

MAGAZINE

SPECIAL EDITION

June 2023



Special guest at the Inspire Award Dinner

MARK RUTTE

PRIME MINISTER OF THE NETHERLANDS

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Word of thanks

On Monday, May 8, Dutcham organized the very first Inspire Award Dinner in São Paulo in the presence of the **Prime Minister of the Netherlands, Mr Mark Rutte**.

During this prestigious evening, 4 Awards were presented to companies with the most inspiring project in 2022 in the field of CSR. The 2023 Inspire Award winners are **Trouw Nutrition** (Diversity & Inclusion Award), **Vopak** (Social Responsibility Award) and **Supergasbras** (Environment & Climate Award). **De Heus** won the audience award. In this magazine, you will find an exclusive interview with the winners.

In addition to the Prime Minister, Ms Ingrid Thijssen (chairman of VNO-NCW), representatives of the Dutch embassy and consulate in Brazil and the CEOs of our top Dutch companies in Brazil were present at the dinner.

The dinner was dedicated to charity, **donating a total amount of R\$38,000 to Dutcham's new milk donation campaign**, which is scheduled to open in late 2023.

Special thanks to all our main event sponsors for making this event possible: **AkzoNobel, DSM, KLM, Arcadis, Supergasbras and De Heus**.

*Donation received by (LtR) Peggy De Rop - Mauricio Adade and Loren Scuro on behalf of the **Dutcham Charity team***



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EDITOR'S LETTER



A year ago, during one of the Dutcham D&I committee meetings, we discussed that it would be interesting to share some of the great projects that our Dutch companies are undertaking in Brazil in the field of D&I, sustainability and social responsibility and thereby possibly inspire others. **"The Dutcham Inspire Award was born"**.

We were completely overwhelmed by the many registrations, the various inspiring stories, but above all by the passion for these projects within our companies! A total of 33 projects (!) entered the competition, all motivated to win one of the coveted Dutcham Inspire Awards. An unexpected success that once again demonstrates how sustainable and socially responsible our companies already operate in Brazil.

We couldn't have dreamed of a better time to launch these first Awards than this year, in the presence of the Dutch Prime Minister, Mr Mark Rutte. His visit to Brazil and attending our first Dutcham Inspire Award Dinner was not only an honor, but it was also real sign of recognition towards all our Dutch companies and the local teams.

I look back with immense pride on an unforgettable event, full of inspiring projects, with 9 well-deserved nominees and 4 proud winning teams. An **absolute milestone in the history of Dutcham**, for which I would like to personally and warmly thank everyone who contributed.

I hope to see you all next year for a new edition of the Dutcham Inspire Award Dinner!

Abraço,



PEGGY DE ROP



INTERVIEW

ALINE KISS

WINNER INSPIRE AWARD 2023

CATEGORY DIVERSITY & INCLUSION



Brazil faces many challenges also in terms of D&I. Why did your organization focus specifically on this project?

We are aware that the number of individuals with intellectual disabilities included in the Brazilian job market is still very low. Most companies perceive the integration of individuals with intellectual disabilities as challenging and do not see them as productive contributors. By participating in this initiative, we have shattered this taboo and demonstrated that it is indeed possible to include individuals with intellectual disabilities and support them in becoming productive contributors.



Award given by Ms Sara Cohen - Consul General in Rio de Janeiro



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After winning the Awards, we immediately called our colleagues to share our victory and congratulate them, because this award was a collective achievement, and all of them are part of this accomplishment.

What made your project so unique, so inspiring with which you managed to convince the jury?

I believe that our project of inclusion of people with intellectual disabilities in our operations, in partnership with APAE, is inspiring for several reasons.

The project provides autonomy and independence for people with intellectual disabilities and has the ability to transform lives, promoting inclusion and the appreciation of individuals in the job market, making them valuable contributors to Brazilian society.

Is this a project initiated by a specific department or is it supported by the entire organization?

The project was initially promoted by the Human Resources department, but it involved the participation of all areas. Over a period of 6 months, we received training from the APAE team to understand how to interact with the students in our daily work routine, ensuring fair inclusion and fostering a prejudice-free work environment.

How exciting was this competition and how was this experienced within the team?

It was a wonderful experience to participate in the Inspire Award. Not only because of the recognition, but also because we were able to promote actions that contribute to Brazil.

Moreover, it was a great source of inspiration to see the projects of other companies, thus creating a chain of goodwill. Thank you Dutcham for the opportunity!

About Trouw Nutrition

Trouw Nutrition is a global company of Nutreco. Innovation is the main link between the two organizations. Around the world, more than 250 experts work continuously to develop new ways to help agribusiness customers increase efficiency, maximize profits and make the most of their resources.

Trouw Nutrition helps rural producers with their challenges on the farms. Through science, they innovate specialties and feed premixes to improve animal performance in the agribusiness industry globally. Their technical and practical solutions are based on scientific and sustainable principles.

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It was a wonderful experience to participate in the Dutcham Inspire Award.





INTERVIEW

GABRIELLE OLIVIERA

WINNER **INSPIRE AWARD 2023**

CATEGORY **SOCIAL RESPONSIBILITY**

About Vopak

About Vopak Royal Vopak is an independent infrastructure provider with around 6,000 employees in 23 countries. They store products that are vital for everyday life. The energy that allows people to turn on the lights, heat or cool their homes and for transportation. The chemicals that enable companies to manufacture millions of useful products. The edible oils to prepare food. Their strategy is to shape the future of our industry: improving the performance of their portfolio, growing our base in industrial & gas terminals, and accelerating towards new energies & sustainable feedstocks. The new infrastructure solutions they are developing focusses on zero and low-carbon hydrogen, ammonia, CO2 capture, flow batteries and sustainable feedstocks. They have a track record of over 400 years in navigating change and are continuously investing in innovation.



Why do you think the jury selected your project as the winner?

I think our project was so inspiring because it had a big participation of the community.

Vila Alemoa residents allowed themselves to experience that there is a world full of opportunities to discover, leaving their comfort zone in order to look beyond their own boundaries, and to pass on the value of working together with others.



PROJECT OF SOCIAL & SUSTAINABLE DEVELOPMENT OF THE ALEMOA COMMUNITY

GO ALEMOA GO



Award given by **Ms Wieneke Vullings** - Consul General in São Paulo

How important was/is this project for the team and for the organization?

This project is very important for us because it is the first consistent social project we have worked with. We have been doing this since 2018, so it is very consolidated and recognized at Vopak around the world.

With all the challenges Brazil has, why did you choose this project?

We created this project after 6 months of research at Vila Alemoa community. So, we considered the main demands presented by the residents which were related to cultural and physical activities. After that, we build the project by assigning the community needs to Anne Frank House and Johan Cruyff Foundation tools.

Is this a project initiated by a specific department (HR, for example) or is it also supported by the entire organization?

The project was created by the HR department as part of the initiative of Vopak WeConnect Foundation in 2018. However, Vopak Brasil as a whole, actively participates in all activities.

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The main goal of the project is to promote the social and sustainable development of the Alemoa community, through a structured plan, which promotes the strengthening of the skills of youngsters and people in the community.



INTERVIEW

GABRIEL ROMERO

WINNER INSPIRE AWARD 2023

CATEGORY ENVIRONMENT & CLIMATE CHANGE

SUPERGASBRAS

We saw you took the trophy home, does it mean it has been given a place in your "home office" or has it been claimed by your boss in the meantime?

I would love to have the trophy in a special place in my home office, but this trophy is not only mine. As leader of Super Recolhe I had the pleasure to walk this journey with incredible people by my side, who always believed in the purpose to cause continuous positive impact to the environment and to people. The right place for this trophy is in the office of Supergasbras because it belongs to everyone who worked hard to make this possible. We did this together and Super Recolhe would not be possible without our SUPER teamwork."



What makes your project so unique, so inspiring with which you managed to convince the jury?

Super Recolhe is a very special project for Supergasbras. The project was born to avoid the contamination of the environment by used cooking oil, a harmful residue which can contaminate thousands of liters of water with one single liter incorrectly disposed. We do not only give a proper destination to the oil but also contribute to transforming it into clean energy (biodiesel), enhancing the impact of our action. All revenue obtained from this process is returned to the community as social aid actions, helping people in need and creating environmental awareness among the community. The cycle is fully closed, and the impacts are enhanced through the whole chain. The project itself inspires people by its principle and the ambition to cause continuous social-environmental impact.

Award given by Ms Afke Mulder - Dutch Deputy Ambassador



What does this Award mean concretely for your organization and for the team?

Super Recolhe reflects the commitment of Supergasbras, as an energy company, with a committed vision of social and environmental responsibility and the future generations. During this project, we saw the same passion and will to have a positive impact on the environment and the community, both from all Supergasbras colleagues who participated in this initiative and from the partners who donated used cooking oil. But also at Ação da Cidadania, who helped us to close the loop and carry out a social aid campaign with the income obtained. To be recognized as an inspiration is confirmation that we have done the right thing and that our goal has been achieved. This award not only brings happiness and pride to all involved, but also makes Super Recolhe even stronger, enabling us to make even more impact in the coming years. For our people and for our planet.

“ We were already feeling very proud and grateful for being among the 9 nominees. This was already a victory for us because it means confirmation that we were doing the right thing

During the ceremony we saw a lot of emotions. Didn't you expect this victory a bit?

First of all, I would like to congratulate all the nominees with whom I had the pleasure of sitting together at the gala dinner. We are all victorious to be nominated for this award. All projects were a real inspiration for all of us and in the end we all have the same goal: a better world for future generations. We really hoped to win this prize. Super Recolhe is a very nice project because it improves all the effects during the process and closes the loop and gives back to the community all the benefits obtained: correct disposal of a harmful residue, contribution to the production of clean energy, environmental awareness and 100% of the income as a social aid action.

Still, the emotion was unavoidable. Everyone involved in Super Recolhe has worked hard and with great passion, sincerely believing in our goal. This became clear during the speech, showing not only the joy of being recognized as an inspiration, but also the joy of knowing that this award will help us to have an even greater impact on the environment and on people.

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The moment we heard our name and realized we had won the award were flooded with joy and happiness. We are really grateful for that night.

How exciting was this competition and how was this experienced within the team?

After a year of hard work and a lot of passion, we were already proud and grateful to be among the 9 nominees. This was already a victory for us, because it means confirmation that we were doing a good job. It was a pleasure to attend the great evening organized by Dutcham to celebrate Super Recolhe's appointment with the team. During the announcement it was possible to feel the energy of our Super team hoping that the name Supergasbras would be written on that piece of paper in the envelope. The moment we heard our name and realized we had won the prize, we were flooded with joy and happiness. The fear ceased and the moment became a real celebration. We are very grateful for that night.

About Supergasbras

Based in Brazil for more than 70 years, Supergasbras is known for distributing gas to more than 10 million Brazilian households, even in places where no other source of energy comes - through a network of more than 11,000 outlets. They also serve approximately 40,000 commercial and industrial customers throughout Brazil. They continuously invest in infrastructure and training, guaranteeing a product with quality, precision and safety.

The company is part of SHV Energy – the world leader in LPG distribution, with over 120 years of experience in the energy sector.

Supergasbras is currently one of the major national distributors with a market share of 20% and also supplies LPG for industrial, commercial and agricultural applications.

As a company that cares about the environment, they are always attentive to the quality of life of our consumers. That is why Supergasbras invests in various social and environmental initiatives throughout the country.





INTERVIEW

EDMILSON RIBEIRO

WINNER INSPIRE AWARD 2023

CATEGORY AUDIENCE PRICE

What does this Award mean concretely for your organization and for the team?

This award is an inspiration for us to continue working with dedication and commitment towards preserving the environment.



The Awards were all about "inspiring". What message would you like to pass on to your colleagues in other companies?

De Heus believes that social and nutritional responsibility is very important for the entire production chain. Therefore, as agents of transformation, we want to increasingly help society and the environment by creating and investing in actions that reinforce the importance of adopting sustainable practices.

We are proud to be able to influence employees and partners in adopting environmental responsibility practices, and contributing to the well-being of society as a whole.

About De Heus

De Heus is an international organization of Dutch origin, with a leading position in the animal nutrition industry - developing all groups of nutritional products - compound feed, premixes, concentrates and feed specialties.

Founded in 1911, Royal De Heus has accumulated more than 100 years of experience, is present in more than 20 countries, has more than 80 factories, distributes products in 75 countries and employs 8,000 employees. Always at the forefront with the main sources of communication and success among producers, it is currently considered one of the top 11 companies in the world.



Award given by *Mrs Ingrid Thijssen* - President of VNO-NCW

“

This award is an inspiration to continue working with dedication & commitment towards preserving the environment.

How did you celebrate this victory internally? And what were the reactions of your colleagues in the Netherlands?

We share this victory in all the company's communication channels - internal and external. Everyone was very happy with this recognition.

Is there a final message you want to share with your colleagues, with other Dutch companies, the jury, Dutcham or with the rest of the world?

Through this and many other actions in which we are involved, De Heus wants to better inform the world that the environment, agriculture and livestock can indeed go together! We can create a positive economic and social impact while preserving and protecting our resources and ecosystems. As a family business for four generations, these actions are much more than requirements we have to meet. This is the legacy we want to leave for future generations.





MEET OUR **JURY COMMITTEES**

JURY CHAIRWOMEN

INSPIRE AWARD DINNER 2023



INSPIRE AWARD JURY TEAMS



To assess a total of 33 projects in the 3 different categories, 3 expert juries were put together, each time under the professional guidance of a representative of the Dutch diplomatic network in Brazil. Each jury was composed of people from the business community, an NGO, a law firm and a young professional.

The team in Brasilia assessed the "Environment & Climate Change" category led by **Ms Nathalie Gonçalves Aurélio**, the Second Secretary of Economic Affairs and Climate.

(photo above)

The "Social Responsibility" category was taken up in São Paulo under the leadership of **Ms Wieneke Vullings**, Consul General in São Paulo.

(photo center)

Ms. Sara Cohen, the Consul General in Rio de Janeiro, led the jury in Rio on "Diversity and Inclusion". *(photo below)*



Thanks to all judges for their important contribution to these Inspire Awards.

INSPIRE AWARD

2023



AkzoNobel

ARCADIS



KLM

SUPERGASBRAS

MEET OUR **KEY SPONSORS**

ORANGE SPONSORS

INSPIRE AWARD DINNER 2023

The Dutch multinational company De Heus is a global reference in animal nutrition, ranking among the top six companies in the sector worldwide. It has been operating in Brazil for ten years.

Developing all groups of nutritional products – from premixes and concentrates to complete feed – Royal De Heus was founded in 1911 and is present in 21 countries. It has over 92 manufacturing units and product distribution in 75 countries. Currently, it employs more than 10,000 collaborators worldwide.

In Brazil, De Heus has six factories: two in Rio Claro, where the company started its activities in the country, one in Guararapes, São Paulo, one in Apucarana, one in Toledo, Paraná, and the new unit in Itaberá, Goiás – in the Midwest region of the country – recently inaugurated in May 2023. De Heus also has an administrative unit in Campinas, São Paulo, and a distribution center in Caruaru, Pernambuco.

De Heus operates openly and transparently in its way of doing business and believes that diversity accelerates the progress and success of its activities, along with a winning mindset and an entrepreneurial spirit. In this way, we promote continuous improvement, quality, transparency, and cooperation throughout the food production chain. We can only achieve this with involved and entrepreneurial employees who continue to develop themselves every day.

As a family-owned animal nutrition company, we offer a growing contribution to the sustainable production of safe and healthy food through our knowledge and experience. We do this with the utmost care for the climate, the environment, animal welfare, and in accordance with our long-term sustainability program, Responsible Feeding, which reflects De Heus' vision of sustainability and enables us to create sustainable value throughout the food chain, while supporting producers with our nutritional programs in a sustainable manner.

At De Heus, we take pride in contributing to the achievement of the Sustainable Development Goals (SDGs) set by the United Nations in 2015, by combining our strengths and taking a closer look at the scopes of our activities.

Feed for Food

Our animal feed is efficiently converted into animal protein. Through the sharing of resources and knowledge, we continuously improve the conversion of animal feed into animal protein and professionalize our customers' businesses. We contribute to the accessibility of safe and nutritional food, produced responsibly. This pillar covers activities in the following themes: Food safety, Nutritional value, Feed conversion, Animal health, Reduction of antibiotic use, and Residual flow food industry.



De Heus Powering progress

Sustainable Supply Chain

We aim for the efficient use of natural resources and the reduction of greenhouse gas emissions in the production and logistics of animal feed. We share information and knowledge with producers and collaborate with key partners in the animal protein supply chain to make our chain more sustainable by developing new production practices and business concepts. This pillar covers activities in the following themes: Circular use of raw materials, Energy and greenhouse gas emissions, Water and waste, Ecosystems and biodiversity, Animal welfare, Traceability, and transparency.

Fostering Communities

We are active worldwide. Through our core activities, we add economic and social value to local communities. In this way, we strengthen the economic position and support the personal development of our customers, partners, and their families. We initiate local development programs to create sustainable value for communities and local economies. This pillar covers activities in the following themes: Local communities, Local economies, Sustainable development, Education, Social services and infrastructure, and Entrepreneurship.

“ All of this with a single objective: to keep animals healthy and enable optimal production. This is what we call Powering Progress! ”

Thriving Employees

We offer a safe and inspiring work environment for our employees, actively encourage lifelong learning, and empower them to make positive contributions to society, acting as true agents of transformation for a better world. This pillar encompasses activities in the following themes: CSR awareness, Working conditions, Integrity and inclusion, Professional development, Personal leadership, and Empowerment.

As agents of transformation, we aim to increasingly help society and the environment by creating and investing in actions that reinforce the importance of adopting sustainable practices, so that available resources are used in a rational, efficient, and sustainable manner. Through numerous actions, we strive to inspire our people and the community, stimulating and promoting greater awareness of the importance of sustainability and the future of our planet. Initiating collaborations and partnerships is therefore crucial to our pursuit of sustainability and ensuring the development of innovative nutritional solutions that add sustainable value to all links in the production chain.



Supergasbras is a company of Dutch group SHV Energy, world leader in the distribution of Liquefied Petroleum Gas (LPG), with more than 100 years of experience.

The more than 76 years of operations in Brazil position the company as one of the main national LPG distributors. It sells around 1.5 million tons of the product per year, which represents around 20% of the national market share. Every month, around 6.5 million 13-kg packages are bottled in the 17 bottling bases installed throughout the country and consumed by all Brazilian social classes. The volume serves around 10 million families.

On another front, Supergasbras serves more than 60,000 B2B customers, served in bulk or with larger cylinders, such as 45 kg. In addition, approximately 220,000 residential customers are served through the piped gas solution and individual billing for apartment complexes and commercial establishments. (SGI).

The operation is guaranteed by more than 4 thousand employees, distributed in 20 units (17 bottling plants – one of which is the largest bottling complex in the world, in Duque de Caxias) and more than nine thousand resale stations. In all, the company has approximately 650 own vehicles.

The year 2022 was marked by major infrastructure projects to ensure the receipt of LPG, whether imported or from other production centers in Brazil.

In the first half of the year, Supergasbras announced the agreement signed with Complexo do Pecém, in Ceará, for the construction of a terminal for product storage inside the Port. Investments are estimated at R\$ 920 million and the terminal will have a capacity for 43 thousand tons of LPG - the estimate is an annual handling of 480 thousand tons.

Less than six months later, a new deal was announced. This time, with Coamo Agroindustrial Cooperativa, the largest agricultural cooperative in Latin America, for a feasibility study for the implementation of a private maritime terminal for product storage in the municipality of Itapoá, in Santa Catarina.

The project will be in Porto da Coamo and will have a capacity for 38 thousand tons of LPG, with annual handling of 425 thousand tons.





“ Supergasbras serves more than 60,000 BtoB customers and 220,000 residential customers

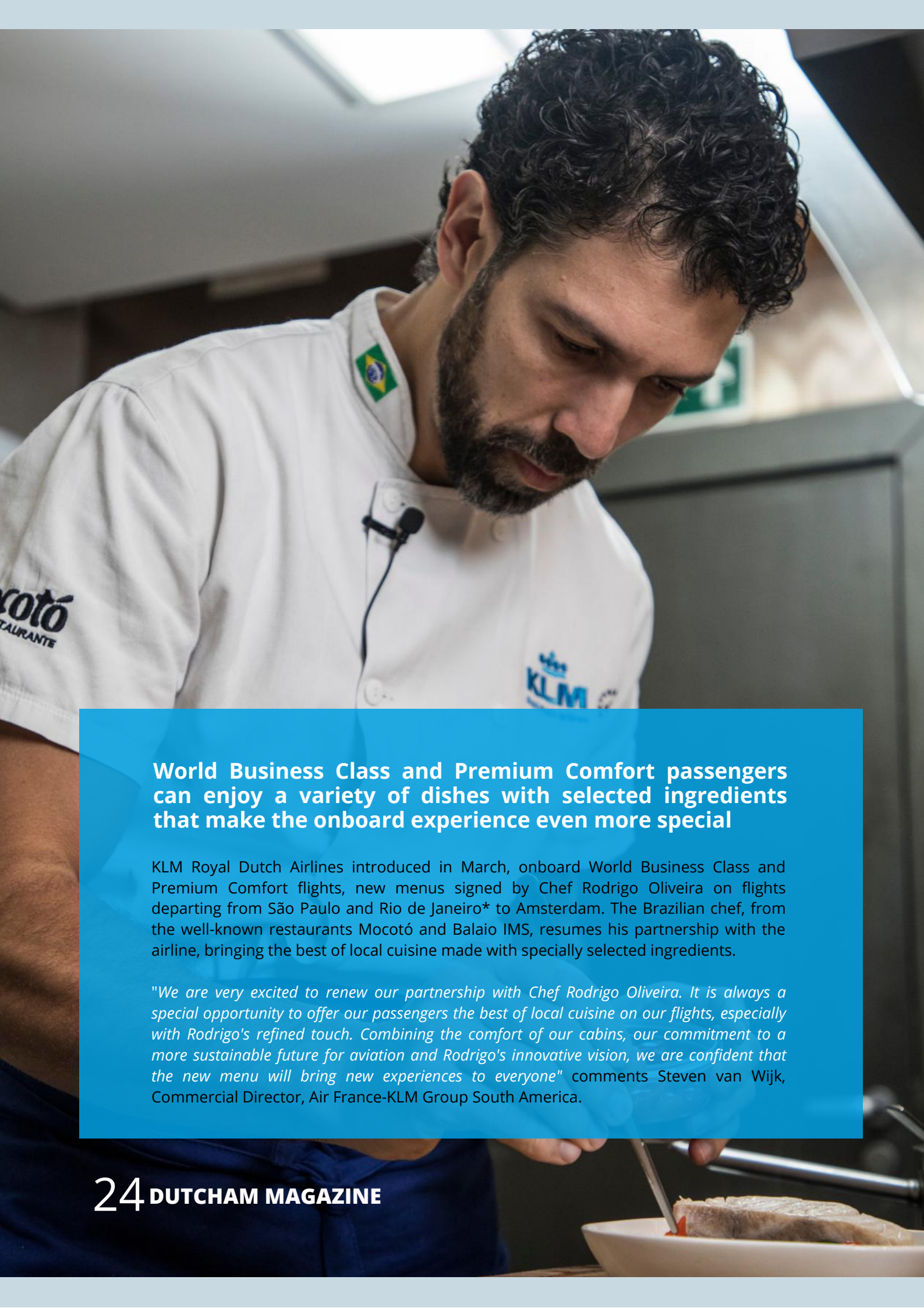


In terms of sustainability, Supergasbras expanded its strategy and created an area dedicated to Biofuels, and organized the Sustainability that Moves the World – 2nd Seminar on Sustainable Fuel Gases - in partnership with SHV Energy.

For 2023, one of the projects planned by the company is to expand its presence in some locations in Brazil, increasingly invest in technology and innovation, study possibilities of new agreements with partners for the development of projects focused on LPG and continue to sponsor and support social responsibility projects.

In line with SHV Energy's ambition, Supergasbras will develop the biofuels value chain in Brazil. The company's objectives also include being an exporter of biofuels for its business units around the world, considering the opportunities for partnerships with energy producers and the vast availability of renewable raw materials in Brazil.

At the beginning of the year, Supergasbras innovated by putting its first electric truck in operation to transport Liquefied Petroleum Gas (LPG) in bulk. The project - the first of its kind in the world - is a partnership with Volkswagen Caminhões e Ônibus, Grupo EGSA and JUNTU Rental.



World Business Class and Premium Comfort passengers can enjoy a variety of dishes with selected ingredients that make the onboard experience even more special

KLM Royal Dutch Airlines introduced in March, onboard World Business Class and Premium Comfort flights, new menus signed by Chef Rodrigo Oliveira on flights departing from São Paulo and Rio de Janeiro* to Amsterdam. The Brazilian chef, from the well-known restaurants Mocotó and Balaio IMS, resumes his partnership with the airline, bringing the best of local cuisine made with specially selected ingredients.

"We are very excited to renew our partnership with Chef Rodrigo Oliveira. It is always a special opportunity to offer our passengers the best of local cuisine on our flights, especially with Rodrigo's refined touch. Combining the comfort of our cabins, our commitment to a more sustainable future for aviation and Rodrigo's innovative vision, we are confident that the new menu will bring new experiences to everyone" comments Steven van Wijk, Commercial Director, Air France-KLM Group South America.



KLM and Chef Rodrigo Oliveira announce new exclusive menu on flights from Brazil



In all, there will be four menu cycles, renewed every three months. In the current cycle, available until July, the menu signed by Chef Rodrigo Oliveira includes a starter and three main courses:

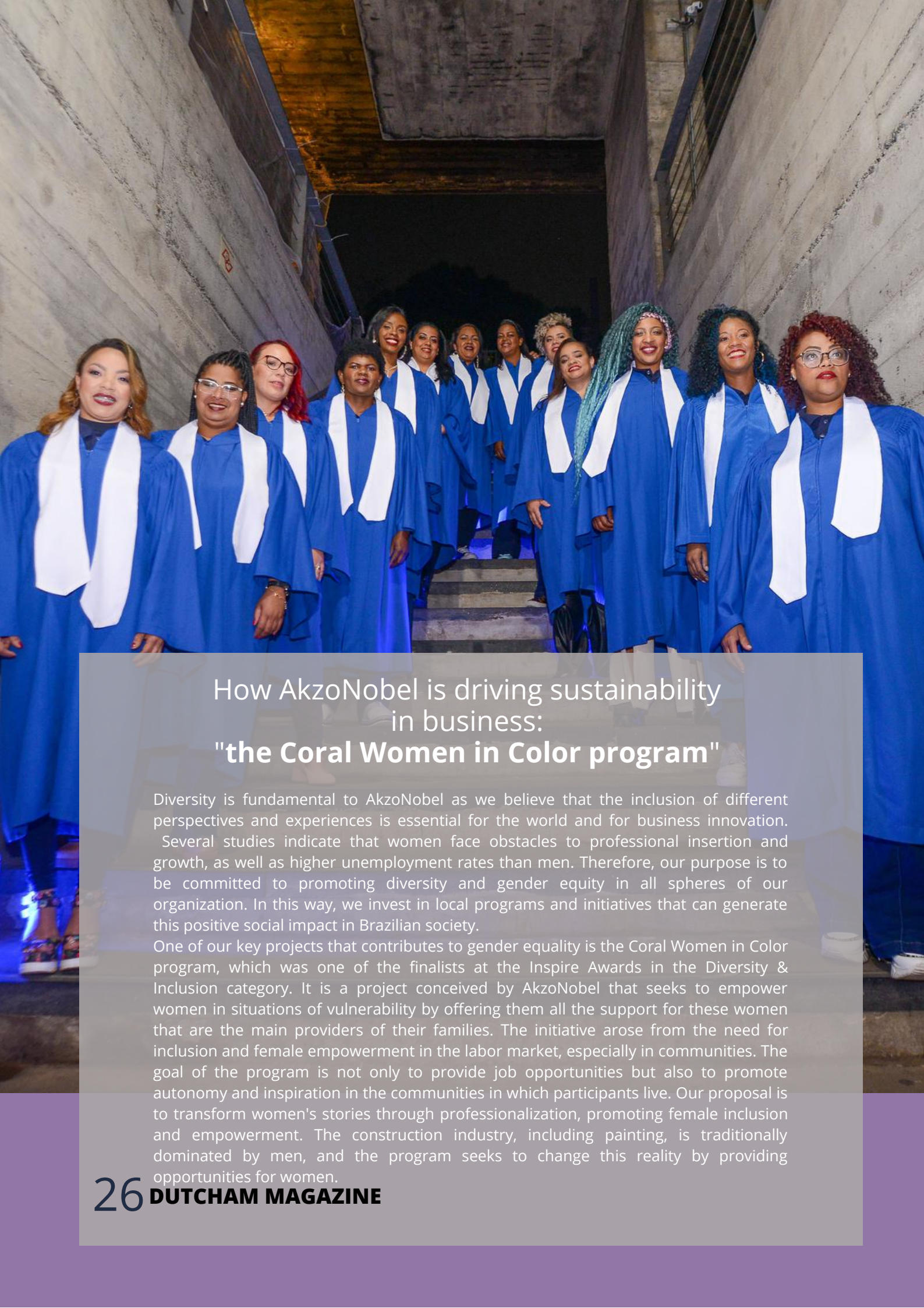
- Starter - North Brazilian Bean Salad with Pumpkin coconut and urucum marinated shrimp
- Sertaneja Salad - Cherry tomatoes, onion pickles, coalho cheese and mix of lettuce
- Main Dish 1 - Shank, yucca puree with marrow, salted kale, sweet and sour pumpkin
- Main Dish 2 - Sea bass, plantain puree, spinach, chestnut beurre blanc and seasoned brazilian nuts
- Main Dish 3 - Yucca gnocchi, mushrooms, cream cheese and tucupi tulha cheese sauce

"Taking over this project has a special meaning for me and my team. We have compiled the experience of six years of collaborations with KLM and present the most beautiful and emblematic menu of our partnership. Anyone who flies with us will notice the meticulous choice of ingredients, the care in preparing each recipe and, above all, the affection present in every detail of the service," says Rodrigo Oliveira, chef of the restaurant Mocotó.

**Premium Comfort currently only available on flights to/from Rio de Janeiro*

About Rodrigo Oliveira

For 20 years, Rodrigo Oliveira has been running Mocotó, an award-winning traditional Brazilian cuisine restaurant located in Vila Medeiros, and which tells the story of his family. The restaurant has received one star in the Michelin Guide, and has also been listed in Latin America's 50 Best Restaurants by British magazine Restaurant. Rodrigo also runs Balaio IMS, as well as Mocotó D and Mocotó Café, all in São Paulo.



How AkzoNobel is driving sustainability in business: "the Coral Women in Color program"

Diversity is fundamental to AkzoNobel as we believe that the inclusion of different perspectives and experiences is essential for the world and for business innovation.

Several studies indicate that women face obstacles to professional insertion and growth, as well as higher unemployment rates than men. Therefore, our purpose is to be committed to promoting diversity and gender equity in all spheres of our organization. In this way, we invest in local programs and initiatives that can generate this positive social impact in Brazilian society.

One of our key projects that contributes to gender equality is the Coral Women in Color program, which was one of the finalists at the Inspire Awards in the Diversity & Inclusion category. It is a project conceived by AkzoNobel that seeks to empower women in situations of vulnerability by offering them all the support for these women that are the main providers of their families. The initiative arose from the need for inclusion and female empowerment in the labor market, especially in communities. The goal of the program is not only to provide job opportunities but also to promote autonomy and inspiration in the communities in which participants live. Our proposal is to transform women's stories through professionalization, promoting female inclusion and empowerment. The construction industry, including painting, is traditionally dominated by men, and the program seeks to change this reality by providing opportunities for women.



In order to encourage female representation in the area, AkzoNobel, through its Coral brand, sought out companies that share its purpose of being an agent of inclusion and social transformation, through sustainability. SENAI-SP, the National Service for Industrial Learning, was the technical training partner. The financial partners were Bazar das Tintas, CASACOR, Dow, Oxiteno, Tintas MC and WACKER. The tooling partners were Condor and Vonder; and employability, Atala Engenharia and Abrapp. The NGO Fazendinhando was the partner for the relationship with the participants.

In 2022, we had a pilot project, which trained 14 women. For ten weeks, these women received a complete course with 360° training about painting, totaling more than 200 hours. The project also offered lectures, mentoring and specializations promoted by partner companies. To complete the experience, a 30-hour course at AkzoNobel's Mauá unit was conducted by Academia Coral, the brand's training platform, which includes theoretical and practical knowledge on various topics, such as colors and trends, equipment and products, application of decorative effects and new technologies. In addition, AkzoNobel employees participate as volunteers to provide mentoring and lectures to the selected women, as well as the partners contribute diversity and inclusion agendas to the group being formed.



More info on [Coral Mulheres na Cor](#)

The Coral "Women in Color" Program

During the course, the participants received grants, transportation, food, uniform, and Personal Protective Equipment (PPE) funded by the supporting companies. To complement this, all participants received a kit of manual and electric tools, especially significant for those who decide to follow an independent journey. The first class of Coral Women in Color was a success, with 10 women working with a formal contract and 2 working autonomously. We have received a lot of positive feedback from employers and the women are also very pleased. The first class showed the importance of having a grant, lectures and mentoring so that women can have all the necessary support to focus on their development. More than work, the Women in Color seeks to bring self-esteem and autonomy to this group, hoping that their training has a multiplier and inspiring effect on the community in which they live. And now with the success of the first class, we are starting the second edition.

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It makes me reflect even more on what our role is as business leaders and citizens. What are we here for, and how do we use our influence?

"Some data from the ESG Panorama Brazil 2023 Survey recently caught my attention - that only 47% of the companies operating in the country implement ESG practices. Less than half!

This is far from being ideal for society and the survival of the planet, and for the companies themselves, since this is an irreversible movement. It makes me reflect even more on what our role is as business leaders and citizens. What are we here for, and how do we use our influence? We need to do more, support impactful ideas, develop programs and take action, as time is short, and we need to move quickly on global sustainable development goals by contributing with each of the 3 letters in ESG."

MAURICIO ADADE, PRESIDENT OF DSM-FIRMENICH FOR LATIN AMERICA AND AFRICA
GLOBAL LEADER FOR MALNUTRITION PARTNERSHIPS & PROGRAMS AT DSM-FIRMENICH
CHAIRMAN OF THE BOARD OF AFRICA IMPROVED FOODS

dsm-firmenich 

 **DUTCHAM MAGAZINE**



Cooperation can make a difference in running impact initiatives

Companies must be willing to offer innovative solutions that help solve social, environmental, and governance issues. Moreover, we need to unite. I flag this at every moment of my leadership, looking for those who can make a difference with us. Recently, for example, I saw that we could engage and develop something positive for one of the largest favelas in Sao Paulo, Paraisopolis. I left there and talked to a friend and work partner at Dutcham, the CEO of AkzoNobel and, together with G10 Favelas, we ran a great project to revitalize dozens of houses, while offering courses and generating income for the local community. Seeing the satisfaction of the residents was amazing and revived my sense of collectivity.



More info on beneggs.org

I have no doubt that it can achieve numbers now unimaginable, with the union of new forces, be they companies, investors, or members of society. The action was born with this purpose, being an independent organism that any person or institution can be part of and become a co-creator of. Anyone who wants to know more can enter the site beneggs.org and find out why I am so proud.

These are just a few of the best examples among so many I could mention that demonstrate that when run together, they do indeed change people's lives. I understand that is what we are here for. I always say that alone we maybe go faster, but together we will certainly go further.

No one can transform reality alone. As a personal purpose, I am happy to be at the helm of a company that also has this value. To give you an idea, one of my responsibilities is precisely to establish partnerships and global programs to combat complex current challenges.

I believe that we are made of inspiration, of ideas to innovate and go beyond. In this sense, writing for such a select and socially active audience, I must begin one of the coolest and most impactful initiatives I have ever run: the b.e.n. Project, which combats malnutrition, one of humanity's greatest challenges, stimulating the production of highly nutritious eggs and making them more affordable to surrounding populations.

With its purpose and performance, it has become an innovative, sustainable, and social impact business in Latin America, and will be expanded to Africa. In its first year alone, it impacted more than 50,000 people, doubled producer earnings and, in ten years, is expected to impact two million people suffering from malnutrition and anemia.



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CLOSING WORD

On behalf of Dutcham, we would like to thank everyone who contributed to the Dutcham Inspire Award and Dinner 2023.

First of all, thanks to all the companies that participated in the Inspire Award competition for sharing your most interesting projects and for inspiring many other organizations.

Our thanks also go to all companies that sponsored the Inspire Award Dinner, without your support and contribution we could never have realized this wonderful evening. We would also like to thank all the guests of the evening for their enthusiastic participation, you were a great audience!

A special word of thanks to the entire diplomatic network - the Dutch embassy and the consulates in São Paulo and Rio de Janeiro - for their enormous confidence. We were proud to welcome you all together with the delegation of Prime Minister Dr Mark Rutte during this evening.

Our sincere appreciation to all our partners who assisted us before and during the evening: the Trio Pergola team, the photographers, the cameraman and the live band. It has been a pleasure working with top professionals like you.

Finally, a big thank you and much appreciation to the entire Dutcham team as well as to our **President of the Chamber, Mr Daniel Campos**. Thank you for your involvement, commitment, passion, enthusiasm and the many hours of fun during the preparations. We sure rocked together!



Mr Daniel Campos - President of Dutcham



*Dutcham team: Anton Welling de Arruda - Aline Ferreira
Peggy de Rop - Camila Chaves - Rene Veiga (LtR)*



Avenida Brigadeiro Faria Lima, 1779
01452-914 São Paulo/SP
Brazil
info@dutcham.com.br
+55 (11) 94250-2424