



Pioneers in international business

Orange = Green

**Netherlands Embassy in Spain/NBSO Barcelona presenting:
A Dutch perspective on Corporate Social Responsibility and
sustainable operations in a clean world**

Business can be the driver for solutions to make the world a sustainable place. How to run a sustainable business and earn a good profit from it; making money and doing good at the same time. Corporate social responsibility is an aim that cannot be reached on your own, it's a global issue that crosses borders.

The Netherlands Business Support Office (NBSO) in Barcelona, which is part of the commercial office of the Netherlands Embassy in Spain, organizes an event that addresses sustainable business. The objective is to share knowledge on achieving the best results in Corporate Social Responsibility, to increase awareness of

CSR issues and share knowledge and expertise. It aims to accelerate progress towards inclusive and sustainable growth and transfer knowledge between the public and private parties that host us and the Dutch professional community.



Tue Nov 18, 2014

Kick Off Talks on Orange = Green:

**Raising interest amongst a Dutch corporate audience
and exchanging perspectives on CSR issues;**

The Ambassador of the Netherlands in Madrid, Cornelis van Rij, will inaugurate the seminar on the 18th of November to inspire Dutch and Spanish business professionals on how they can improve their sustainability by sharing insight from different companies from different cultures.

The talks will be organized in cooperation with the City of Barcelona, offering the venue.

A maximum of 100 participants will be welcomed to the event.

The targeted participants for the event are entrepreneurs, managers and directors who have a stake in sustainable operations and whom are seeking international collaboration, as well as local CSR officers from the public and private sectors.

During the seminar three pillars of sustainability - economic, environmental and social - will be discussed by the key note speakers. Our speakers will be derived from the industry, the government and universities. They all have a track record in achieving and stimulating sustainable innovation in their companies and beyond.

Following each presentation, a brief Q&A will be held. Different propositions on how to stimulate sustainable business and how to overcome the different business ethic challenges will be discussed.

Concluding the seminar, there's a networking session in which the challenges of implementing sustainability in multinational collaboration can be discussed further by the attendants and an inventory made of interests in international collaboration and knowledge & know-how exchange.



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Date: Tuesday 18 November 2014

Venue: Barcelona Activa Sala Empren,
Calle Llacuna 162, 08018 Barcelona

Programme:

*Ecological bites & delights with corporate,
responsible and social drinks*

- 17:30-18:00** Walk-in & welcome
- 18:00-18:05** Welcome by Official of the City Of Barcelona
- 18:05-18:10** Introduction by Ambassador of the Netherlands Mr Cornelis van Rij
- 18:15-18:45** Key Note Katinka van Cranenburgh, Strategic CSR Consultant and Dutch Visiting Scholar at ESADE business school and former HEINEKEN : Why Orange Is Green- CSR Dutch views
- 18:45-19:15** Ruud Gal, site manager DSM Barcelona: DSM - how CSR ties into Bright Science and Brighter Living
- 19:15-19:45** Sander Laudy, B01 ARQUITECTES: Building a Zero Carbon Footprint SnowWorld in Barcelona
- 19:45-20:15** Josep Maria Canyeles: Contributing to build a Barcelona - Socially Responsible City
- 20:15-21:00** Concluding networking cocktail and inventory of stakeholders, nominees and aspirants for the Orange CSR Desk

Participation to the seminar is free. Please register before November 15th via info@nbso-barcelona.com.
For further inquiries, please call: T +34 934 194 689



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Speakers:



Former Global Human Rights Manager at Heineken, Katinka van Cranenburgh now runs her own consultancy firm specialized in CSR, particularly working on stakeholder management, social impact, partnerships and socially responsible investing. Her clients range from multinationals to religious investors and she teaches and researches CSR

at ESADE Business School in Barcelona.

Ruud Gal - Dutch, 44 years, married to Mar and proud father of two 11 year old twin boys Oscar and Fran, and a 4 year old boy Diego. Lives in Sant Cugat del Vallès. Studied chemical engineering at the University of Amsterdam and worked since 1995 for DSM in several roles and countries. Previously Site Manager DSM Composite Resins in France. Since 2013 responsible for the two DSM Resins production locations in

Barcelona. (Santa Margarida I els Monjos) and Paret del Vallès) with in total 145 employees. Member of the Advisory Board of the Barcelona International Business Club. Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM's 24,500 employees deliver annual net sales of around €10 billion. The company is listed on NYSE Euronext.



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Speakers:



Sander Laudy studied architecture on the Polytechnic University in Delft, NL, and since 2004 he is a partner at B01 arquitectes Amadó – Domènech in Barcelona. He has lectured in master courses at ETSAB and at UAB, is visiting professor on Integral Sustainable Architecture in Alguero, IT, was curator of the seminar The Context of Sustainable Architecture,

correspondent for A10 Magazine, New European Architecture, and he has published in several magazines on architecture in Europe.

Building and architecture are the cause of about 40% of all CO2 emissions worldwide and the work of B01 arquitectes, in architectonic design but also in related activities (R&D, assessments, consultancy), focuses on the reduction of the ecological footprint of building. At this moment in time, this is the most important responsibility that architects have to

assume, and also their biggest task. Right now the office is working on the project of a CO2-neutral winter sports complex, SnowWorld Barcelona, a development of 45 million €.

Josep Maria Canyelles, a recognized expert in Corporate Social Responsibility, is experienced in the public, private and social sectors. He has a Master's Degree in Public and Social Policies. His roles include: promoter of Responsabilitat Global; partner-consultant of Vector 5; technical consultant for the Council of Chambers of Commerce of Catalonia; Coordinator of the CSR Committee in Catalan Association for Accountability & Management; and docent collaborator in several universities. He is coordinator of Respon.cat, a business initiative born this year to promote CSR in Catalonia.

