

# Generational Leadership in Action

REALISING OUR SUSTAINABLE FUTURE

11.11.21

Help the 8 largest Dutch firms realizing their sustainability goals

Organised by:



AkzoNobel

## Green Buildings

AkzoNobel strives to lead its industry by pioneering a world of possibilities by empowering people, reducing its impact on the planet and consistently innovating to deliver the most sustainable solutions. Our paints and coatings protect and make things last longer, especially in the built environment. What should AkzoNobel do to convince the value chain to use more sustainable solutions in the built environment, so we can create more livable and sustainable cities for the future?



## Health Through Nutrition

DSM's ambition is to reach 150 million people with nutritious, delicious, sustainable plant-based protein foods by 2030. Therefore, we need innovations for sustainably produced food and beverages that provide a genuine tasty and nutritious alternative to meat, fish or dairy. What should DSM do more – or better – to build trust and acceptance of modern technologies, such as biosciences, artificial intelligence and cell-based agriculture, for the sustainable production of food?



## Biodiversity

A positive biodiversity impact while become carbon neutral and in the meantime producing healthy nutrition. Our goal is that already half of our member farmers achieve this in 2030 and no later than 2050 we want all to produce net carbon neutral and nature positive. Farmers are the key and we need to enable them to farm their food for the future. How to do this at scale (around 11,000 farms) in a way that leads to a healthy income for farmers?



## Responsible Consumption

One of HEINEKEN's ambitions within its 2030 sustainability strategy 'Brew a Better World' is to remain the undisputed leader in responsible alcohol communication and activation. We want to reach consumers with a clear responsible consumption message, whilst making moderation cool and aspirational. What should HEINEKEN do more – or better – to encourage responsible consumption amongst the new generation of adult drinkers, to reduce alcohol related harm?





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## Decarbonization of Air Transport

Decarbonizing the aviation industry is extremely challenging. Replacing fossil kerosene for sustainable aviation fuel (SAF) is key in decarbonizing our industry but scaling up the SAF market is difficult. We want to keep connecting current and future generations, whilst reducing the environmental impact of flying. How can KLM accelerate the transition to sustainable flying by scaling up its use of sustainable aviation fuel to 10% worldwide in 2030?



## Lean Value Chain Symbioses

One of Philips' ambitions is to become the first global health tech company with fully circular operations by 2025. A way to achieve this is to create a regenerative system with local partners that exchange materials, energy and biodiversity & ecosystem services. How can Philips as a global company identify, establish and maintain local partnerships?



## Energy Transition in the Netherlands

Shell in the Netherlands has set itself the goal of achieving 100% climate neutral road transport in The Dutch market by 2040, that is in 18 years from now. This is part of Shell's global Powering Progress strategy to be a net zero energy company by 2050. How will Shell Netherlands achieve this, given that today 80% of new cars sold still have petrol/diesel engines? What more investments can we do? What advocacy should we have towards government? What (new) partnerships do we need?



## Brands leading the transition towards a Circular Economy

Brands have a crucial role in driving the transition towards a circular economy by 2030. One of today's major challenges for Fast Moving Consumer Goods. As Unilever we aim to change entire value chain from current linear practices towards circular ways of working, where valuable materials are maintained within the economy, instead ending up as waste. How can brands stimulate action by all players across the value chain - from sourcing raw materials, production, distribution, consumer use and disposal?



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