



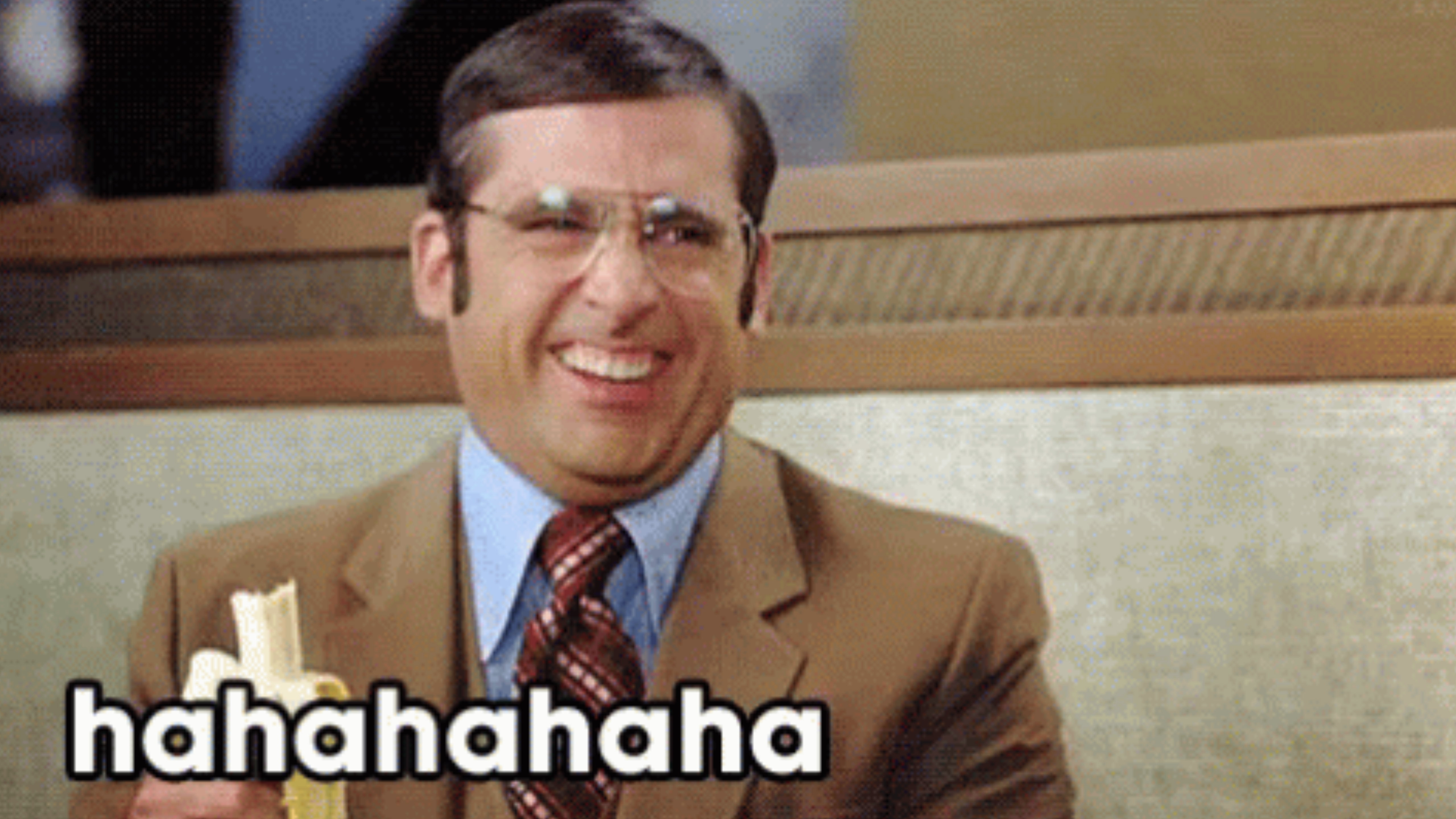
*the
positive
sum
game*

respect, you
are doing well

power\$share

power\$share

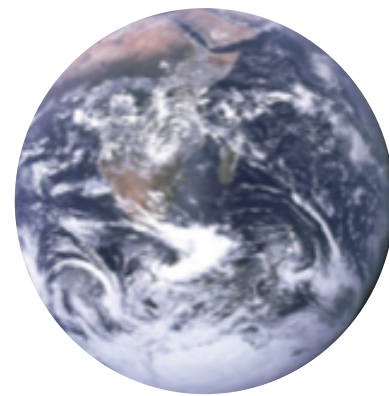
**better for me
better for the world**

A medium shot of Michael Scott from 'The Office' sitting in a wooden chair, laughing heartily. He is wearing a tan suit, a light blue shirt, and a red patterned tie. He is holding a banana in his right hand. The background is a plain, light-colored wall.

hahahaha

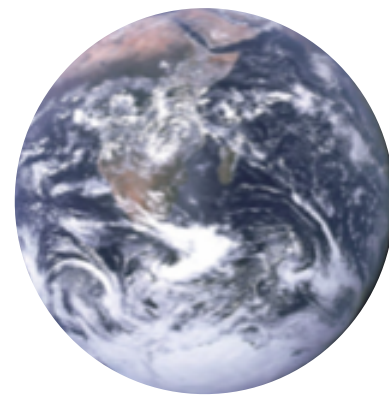
There is nothing more
powerful than an idea
whose time has come

VICTOR HUGO



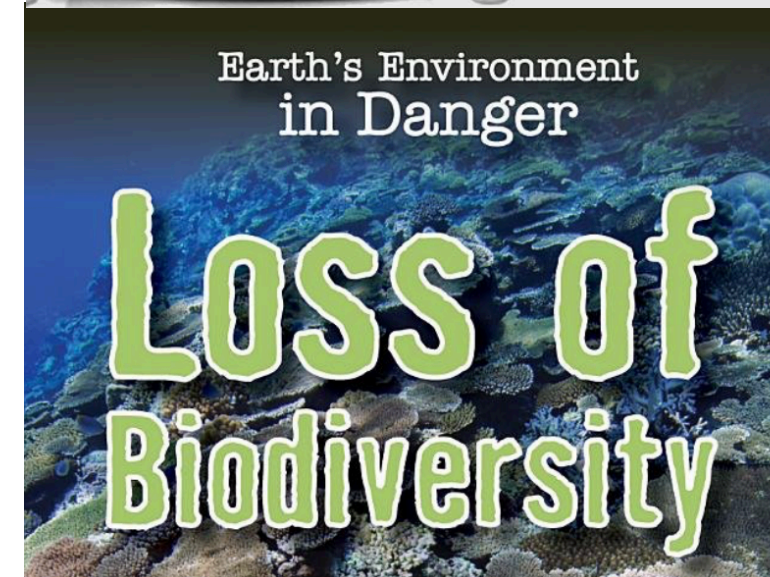
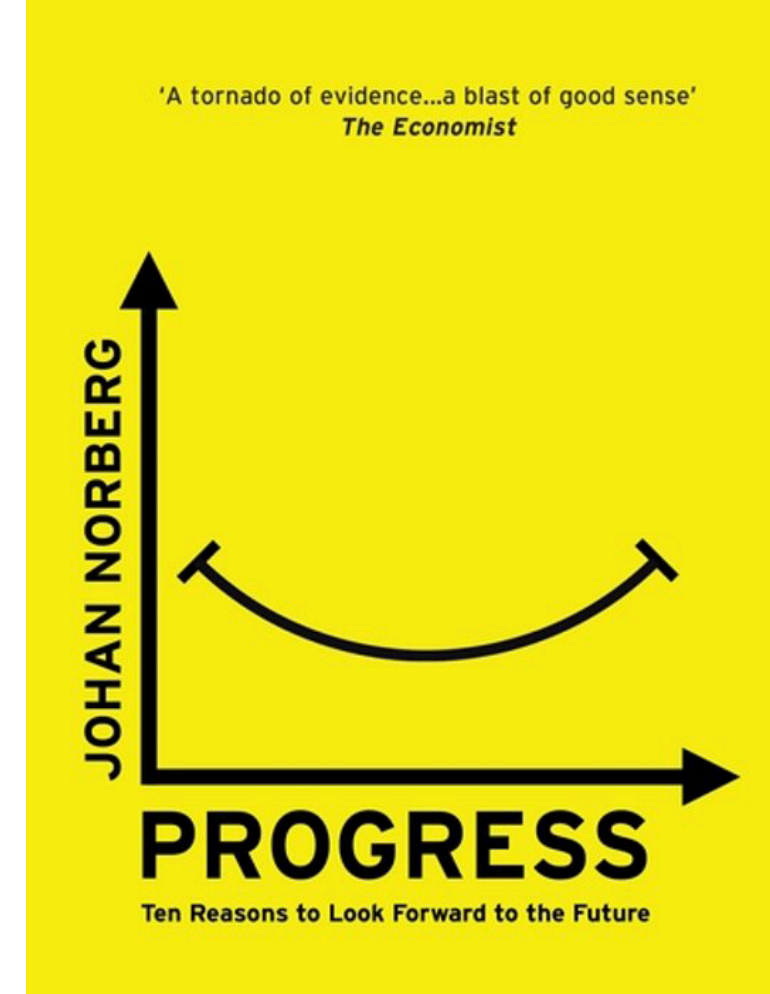
the individual as centre of all

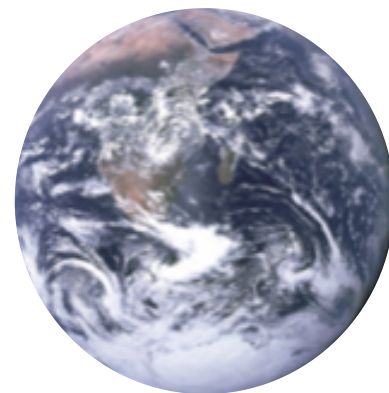
The order = in function of the individual
ego-system perspective



the individual as centre of all

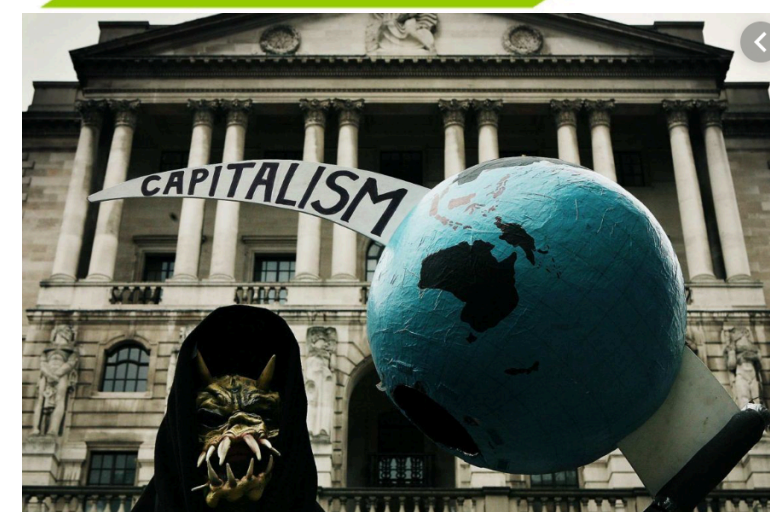
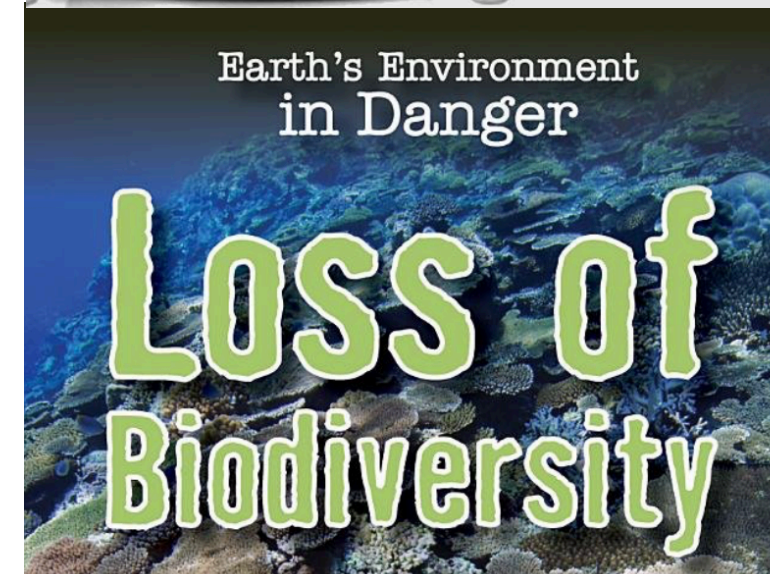
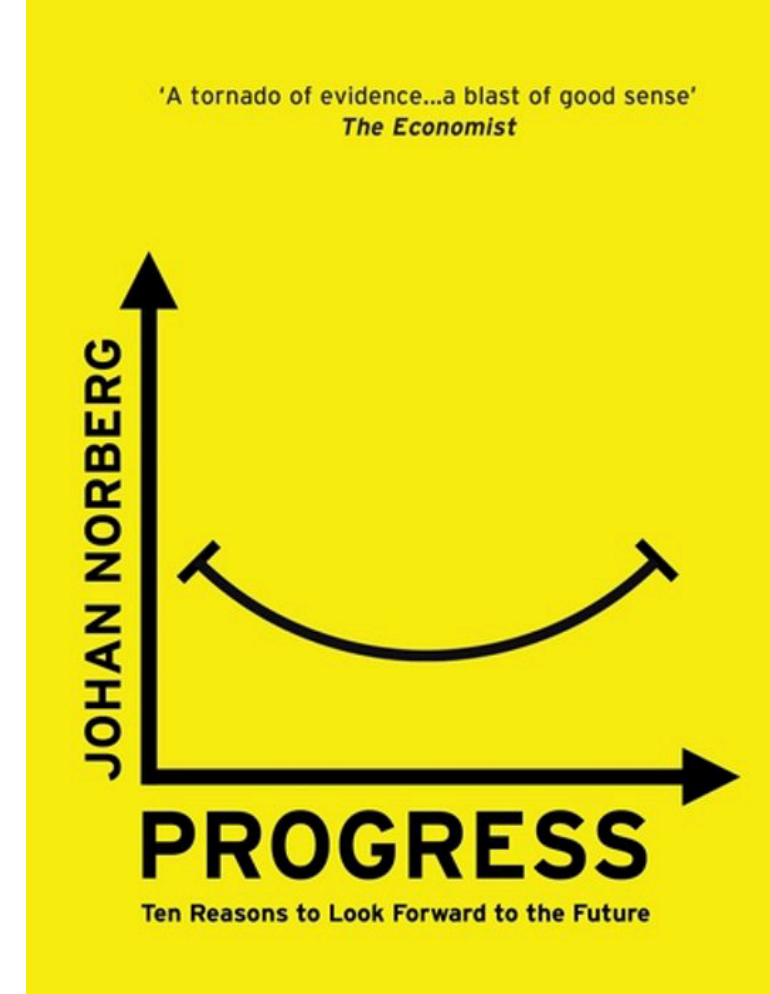
The order = in function of the individual
ego-system perspective





the individual as centre of all

The order = in function of the individual
ego-system perspective



we see the world as many ecosystems

local - regional - global
eco-system perspective

Unilever’s purpose-led brands outperform

11/06/2019

London, Rotterdam - Unilever today announced that its purpose-led, Sustainable Living Brands are growing 69% faster than the rest of the business and delivering 75% of the company’s growth.

The figures, which were revealed by Unilever CEO Alan Jope at the Deutsche Bank Global Consumer Conference in Paris, demonstrate that:

- In 2018, Unilever’s Sustainable Living Brands grew 69% faster than the rest of the business, compared to 46% in 2017;
- Unilever now has 28 Sustainable Living Brands – the four new entrants are Close Up (toothpaste), Wheel (laundry), Calve and Bango (dressings);
- Seven of Unilever’s top ten brands – Dove, Knorr, Omo/Persil, Rexona/Sure, Lipton, Hellmann’s and Wall’s ice cream – are all Sustainable Living Brands.



Unilever’s Sustainable Living Brands are those that communicate a strong environmental or social purpose, with products that contribute to achieving the company’s ambition of halving its environmental footprint and increasing its positive social impact. While all of Unilever’s brands are on a journey towards sustainability, our Sustainable Living Brands are those that are furthest ahead.

Addressing the Deutsche Bank conference, Unilever CEO, Alan Jope, said: “Two-thirds of consumers around the world say they choose brands because of their stand on social issues, and over 90% of millennials say they would switch brands for one which champions a cause.”

“We believe the evidence is clear and compelling that brands with purpose grow. Purpose creates relevance for a brand, it drives talkability, builds penetration and reduces price elasticity. In fact, we believe this so strongly that we are prepared to commit that in the future, every Unilever brand will be a brand with purpose.”

Jope added: “The fantastic work done by brands such as Dove, Vaseline, Seventh Generation, Ben & Jerry’s and Brooke Bond shows the huge impact that brands can have in addressing an environmental or social issue. But talking is not enough, it is critical that brands take action and demonstrate their commitment to making a difference.”

Unilever’s Sustainable Living Brands include Dove, which has helped over 35 million young people around the world with self-esteem education since 2005; Lifebuoy, which has reached one billion people with its handwashing campaigns; Vaseline, which has reached 3 million people living on the frontline of poverty and disaster with skin healing programmes; Ben & Jerry’s, which campaigns for social justice and climate change, and Rin whose Career Academy works with women across rural India, through mentoring and careers fairs.

Unilever PLC
Unilever House
100 Victoria Embankment
London EC4Y 0DY
United Kingdom

Unilever NV
Weena 455
3013AL Rotterdam

www.unilever.nl

+31 (0) 10 217 4000
mediarelations.rotterdam@Unilever.com

Press-Office.London@Unilever.com

INTERNATIONAAL

181 CEOs of public companies, including Apple, JPMorgan Chase, and Walmart, have declared a company’s purpose is to serve more than just shareholders



Richard Feloni

🕒 19 Aug 2019 🔄 81

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- The Business Roundtable, an association of CEOs of many of America’s largest companies, announced Monday in a statement that it now views the purpose of a company to be not just for shareholders, but for all stakeholders – like customers, employees, and communities.

- Among the 181 signatories are the CEOs of [Amazon](#), [Apple](#), [BlackRock](#), [IBM](#), [JPMorgan Chase](#), and [Walmart](#).

- This article is part of Business Insider’s ongoing series on [Better Capitalism](#).

- Visit [BusinessInsider.com](#) for more stories.



Foto: REUTERS/Dylan Martinez JPMorgan Chase CEO Jamie Dimon.

The heads of some of the biggest companies in the United States declared on Monday that their companies exist to “benefit of all stakeholders – customers, employees, suppliers, communities and shareholders.”

SOCIAL RESPONSIBILITY

181 Top CEOs Have Realized Companies Need a Purpose Beyond Profit

by [Claudine Gartenberg](#) and [George Serafeim](#)

AUGUST 20, 2019

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TIM ROBERTS/GETTY IMAGES

‘73 % van de consumenten is geneigd om merken te kopen die purpose voor profit plaatsen. Onder de 35 jaar is dat zelfs 81 %.’
(Bron: UnLtd)

 FINANCIAL TIMES 

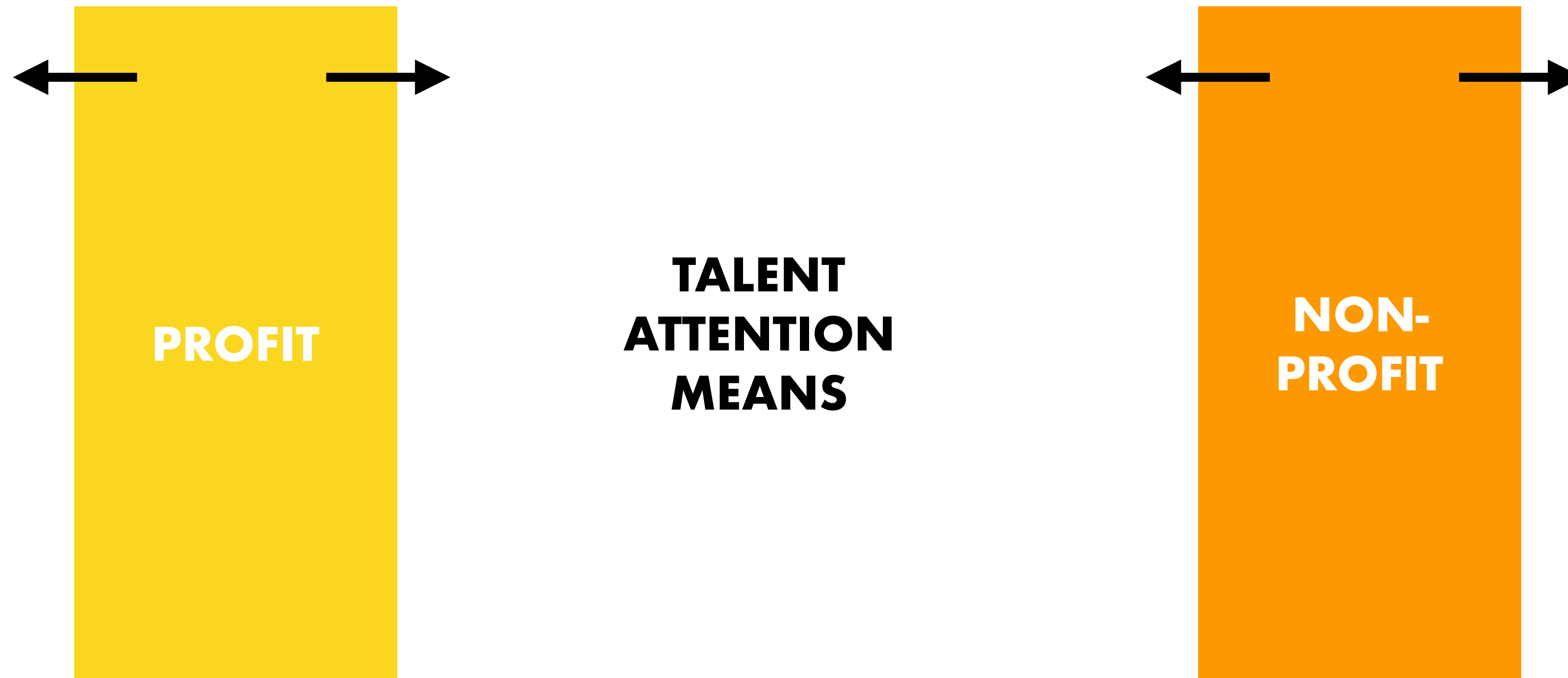
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CAPITALISM.
TIME FOR A RESET.

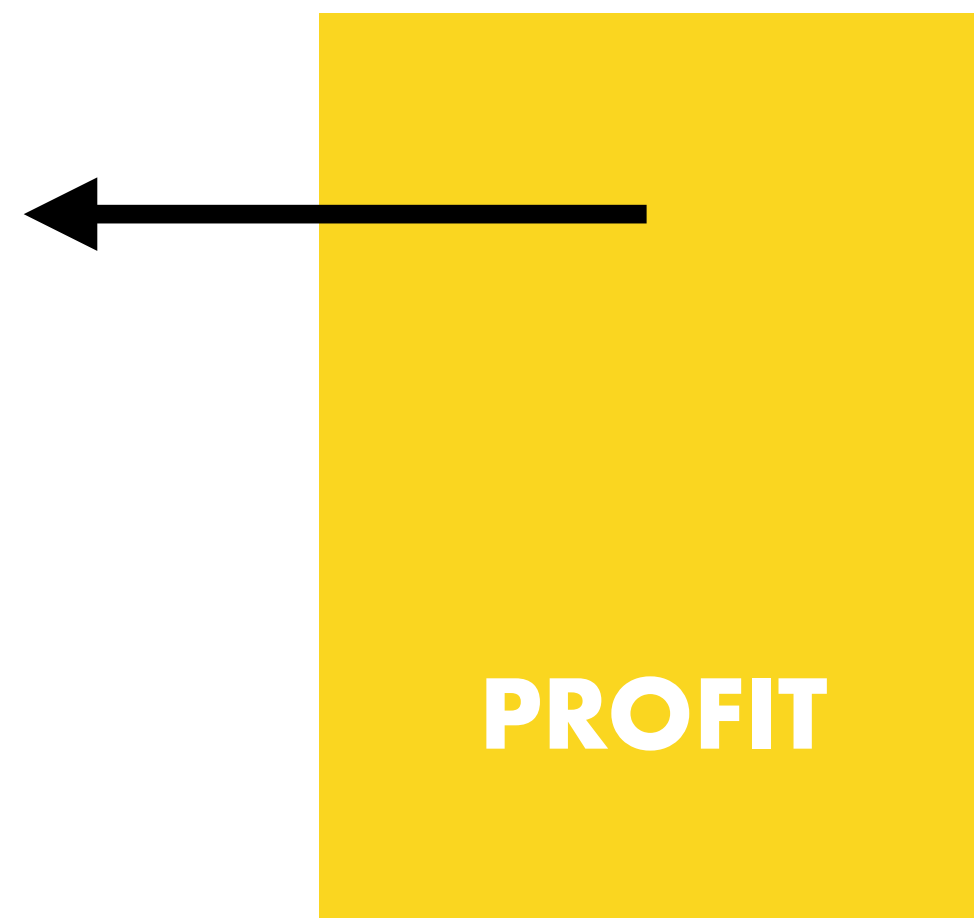
PROFIT

**NON-
PROFIT**

A WORLD IN TRANSITION CREATES MOVEMENT



A WORLD IN TRANSITION CREATES MOVEMENT



Recht op water voor iedereen of recht op winst voor Nestlé?

Van: [Peter van Vliet](#) op 10 september 2013

nestle



Maandag zond de VPRO in Tegenlicht de documentaire 'De slag om ons drinkwater' uit (9 september 2013). Daarin zien we Nestlé vertellen dat haar missie is iedereen ter wereld van schoon drinkwater te voorzien. Met een fraai groengewassen marketingstrategie probeert de multinational munt te slaan uit bronnen, die gerekend mogen en moeten worden tot de 'commons', onze gemeenschappelijke voorzieningen waarop iedereen recht heeft.

Peter Brabeck, voorzitter van 's werelds grootste levensmiddelenbedrijf Nestlé, heeft geen boodschap aan gemeenschappelijke rechten. In de documentaire zegt hij letterlijk dat hij het idee van water als mensenrecht beschouwt als een extremistische visie. Het enige wat voor hem telt is winst. Woekerwinst. Voor Nestlé.



A WORLD IN TRANSITION CREATES MOVEMENT



PEPSICO



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PEPSICO IS LEVERAGING ITS SCALE, REACH AND EXPERTISE ACROSS THE AREAS WHERE IT CAN HAVE THE GREATEST IMPACT – AGRICULTURE, WATER, PACKAGING, PRODUCTS, CLIMATE AND PEOPLE – TO HELP BUILD A MORE SUSTAINABLE FOOD SYSTEM.

HELPING TO BUILD A MORE SUSTAINABLE FOOD SYSTEM

Unilever's Sustainable Living Brands Delivered 70% of Turnover Growth in 2017

by [Sustainable Brands](#)

May 10, 2018



Now officially Unilever's biggest brand — and one of the oldest sustainable living brands — **Dove** has reached 29 million people with its Self-Esteem project, and has partnered with The World Association of Girl Guides and Girl Scouts since 2013 to develop and deliver quality self-esteem education for girls around the world. | Image credit: [Dove](#)

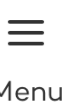
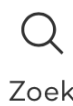
Related: [Business Case](#), [Behavior Change](#), [Organizational Change](#), [Unilever](#), [Agriculture](#), [Consumer Products](#), [Cosmetics/Personal Care Products](#), [Food/Beverage](#),

Unilever has today revealed its fourth consecutive year of growth for its 'sustainable living' brands, which delivered 70 percent of its turnover growth and grew 46 percent faster (a slightly slower rate than [last year](#), when it was over 50 percent). than the rest of the business. The company says all of its brands are working to reduce their environmental footprint and increase their positive social impact; the 'sustainable living' brands are those that are furthest ahead on the journey.

A WORLD IN TRANSITION CREATES MOVEMENT

PROFIT

NON-PROFIT



Doneer



Wat we doen ▾ Help mee ▾ Vind een actie ▾ Over kanker ▾

Navigatie

Home
Hart- en vaatziekten
Gezond leven
Verhalen
Wetenschappelijk onderzoek
Dit doet de Hartstichting
Help mee

Meer Hartstichting

Over de Hartstichting
Voor pers en media
Voor vrijwilligers
Voor wetenschappers
Vacatures
Brochures
Disclaimer
Privacyverklaring
Cookies

Help mee

Doneer
Nieuwsbrief aanmelden
Start een actie
Volg een reanimatiecursus
Word burgerhulpverlener
Word collectant
Word vrijwilliger

Volg ons op

f Facebook
t Twitter
y YouTube
in LinkedIn
i Instagram

30 jaar
Mensen verzorgen bergen

Samen met jullie
strijden wij elke dag
tegen kanker

HELP MEE

WAT DOEN WIJ?

A WORLD IN TRANSITION CREATES MOVEMENT



HOMME FEMME ENFANT LOOKBOOK PROJET VEGAN OUTLET RUNNING

FR EN

MON COMPTE | MON PANIER (0)



Vandebron is een energieplatform met een missie

We brengen vraag en aanbod van goeie energie samen en bieden innovatieve toepassingen waardoor je slimmer met energie kunt omgaan. Zo werken we samen toe naar 100% duurzame energie.

Meewerken aan onze missie? [Bekijk direct onze vacatures.](#)

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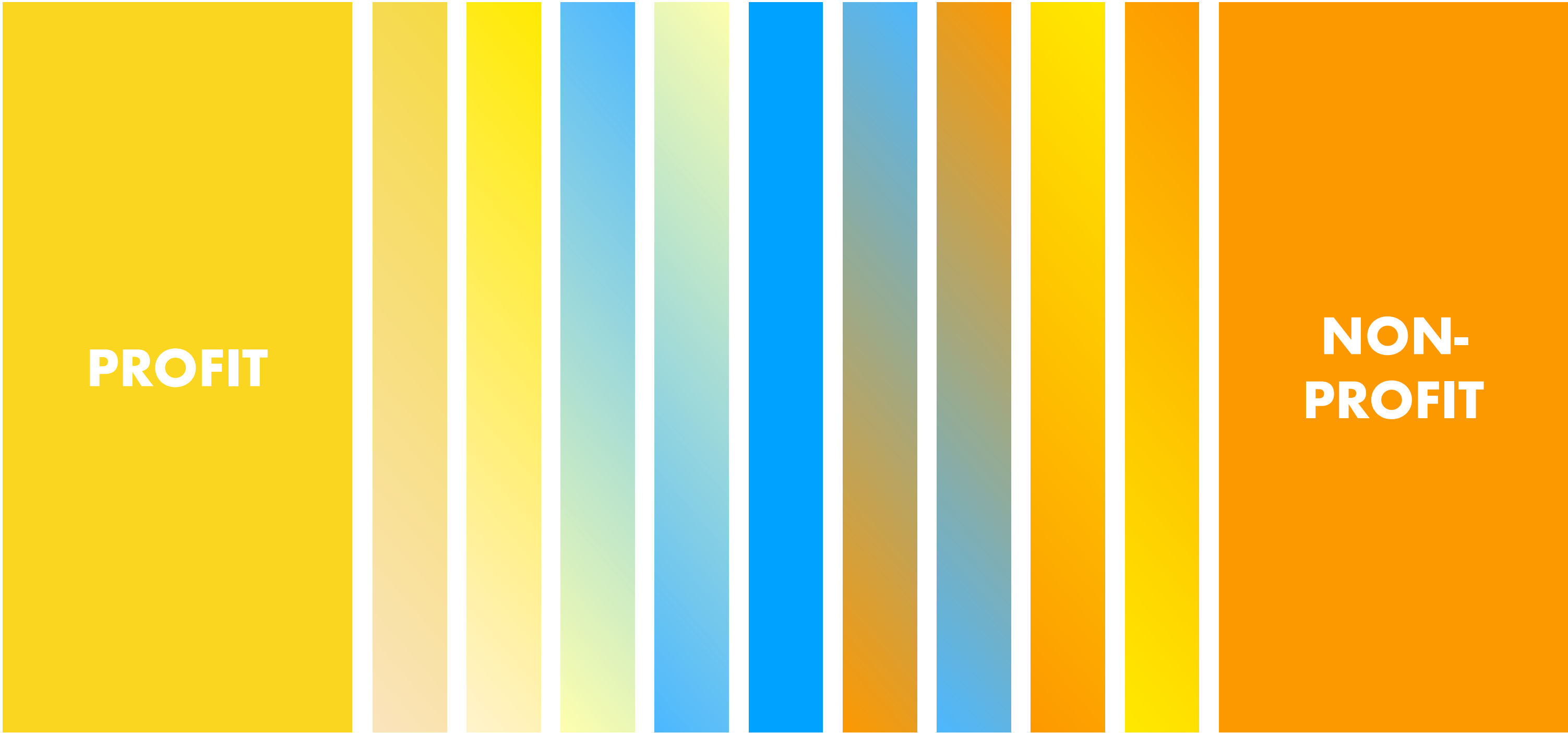


persoonlijk en professioneel

Wijkverpleging

Buurtzorg is een thuiszorgorganisatie die met kleine teams, bestaande uit (wijk)verpleegkundigen en wijkzakenverzorgenden, zorg levert aan huis. Het gaat hierbij om verpleging en persoonlijke verzorging. Onze medewerkers kijken samen met u wat er aan zorg nodig is en zoeken samen met u en uw omgeving naar oplossingen.

A NEW WORLD HAS BEEN CREATED



ORGANIZATIONS NEEDS TO SELECT THEIR TRUTHFUL POSITION



THE POSITIVE SUM GAME

**BETTER
FOR ME**

**BETTER
FOR ME
BETTER FOR
THE WORLD**

**BETTER FOR
THE WORLD
BETTER
FOR ME**

**BETTER FOR
THE WORLD**

PROFIT

**NON-
PROFIT**

Waar
staan
we
voor?

**troef
1**

Waar
gaan
we
voor?

**troef
2**

Identiteit,
cultuur en reputatie
op één lijn

**troef
3**

Army
of
friends

**troef
4**

De
transformationele
klantervaring

**troef
5**

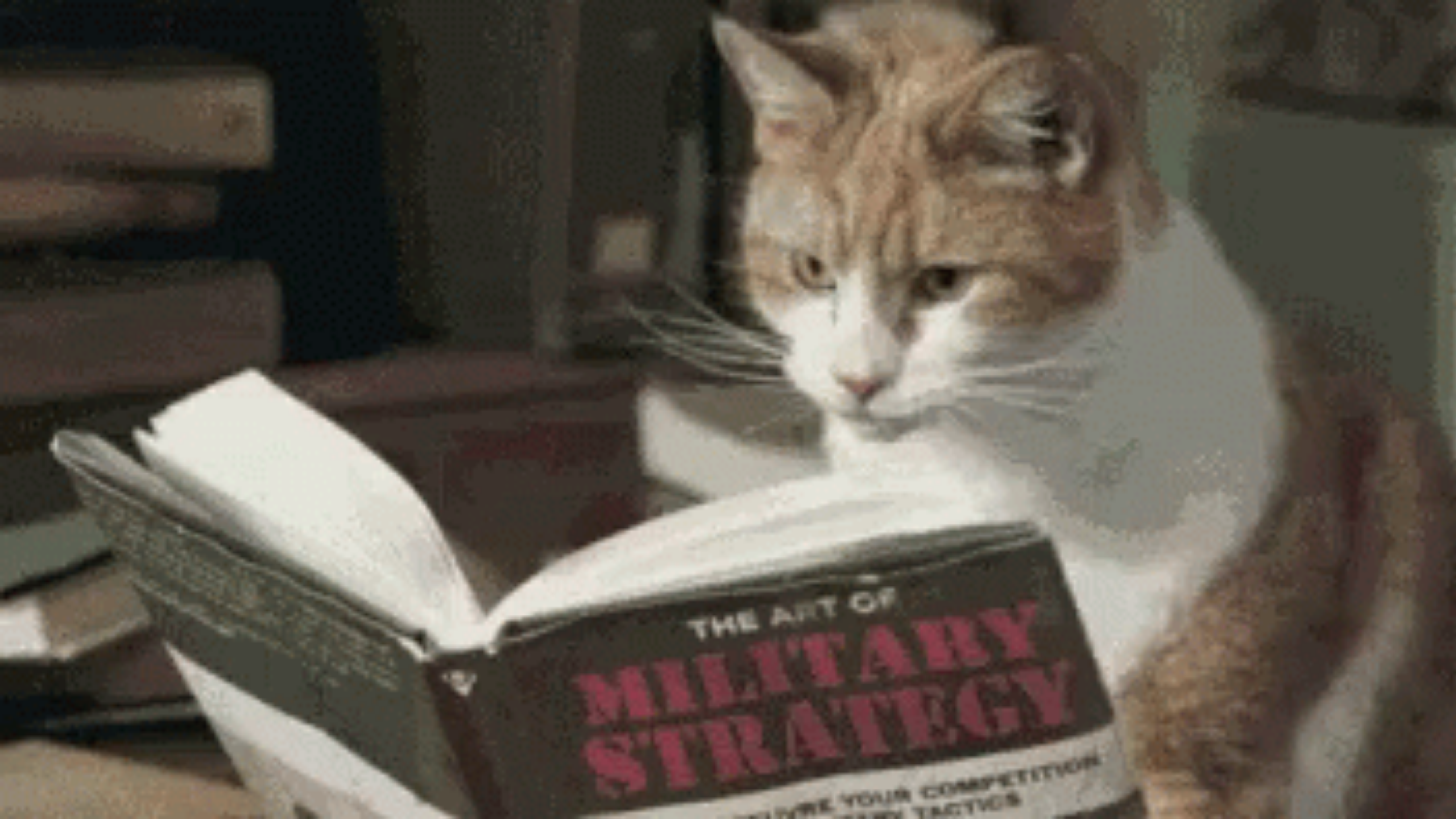
De
transformationele
werknemers-
ervaring

**troef
6**

Het
Purpose-
gedreven
ecosysteem

**troef
7**

**the
positive
sum
game**



THE ART OF
**MILITARY
STRATEGY**

OUTLINE YOUR COMPETITION
AND TACTICS



*the
positive
sum
game*