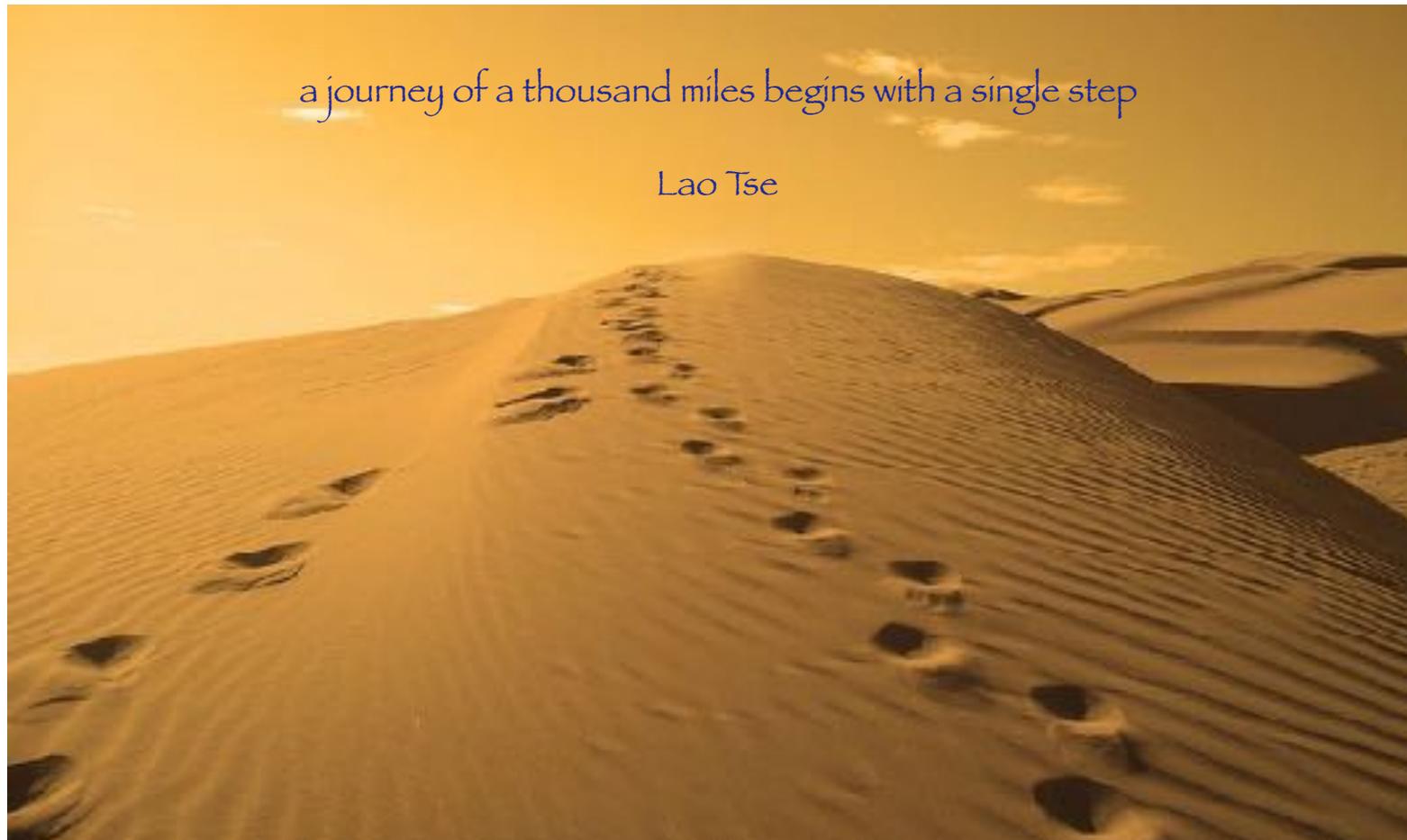


Programme

# 1. Insight

## d. Examples of frontrunners and actions



# Electric ambulance fleet



Sustainable building with heat storage



## Rental of sustainable equipment, awareness of customers



# Electric vans



# Lease bicycle



# 'Blue diesel'



# Regional products and people with disabilities



# Heating with woodchips and nature education



# Development of circular products

**PETFLAG**  
MADE OF RECYCLED BOTTLES



# CO<sub>2</sub>-neutral rental of cranes

CO<sub>2</sub> neutraal  
hijzen?

**BKIF**

B.V. KRAANBEDRIJF B.K.F.

088 - 253 0 253  
[www.hijskraan.nl](http://www.hijskraan.nl)



**BKIF**  
B.V. KRAANBEDRIJF B.K.F.

# Solar panels and led lighting



# Social return



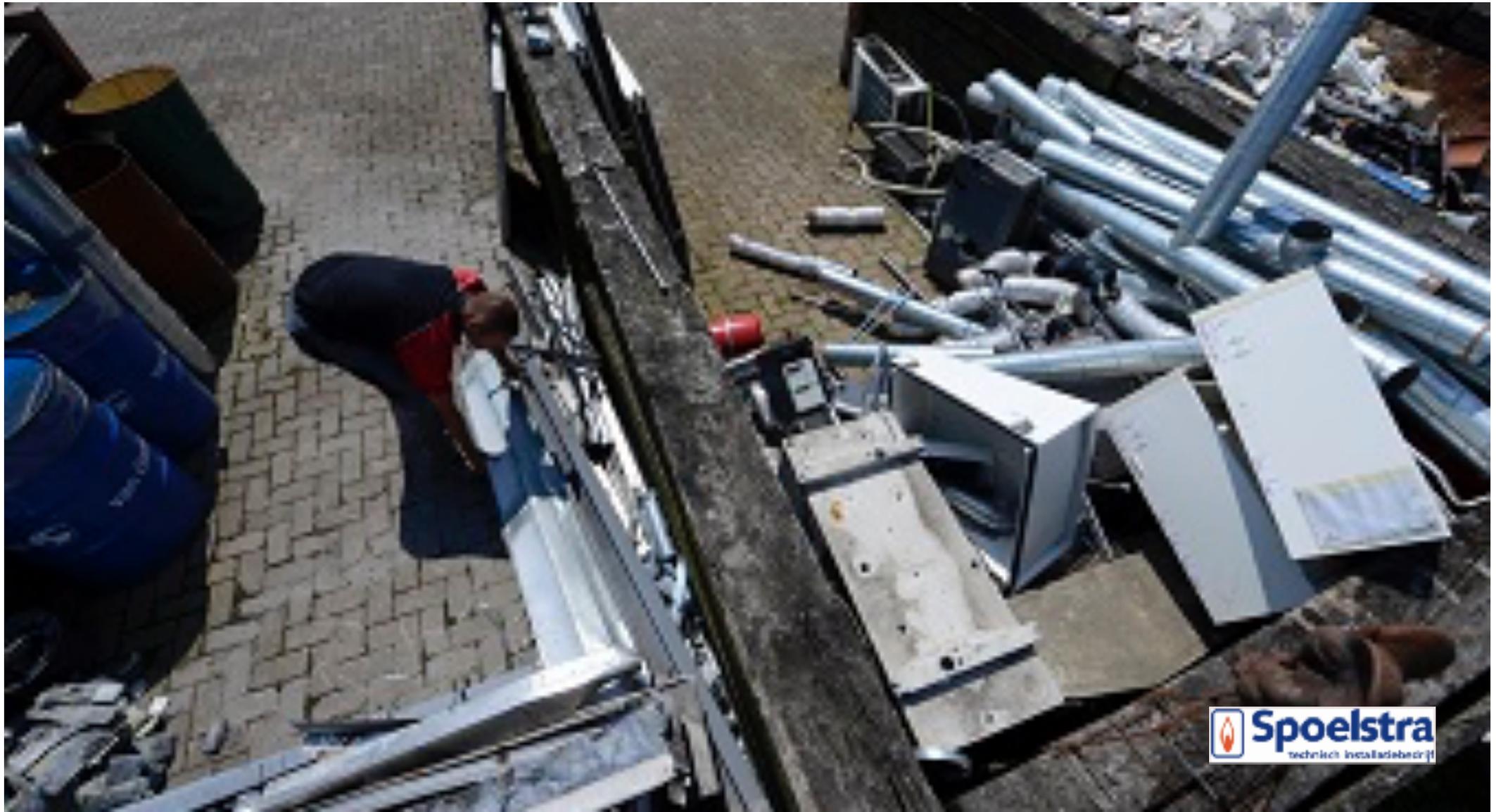
# Fitness equipment with dynamos



# Cleaner logistics



# Waste reduction and separation



# Climate neutral school



# Lightweight furniture made of flax



# Sustainable tourism, electric boats



# Biodiversity, sustainable fishing



# Self-management



# Electric cars on solar energy



## Biobased linseed oil paint



# Fuel saving through compression



# Re-circulation of heat from swimming pool



# 1. Insight

## e. How to measure sustainability: The Envirometer



Omg ... We are so sustainable!

Because

- We have LED-lights
- We separate waste
- We ...

**NICE  
IS NOT  
ENOUGH**

Programme

# 1. Insight

f. Excercise Envirometer

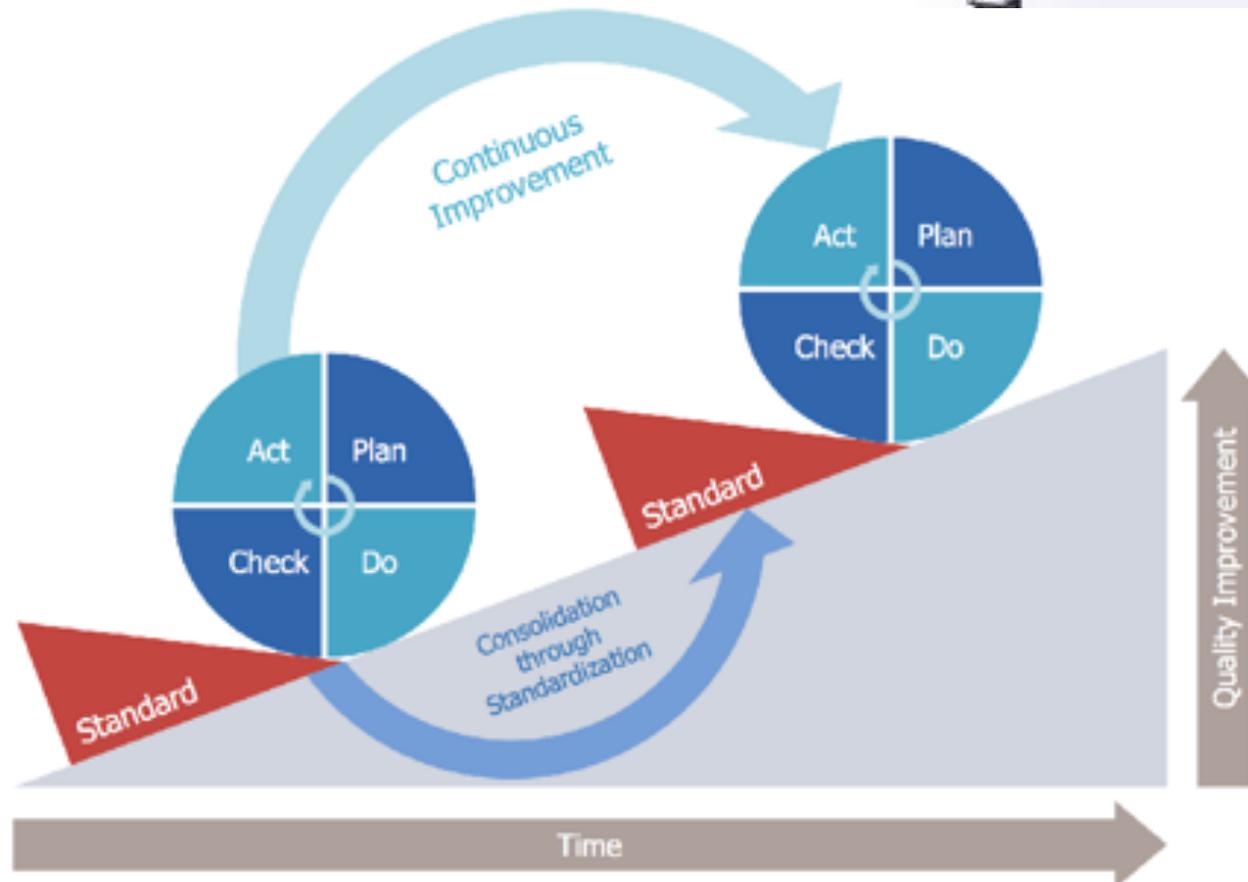
[www.envirometer.nl](http://www.envirometer.nl)

Programme

## 2. Action planning

a. Let's make it SMART ...

**S**PECIFIC  
**M**EASURABLE  
**A**CHIEVABLE  
**R**EALISTIC  
**T**IMELY



# Definitions

**Goal**: a specific situation in the future that you want to achieve.

Examples:

1. A high degree of employee satisfaction
2. A minimal impact on climate change

**Ambition**: how much and when to you want to achieve. Examples:

1. At least an average score of 8 on employee satisfaction in 2020
2. 10% CO<sub>2</sub>-reduction in 2020 as compared to 2017

**Indicator**: how to measure your achievement?: Example:

1. Average score in employee satisfaction survey
2. Gross CO<sub>2</sub>-footprint in the Envirometer

**Action**: what to do in order to achieve this ambition? Example:

1. Involve employees in decision making
2. Install solar panels

**Profit**: which other benefits are the results of these actions? Example:

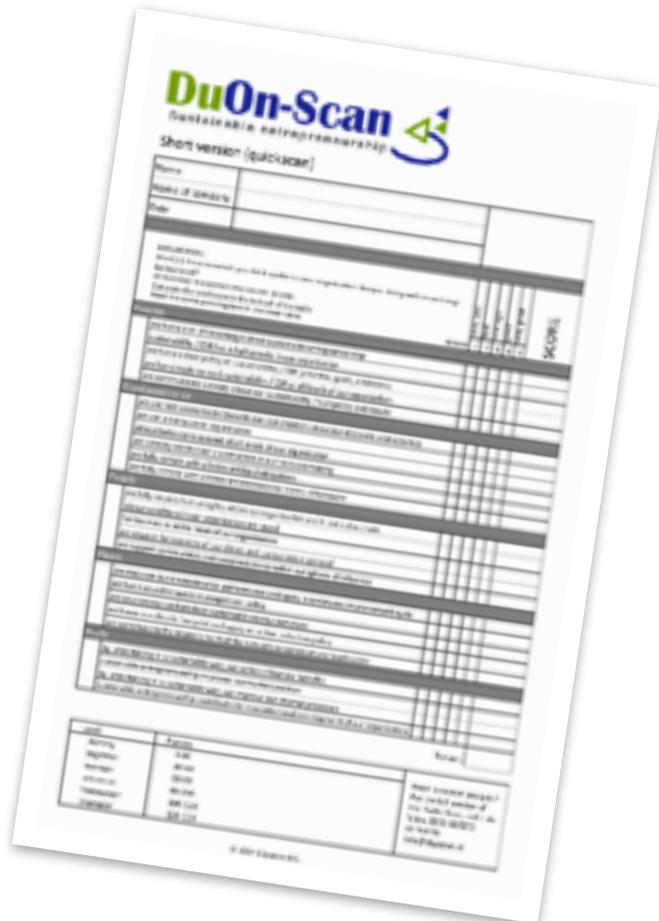
1. More support for our policies
2. Cost reduction in the long term

**Programme**

2. Action planning

In couples ...

b. Exercise DuOn-Agenda ...



**DuOn-Agenda** Sustainable entrepreneurship

Company name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Update date: \_\_\_\_\_

Process	Goals / ambitions	Declarations			
Knowledge					
Integration					
Policy					
Implementation					
Communication					
Planned actions	Responsible	When?	Done?	Profit?	Comment
Food governance / CSR-principles	Goals / ambitions	Declarations			
Accountability					
Transparency					
Ethical behaviour					
Standards: Fairtrade					
Labour law					
International norms of behaviour					
Planned actions	Responsible	When?	Done?	Profit?	Comment
Waste	Goals / ambitions	Declarations			
Waste rights					
Waste practices					
Waste separation practices					
Consumer and customer waste					
Community involvement and engagement					
Planned actions	Responsible	When?	Done?	Profit?	Comment
Planet	Goals / ambitions	Declarations			
Environmental management					
Waste, emissions and resources					
Energy					
Climate change					
Natural environment					
Planned actions	Responsible	When?	Done?	Profit?	Comment

Programme

### 3. Communication

a. Be good and tell it ... or ... let it be told!



# Branding

1. Don't create a brand based on a product, but on the value you create for your clients
2. Don't just sell 'sustainable'. Explain what you mean.
3. Make sure that everything is right: from the car of the CEO til the paper used for your bids
4. Let others tell your story



# Marketing

1. Make a product 'cool' or create additional values
2. Use fair pricing and communicate about it
3. Use an equally sustainable distribution and packaging
4. Let your employees prove what you promote through marketing
5. Touch people with the message, through anti-marketing or storytelling



# Internal communication

1. Include your sustainable communication goals in your organizational structure
2. Let your internal media be a platform for your personnel
3. Let employees collaborate through brainstorming, working groups, innovation cafés etc
4. Let your employees tell the story



# Customer service

1. Set up a dialogue with your customers and build a long-lasting relationship
2. Use customer feedback to improve processes and products
3. Create trust by considering complaint handling as a service
4. Let customer focus be in the hearts of your employees

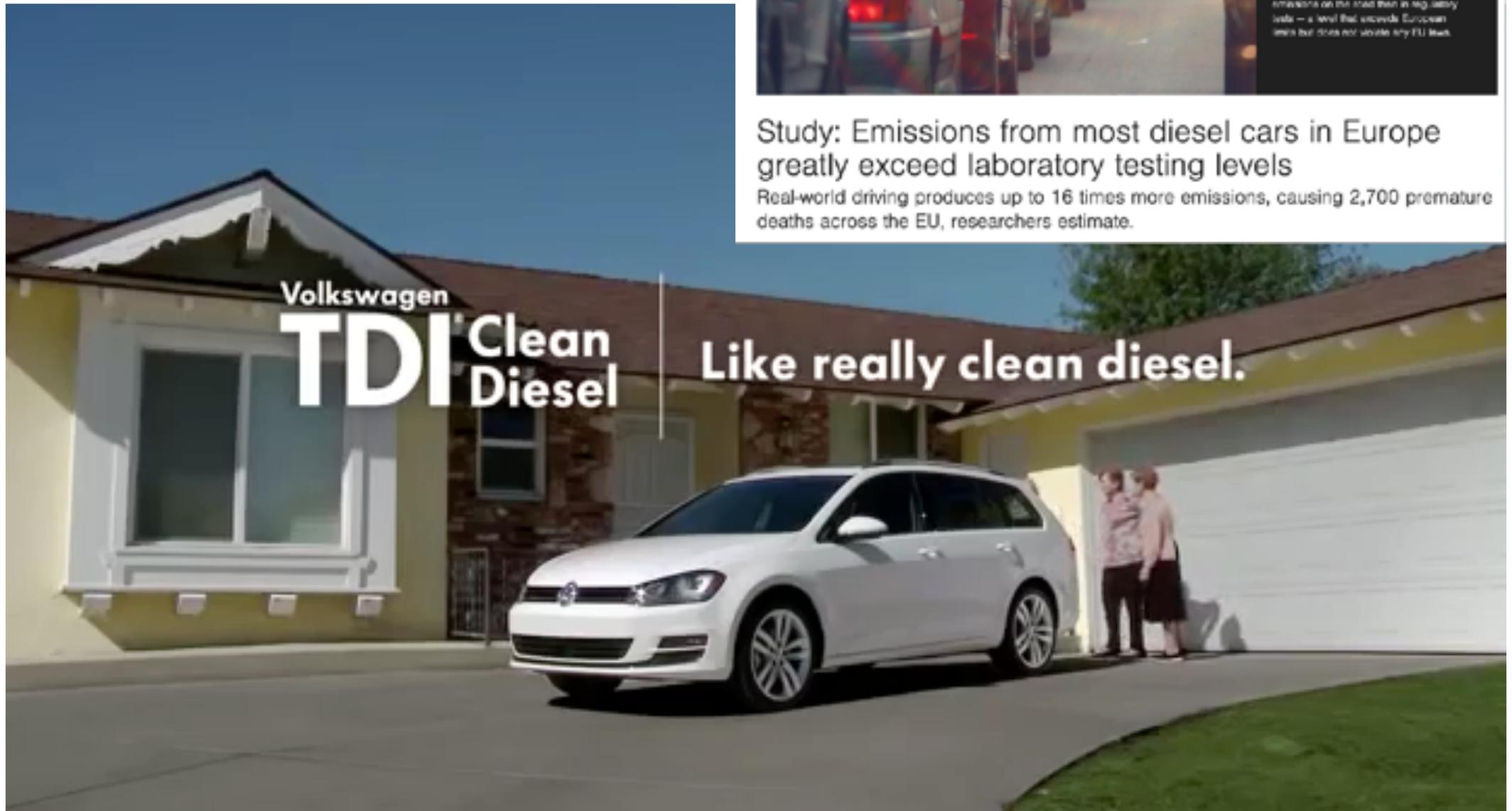


# Avoid Greenwashing!



## Study: Emissions from most diesel cars in Europe greatly exceed laboratory testing levels

Real-world driving produces up to 16 times more emissions, causing 2,700 premature deaths across the EU, researchers estimate.



# Avoid Greenwashing!



We used **100% recycled** content for this insert, as we do with nearly all our marketing pieces.

We **saved 280,000** paper hand towels in 2010 by installing hand dryers in our Santa Fe office.

We **saved 30,000** paper cups in 2010 by glazing ceramic mugs both for ourselves and for our guests in Santa Fe.

Our sales team's **hybrid car fleet** saved 312 barrels of oil in 2009.

We have been **100% wind powered** since 2008.

Learn more about what we do at [www.sfntc.com](http://www.sfntc.com)



# Avoid Greenwashing!



## McD's 'greenwash won't hide animal suffering'

By Elliot | 1st September 2018



McDonald's now claims to be a champion of animal welfare. But the food chain continues to rely on super fast growing chickens - which even in the best cases live miserable lives. PIG ELLIOTT calls for a change of policy from the multinationals.



# Avoid Greenwashing!

## The Seven Sins



### SIN OF THE HIDDEN TRADE-OFF

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues. Paper, for example, is not necessarily environmentally-preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, such as greenhouse gas emissions, or chlorine use in bleaching may be equally important.



### SIN OF NO PROOF

An environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification. Common examples are facial tissues or toilet tissue products that claim various percentages of post-consumer recycled content without providing evidence.



### SIN OF VAGUENESS

A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer. 'All-natural' is an example. Arsenic, uranium, mercury, and formaldehyde are all naturally occurring, and poisonous. 'All natural' isn't necessarily 'green'.



### SIN OF WORSHIPPING FALSE LABELS

A product that, through either words or images, gives the impression of third-party endorsement where no such endorsement exists; fake labels, in other words.



### SIN OF IRRELEVANCE

An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products. 'CFC-free' is a common example, since it is a frequent claim despite the fact that CFCs are banned by law.



### SIN OF LESSER OF TWO EVILS

A claim that may be true within the product category, but that risks distracting the consumer from the greater environmental impacts of the category as a whole. Organic cigarettes could be an example of this Sin, as might the fuel-efficient sport-utility vehicle.



### SIN OF FIBBING

Environmental claims that are simply false. The most common examples were products falsely claiming to be Energy Star certified or registered.

## 3. Communication

### b. Challenge: towards a frontrunner network

1. How to connect the frontrunners?
2. How to give them advantages as frontrunners?
3. How to make other companies follow their example?

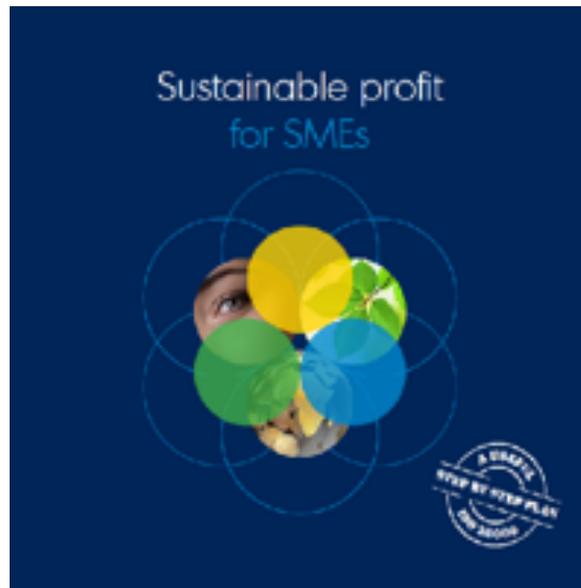
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Before 31/12/2018

# Publications



Hans Kröder and Jaap de Vries

Free step by step plan for SMEs

Free download: [dzyzzion.com](http://dzyzzion.com)



Jaap de Vries

Free download: [fossielvrijondernemen.nl](http://fossielvrijondernemen.nl)

# More information

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[dzyzzion.com](http://dzyzzion.com)

[info@dzyzzion.nl](mailto:info@dzyzzion.nl)



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