

TNS company meeting in the Netherlands

On the 15th of April 2010 Jason Leadbitter – Sustainability Manager at Ineos ChlorVinyls – came to the Netherlands for a lecture for MSc-students at Nyenrode Business University. At this occasion, Andre Nijhof and Judy van der Lijke took the initiative to organize a 'diner pensant' with Jason as the main speaker. They invited representatives of three companies: Teijin Aramid, Draka International and Asics. During the dinner Jason told all participants about the sustainability developments at Ineos ChlorVinyls and how the TNS framework functioned as a kind of compass for this journey. The setting of this diner was a personal and vivid debate about the role of TNS within companies. Some key points discussed were:

- The importance of the four system conditions for getting solid ground under a sustainability programme;
- The development of a shared frame of reference (e.g. the sustainability ambitions) based on the key concepts of TNS and a companywide training programme;
- How the backcasting method gives both guidance towards a long term vision and facilitates step by step innovations in all parts of a company.

Many participants stated afterwards that they had perceived the evening as valuable and very inspiring for their own efforts in the area of corporate sustainability.

Andre Nijhof - Associate professor at Nyenrode Business University

Judy van der Lijke - Owner of The Sustainability Company