us and everyone around us. In all things we do, we work from the heart.

In 2017, our clients and projects continued to allow us to align our core-values with strategy. We developed concepts that championed an affinity to people and the environments in which they live through key values of change, protection, responsibility and collaboration: from contributing in the shift towards a bio based economy, tackling abuse in society and sport, helping to bring more women into boardrooms, and empowering individuals by creating more inspiring living environments. All of our work was performed with full participation in mind; we didn't want to leave anyone behind. In this COP, we highlight key successes and learnings from 2017.

This year we will keep seeking new experiences and challenges, whilst continuing to share our perspectives and ideas. Although we are an agency of modest size, we believe we can make a big difference. Through placing societal issues at the forefront of the agenda of our Board of Directors, management and employees, and combining our ambition with, for example, the UN Global compact, we truly believe that, together, we can catalyze considerable and sustainable change.

We will keep focusing on projects which we really believe in. We will always be proud of what we do, and are happy to always explain our work and motivations with our children.

We wish UN Global Compact a great 2018, and hope that through our membership and by combining forces we can really change the world through business.

All the best,
Pieter Hemels



Commitment moves change

Hemels van der Hart is very committed to make a difference on the SDG's. Using this commitment we are able to create an in-depth impact in the projects for our clients. However, we want to reach a broader audience of decision makers and share our vision on topics that matter to us and the society in the Netherlands. Therefore, each month we publish an advertorial on a specific topic in the most renowned business newspaper in the Netherlands, Het Financieel Dagblad. This way, we start a vibrant discussion on social media and between decision makers in their day-to-day business. As an illustration, we incorporated one advertorial for each of the themes of the UN Global Compact which we worked on last year.



“Nee hoor, dat doen ze hier zo niet.”

Het is natuurlijk een tikeltje stom om in een advertentie te schrijven. Dat het ons best vaak gebeurd is dat we een geniale strategie hadden ontwikkeld waar vervolgens niemand ooit meer iets van hoorde. Maar de eerlijkheid gebiedt te zeggen dat het waar is. Regelmatig eindigden we met een rapport, een bureau en een oeverdovende stilte. En als er nu iets frustrerend is, dan is het wel keihard werken aan een veranderstrategie, waarna alles bij het oude blijft.

Van alle redenen waarom een strategie niet gerealiseerd wordt, staat 'intern draagvlak' strak op nummer 1. Dat gebrek aan draagvlak komt meestal niet voort uit een gebrek aan geloof in de strategie, maar een gebrek aan bewustzijn. Het bewustzijn dat ieder mens zelf het verschil kan maken. Het systeem, de structuur en de cultuur blijken vaak stevige, beperkende overtuigingen. “Maar dat kan ik toch niet zomaar anders gaan doen?”

Dus als we nu een strategie opleveren, bieden we meteen een stevig intern ontwikkeltraject aan. Met daarin twee doelen: teams hun eigen doel binnen de strategie laten bepalen en individuen bewustmaken van het feit dat zij zelf het verschil maken. We hebben dat nu een keer of tien zo gedaan. En je gelooft je ogen niet. Zullen we er wat meer over vertellen bij een kopje koffie?

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Hemels van der Hart
WOL RESULTAAT



Human Rights Principles

Education. There are other ways.

In April we shared our perspective on how we should give more thought to how innovation can change education. We see a chance for companies and organisations to work closer and really make lifelong learning possible.



Onderwijs. Het kan anders.

Het Nederlandse onderwijs behoort tot het beste van de wereld. En dat is mooi. Het zegt iets over hoe ons onderwijs zich verhoudt tot dat in andere landen. En roept natuurlijk de vraag op: kan het beter? Vanuit het onderwijs klinken de laatste tijd regelmatig zorgen. Over de grootte van klassen, over het afschaffen van speciaal onderwijs, over de afnemende rol van ouders en de groeiende administratieve last. Allemaal kwesties die om een oplossing vragen, maar die misschien ook de aandacht afleiden van een nog fundamenteeler vraagstuk.

Want: moet er niet veel meer ruimte zijn voor vernieuwing? Instituten als Luzac laten zien hoe ongerekend goed de resultaten zijn van kleine klassen en persoonlijke aandacht. Ja, dat kost een klein vermogen. Maar: wat levert het op als we dat landelijk invoeren? En hebben we eigenlijk wel een keuze? Technologie is bezig ons bestaan blijvend te veranderen. Robotisering en digitalisering grijpen diep in op de manier waarop we leven en werken. Dat levert andere banen op. Waarop we ons nu alvast kunnen voorbereiden. Dat schiet niet op als het wijzigen van curricula achterwege blijft, alleen omdat het proces daartoe nauwelijks door te komen is. En waar blijft de toepassing van al die technologie in ons onderwijs?

Wij mogen vanuit ons werk regelmatig in onderwijsinstellingen meekijken. Van ROC's tot business schools. En we zijn onder de indruk van de passie en het vakmanschap van de mensen die daar elke dag met ontwikkeling bezig zijn. Als we hen nou eens koppelen aan bestuurders van grote ondernemingen en innovatieve start-ups. Met een budget dat een procent of 30 hoger is dan nu. En met het vertrekpunt om een leven lang leren mogelijk te maken. Samen kunnen we het onderwijs in Nederland daarmee wereldstandaard maken. Over randabel investeren gesproken. Dus, beste mevrouw Schippers, zullen we?

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Hemeis van der Hart
MOET RESULTAAT

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.



Stichting Special Heroes Nederland: Everyone counts

Special Heroes Nederland is a Dutch non-governmental organization. Their aim is to improve participation of a healthy and active lifestyle for people with disabilities. Because research has shown that an active lifestyle results in better physical and mental development of people with disabilities. With different programs and interventions they stimulate structural participation within sports and culture.

Past few years they have expanded their scope of activities from only sports to other domains like art and culture, food and health, work and participation. Therefore we support Special Heroes with developing their long term strategy, fundraising initiatives, team building and formulating the story of Special Heroes. The story is about the belief that everyone counts (iedereen telt) and people with disabilities (should) have the same rights and chances as every other person. Utilizing this story as the basis, we made a new book to inspire others and we are now creating a new website to actively involve companies, public organizations and individuals to participate.

As a result of the programs of Stichting Special Heroes Nederland around 80.000 people with a disability participated and the structural participation increased with 12-15%.

We are proud to be part of the team and working together on human rights, particular on goal 3 'a good health and well-being for everyone' and goal 10 'promoting social inclusion'.



VU University Amsterdam – Faculty of Theology

Last year we were asked to help raise funds for The Faculty of Theology of the VU University Amsterdam. The Faculty uses these funds to realize excellent academic quality, great societal relevance and philosophical embedding by teaching and conducting scientific research on different religions. We helped them redefining their societal relevance by writing their story and by working on their strategy for 2020. Fundraising is a part of that strategy.

The title of Faculty's story became 'The value of differences'. The Faculty harbors all sorts of religion. This enables them to facilitate the critical dialogue between these religions, thereby creating mutual understanding. Not only do they value the differences between religions, they also value the differences in the socio-economic status of their students. In fact, they specifically use the funds to create PhD positions for international students from a less privileged part of the world. In supporting them with their personal leadership development, the Faculty enables them to make a difference in their own context. Furthermore, the Faculty actively uses student analytics to attract first-generation-students. Students who are the first in their families to go to university and to whom it is not common to do so.

By redefining the Faculty's relevance, we created a solid base on which they can continue their good work. We're specifically proud of the fact that we have been able to contribute to the human right of quality education for everyone.



Council of Europe

Sexual abuse within sport clubs is a big, but for the broad audience hidden, problem. Therefore, the Council of Europe wants to address this issue. We created a concept around the name 'start to talk' and made a campaign for the public to be more aware of this problem. To be aware how big of a challenge it is to stop sexual abuse among children in sports. To tell people what they can do about it.

It is so important to address the target group by showing how close-by this hidden problem is, literally next door, sometimes. And that there is a strong need to do something about it because there are numerous of children dealing with abuse in the sports they do. What can you do to prevent it or to create a better situation for the victims? That's the main solution we are heading for with this campaign for the Children's Rights and Sport Values Department at Council of Europe. To work together on this, we hope to contribute on making a difference against violence against children, which is part of SDG 16.

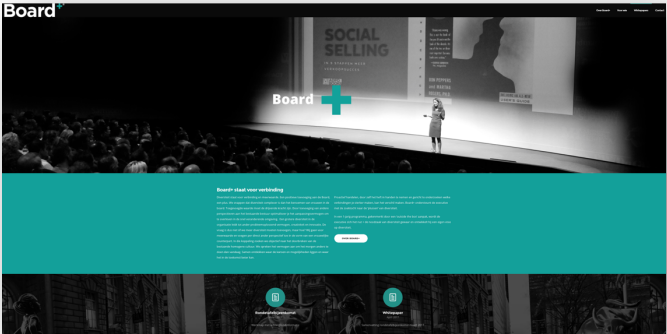


Board+

Only 6,2% in the boardroom is female. The number actually decreases each year. Companies acknowledge the issue, but often don't know how to diversify their recruitment procedures when it comes to hiring female board members.

We helped develop Board+; an organization that enables companies to make a direct change in their boardroom by adding diversity. With the world changing in a rapid pace, a different perspective is essential to stay in touch with innovation, globalization and digitalization. We developed the name, corporate identity and the website.

I'm proud to say that at the moment Board+ already works together with a few big corporations by adding diversity to the board. Their goal is to add a total of 100 qualified females to companies on a boardroom level. Board+ contributes to Human Rights Principle and SDG 5: Gender Equality.



A better world starts with you

To which SDG are you going to contribute to this year?



Ronald

For this year I would like to focus on SDG 11: sustainable cities and communities. Even in a rich country like ours, specific regions are lagging behind, although they have so much to offer. I will try to empower people and companies within those regions to grow and develop.

Erin

My personal ambition for 2018 is contributing to SDG 12 – Responsible consumption and production. In my opinion, we throw away too much food. Fact is that I'm guilty of doing so as well. So, my ambition is to throw away as little food as possible by being conscious of the waste and by not doing my groceries on an empty stomach.



Jeroen

I am a strong believer of 'A sound mind, in a sound body'. My ambition is to contribute to a movement in the Netherlands which uses the power of sports to create a stronger and more vital society'. So my ambition is to contribute to SDG 3: Good health and well-being.



Environmental Principles

Total sustainability

If we are to fully see the benefits of living sustainably – to experience a better world by 2030 – we must do so with 100% commitment, and without any hesitations. As an organisation, we continue to build on the understanding that sustainability plays a central part into the fabric of everyday life, so that it becomes fully integrated in the lives and operations of our clients.



Een beetje duurzaam zwanger

Journalist Rob Wijnberg schreef het vorige week treffend in *De Correspondent*: "Wil je écht iets doen aan problemen veroorzaakt door migratie- en vluchtelingenstromen, dan is inzetten op een honderd procent duurzame economie dé manier om te beginnen." Hij legde daarbij een relatie tussen de problemen die worden veroorzaakt door oliedictaturen & verontreiniging en vluchtende mensen in nood. De moraal: duurzaamheid zorgt voor toekomstperspectief.

Het is misschien wel het meest misbruikte woord van onze tijd: duurzaamheid. Voor ons betekent duurzaamheid 'nu ontwikkelen met het belang van volgende generaties voor ogen'. Duurzaamheid is niet een paragraaf in een jaarverslag. Het is geen convenant. Geen afdeling of project. Duurzaamheid is net als een zwangerschap, je kunt het niet een beetje zijn.

Dat geldt voor ieder mens, iedere organisatie en ieder kabinet. Nederland schreeuwt om een duidelijke stip op de horizon en een heldere koers daarnaartoe. Steeds meer coalities van ondernemingen, maatschappelijke organisaties en wetenschappers vragen om beleid dat duurzaamheid als uitgangspunt neemt, niet als mogelijke resultante. Consistent beleid, dat toewerkt naar concrete doelen in CO2-reductie en de realisatie van een circulaire, biobased economy.

Duurzaamheid is een aanjager van nieuwe economische kansen, nieuw ondernemerschap en nieuwe banen. We hebben de infrastructuur, de industrie en de kennis om daarin wereldwijd voorop te lopen. We moeten het alleen wel even gaan doen. Dus dames en heren, ondernemers, bestuurders en politici: durf zwanger te worden. Droom van een vergezicht en redeneer van daaruit terug. Zullen we?

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N D O T R E S U L T A A T

World Benchmarking Alliance

WBA's mission is to provide everyone with access to information that indicates how companies are contributing to the SDGs. It will do so by developing, funding, housing and safeguarding free and publicly available corporate sustainability benchmarks that rank companies on their sustainability performance and contribution to achieving the SDGs.

We have played a crucial role in developing many aspects of the WBA, before and following the launch of the consultation phase in September last year. Consistent scrutiny of strategy has been the red thread through many decision-making processes such as outreach, positioning and consultations. Although we continue to adjust and adapt the WBA so as to remain responsive to the emerging alliance and SDG dialogue, we feel proud of how we work together with the WBA team in strategy and design which have helped shape the organization become what it is today.

The WBA handle complex streams of insights, reach and data, and part of the challenging of working with this is to maintain clarity. We are seeing from our analysis of the survey results that people are interested in and knowledgeable of the SDGs, and this drives us to continue to create authentic content which helps to build collective engagement during consultations and beyond.

The World Benchmarking Alliance has all 17 SDG goals set as its target. The benchmarks they will create will focus on specific SDG-industry intersections, stretching across the world and bringing together regional and global issues through indexes which track company performance in relation to the SDGs. The impact assessment will be focused, but not limited to singular SDGs. Instead, with SDG 17: Partnerships for the Goals in mind, the WBA aim to become a true alliance which connects industries and localities.



RWE: Energieveld

The Netherlands is facing the challenge to make our economy and energy supply more sustainable. One of the steps we are taking in order to reach that goal is the transition towards a bio based economy. RWE is an important player in that field, with the ambition to establish 100% energy generation from biomass in The Netherlands within 10 years. Energieveld (Energy Field) aims to create an environment where small and large businesses, as well as other top-level institutions, can form new partnerships centered around this challenging, but achievable, target. With the focus on increasing a chain-perspective, Energieveld wants to create a culture of sharing where their participant's perspectives and knowledge can inspire each other to act responsively, and collectively, towards a bio based economy.

On 1st December 2016, together with RWE, we launched Energieveld with the first roundtable session which brought together CEOs and other decision makers in the bio based economy chain. Four roundtable sessions have taken place so far and a book has been published, connecting 50 major players in the fields of feedstock, bio refinery, biochemical, materials, distribution, finance and science (forming a cross-sectoral and multi-level dimension of start-ups, scale-ups as well as large multinational organizations). Follow-up initiatives and new connections have been set in motion, and the upcoming roundtable will involve policymakers from local and national government so as to increase Energieveld's potential to impact change nationwide. Energieveld holds the potential to connect with existing initiatives as well as implement new projects within the bio based economy.

The ambition of Energieveld to increase chain-perspective dialogue in the bio based economy, sets out a roadmap where a multitude of ideas, initiatives and other tracks can come together to simultaneously contribute to both a more sustainable environment and economy. This corresponds to the emphasis that everyone has a part to play within the SDG agenda.



A better world starts with you

To which SDG are you going to contribute to this year?



Myrna

My personal ambition and contribution to the SDG's is to use green energy and reduce my CO2 footprint. Besides that, my ambition is also to eat less meat, which is crucial for a healthy planet. These activities contributes to goal 13 'take action to combat climate change and its impacts. I strongly believe in the conviction to leave the world behind as a better place for the next generation and I commit myself weekly to projects like Special Heroes to work on that.

Lisa

For me the SDG that relates to quality education always triggers me. I would love to find a way to contribute to this SDG and I hope to find an idea for that this year. Meanwhile I need to pay more attention to the way I consume. Less eating meat, don't throwing food away, divide waste and things like that.



Thomas

I believe we should take care of the oceans and sea-life more. We underestimate the impact the oceans have on our ecosystem. That's why I'm reducing and recycling all my plastic-packaging and be mindful about the things I eat. That's why I hope I'll contribute to SDG 14: Life below water.



Labour Principles

Inspiring SDG Leadership

In September, we shared an article which challenged business leaders to take on more responsibility for SDG action in all aspects of their role. It's not only the responsibility of sustainability professionals or departments. It's a principle and practice which leaders can and should inspire.



Runt u een werkmaatschappij van de NV Planeet?

Ongetwijfeld bent u druk bezig met uw businessplanning. De wereldleiders, de top van de wetenschap en bestuurders van de "NV Planeet" hebben dat eerder ook gedaan en daarmee de Sustainable Development Goals ontwikkeld. Zeventien doelen, die samen de wereldwijde agenda voor 2030 vormen. Geen papieren tijger, maar een pijnlijk helder actieplan. Met een simpele vraag aan u: doet u mee?

En dat is het moment waarop het ingewikkeld wordt. Omdat veel rvb's dan naar hun afdeling mvo wijzen, de sustainability officer of de governance regels. Daar gaat het echter niet om. Het gaat erom of u ook meedoet. Bereid bent om in alles wat u doet de toekomst voorop te stellen. Of zoals Mark Wilson, de CEO van Aviva, het vorige week bij de VN formuleerde: "Sustainability is quite simple: put the interest of your children before your own. In everything you do."

Mocht u het gevoel hebben dat u ook uit het kwadrant "wel belangrijk, niet urgent" wilt ontsnappen, kijk dan even op www.gcnetherlands.nl. Of vraag ons hoe u er werkelijk uw voordeel mee kunt doen. We schetsen graag een aantal scenario's.

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Harmels van der Hart
MANAGEMENT CONSULTANTS

Achmea – 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.

In 2017 The Chamber was focused on the theme 'cooperating for care'. We work together with Achmea on creating content, research, design and engagement. We published a magazine in where we shared interviews with top leaders, articles about the importance of listening, the danger of an unequal society and why trust is important. We share what leader believe is important and also try to give different perspective to discuss. All focused to achieve a better future for the Netherlands and Dutch businesses.



Team Brunel in the Volvo Ocean Race: Engineering future

Brunel International's mission is to be the leader in the international labour market. The dynamics of the world economy call for the flexible organisation of labour. Brunel supports such flexibility by developing innovative services and long-term solutions in professional staffing and project management.

Because we live in a world of change, Brunel wants to create new possibilities by connecting experience with talent: because together, we engineer the future. That's why Brunel is the main sponsor of a Volvo Ocean Race team. Team Brunel involves young talented sailors in the team and gives them a lot of responsibility during the race. This corresponds to the philosophy that integrating more young talent within the labour market is vital for professional development but also a key driver of innovation and sustainable change.

1 billion people will follow the ocean race, and Team Brunel uses this huge platform to inspire young talent to create Next Generation Impact. Furthermore, together with other stakeholders, Team Brunel and its sailors play an active role in the school program to make children aware of the beauty and vulnerability of our planet.

Next to achieving the optimal sailing results in the Volvo Ocean Race and fulfilling the business objectives of Brunel, Team Brunel contributes to SDG 8 'Decent Work and Economic Growth' and SDG 14 'Life below water'.



Photo by Ainhoa Sanchez/Volvo Ocean Race

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.

