

**”Sustainable Impact”**

**LAUNCH DAY,**

**22 February 2017**

**Bram van Schijndel  
Coen Faber**

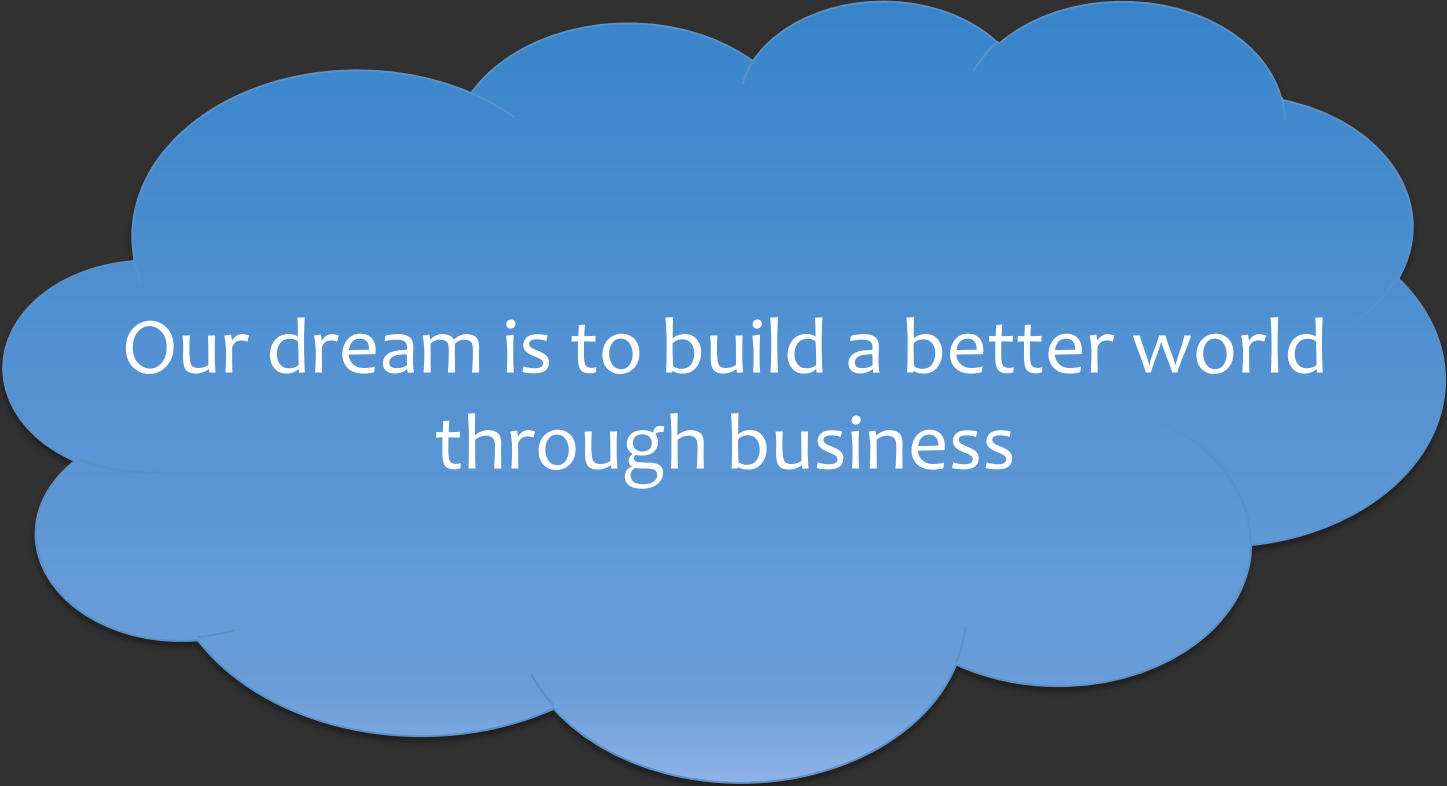
**PURE** **Birds** 

**SUSTAINABLE IMPACT**



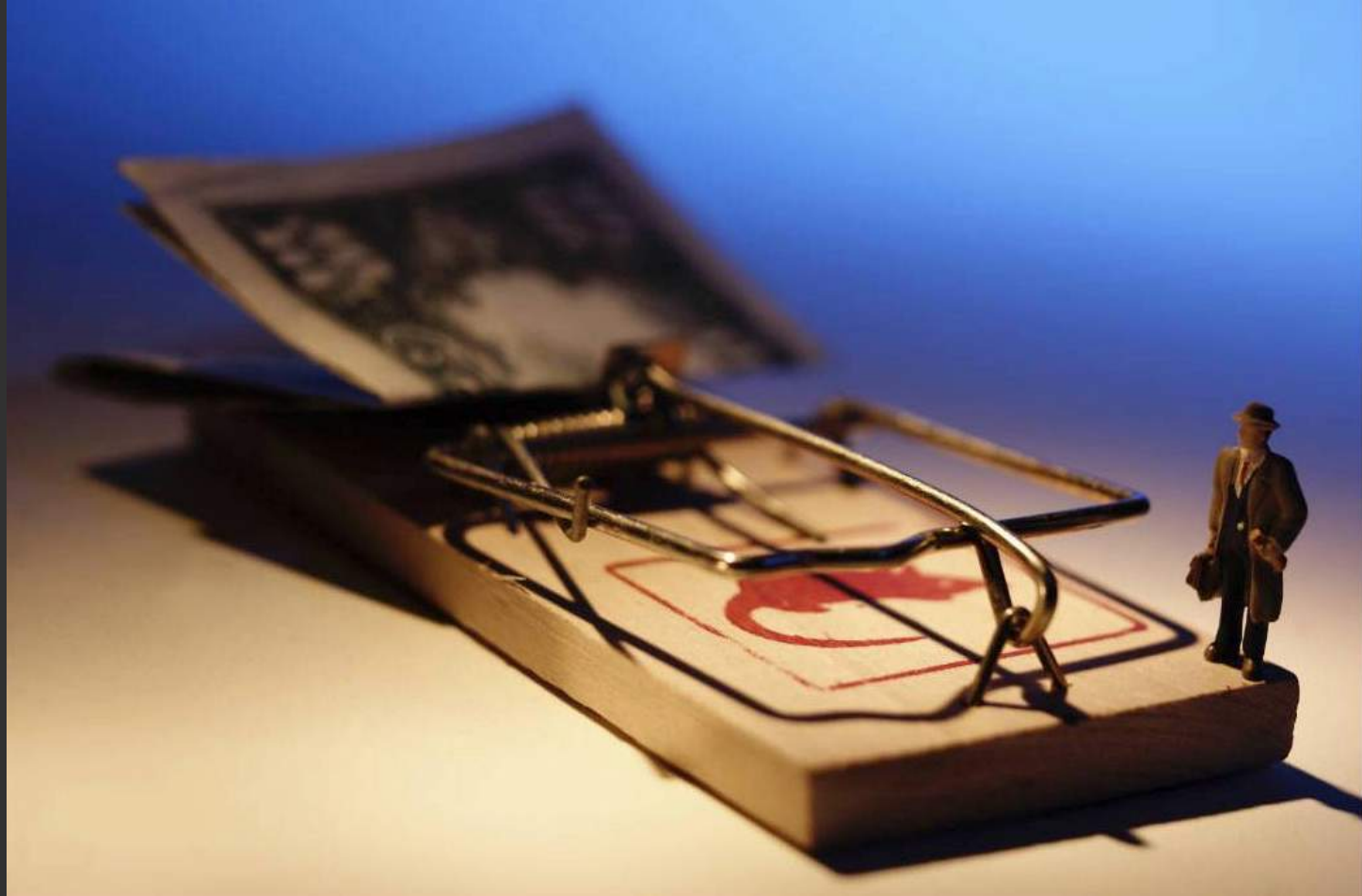




A large, light blue, cloud-shaped graphic with a soft, irregular border is centered on a dark gray background. Inside the cloud, the text "Our dream is to build a better world through business" is written in a clean, white, sans-serif font, centered horizontally and vertically.

Our dream is to build a better world  
through business

WHY?















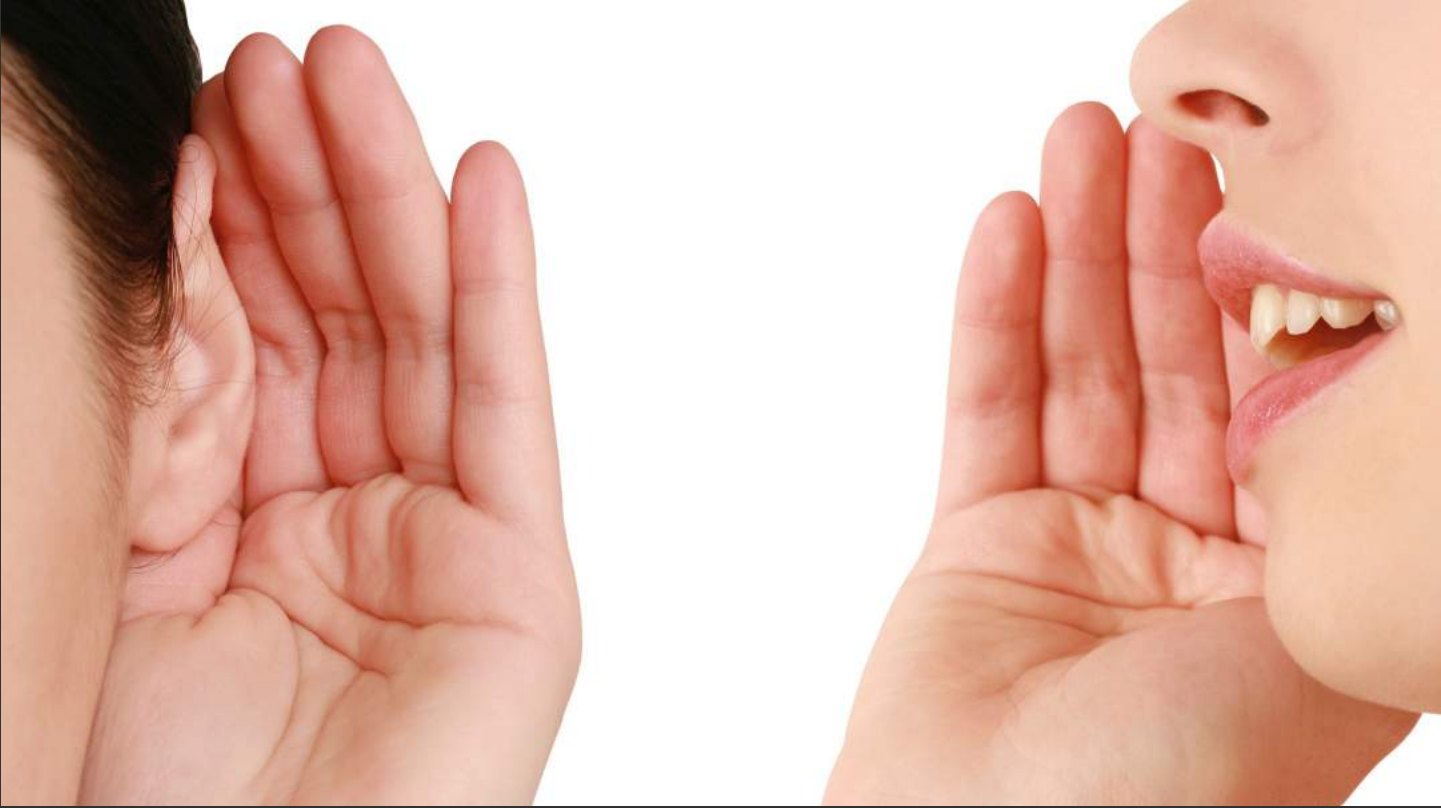








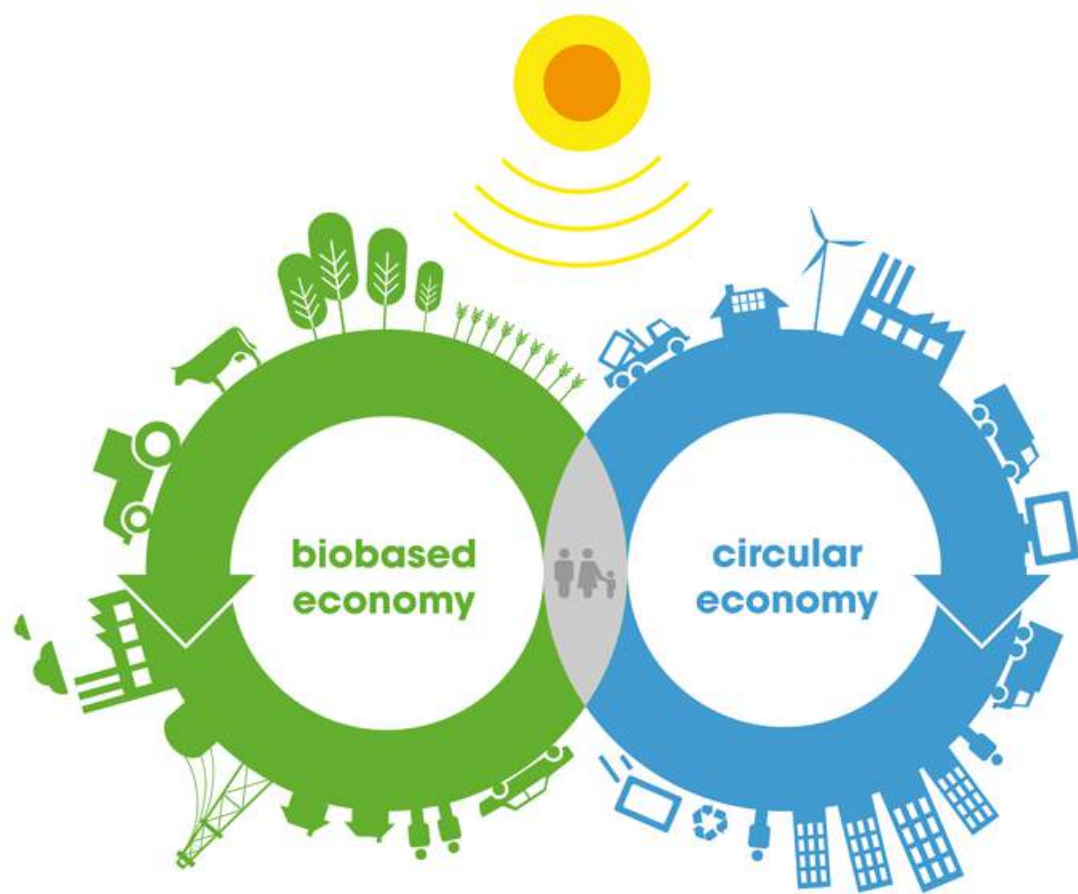


























COEN FABER

# Global Challenges & Systems crisis



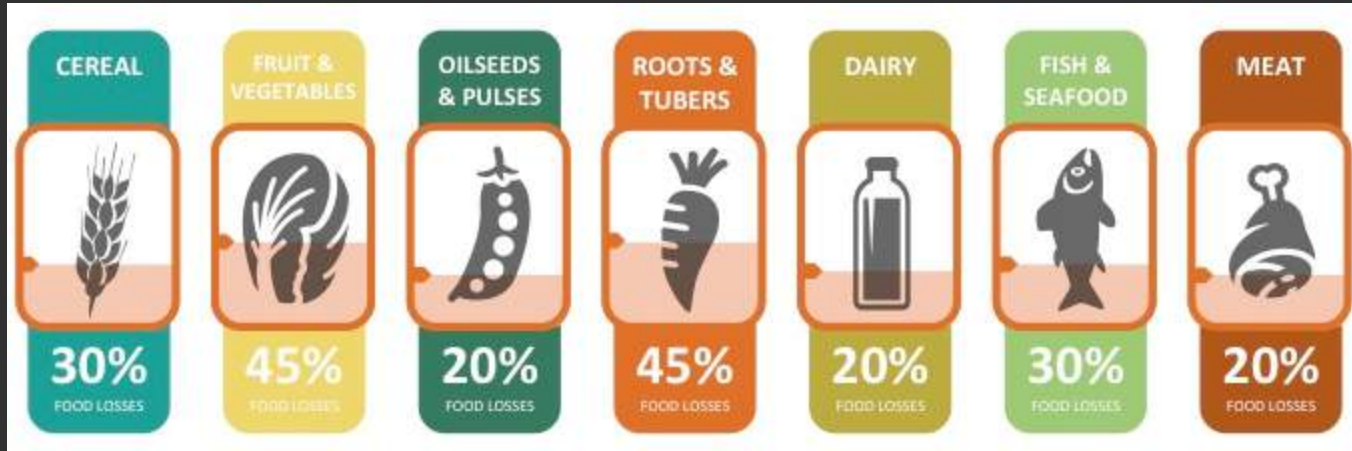




# Food crisis



# Food crisis



# Water crisis



# Energy crisis



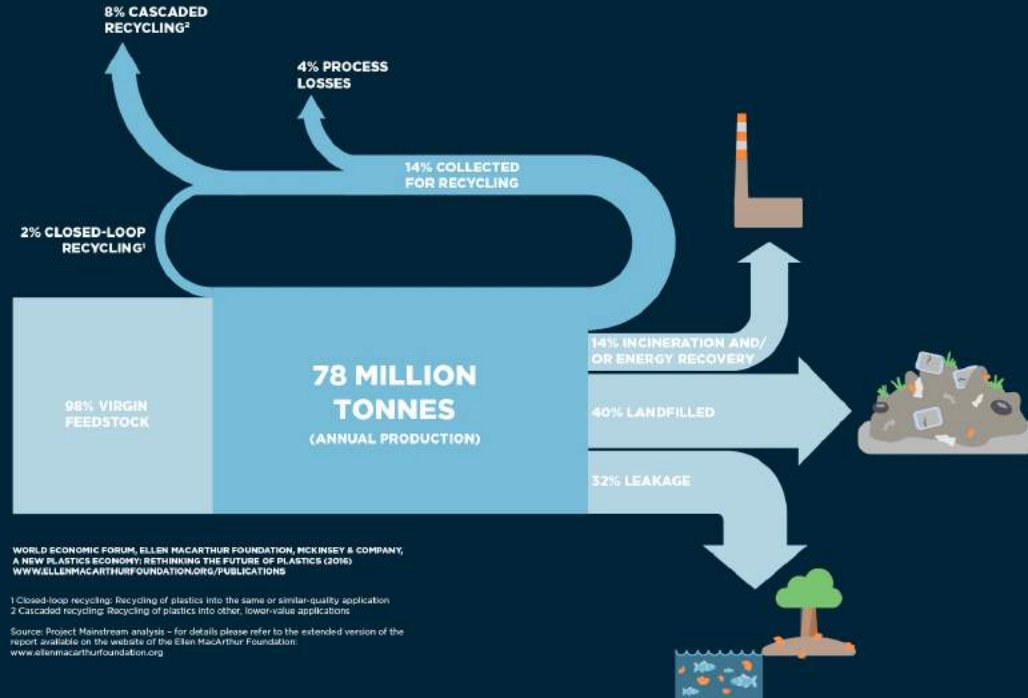
# Waste crisis





# Waste crisis

TODAY, PLASTIC PACKAGING MATERIAL FLOWS ARE LARGELY LINEAR



# Supply chain crisis



“Supply driven value chains...”



# Solutions

## LINEAR ECONOMY



TECHNICAL & BIOLOGICAL MATERIALS MIXED UP

ENERGY FROM FINITE SOURCES

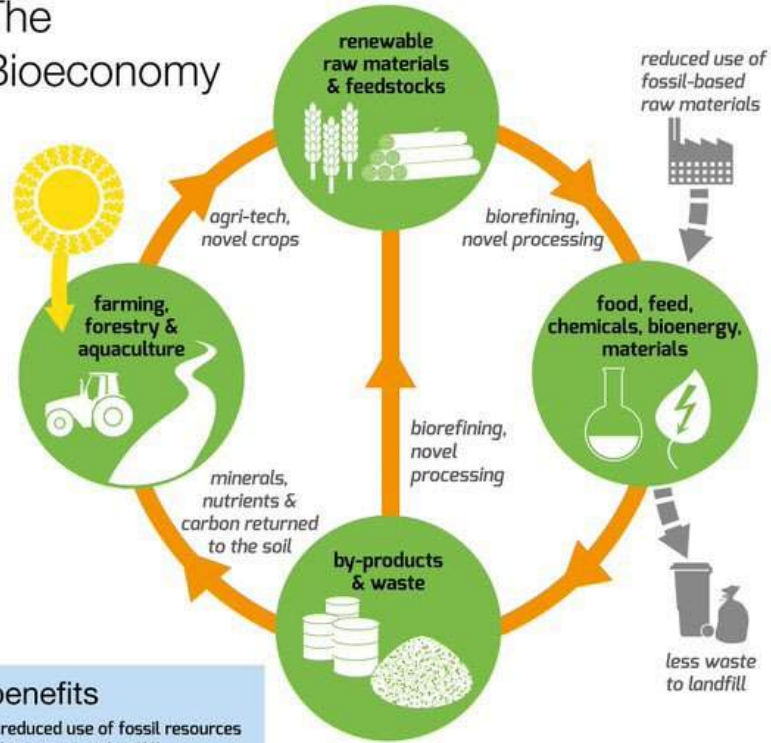
## CIRCULAR ECONOMY



ENERGY FROM RENEWABLE SOURCES

# Solutions

## The Bioeconomy



### benefits

- reduced use of fossil resources
- less waste to landfill
- new markets
- energy security
- high-quality jobs
- resource-efficient society



Towards demand driven....





***“Sustainability is not a feel good factor any more,  
it is a MUST!!”***

**PURE**

SUSTAINABLE IMPACT

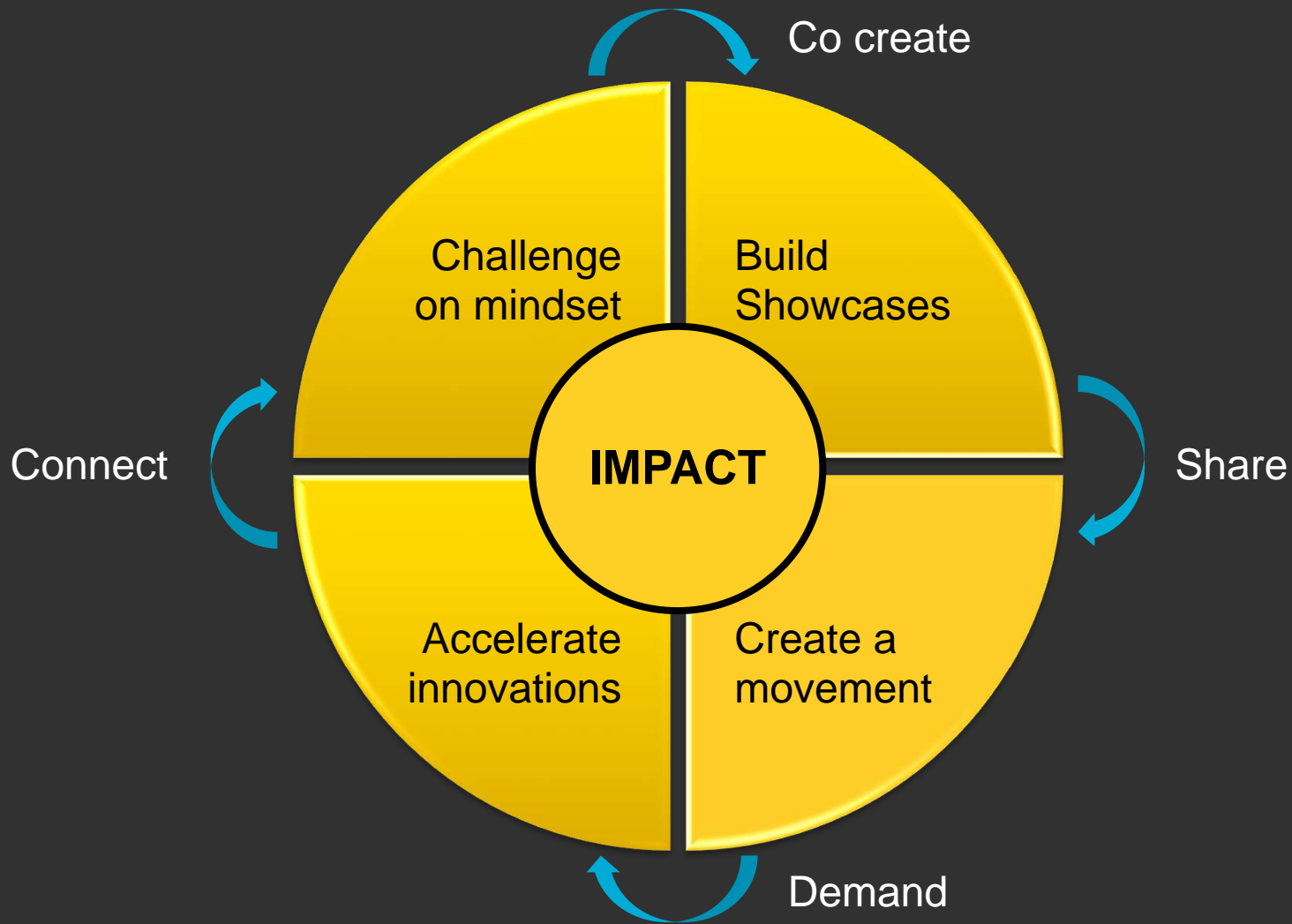
**Birds**



**"IT ALWAYS SEEMS IMPOSSIBLE  
UNTIL IT IS  
DONE."**

**-NELSON MANDELA**





# Challenge on mindset

1<sup>st</sup>

## Rise above yourself

Gain leadership in order to get a handle of the future for your company and yourself.

Stay connected to other inspiring supply chain professionals.

## Supply Chain Leadership Summer Summit

## Build a roadmap

Test and challenge your vision and strategy with your team members and/or supply chain peers.

Learn from established companies and start-ups in creative sessions how to build a practical roadmap for the future.

Practice scenario planning by identifying trends and know how to act on them.

**Save the date**  
**August 24 & 25, 2017**

De Baak, Noordwijk aan Zee, The Netherlands

Early bird ticket: € 999

Normal ticket: € 1499

[info@purebirds.com](mailto:info@purebirds.com)

**REGISTER**

Organizing partners:





# Co Create between retailers & suppliers towards a sustainable supply chain





# Showcase: collaboration between retailer & suppliers



# Showcase: collaboration between RETAILERS & suppliers





BICEPS



NETWORK

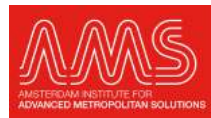
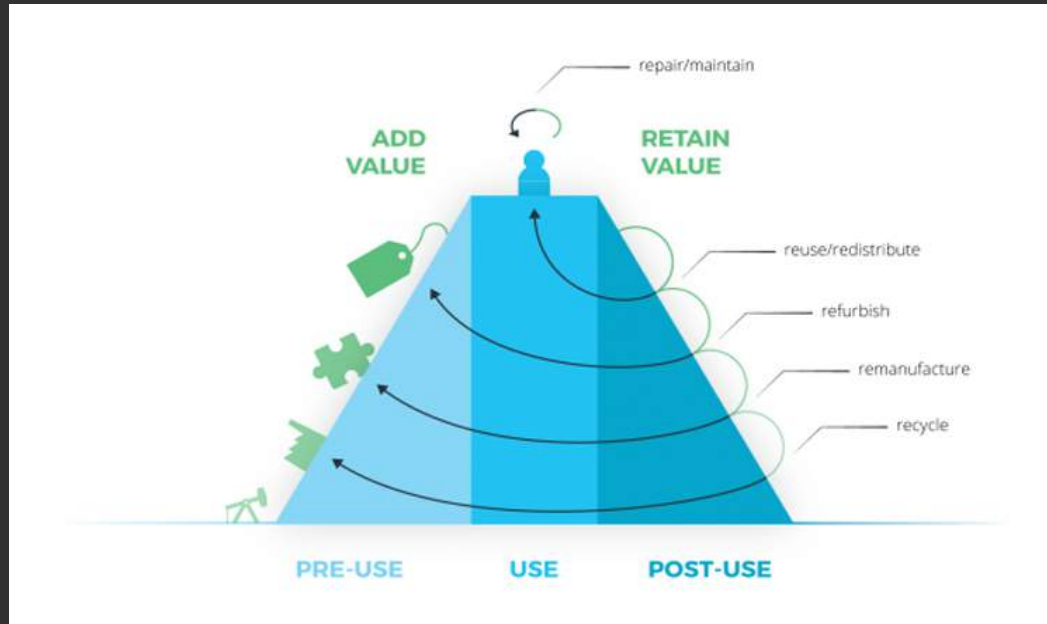
# Create a movement : Together creating demand for Global Sustainable Shipping



IOI Loders Croklaan



# Creating a movement and accelerate innovation: Building circular business models



Port of Amsterdam



Making your products move



WAGENINGENUR  
For quality of life

Het Groene



VOEDSELBANKEN.NL





# Accelerate innovation: impact driven entrepreneurship

**PROMOTIONS**

◎ GAME CHANGER IN BRANDED PROMOTIONS ◎

**PATENT  
PENDING**

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**PUREVALUE**



PATENT PENDING

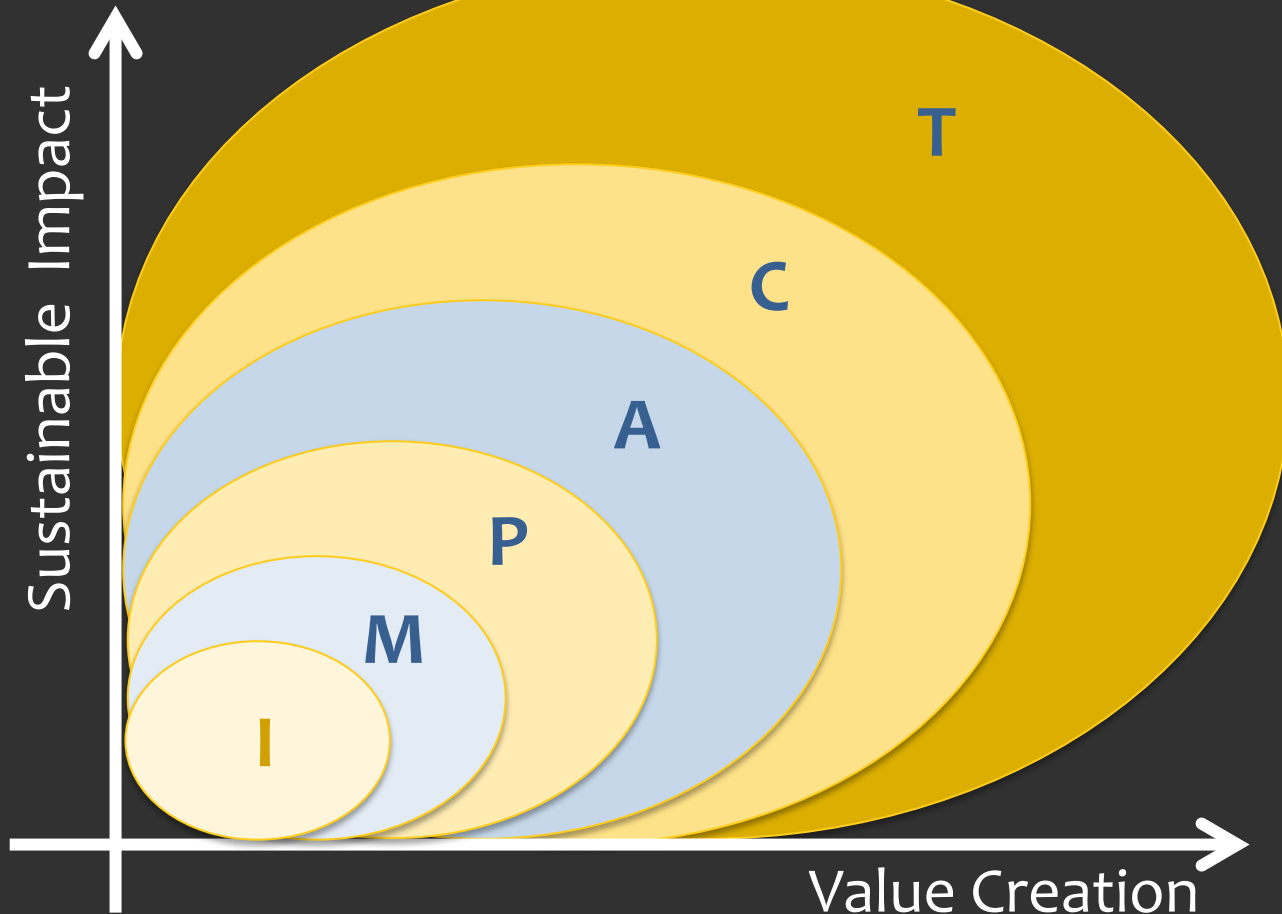
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PUREVALUE





# IMPACT Model



**T** OGETHERNESS

**C** ELEBRATE

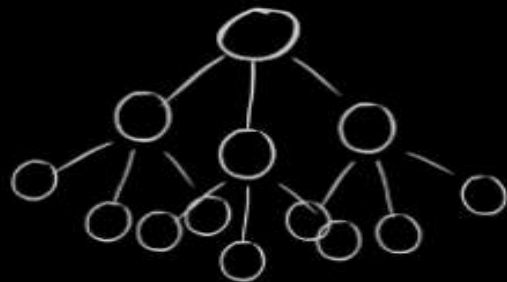
**A** CTION

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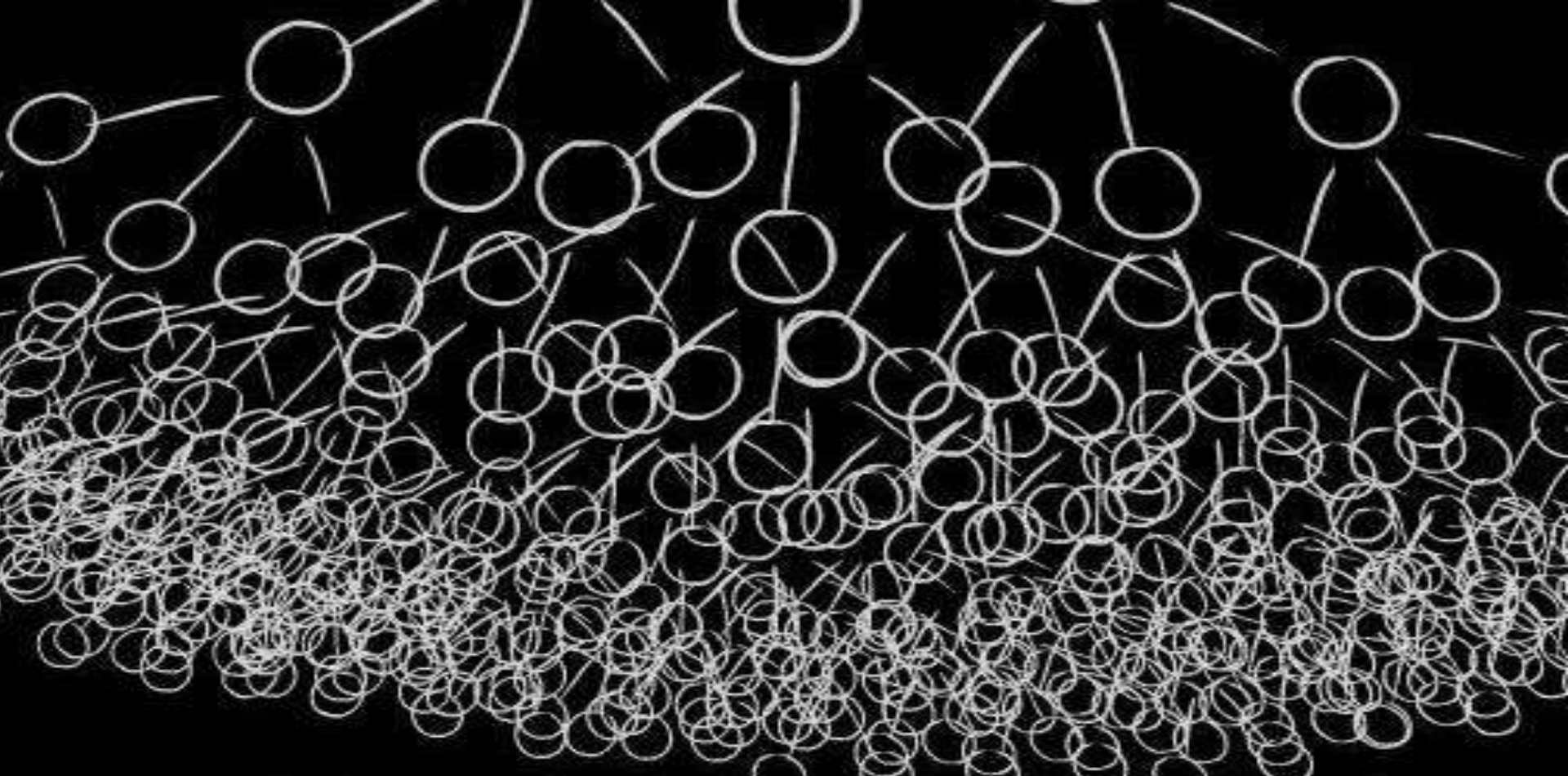
**M** ISSION

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PAY IT FORWARD







**...in two weeks, that comes to 4,782,969 people.**

THANK YOU!

