

AMBITIE 2020



FACTSHEET



“INTERFACE WISHES TO HELP RESTORE THE ENVIRONMENT AND SOCIETY AND, BY 2020, TO OPERATE WITHOUT HAVING A NEGATIVE IMPACT: MISSION ZERO”

INTERFACE



“BY 2018, ONE MILLION JOBS FOR WOMEN IN RURAL AREAS IN INDIA”

WOMEN ON WINGS



“BY 2020 VALID EXPRESS WILL HAVE HELPED 120 COURIERS WITH A PHYSICAL DISABILITY OR CHRONIC ILLNESS TO FIND EMPLOYMENT!”

VALID EXPRESS



“BY 2020 THERE WILL BE A 50% REDUCTION IN CO2 EMISSIONS FROM BUILDINGS THROUGH 25% GREEN ENERGY AND 25% ENERGY SAVINGS”

CFP GREEN BUILDINGS



“BY 2020, VERSTEGEN SPICES & SAUCES BV WILL SUPPLY 100% SUSTAINABLE WHITE PEPPER!!!”

VERSTEGEN SPICES & SAUCES



“BY 2020, BMA ERGONOMICS WILL HAVE DOUBLED THE SERVICE LIFE OF OFFICE CHAIRS FROM 10 TO 20 YEARS”

BMA ERGONOMICS



>> THE NETHERLANDS, A LEADING EXAMPLE OF A CIRCULAR AND INCLUSIVE ECONOMY <<

2014 MARKS THE 10TH ANNIVERSARY OF MVO NEDERLAND (CSR NETHERLANDS). THE PERFECT OPPORTUNITY FOR NEW AMBITIONS. BY MEANS OF THE MULTI-ANNUAL PROGRAMME AMBITION 2020, MVO NEDERLAND WISHES TO MAKE A KEY CONTRIBUTION TO POSITIONING THE NETHERLANDS AS AN INTERNATIONAL EXAMPLE OF A SUCCESSFUL BALANCE BETWEEN PEOPLE, PLANET AND PROFIT. AN INSPIRATIONAL NATIONAL TARGET IS OF CONSIDERABLE IMPORTANCE IN ACHIEVING THAT.

The Netherlands, a leading example of a circular and inclusive economy. That is the national ambition that will help to focus our country on remaining strong, social and competitive on its way to 2020. To achieve that, MVO Nederland unites ambitious companies and organisations that wish to work towards an innovative circular economy in which people and materials are put into action in a smart and sustainable way.

This is a matter of urgency. Rapidly changing global competitive relationships and large social and sustainability issues (people and planet) necessitate national ambition and far-reaching action.

This national focus offers companies and organisations innumerable opportunities, both in their own country and in the international markets in which they operate. Along with pioneering enterprises and expert partners, MVO Nederland wishes to make these opportunities clearly visible. Through Ambition 2020, we will set the business community in motion to raise its sustainable and social ambitions and to start up new change coalitions and projects.

COMPANIES AT THE FOREFRONT

By means of Ambition 2020, MVO Nederland wishes to give existing CSR initiatives an additional incentive, start up new projects and to take the entire programme to a widespread national level. The Dutch starting position is good, a lot is already happening, but an inspirational and binding national ambition is not yet in place. A survey taken within the MVO Nederland community shows that businesses support the idea of an inspiring national ambition focussing on sustainability and inclusiveness.

Under the slogan 'companies take the lead' Ambition 2020 is building on the rapidly increasing willingness among businesses to work towards a knowledge-intensive circular economy with a small footprint and a high level of participation.

TOPICS AND OPPORTUNITIES

In Ambition 2020, we have taken our inspiration from the World Business Council for Sustainable Development (WBCSD), Horizon 2020 (EU), the Sustainable Development Goals (UN) and

the OECD Guidelines. In Vision 2050, on behalf of the international business community, the WBCSD has outlined an inviting perspective for a sustainable world. Fuelled by this initiative, we drew up an initial list of the main topics and actions which would enable Dutch companies to accelerate the transition to a circular and inclusive economy.

The main topics included in this list were: water, energy and climate, food, work, materials and ecosystems, health, mobility, basic needs and human development. and the process-based topics: transparency, financing, ICT, communication and influencing behaviour, knowledge and research, (social) innovation and new business models.

These topics offer the business community many opportunities. Opportunities to contribute to social issues and, at the same time, to strengthen its own position.

By means of Ambition 2020, we are elaborating on these opportunities and, in close cooperation with the involved companies and expert partners, will translate these into specific actions.

GOALS AND APPROACH

We aim for as many ambitious companies and organisations as possible that act in a corporate social responsible manner and that achieve breakthroughs through change coalitions. Breakthroughs on the road to a resilient economy, with a low footprint and a society in which – nationally and internationally – everyone participates and is included.

To achieve this, we will draw up a multi-annual plan along with businesses and knowledge partners. The initial steps and goals are:

- > A kick-off at the New Years event of MVO Nederland on the 30th of January 2014 with:
 - the official start of the multi-annual programme Ambition 2020;
 - the publication of the report ‘Running a business in the circular economy’;
 - a launch by His Majesty King Willem-Alexander of an online platform in which companies and organisations can make their own ambitions known. The platform also stimulates cooperation and new projects.
- > Along with the leading partners and ambition supporters, the national ambition will then be detailed further, creating opportunities and specific actions based on sub-topics.
- > In 2014, at least 1000 companies and organisations will gain inspiration from Ambition 2020 resulting in them significantly raising their CSR ambitions.
- > In 2014, approximately 5 companies will commit themselves as leading partners to Ambition 2020 and along with many other companies (the ambition supporters) will form coalitions to enable specific action plans to be carried out.

ROLE OF COMPANIES

A distinction is made between companies and organisations with significant CSR ambitions that focus on system change, and companies that primarily wish to define their own goals in terms of CSR. The following roles have been distinguished: leading partners, ambition supporters and ambition participants.

LEADING PARTNERS

- Have a vision about and give active direction and substance to the entire national ambition 2020
- Take part in an ambition coalition in a specific sub-topic
- Actively communicate Ambition 2020 to its associates and customers
- Take part in the Ambition Council that monitors the formation and implementation of ambition coalitions
- Is closely involved and included in the various communication activities
- Is supported in its activities that relate to Ambition 2020 by MVO Nederland
- Can use the Ambition 2020 logo
- Is or will become a partner of MVO Nederland¹ and will make a significant contribution to the costs of Ambition 2020

AMBITION SUPPORTERS

- Are the driving force behind an ambition coalition for a specific area of excellence
- Actively communicate Ambition 2020 to their associates and customers
- Are included in the various communication activities
- Are supported by MVO Nederland in a joint activity, to be decided at a later stage, which relates to Ambition 2020
- Can use the Ambition 2020 logo
- Are or will become a partner of MVO Nederland and will contribute to the costs of an ambition coalition for a sub-topic and the associated communication

AMBITION PARTICIPANTS

- Communicate their ambitions and the results that are achieved through the online platform Ambition 2020 and their own channels
- Can participate in ambition coalitions
- Are invited to and involved in special meetings

¹ For companies with more than 500 FTE, a partnership with MVO Nederland means automatic participation in the Large Companies Network (costs €7,500/year, ex VAT).

The first companies have now registered as leading partners or potential ambition supporters. These include Alliander, Manpower-Group, ABN AMRO, NS (Dutch Railways), Corporate Facility Partners (CFP), ASN Bank, Delta Lloyd and Triodos Bank. The following are some of the organisations that act as knowledge partners: De Groene Zaak, Circle Economy, the Netherlands Environmental Assessment Agency (Planbureau voor de Leefomgeving), IUCN, De Normaalste Zaak, IDH (the Dutch Sustainable Trade Initiative), BOP, Drift and NWP.

AMBITION COALITIONS

Led by the leading partners and ambition supporters, alliances of companies and organisations are formed: the ambition coalitions. These coalitions work on specific topics towards a joint ambition and corresponding action plan. The ambition coalitions produce innovative visions and actions, which focus on system change and/or up-scaling of existing sustainable solutions.

AMBITION PLATFORM

On the 30th of January 2014, www.ambitie2020.nl is launched as an online platform. Companies and organisations can use this platform to make their own ambitions known.

The platform has several functions:

1. It is the meeting place for Dutch businesses with CSR-related ambitions. They can publish their CSR ambitions on this platform.
2. It is the main communication tool of Ambition 2020: leading partners and ambition supporters can promote themselves here and invite others to cooperate and take joint action.
3. It is a place where knowledge is shared: knowledge from existing programmes and projects, but also new knowledge that participants introduce.
4. It is a place where businesses can meet one another and enter into partnerships.

TIMEFRAME

The multi-annual programme Ambition 2020 is launched on the 30th of January during the New Years event of MVO Nederland. On the next New Years event in January 2015 detailed ambitions and the ambition coalitions that have already been formed by that time will be presented. A more detailed timeframe will follow.

PARTICIPATE?

You can request further information about Ambition 2020 through contact@mvonederland.nl.

Would you like to register as a leading partner or ambition supporter? Please contact Erwin van Overbeek, M: 06-537 63 581 or @: e.vanoverbeek@mvonederland.nl.

Would you like to become an ambition participant? Go to www.ambitie2020.nl and create a profile.



WWW.AMBITIE2020.NL

 WWW.FACEBOOK.COM/AMBITIE2020

 [@AMBITIE2020](https://twitter.com/AMBITIE2020) | [#AMBITIE2020](https://twitter.com/AMBITIE2020)

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AMBITION 2020 LEADING PARTNERS:

