

# Duurzom - who we are

Urgenda . foundation to accelerate sustainability

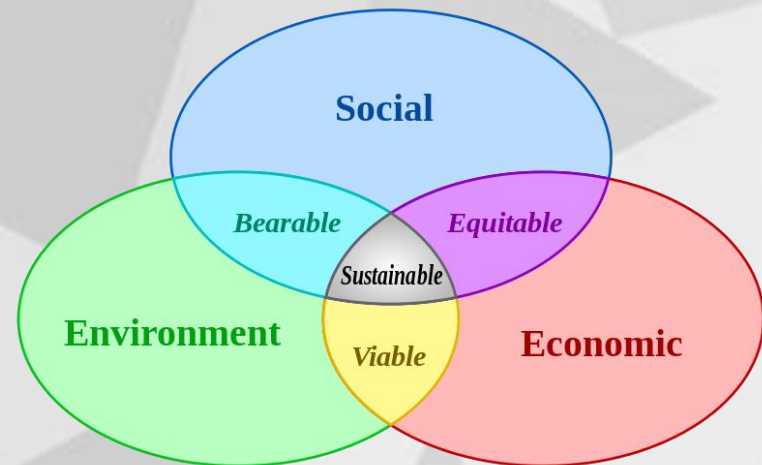
Duurzom . development cooperative promoting sustainability

Founded . 2011

Audience . SME (10-250 FTE)

## Research

- position
- pragmatic
- pollinate



# Duurzom - why we do it

## Why?

- Belief: SME's are key to a sustainable economy

## How?

- Support: decision makers to achieve sustainability ambitions

## What?

- Position - Vignette
- Pragmatic – Agenda
- Pollinate – Circle of Trust





# Duurzom – foundation



- Model . drivers, needs for change
- Network . entrepreneurs, coaches
- Multi-level . local, regional, national
- Sharing . contacts, knowledge, credit

# Duurzom – enabler/barrier

Trust

Expertise

Serendipity

Change

Action

Scope

Access



