

## Info deck

LESS  
SMART  
MORE

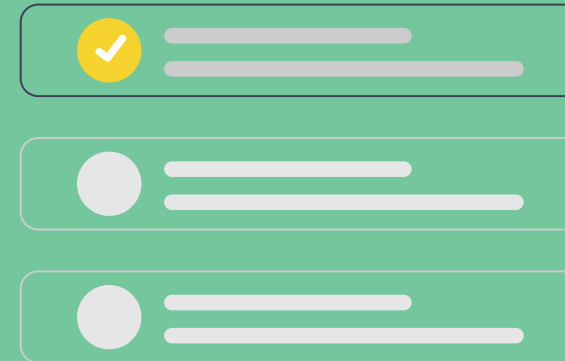


We deliver resilience through  
digitalisation and sustainability

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Three pages have a white background. These pages, 5, 6 and 7, contain additional information about '*resilience*', '*the twin transition*' and '*sustainability culture*'.

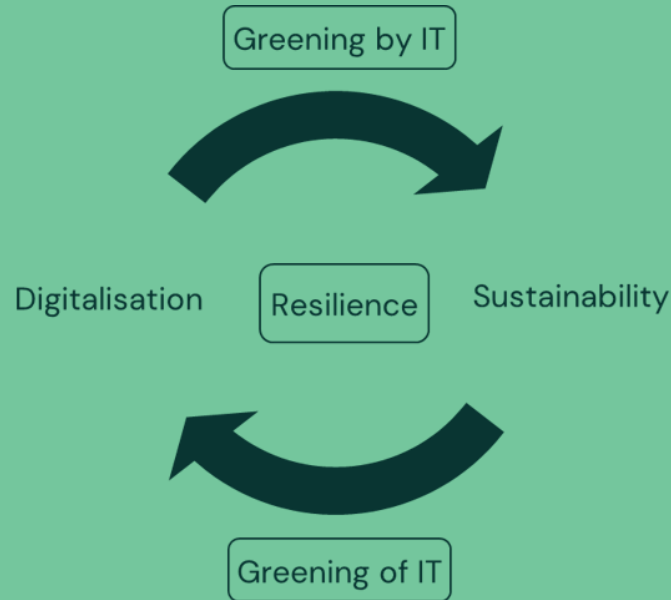


# We deliver...

## Twin transition and resilience

We help CIO's and managers IT of SME's and large companies with a **'twin transition roadmap in a day'**. This will help them make a plan towards resilience and get the control over the organisation back.

To support the plan, we can help the whole organisation with a **'sustainability culture program'** to get all employees on board and on the right track.



# We are...

## The Sustainable Transformers

It's our mission to support the quest for sustainable development by helping organisations to become resilient through digitalization and sustainability.

It is our vision that, in a world dominated by crises, climate change, shortage of people, rising prices of energy and resource scarcity, the greening of IT and the greening by IT is crucial for digitalisation to be successful and for organisations to become resilient.



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Our answer to the turmoil →



# Our answer to the turmoil

## The Turmoil...

We live in a time of turmoil and organisations face various challenges like the aftermath of Corona, an energy crisis, climate change, shortage of people, rising prices of products, resource scarcity and an economic recession. How do you deal with these challenges? And do you want to have more influence on such disturbances in the future?

## Our answer...

Our answer to cope with these disturbances is by building resilience in your organisation. Resilience will make your organisation able to bounce back and to take advantage of these disturbances.

At the heart of our approach is the twin transition, the greening of IT and the greening by IT and what we call the less, smart, more approach.

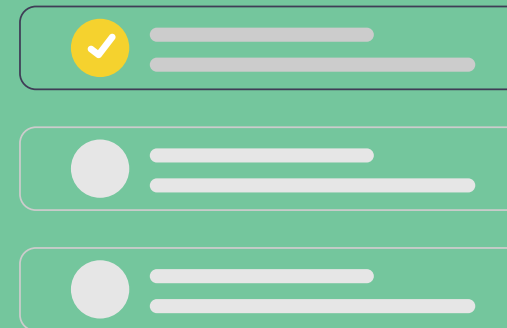
Research by Gartner<sup>1</sup> showed that organisations that have been working on the twin transition are more resilient and more sustainable than organisations that didn't. They also make meaningful contributions to

society. They outperform their peers who didn't.

## Read more...

Do you recognise the turmoil, and do you want to know more about our answer? Continue reading and you will learn about resilience, the twin transition, our less-smart-more method and our services.

In case of questions or you want an appointment please contact Katia Benabdesslam or Roel Remkes.



<sup>1</sup> <https://www.gartner.com/en/information-technology/insights/it-symposium>



# What is resilience and why you need it?

**Resilience** is the capacity of an organisation to deal with change and continue to develop<sup>1</sup>.

It is about how an organization can use shocks and *disturbances* to spur renewal and innovative thinking<sup>1</sup>.

Resilience will make your organisation less sensitive for disturbances. More over, you can benefit by being prepared to bounce back. Characteristics of resilience are: flexibility to adapt to change, financial health, see opportunities in challenges and will to survive.



**You need** resilience to survive and thrive when a disturbance takes place. It is necessary that resilience is in place before a disturbance affects your organisation and therefore needs a proactive approach.

When resilience is built, your organisation is able to survive the impact of a disturbance on the short-term and is able to adapt to a changed situation, which leads to continuity on the long-term.

To bring resilience to your organisation we focus on two topics: *digitalisation* and *sustainability*. These topics have interfaces with a lot of the earlier mentioned disturbances and therefore can make a lot of impact. The importance of these two topics has also been recognised by the EU and they made the combined digital and sustainable transition, '*the twin transition*', the top priority for policy and businesses. In the years to come.

**IMPORTANT** Resilience is something you can *build* with the right plan, knowledge and mindset.

<sup>1</sup><https://www.stockholmresilience.org/>



# What is the twin transition and for who is it?

## What is the twin transition?

The twin transition is the combined digital and sustainable transition.

## Why a twin transition?

The digital and sustainable transition are both top priorities of the EU Commission and will shape our future for the long term.

When done simultaneously, as *'twin transition'*, digitalisation and sustainability can reinforce each other in many areas. It can be part of the solution for a large number of crises we are facing.

The breadth and depth, the scale and speed, the nature and necessity of the twin transition is unprecedented.

This is reflected in President von der Leyen's Political Guidelines, the priorities set out by the European Parliament and the European Council's Strategic Agenda 2019–2024.

The *European Green Deal* and the Commission's recent *Strategy on Shaping Europe's Digital Future* set the ambition, speed and direction of travel for the years to come<sup>2</sup>.

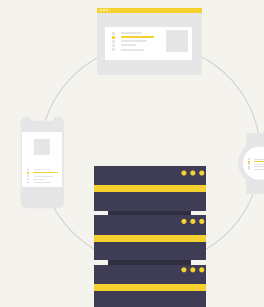
About 25% of SMEs in Europe offer green products or services.

A majority of SMEs struggle with the transition towards more sustainable business models<sup>1</sup>.



The basic idea behind the twin transition is that *digital technologies could play a key role in achieving climate neutrality, reducing pollution, and restoring biodiversity.*

The twin transition offers chances for CIO's of SME's and large organisations to improve IT-delivery with digitalisation and make impact with sustainability. The twin transition is a prerequisite for building resilience.



Only 17% of SMEs and 54% of large companies have successfully integrated digital technologies into their businesses<sup>1</sup>.

<sup>1</sup>An SME Strategy for a sustainable and digital Europe <sup>2</sup>A New Industrial Strategy for Europe



# Why do you need a sustainability culture?

**Sustainability culture** is the set of shared norms, values, beliefs, attitudes, assumptions and activities of individuals towards the topic of sustainability that make up an organisation.

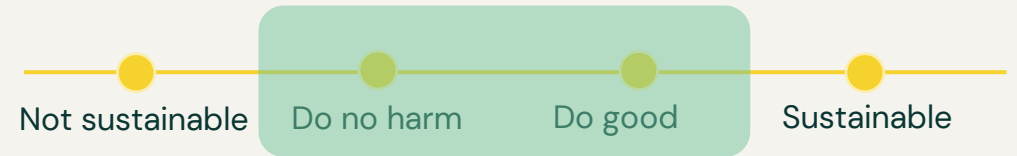
**Sustainability** has various meanings, is covered by different concepts like SDG's and the donut economy, and can be very personal.

To make it workable, we choose to stay close to the targets and policies stemming from the EU Green Deal. That's why we focus on sustainability in terms of:

- ✓ Climate neutrality;
- ✓ Pollution;
- ✓ Biodiversity; and
- ✓ Circular economy.

## Stages in sustainability

It is easy to say that a product or behaviour is 'not sustainable'. But when something is 'sustainable', is harder to tell. In order to make it easier to talk about how sustainable something is, we distinguish four levels of sustainability:



Becoming 'sustainable' in one step is unrealistic and the first step you will probably make is 'less not sustainable'. Gradually you can move in the direction of 'do no harm', 'do good' and 'sustainable'. Working on sustainability is much more a process than a one-time hit of the ball.

For an organisation to become (more) sustainable, **sustainability culture** plays a vital role. You can have a plan, but to make it work you need the employees to understand and embrace the road towards more sustainability. When it is part of the culture it will work.

The building of a sustainability culture in the organisation is therefore essential as part of the transition plan that can either be a twin transition roadmap or a sustainability strategy.

The sustainability culture is the fabric that holds the organisation together, leads the way, gives flexibility and builds resilience.



# Less-Smart-More

## What is less-smart-more

Less-smart-more is the mind set of the sustainability culture. It means creating *more* value, by using *less* resources and energy and do it in a *smart* way.

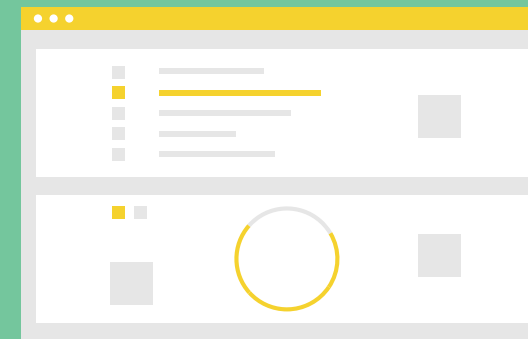
**Less:** We have a focus on less. After living is a time of *'more'* and *'there are no limits'*, we now know that there are limits to how much we can use and pay. We can respect these limits by working more efficient, using less products, optimise the use of products, minimising waste, close the loop and being careful, saving energy and be economic.

**Smart:** Smart is the way how we connect *'using less'* to *'creating more value'*. Of course smart refers to digital and technology. But smart is a double whammy and means also wise (sustainable). Digitalisation without sustainability will lead to more use of products and energy. When done in a smart way, digitalisation and sustainability will reinforce each other. Smart means more digitalisation with net less use of digital products and energy.

**More:** More refers to more value. Value is a wider concept than profit. Of course profit is important in order to stay financial healthy. However, in order to become sustainable, an organisation must also deliver a positive result in ecological, people, social and societal terms.

With the twin transition an organisation is able to create the leverage to create value that is good for themselves and the world around them.

Less, smart, more is the mind set needed to make the twin transition work.



Twin transition roadmap in a day →





# Twin transition roadmap in a day

## Twin transition roadmap in a day

The *'twin transition roadmap in a day'* is an intense program, for CIO's and managers IT of companies and public organisations.

Together we will make a twin transition roadmap. In a single day, we will guide you through the various topics related to the twin transition and the steps you need to take.

Every step starts with some knowledge which you than relate to your own organisation. Step-by-step we create a high-level roadmap. Is it final? No, it is a starting point.

After this day you will have enough knowledge and guidance about the twin transition, to further develop your own roadmap. Of course there is the possibility for support.

This approach is different from other solutions you can find, because our method gives you a kick start in a fraction of the time and costs of other providers.

## The result

After one day you can continue building your own twin transition roadmap and you can adjust and develop it gradually to the constantly changing situation.

After this day you will have:

1. a twin transition roadmap to start with;
2. the knowledge and tools to further develop your twin transition roadmap; and
3. people that you can connect to help you (network)



Sustainability culture program →



# Sustainability culture program

## Initiate the transition with sustainability culture

We believe that a sustainability culture can be brought into practice by developing the right and common *knowledge* among all the people in the organisation and by creating the right *mindset* by practicing sustainability with own cases. Therefore we have developed a one year sustainability culture program that guides the employees in the right direction.

During the program we will work on knowledge, awareness, recognition, behaviour, practice and transformation regarding sustainability. It is our goal to shape a lasting mindset and attitude towards sustainability in the daily activities.

## Program content

The program has two parts:

1. workshops; and
2. on the job training

## Workshops

In the workshops the participants will gain necessary knowledge, awareness and recognition on various topics.



The topics you can choose from are:

- ✓ Introduction to sustainability;
- ✓ Introduction to the twin transition;
- ✓ Introduction to the circular economy;
- ✓ Specialization: e.g. packaging, energy, EU regulation, servers or sector specific; or
- ✓ Custom made workshop on a specific challenge from your own organisation.

## On the job training

The on the job training is to engage people in sustainability within their own work. Multi-disciplinary teams will carry out sustainable challenges and work together on a outcome that works for the organisation.

The result of this training is that the participant will learn to reflect on sustainability challenges, make a case for a solution and create a mindset for sustainability that they can rely on during their daily work. This will deliver a sustainability culture for your organisation.

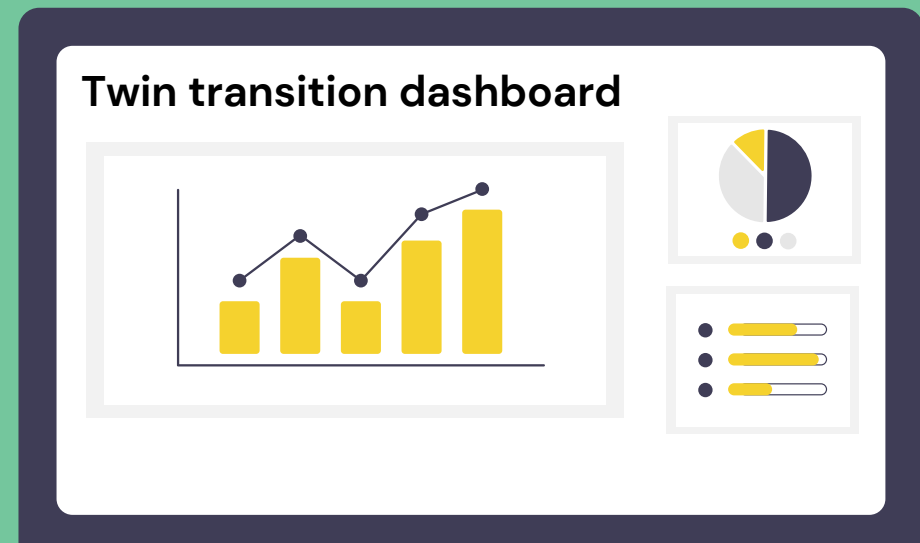


# Results you can expect

**Results** that you can expect from working with our methods:

- ✓ more digitalisation with net less use of energy and resources;
- ✓ more sustainable results (less net CO2 emission, less pollution, more circularity);
- ✓ more resilient organisation;
- ✓ more room for investments in people retention, knowledge and personal development;
- ✓ optimisation of processes;
- ✓ business transformation;
- ✓ cost savings and healthy profit;
- ✓ new and green business models;
- ✓ future proof business and continuity;
- ✓ a solid organisation that is pleasant to work for

**Are these results interesting for you?  
Please connect with the team.**



<sup>1</sup>Results are dependent on individual situations, choices and circumstances. There are no guarantees in transformations.



# Connect with the team



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**Sustainable  
Transformers**

## Consulting for Our Common Future

Our motto, *Consulting for Our Common Future*, is a reference to the official title of the Brundtland report '*Our Common Future*' (WCED 1987).

The report was one of the first to link global environmental issues, poverty and economic growth to each other.

As solution they defined '*sustainable development*' as '*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*'.

The Brundtland report marks the starting point of the ongoing quest for a balanced economic, social and environmental world.

As Sustainable Transformers we embrace this definition and quest, and we search actively to shape this sustainable development in our own, modern and smart way.

If you want to join us, have a question or you want to talk to us? Please contact Katia or Roel, we are happy to help you with your own related challenge.



