

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



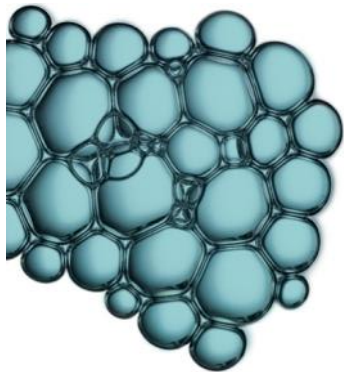
AkzoNobel

Paints, coatings and specialty chemicals

AkzoNobel

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





AkzoNobel

Essential
ingredients

Essential
protection

Essential
color

WE CREATE
EVERYDAY
ESSENTIALS TO
MAKE PEOPLE'S
LIVES MORE
LIVEABLE AND
INSPIRING

Passionate about making cities more human



AkzoNobel

- 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>

LinkedIn articles

- <https://www.linkedin.com/pulse/why-im-so-passionate-akzonobels-human-cities-projects-julia-huss>
- <https://www.linkedin.com/pulse/creating-more-colorful-liveable-human-cities-favela-santa-julia-huss>

Discussion statements

Putting people at the center stage

AkzoNobel

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**

AkzoNobel

**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.



**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
50/50

Edelman
Trust Barometer 2017

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

AkzoNobel



PIONEERED BY THE
ROCKEFELLER FOUNDATION

100 RESILIENT CITIES



MASTERPEACE
Creating peace.
Together.



Giving back to the communities in which we operate (1)

AkzoNobel



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)

AkzoNobel



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 habitants of La Mariscal, Quito, Ecuador.



Leaders of the Future, Pontiac, U.S.

Students from Leaders of the Future, local habitants 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



Questions & Answers