



EUROPEAN  
RENTAL  
ASSOCIATION

# Sustainable business as the way forward

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Schuttelaar & Partners



*Please react on Twitter, @era\_rental*



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4. Examples from the agri-food sector
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# About us





- Private consultancy providing full-service communications, public affairs and strategic advice since 1995
- Active in the field of sustainability and health, with a focus on technology, food and agriculture
- B-Corporation: successful business aimed at creating sustainable impact
- Approximately 80 advisors in Brussels, The Hague and Wageningen.

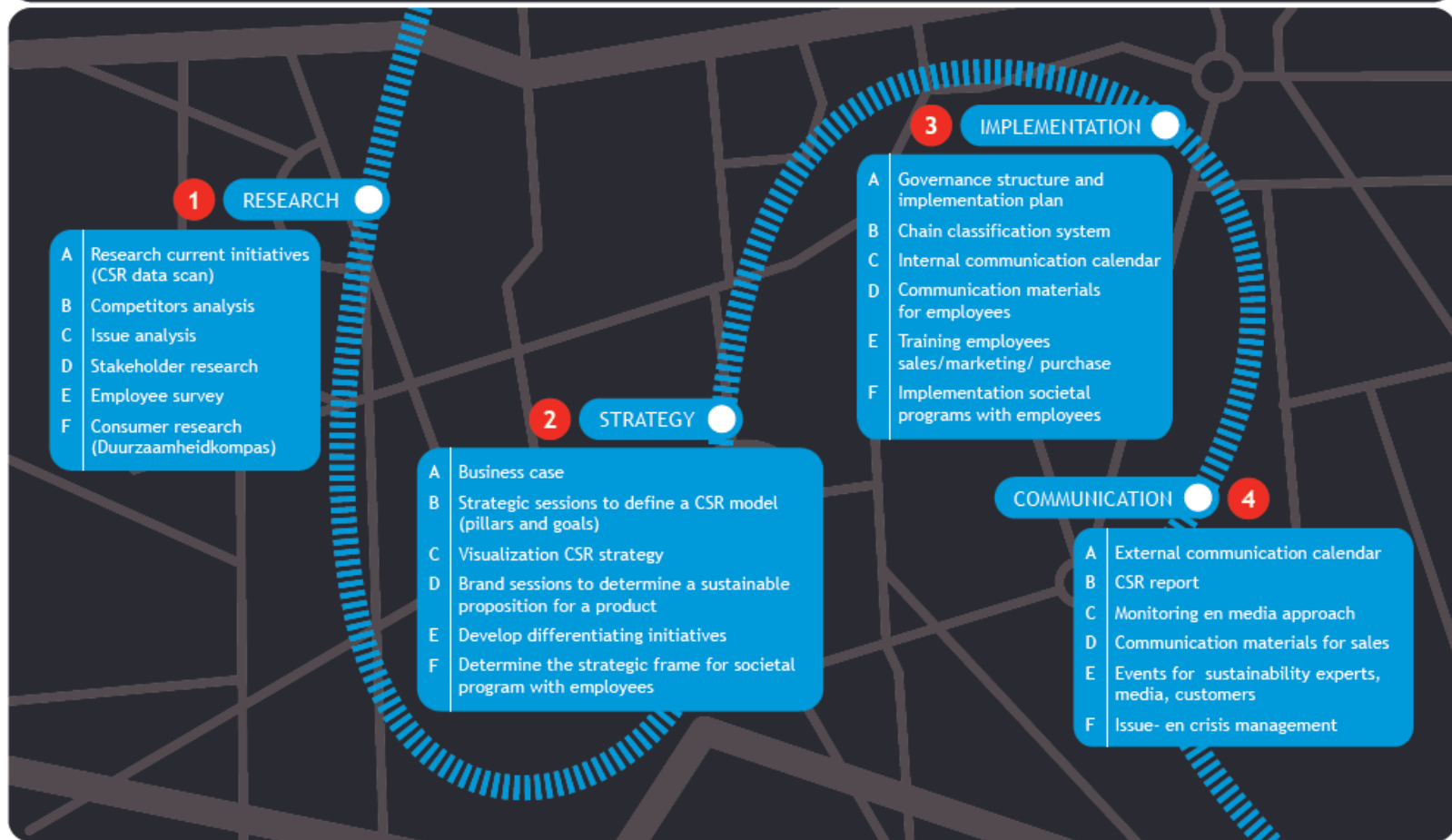
# More than 200 clients: business, government, science, healthcare, NGO's





# Sustainability Road Map

Building blocks for a  
successful CSR policy  
[www.schuttelaar-partners.com](http://www.schuttelaar-partners.com)



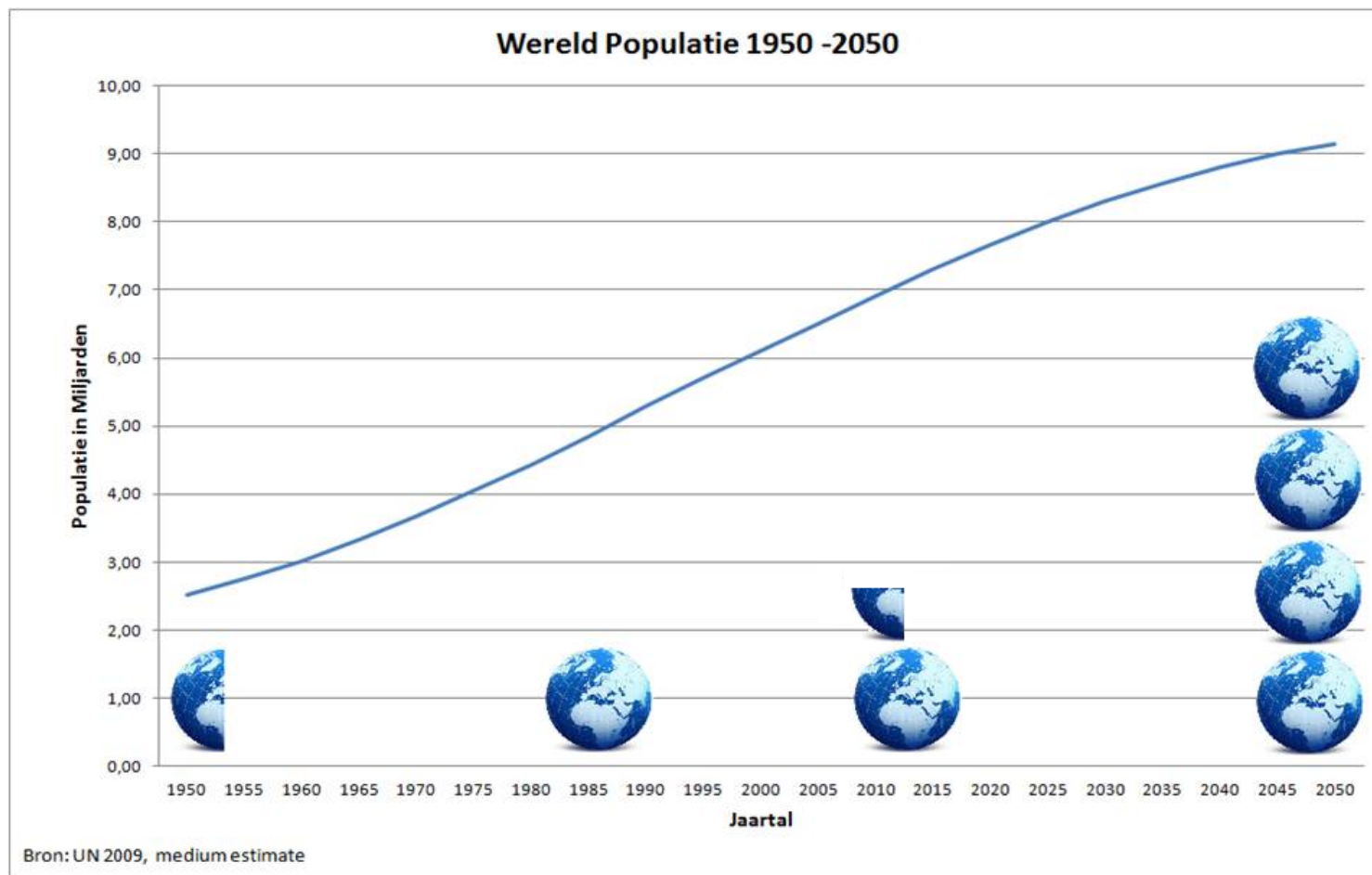




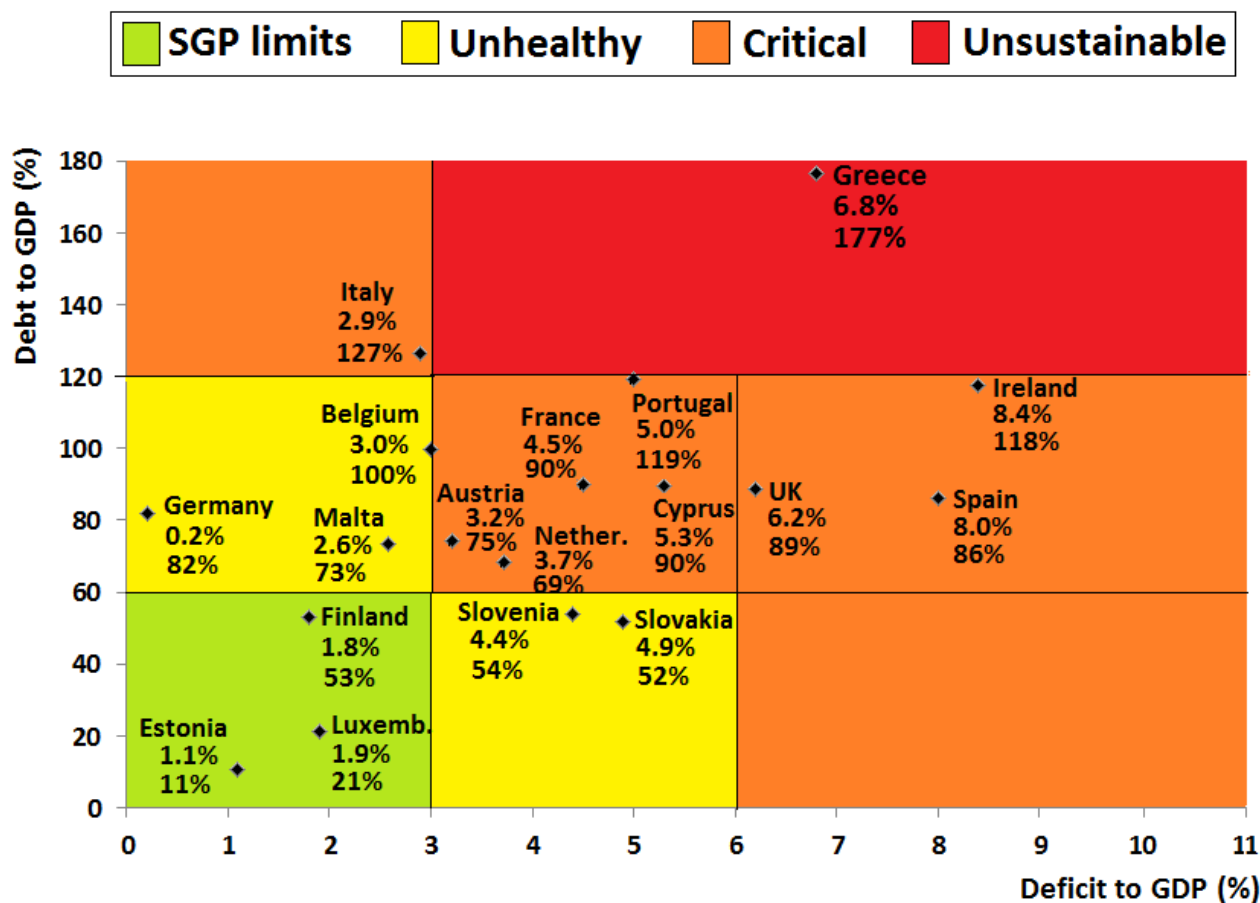




## Resource scarcity



# Europe's financial trouble



## **Houston, we have a problem**

Everything will be more expensive:

- Raw materials
- Food
- Water
- Energy
- Healthcare



Ecosystems overburdened

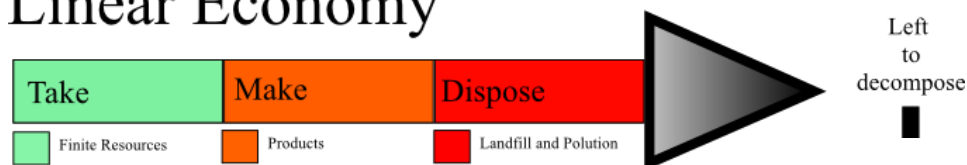
Europe behind on other global regions

Our money was spent on upholding the banks

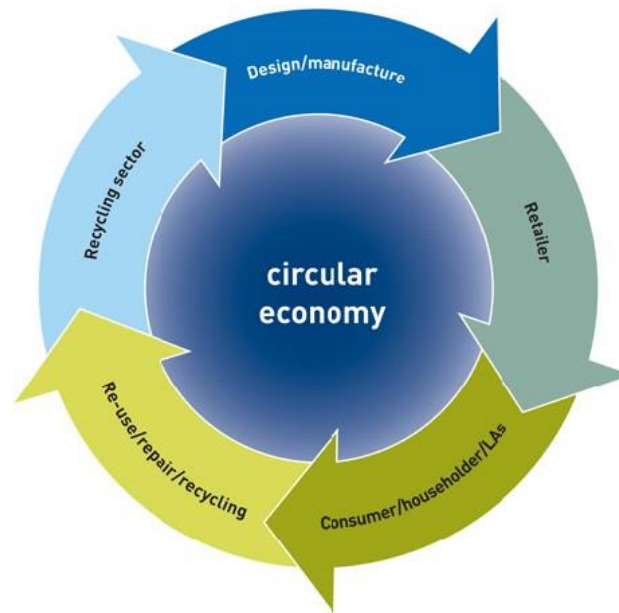


## So what can we do?

### Linear Economy



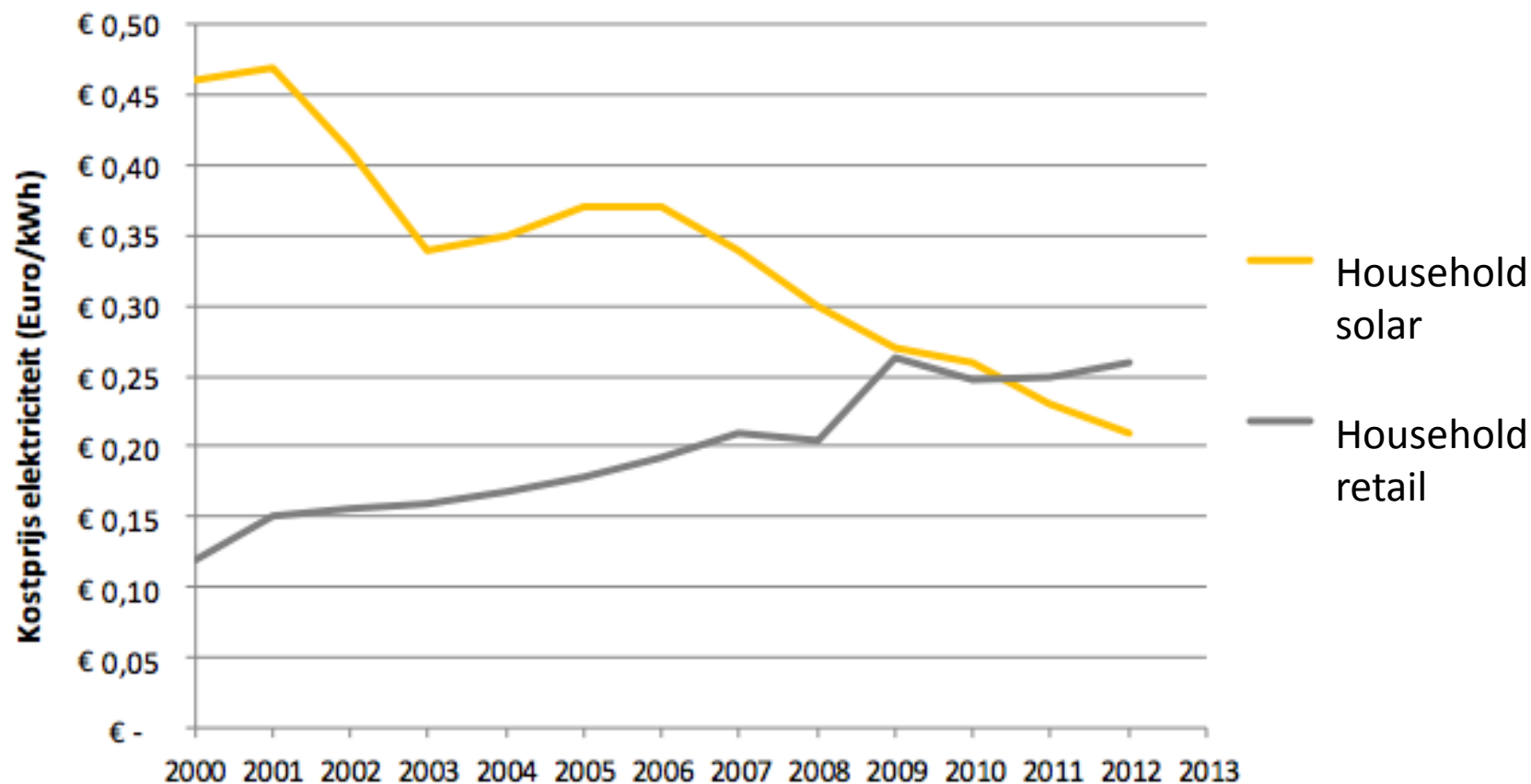
*\_REDUCE*  
*\_REUSE*  
*\_RECYCLE*



## Sustainable and financial performance



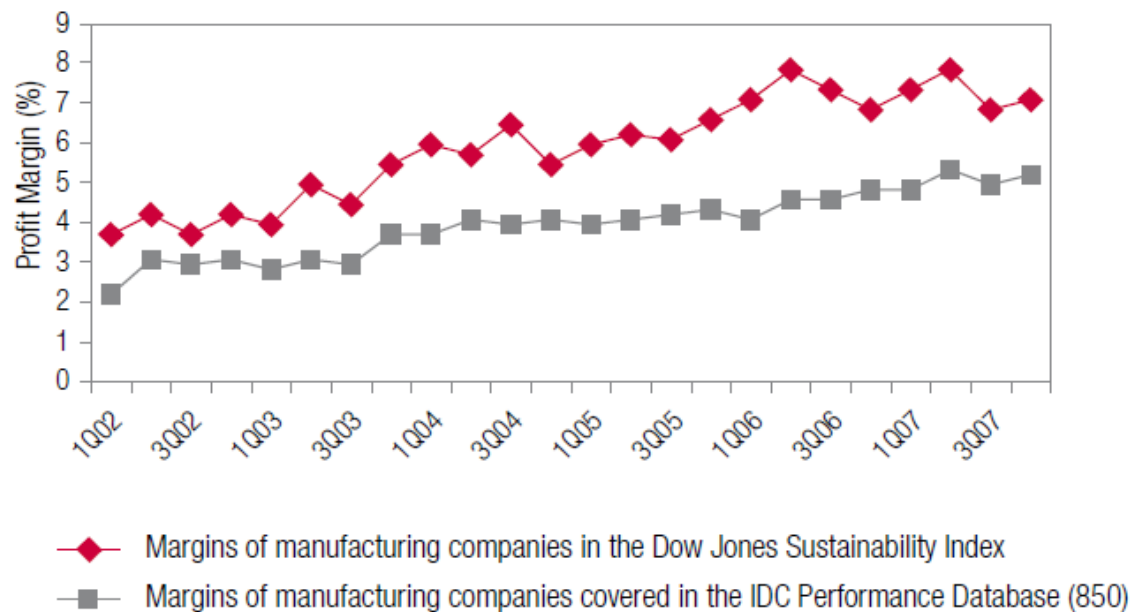
## Solar versus retail cost price





## Effect on profit margins

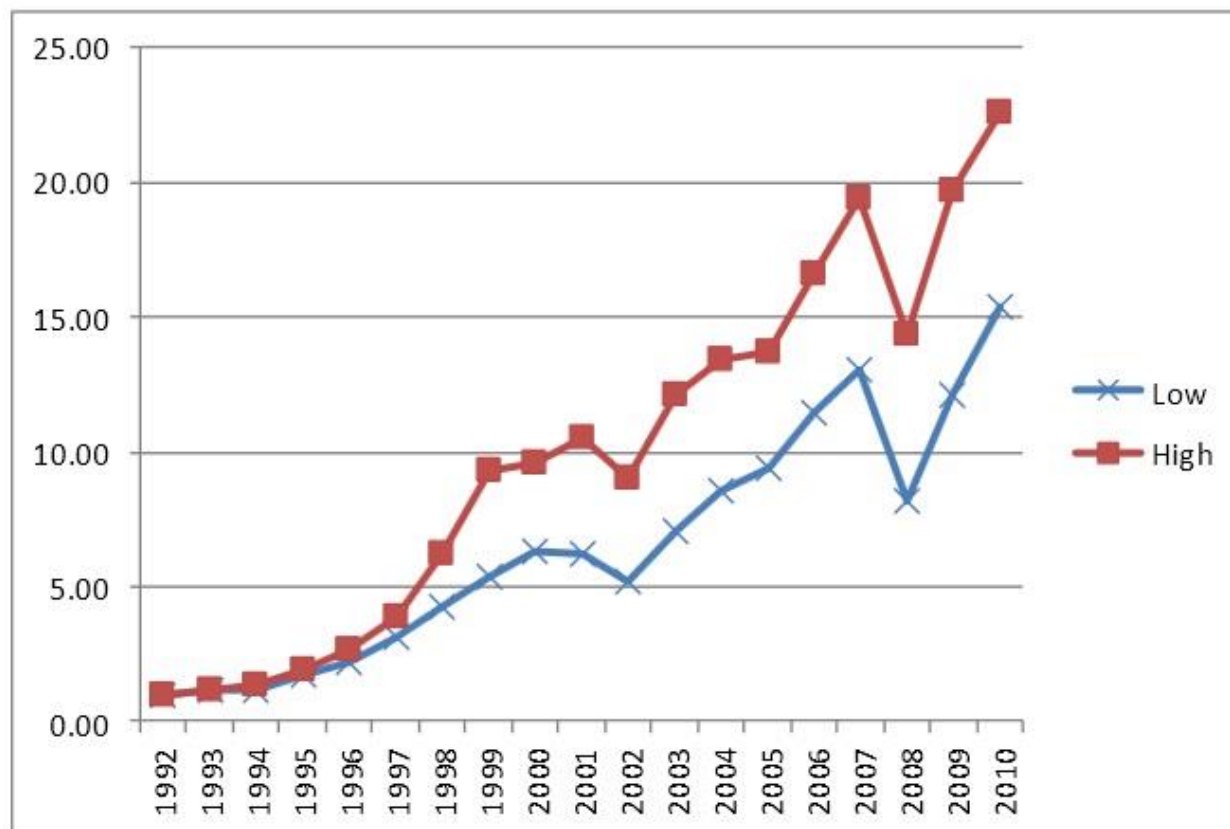
Comparison of Profit Margin Performance



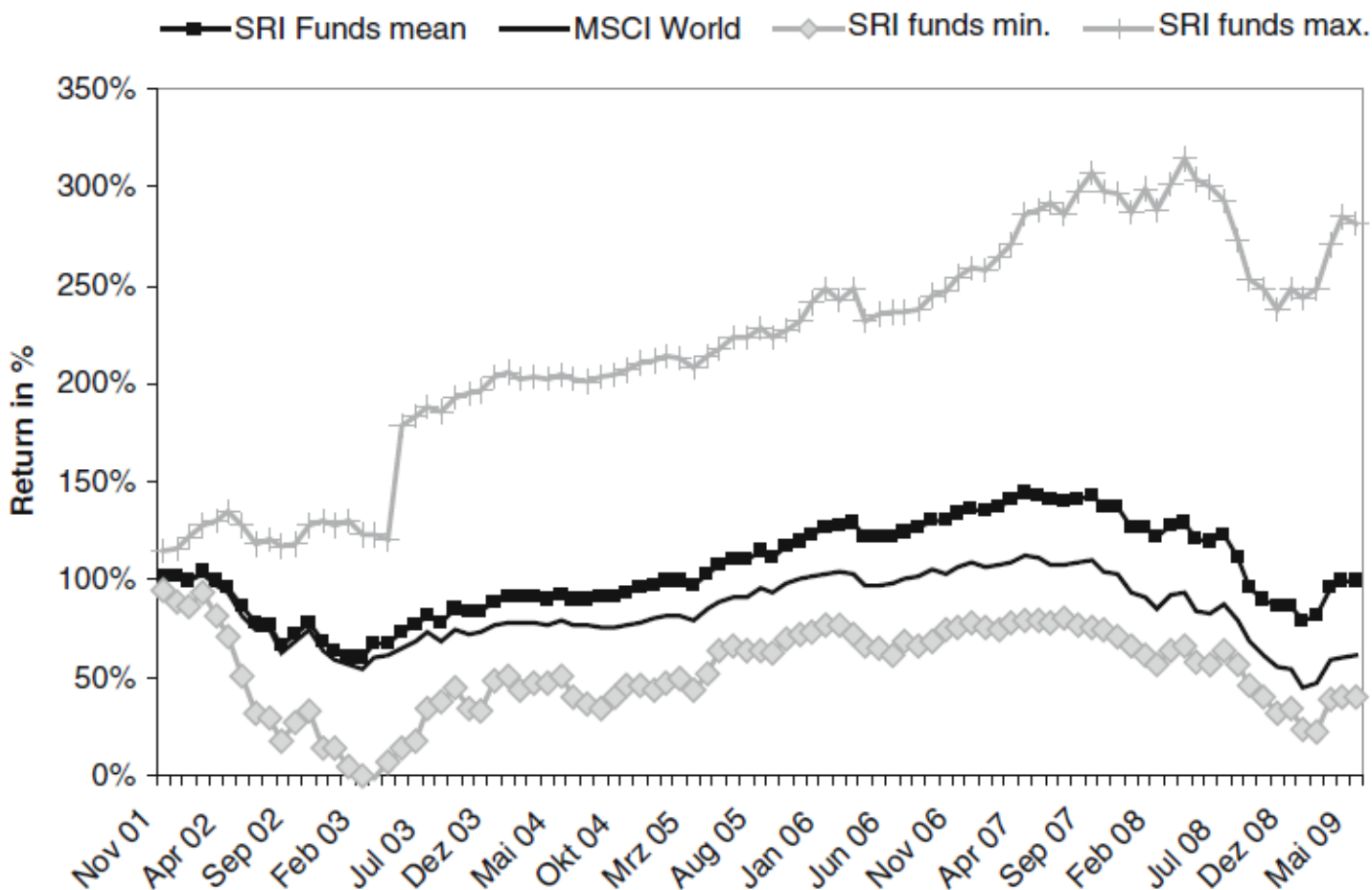
Source: IDC, 2008

## Effect on stock value

Evolution of \$1 invested in the stock market in value-weighted portfolios



## Effect on returns





## Why a positive effect of sustainable performance?

- Access to Markets/Regulatory Approvals
- Customer Attraction/Retention
- Address Media/Activist Pressures
- Discounted Loan Rates
- Reduced Insurance Premiums
- Operational Efficiency
- Due Diligence Regarding Partnerships/Acquisitions
- Legal Due Diligence/Assurance
- Employee Satisfaction/Retention/Productivity
- Industry Self-Regulation
- Facilitate Divestitures
- SRI Funds (Retail/Institutional)

## Why a negative effect of sustainable performance?

- Higher costs  
e.g. use of end-of-pipe environmental technology
- Lower benefits  
e.g. lack of acceptance of products by consumers
- Sustainability performance has been poorly applied  
e.g. investment in offsets rather than technology

## Sustainable businesses are more stable





**04 One:**  
**Involve our customers**  
3 objectives; 13 commitments



**06 Two:**  
**Make Plan A**  
**How we do business**  
5 objectives; 40 commitments



**08 Three:**  
**Climate change**  
3 objectives; 33 commitments



**10 Four:**  
**Waste**  
3 objectives; 26 commitments



**12 Five:**  
**Natural resources**  
2 objectives; 28 commitments



**14 Six:**  
**Fair partner**  
1 objectives; 21 commitments



**16 Seven:**  
**Health and wellbeing**  
3 objectives; 19 commitments



# MARKS & SPENCER

## Plan A.

Because there  
is no Plan B.

## The rental sector

According to the Sustainability Committee's *Framework*:

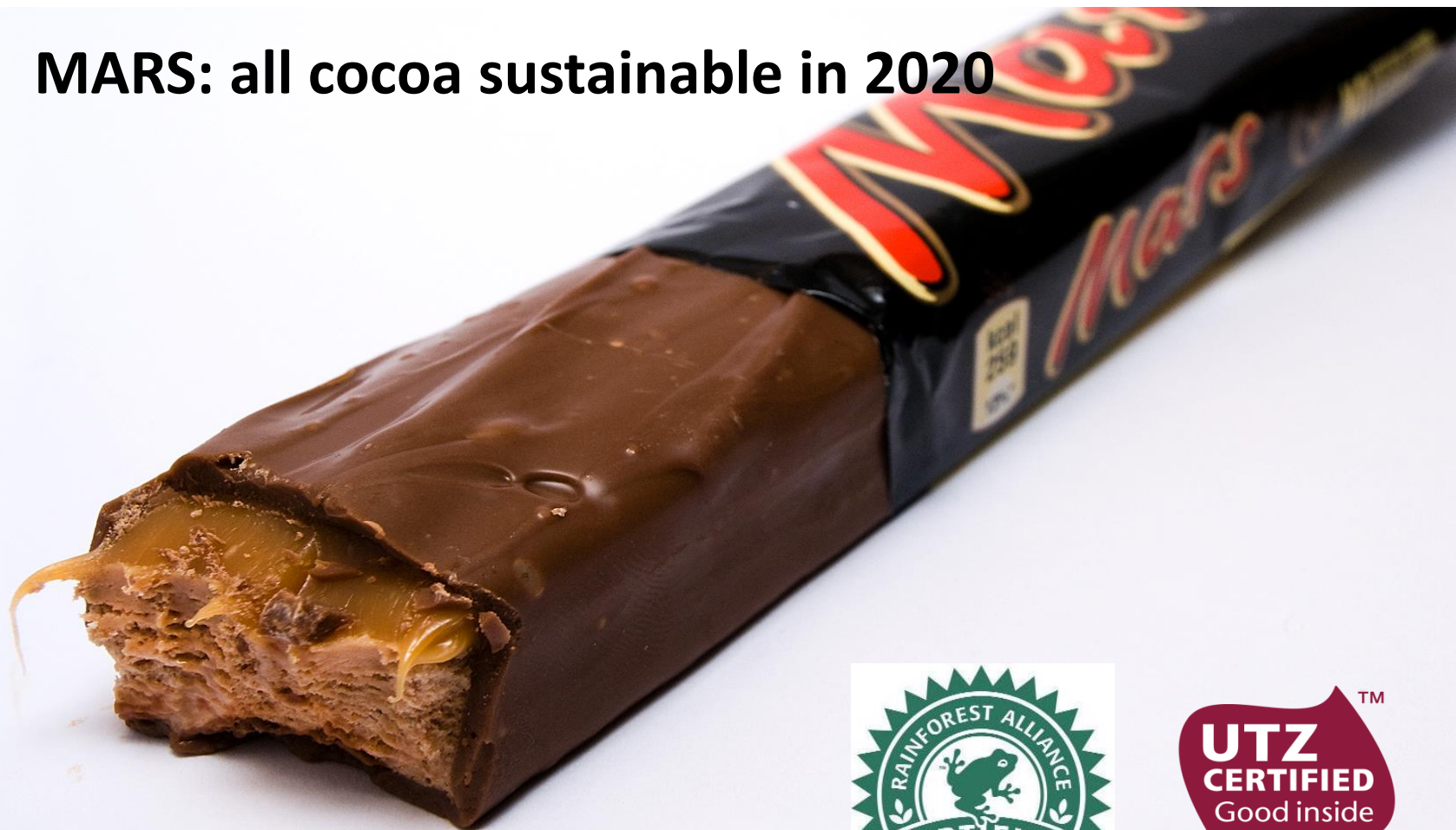
- Sustainability is embraced by large companies
- Most SMEs see no benefit or perceive too many obstacles
- Sustainability is a strong factor in Northern, much less in Southern Europe

***What could we learn from other sectors?***

## The agri-food sector

- Consumer expectations and demands
- Stable supply of raw materials at manageable prices

## MARS: all cocoa sustainable in 2020



# Unilever: Sustainable Living Plan

## IMPROVING HEALTH AND WELL-BEING

By 2020 we will help more than a billion people take action to improve their health and well-being.

### HEALTH AND HYGIENE

By 2020 we will help more than a billion people to improve their hygiene habits and we will bring safe drinking water to 500 million people. This will help reduce the incidence of life-threatening diseases like diarrhoea.

### NUTRITION

We will continually work to improve the taste and nutritional quality of all our products. By 2020 we will double the proportion of our portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. This will help hundreds of millions of people to achieve a healthier diet.



## REDUCING ENVIRONMENTAL IMPACT

By 2020 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.\*

### GREENHOUSE GASES

Halve the greenhouse gas impact of our products across the lifecycle by 2020.\*

### WATER

Halve the water associated with the consumer use of our products by 2020.\* †

### WASTE

Halve the waste associated with the disposal of our products by 2020.\*



## ENHANCING LIVELIHOODS

By 2020 we will enhance the livelihoods of hundreds of thousands of people as we grow our business.

### SUSTAINABLE SOURCING

By 2020 we will source 100% of our agricultural raw materials sustainably.

### BETTER LIVELIHOODS

By 2020 we will link more than 500,000 smallholder farmers and small-scale distributors into our supply chain.

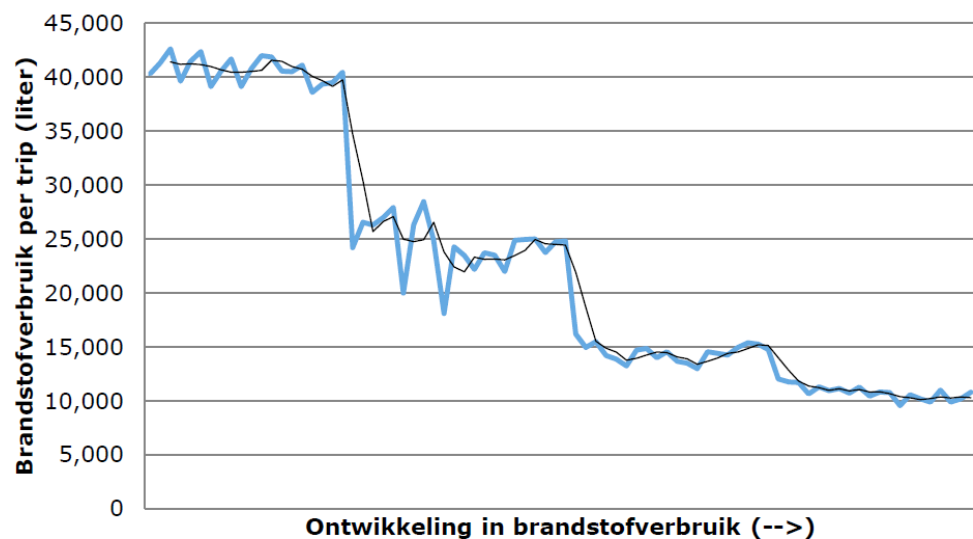




# Fisheries: preparing for the future



**75% reduction in fuel use**



## PLUS supermarket: make the sustainable choice the easy choice

Verantwoord kiezen  
doen wij al voor u



Da's toch fijner boodschappen doen.



*Best CSR supermarket award 2014*

*Growing market share, margins*

Al onze bananen  
100% Fairtrade



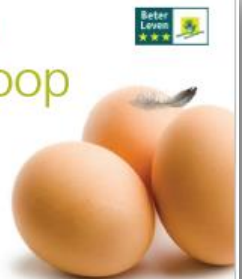
Da's toch fijner  
boodschappen doen.

Al onze huismerk  
chocolade  
100% Fairtrade



Da's toch fijner  
boodschappen doen.

Al onze eieren  
100% vrije uitloop



Da's toch fijner  
boodschappen doen.

## GRODAN: enabling sustainable greenhouse farming



## The textile-fashion sector

- Social issues in production countries
- Environmental issues in cotton production
- Long-term: resource efficiency = money



## Star Sock: sustainable socks



- \_Sustainable materials***
- \_Social production***
- \_Reduction of environmental impact along the supply chain***
- \_Create positive impact by inspiring customers and stakeholders***

***Founders of the Healthy Seas Initiative:  
Old fishing nets are upcycled to ECONYL® yarn***



## MUD Jeans: lease your trousers



## REWORK Cradle to Cradle® workwear



KATOEN IS DE BELANGRIJKSTE GRONDSTOF VAN REWORK CRADLE TO CRADLE WORKWEAR.

COMPOST IS VOEDSEL VOOR PLANTEN. BIJVOORBEELD VOOR DE KATOENPLANT. AFVAL IS DUS VOEDSEL. ZO IS DE CIRKEL WEER ROND!

DE GARENS VOOR REWORK WORDEN GESPONNEN UIT NIEUW GETEELD KATOEN OF IN EEN LATER STADIUM UIT KATOENVEZELS VAN DE GEBRUIKTE WERKKLEDING.

BEDRIJFSKLEDINGPRODUCENT VAN PUIJENBROEK TEXTIEL ZORGT DAT ER TIJDENS HET WEVEN, VERVEN EN IN ELKAAR ZETTEN VAN DE WERKKLEDING REKENING WORDT GEHOUDEN MET MENS EN MILIEU. ZO IS HET VERFPROCES EEN STUK MILIEUVRIENDELIJKER DAN GEBRUIKELIJK.

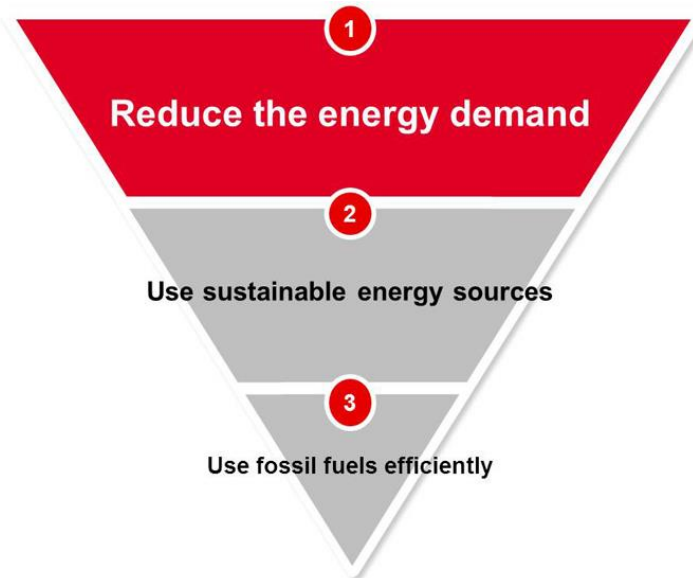
ALS KLEDING WORDT VERVANGEN, ZAMELT AFVALDIENSTVERLENER VAN GANSEWINKEL GROEP DE OUDE WERKKLEDING IN EN MAAKT HET GESCHIKT VOOR HERGEBRUIK. DE FOURNITUREN, ZOALS RITS EN KNOPEN, KUNNEN ALS GRONDSTOF WORDEN HERGEBRUIKT. HET KATOEN KAN VERWERKT WORDEN TOT GARENS OF COMPOST.

TEXTIELDIENSTVERLENERS BERENDSEN EN LAVANS LEVEREN REWORK IN EEN FULL SERVICE CONCEPT. VUILE WERKKLEDING WORDT OP MILIEUVRIENDELIJKE WIJZE DOOR HEN GEREINIGD EN INDIEN NODIG GEREPAREERD OF VERVANGEN.

## The construction sector

- Buildings responsible for  $\approx 50\%$  of EU energy consumption
- Increase in policy measures

### TRIAS ENERGETICA





# Hunter Douglas: enabling step 1 of the Trias Energetica

**HunterDouglas**

Hunter Douglas in Français | Nederlands

Stores

Plafonds

Contrôle Solaire

Façades

Projets

Durabilité

Ressource



**Des Produits Innovants Pour Des Projets Innovants**

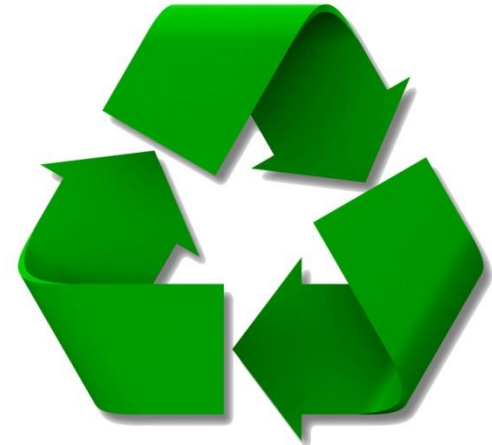
Contact

News



## Recycling initiatives

Paint  
Roofing  
Stonewool insulation  
PVC  
etc...



*Next to the regeneration process, a big challenge is to organise the logistics in the value chain:*

*All operators need to contribute their part*

## Conclusion



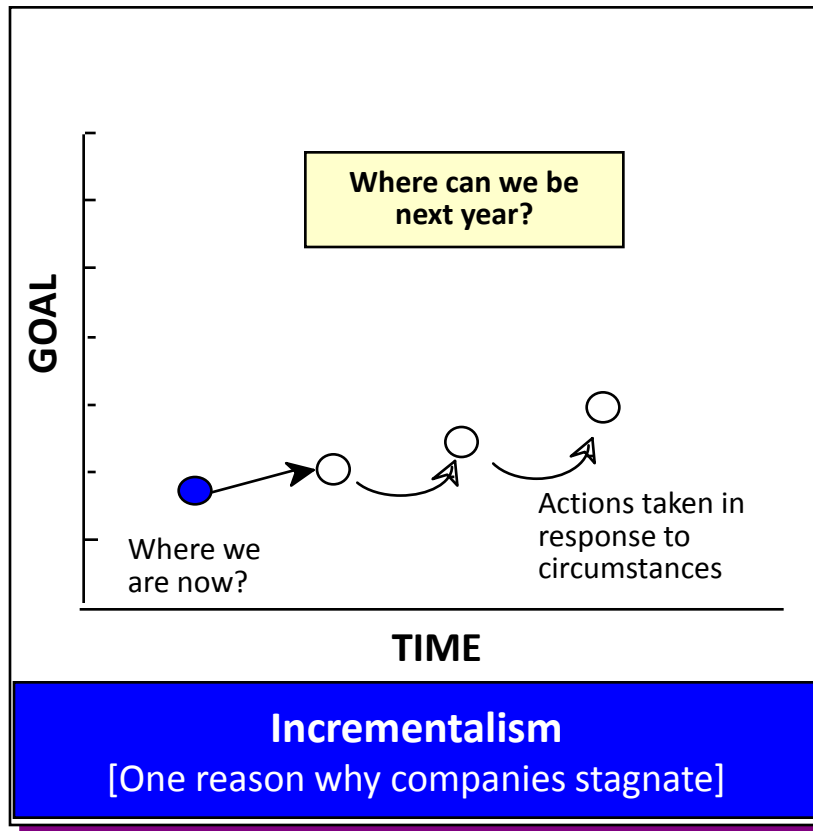
*“‘Cheshire Puss,’ she [Alice] began... ‘would you please tell me which way I ought to go from here?’*

*‘That depends on where you want to get to,’ said the cat.”*

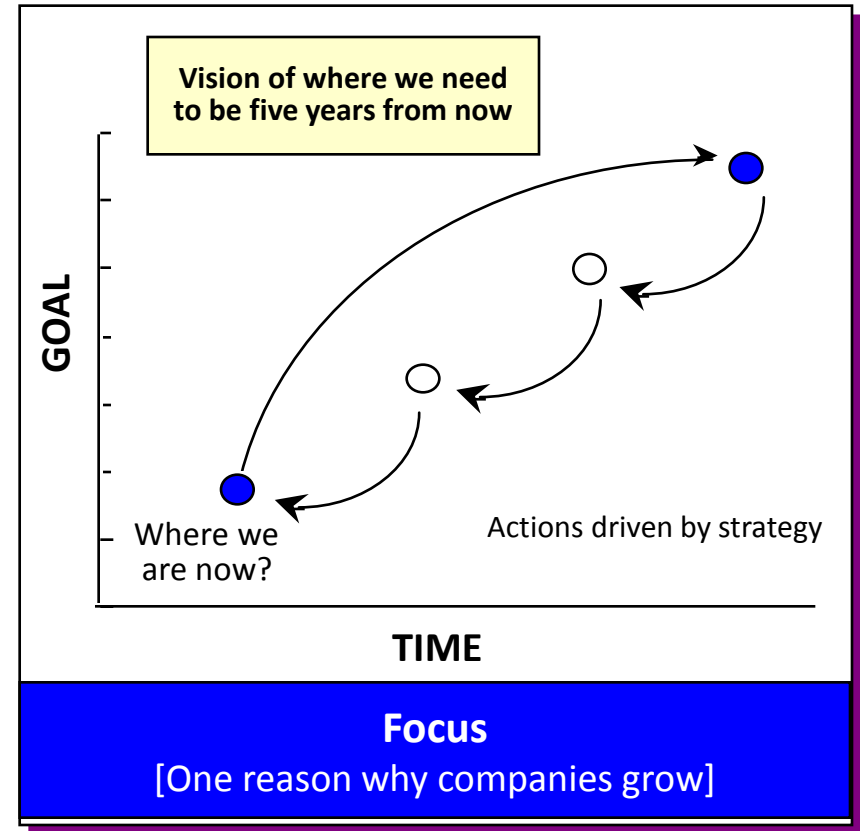
*Lewis Carroll*

# Think from the future

*Not like this...*



*...but like this!*



**No quick wins, but:**

*Sustainable business is the way forward!*

*There is no plan B...*

*Thank you!*