

Meet The World – 13 January 2012
Entrepreneurship that will Change the World
De Baak, Koningin Astrid Boulevard 23, Noordwijk ZH

PROGRAM

12.00-13.00 Registration and Complimentary Walking Lunch

13.00 Welcome and Keynote Speakers



Dorine Putman, Social Ethical Banker (ASN Bank)

Dorine is a true ambassador of social ethical banking. Participating in a diversity of boards her mission is to stimulate sustainable building solutions and micro finance. Dorine will share her experiences and the ASN Bank perspective on entrepreneurship in these challenging times.



Sandra Geisler (Lighthouse)

Sandra is a business consultant using a Sustainable Leadership model to support organizations in their transformation, developing a leadership style that supports sustainability in the core business. Sandra will explain the model more in depth using examples from different organizations.



Yoeri van Alteren (Clubvan30)

Yoeri is an entrepreneur on a simple mission: make The Netherlands the most sustainable country in the world. He created a network of large and small companies, learning to look at their core business processes through sustainability eyes. He will share his experiences, helping us look at ourselves from a fresh perspective.



Patrick Harris (The Futures Company)

Patrick will show us how to create commitment to actually follow through on our desire to change. Isn't it true that we often have resolutions for ourselves that we simply don't know how to put into action? Patrick will enlighten us on the mechanism behind this and show us a way out.

14.00-16.00 Workshop or Round Table
(Choose one)

Workshops

Yoeri van Alteren (Clubvan30) & Dympe Beek (de Baak) will go more in depth in looking at your own process chain, finding new angles on a more sustainable way of doing business. In this workshop you create a different outlook on the way you're business is run and you are supported with tips and ideas on how you can impact your organization in this change.

Sandra Dow (Professor of International Finance, Monterey Institute) & Martijn van Haagen (de Baak) will provide an outlook on how the transition away from Green House Gas emissions can create firm value and investment opportunities. How can a company manage the extra-financial risk associated with climate change itself.

Philipp Kauffmann (director Original Beans) & Luuk Willems (de Baak) will work on how you can become more effective in your entrepreneurship. How can you plant a little seed (or cocoa bean) of sustainability that will grow to become a big tree impacting the world.

Sandra Geisler (Lighthouse) & Caroline van Frankenhuyzen (de Baak) will present *More Than Leadership*, a new way of looking at leadership within a sustainable environment. Current processes are outdated; so is the leadership that has developed over the last 150 years. Sandra and Caroline provide a new paradigm, investigating how this leadership connects to you.

Berend Aanraad (The Natural Step) & Jolanda van der Veen (de Baak) will show how economic, environmental and social systems are interdependent and how to use this understanding to drive business strategies that will lead to a competitive advantage. The Natural Step provides business leaders and managers with a deeper understanding of sustainability as a business opportunity, not a liability. By the end of the workshop, participants will have an understanding of a new context for innovation, how today's activities relate to this new context and how sustainable innovation efforts at participants organizations could look different moving forward.

Siem Haffmans & Frank Aldershoff (Plastic Soup Foundation) & **Miranda Huiden** (de Baak) invite you to participate in the Plastic Soup Foundation and de Baak's goal to clean up a creek in Manilla. The concrete goal is to diminish the plastic waste in the Estero de Paco – once one of the cleanest and loveliest creeks in Manilla – by 2015. The first steps have already been taken. Innovative entrepreneur Siem Haffmans will share his knowledge on the Plastic Soup and Social Innovation. Frank Aldershoff of T-Xchange will share his knowledge on the latest first-class technical tools that contribute to a new way of facilitating and speeding up innovation processes. Then we would like to invite you to share your expertise and commitment to address the complex questions arising while working towards a sustainable solution for the Manilla creek.

Round Tables (dialogue sessions)

Godfried IJsseling (de Baak) facilitates a Round Table on simplicity. Complexity is increasingly an issue for many people. How can simplicity contribute as an impulse towards entrepreneurship?

Sacha Kluyers (de Baak) will investigate with you, the participants in this second round table, the essence of entrepreneurship and how you may want to put it into action in your life. How did the keynote speeches of this afternoon impact us, and what is unfolding in ourselves as a result?

16.00 Break

16.30-17.15

Plenary with Patrick Harris (The Futures Company) & Harry Starren (de Baak)

17.30 de Baak's New Year's Cocktail Party