Human Cities initiative
Servant-Leadership and Societal Engagement,
Vrije Universiteit Amsterdam
Julia Huss, Human Cities Program Manager
May 8, 2017
100 walls, 40 countries
Let’s Colour Walls of Connection
AkzoNobel
Paints, coatings and specialty chemicals

Leading global paints and coatings company and a major producer of specialty chemicals

Consistently ranked as one of the leaders in the area of sustainability

Committed to society through our brands and hands-on community projects

Passionate about innovation, with 4,000 scientists at 130 laboratories

45,600 employees
€14.9 billion revenue
80+ countries
WE CREATE EVERYDAY ESSENTIALS TO MAKE PEOPLE’S LIVES MORE LIVEABLE AND INSPIRING
Passionate about making cities more human

- Julia Huss, 30-something :-)
- German, living in NL for 7 years
- 7 years with AkzoNobel
- Mother of a 2-year old
- [https://twitter.com/JuulzH](https://twitter.com/JuulzH)

LinkedIn articles

Discussion statements
Putting people at the center stage

When do you make sufficient impact to call yourself a social leader?

The ability to safeguard the sustainability of a societal engaged organization needs to be in the DNA of its leader.

How can you safeguard the continuity of your social enterprise across cultures and national borders? How do you communicate and align your mission with the local communities?
Human Cities: Everything we do for and with society

Our commitment to improving, energizing and regenerating urban communities across the world

Santa Marta Favela, Rio de Janeiro
- 6-year project
- 60 percent of houses renovated
- Over 1,800 volunteers
- 25,000 liters of paint
Making our cities more "human" means a more liveable and loveable future for us all.

1 million
move to cities globally every week

70% of the world’s population will live in cities by 2050

60% of our essentials end up in cities

8

1

21

776

Purpose means increasing ‘heartshare’ and marketshare

- 50% millennials will take pay cut for purpose
  - Deloitte 2015

- 25% more likely to recommend as an employer
  - Edelman Trust Barometer 2016

- 50% consumers will pay more
  - Nielsen 2015

- 75% of people worldwide, expect businesses to have equal attention for
  - Edelman Trust Barometer 2017

- 50% consumers will pay more
  - Nielsen 2015

- 25% more likely to recommend as an employer
  - Edelman Trust Barometer 2016

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Human Cities strengthens our success story

- Builds trust and strengthens relationships with a wide range of shareholders and stakeholders
- Increases “heartshare” as well as marketshare
- Motivates, mobilizes and inspires employees, attracts talent
- Strengthens the brand and reputation for every part of the business
- Drives commercial benefits (organic growth, innovation, etc.)
Partnerships are important: Together, we create much bigger value for communities
Giving back to the communities in which we operate (1)

Special Cruyff Court, Rio de Janeiro, Brazil
Together with the Johan Cruyff Foundation and Urece we give a sporting chance to visually impaired people in Brazil. It’s the only place like this in the region around Rio.

Bridge of Hope, Indonesia
The inhabitants of two secluded villages in Indonesia are now connected by the "Bridge of Hope". The bridge, for which we provided coatings and expertise, enables safer crossing of the Ciliman River.
Giving back to the communities in which we operate (2)

Ruta de la Experiencia, UN Habitat III conference
Together with the Human Cities Coalition, we have transformed a neighborhood based on a bottom-up approach together with the inhabitants of La Mariscal, Quito, Ecuador.

Leaders of the Future, Pontiac, U.S.
Students from Leaders of the Future, local inhabitants and employees from AkzoNobel working alongside each other, taking a proactive role to rejuvenate the city of Pontiac.
Human Cities is a way to make a difference, and at the same time position ourselves as leaders, generate business opportunities and innovations, be seen as an attractive employer and build sustainable partnerships.

Ton Büchner, CEO