

MAGAZINE

November 2024



INSPIRE AWARDS GALA EVENING

Discover the inspiring projects and initiatives within the Dutch Business Community in Brazil

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OPENING WORD

Dutcham truly managed to highlight what makes Dutch business in Brazil special with the celebration of the second edition of the Inspire Awards.

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Interview
DIVERSITY & INCLUSION
AkzoNobel

It was a great pleasure to represent the diplomatic network together with colleagues from Brasilia, São Paulo, Belo Horizonte, and Porto Alegre. The Dutch business's presence in Brazil is strong and thriving and continues to grow every year.

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Interview
SUSTAINABILITY
dsm-firmenich

The success of our companies forms a central part of our bilateral relationship, and therefore it is important that Dutch companies stand out in their performance. Once a year, we put the spotlight on the most inspiring projects and initiatives in the field of more inclusive, sustainable, and socially responsible business conduct in Brazil. **Transitions toward more sustainable business models and corporate practices are crucial to solving our global challenges together.** That is exactly why we encourage Dutch companies to lead by example.

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Interview
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Thank you, Dutcham, for organizing this inspiring and beautiful evening and for being the supportive and constructive partner that you are in promoting the interests of Dutch business in Brazil. Congratulations to all the laureates and nominees for their achievements. During the Inspire Awards night, everyone is a winner!

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CLOSING WORD

André Driessen

Ambassador of the Netherlands in Brazil





WINNER DIVERSITY & INCLUSION

LUAN SOUZA (AKZONOBEL)

AkzoNobel

Reverse Mentoring Project

The Reverse Mentoring program on Diversity, Equity, and Inclusion reflects the commitment to Sustainability by prioritizing people and society. This initiative aligns with AkzoNobel's values of integrity, respect for human rights, and fostering a culture of diversity, equity, and inclusion.

Through these principles, they aim to create a positive impact both in the workplace and in the communities they serve. The program seeks to foster dialogue and raise awareness about Diversity, Equity, and Inclusion by offering a platform for individuals from diverse groups to share their experiences and by doing so, it helps cultivate a more inclusive, supportive, and empathetic environment for everyone.

What are the main objectives of the project? How long has the project been ongoing?

The Reverse Mentoring about Diversity Equity & Inclusion is another initiative of our approach to Sustainability: putting people and society first. The program is in line with the way AkzoNobel looks at our people: acting with integrity and respect for human rights, embracing diversity equity and inclusion and thus transforming our work environment and the communities in which we operate.

With the objective of opening another space for dialogue and awareness on the theme of Diversity Equity & Inclusion, the Reverse Mentoring comes as an opportunity to share the experiences of people belonging to diversity groups, contributing to a more inclusive, welcoming and empathetic environment, since enables a connection with important stakeholders, driving engagement and accountability from the senior leadership.



*Announcement Winner Diversity & Inclusion
Wieneke Vullings (Consul General of the Netherlands in São Paulo).*

What are the main results achieved so far and who are the main beneficiaries of the project?

Overall, there were 126 mentoring sessions, impacting directly 75 employees that participated of the 3 cycles (4th cycle still ongoing), promoting 38 new Leaders as DE&I allies. By the end of the program the Leaders were motivated to promote change, and with the insights generated throughout the process, each of them made an individual commitment to be accomplished in the following year.

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We faced the challenge of setting a safe and trustworthy environment so the people who belong to diverse groups could feel comfortable to participate.

How important is the project to the company's ESG agenda? How does the project create new values for the company?

This project is important to drive DE&I insights to the leadership and empower our employees that belong to diverse groups when opening this safe space for them to share their stories, expanding the awareness about gender equity, LGBT+ community, race and people with disabilities.

What are the main challenges the project has overcome throughout its history?

Since the program was one of the first DE&I initiatives in the region, we faced the challenge of setting a safe and trustworthy environment so the people who belong to diverse groups could feel comfortable to participate of the program as mentors, having to share their life stories.

We took this into account when creating the program, including an initial training on storytelling for the mentors and an introductory training on DE&I for the mentees, in addition to asking all participants to pre-complete an active listening training and to watch a video that talks about empathy, which are essential to prepare the ground for the sincere dialogues of the mentorships.



*AkzoNobel team at the Inspire Awards Gala Evening
Elaine Poco, Luan Sousa, Flávia Takeuchi.*

What are the next steps for the project to grow, scale or achieve greater or better results?

Would be to integrate the reverse mentoring into the AkzoNobel's Global Mentoring platform, making it possible to amplify the number of people impacted, having more than one cycle per year and being available in more than one country, but without losing all the pre assignments and care that the support groups and previews training provide for the mentors and mentees, that are crucial for the success of the program.



AkzoNobel team at the Inspire Awards Gala Evening.

How can the project inspire other companies in developing similar projects related to Social Responsibility, Sustainability and/or Diversity and Inclusion?

The project does not require much investment to be implemented; it is a low-cost initiative that delivers high impact. When it comes to DE&I, leadership plays an important role in changing the culture and creating a respectful and inclusive work environment, free from discrimination and fostering psychological safety.

By using the stories of real people that work in the company as the starting point to relevant discussions about diversity, equity and inclusion the program enables the creation of a deep connection that brings the leaders closer and more engaged to the topic, becoming important DE&I ambassadors and change agents that are essential for driving this culture change in the companies. Additionally, it breaks down hierarchical barriers and brings more junior's employees closer to those in senior and leadership positions, giving them exposure, development and showing to the organization that everyone has things to learn and to teach.



WINNER

SUSTAINABILITY

FERNANDA MARCANTONATOS (DSM-FIRMENICH)

dsm-firmenich ●●●

Bovaer®

Methane is the second largest contributor to global warming. Therefore, quickly reducing methane emissions can help achieve short-term climate goals. At COP 26, more than 100 countries recognized methane reduction as an effective strategy to limit global warming to 1.5 °C, signing the “Global Methane Pledge”. Faced with this challenge, DSM-Firmenich researched and developed, over ten years, a Bovaer® additive for feed for cows and other ruminants, such as sheep and goats.

Studies show that just a quarter teaspoon of Bovaer® per day for each cow reduces enteric methane emissions by at least 30% for dairy cows and even higher percentages for beef cattle (up to 90%) . The product is safely broken down in the animal's digestive system, contributing to an immediate reduction in the environmental footprint of meat, milk and dairy products.

The creation of products like Bovaer contributes to reducing methane emissions in the dairy industry's supply chain, driving action and transparency on one of the sector's most critical climate challenges.



Fernanda Marcantonatos, Maurício Adade.

What are the main objectives of the project? How long has the project been ongoing?

Bovaer® is a feed additive for cattle and other ruminants, that effectively and immediately reduces enteric methane emissions. The work on Bovaer® kicked off over a decade ago as a project, with the first market registrations we have moved beyond the project phase and are now more like a start-up business. Launched in Brazil in 2022, Bovaer® is currently available in 67 markets globally.

With this product we offer dairy and beef farmers an ability to drastically lower their greenhouse gas (GHG) footprint, and thereby support the fight against climate change. For fast-moving consumer goods companies, food services and supermarkets it offers an effective, reliable and fast way to reduce the Scope 3 emissions.

What are the main results achieved so far and who are the main beneficiaries of the project?

Globally Bovaer® has already enabled the reduction of 185,000 tons CO₂e from the dairy and beef supply chains, and this is only the start. The main beneficiaries of this impact are farmers and livestock producers, who are able to implement more sustainable practices, as well as consumers, who increasingly demand low-impact, environmentally responsible products. Moreover, the environment itself is a primary beneficiary, as the reduced methane output contributes to global efforts to mitigate climate change, supporting a greener, more sustainable food system for all. While developing the product's market in Brazil, we realized that DSM-Firmenich should work together with our customers to promote awareness on sustainable livestock production throughout the meat and dairy value chains – and also towards end-consumers.

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The environment itself is a primary beneficiary, as the reduced methane output contributes to global efforts to mitigate climate change, supporting a greener, more sustainable food system for all.

How important is the project to the company's ESG agenda? How does the project create new values for the company?

Sustainability is one of the main topics in our company's business agenda. We wish to protect the environment and contribute to the health of our planet, generating a positive and measurable environmental impact with our products and bringing complete and sustainable solutions to market.

What are the main challenges the project has overcome throughout its history?

Finding a way to effectively reduce methane emissions was relatively easy. Registering such a product and commercializing it is more complicated. Until now, there's not a registered product that can protect the environment and can be commercialized in large scale.

By strong engagement with our supply chain (from cow to consumer), and authorities, we were able to register the product, and develop new business models, which create financial incentives for the reduction of methane emissions. This in many cases required tailor made solutions developed specifically for a country or a company, as all had different starting points in their ESG (and carbon accounting) journey.

What are the next steps for the project to grow, scale or achieve greater or better results?

To scale Bovaer® further, it is key to mobilize the full meat and dairy value chains, creating unique ESG projects that will bring end-products with lower GHG emissions to the consumers and collaborating with governments, banks and NGOs to bring incentives to farmers.

Initiatives such as the LEBAM program are highly relevant to change the livestock sector image around the world, and scale adoption in Brazil. Consumer awareness is also very relevant, helping to build demand for sustainable meat and dairy products and generating a solid value chain movement.

How can the project inspire other companies in developing similar projects related to Social Responsibility, Sustainability and/or Diversity and Inclusion?

Being a force for good is one of our core company values. In this sense, the whole Bovaer® journey is very inspiring to me and to my colleagues, and we are proud to be part of a company that consistently invests in groundbreaking technologies to change how we produce food, and why not say, to change the world.

Besides looking at the financial performance, we also regularly discuss the impact we are creating, and saving a 185,000 tons CO₂e is not something any of us could have done individually. And then realizing that this is only the start, this is exciting to be part of, and make a lasting impact for our and the next generation. We hope Bovaer® can inspire other companies to explore similar paths, whether in reducing environmental footprints or advancing key innovations for environmental stewardship.



dsm-firmenich team at the Inspire Awards Gala Evening.



WINNER SOCIAL RESPONSIBILITY

ELIANE MOMESSO (KPMG)



Little Citizen Project

Little Citizen Project (Projeto Pequeno Cidadão) was created 27 years ago by KPMG with the objective to inspire confidence and empower change. We genuinely believe that through education, we can contribute to building a society with more social justice.

In partnership with the University of São Paulo in São Carlos, The Little Citizen complements public education of young people and children from highly vulnerable neighborhoods in the city São Carlos. Annually, the project welcomes 200 children and adolescents who remain in a 4-year cycle in the project.

They have access to excellent infrastructure on the USP São Carlos campus, in a safe environment where they can develop their self-esteem, receive complementary education, practice sports and leisure, and receive two daily meals. Since the beginning, KPMG has been the master sponsor of the project (investing R\$ 1 million in 2023), providing mainly pedagogical and psychological teams, uniforms, meals, while USP-FUSP offers the infrastructure for implementation and project management.

What are the main objectives of the project? How long has the project been ongoing?

The Little Citizen Project, conceived by KPMG 27 years ago - is part of our commitment to social responsibility, aiming to generate shared value with our communities. It was brought to life by KPMG in partnership with USP and FUSP as a university extension project in the city of São Carlos. The main objectives of the project are to promote quality complementary education in a safe environment for children and adolescents from vulnerable communities, encourage innovative skills and competencies, and facilitate access to technical training and job market preparation.

What are the main results achieved so far and who are the main beneficiaries of the project?

The Little Citizen Project complements the public education of children (ages 11 to 14) from highly vulnerable neighborhoods in São Carlos. Annually, it welcomes 200 to 220 children and adolescents who remain in the project for a 4-year cycle. Participants have access to excellent infrastructure on the USP São Carlos campus, where they develop their self-esteem, receive complementary education, practice sports and leisure activities, and receive two daily meals.

How important is the project to the company's ESG agenda? How does the project create new values for the company?

Through the Little Citizen Project, we put our purpose (Inspire Confidence. Empower Change) and our values (Integrity, Excellence, Courage, Together, For Better) into practice within our communities. The Project is also part of our local strategy to address a global goal, which is part of our global ESG Commitment / Our Impact Plan): to empower 10 million vulnerable children and young people through education and skills development for employment and entrepreneurship by 2030.

KPMG believes that knowledge is the key lever to empower necessary changes, whether in our lives, our businesses, or our society.

Therefore, education (UN SDG #4) has always been the focus of our social impact actions implemented in our communities. Our social responsibility projects are part of our strategy to create shared value with our business to society and to reinforce our Public Trust commitment.

What are the main challenges the project has overcome throughout its history?

Delivering an educational program in vulnerable communities has many challenges: finding the right partners, gaining families' confidence, dealing with the difficult life situation of each student that impacts their participation in the project, balancing to attend the students' needs with quality with budget constraints, and constantly updating to evolve in the skills students need to flourish in this changing world.

However, the COVID19 Pandemic was by far the biggest challenge. How could we reach our children with closed doors? Our pedagogical and psychological teams tried to engage remotely, focusing on live online doubting-clearing sessions regarding school subjects, mental health, lecture sessions, celebration like Children's Day and in-person book loans with all recommended sanitary measures. KPMG also provided each family with a food voucher throughout the entire pandemic period since they could not come to the Project to receive the two daily meals.

What are the next steps for the project to grow, scale or achieve greater or better results?

At KPMG, we continuously work to excel the Project. Besides constantly reviewing program content and replacing computers to renew the project's IT area, the team monitors students' needs as they change within the context of our society.

An example is KPMG's approach to its clients in the region, connecting young people from the project with the respective "Programas de Aprendizagem" of those clients. We plan to continue investing in this initiative to provide these young people with a quality first work opportunity.

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We also believe that many companies, like us, have realized the importance of positive social impact and are flourishing as a result. This is evident from the many brilliant examples represented at the Dutcham Inspire Award.

How can the project inspire other companies in developing similar projects related to Social Responsibility, Sustainability and/or Diversity and Inclusion?

The Little Citizen project is profoundly connected to KPMG's purpose and values and to our ESG commitments. We also have partners that, like KPMG, aim to generate shared value with our communities, demonstrating a genuine commitment from all involved. We believe this explains the Project's longevity, success, and recognition. We also believe that many companies, like us, have realized the importance of positive social impact and are flourishing as a result. This is evident from the many brilliant examples represented at the Dutcham Inspire Award.



KPMG Team at the Inspire Awards Gala Evening.



WINNER AUDIENCE AWARD

ANDRÉ CAVALCANTE (SHELL)



The Nanorad's Project

The Nanorad's Project represents an innovative and essential initiative for the recovery of degraded areas in the Amazon, combining cutting-edge science, advanced technology and a deep commitment to sustainability.

Focused on three main pillars—different planting systems, the innovative use of nanobiotechnology, and advanced monitoring systems—the project seeks to promote the reforestation of the Amazon rainforest, while at the same time strengthening the region's socioeconomic and environmental development.

Through the application of the Arbolina carbon nanomolecule, developed by Krilltech, the project aims to increase the resilience of native trees in extreme conditions, accelerating the process of carbon recovery and sequestration in these critical areas.

With its unique approach, the project promises to set a new standard for large-scale sustainable forest recovery, with potential for replicability in other critical regions of the planet.



Shell team at the Inspire Awards Gala Evening

What are the main objectives of the project? How long has the project been ongoing?

The Nanorad's project aims to evaluate the effect of the carbon nanomolecule, called Arbolina, on the growth of native species, focusing on the Brazil nut tree in the Amazon. The use of this nanomolecule aims to accelerate the recovery of degraded areas in the Amazon, enhancing biomass growth and carbon stocks.

The growth of the project's trees will be continuously monitored by connected IoT sensors, capable of collecting real-time data such as tree diameter, nutrients, and above-ground carbon stock. The effects of Arbolina will be analyzed in three planting systems: monoculture, mixed, and agroforestry systems. The research began in 2022 and the project is expected to last for three years.

What are the main results achieved so far and who are the main beneficiaries of the project?

Arbolina is a biodegradable nanoparticle that has the potential to make trees more resistant to extreme conditions, accelerate their growth, and increase the productivity of plantations.

The ten experimental areas of the research have already completed planting and application of Arbolina. In the current phase, the project is conducting measurements throughout the Legal Amazon. This research can contribute to the recovery of other critical degraded areas in the Amazon, with the potential for large-scale replication, while also targeting the carbon capture and credit generation market.

What are the main challenges the project has overcome throughout its history?

Certainly, one of the biggest challenges was conducting planting in different regions of the Amazon. The project's scope is spread across the nine states that make up the Legal Amazon, with at least one experimental area within each state.

The logistics of channeling the necessary resources for the different types of plantations were immense, especially due to the standardization required among the study sites. The structured network was fundamental to the project's success, involving more than ten research institutions in the Amazon.



Peggy De Rop, André Cavalcante.

How important is the project to the company's ESG agenda? How does the project create new values for the company?

The Nanorad's project combines advanced science, technological innovation, and reinforces Shell's commitment to respecting the environment and its goal of recovering degraded areas. The project aims to follow the agenda of transforming towards more sustainable practices, testing a technology that has the potential to enable reforestation and planting in highly degraded environments.

In addition to scientific research, the project promotes education and outreach through the integration and collaboration of high school, undergraduate, graduate (master's and doctoral), and postdoctoral students across nine states that make up the Legal Amazon.

The Nanorad's research project aligns with Shell's strategic pillars: respecting nature, empowering lives, and achieving net-zero emissions in our operations and those of our customers by 2050.

What are the next steps for the project to grow, scale or achieve greater or better results?

The research is still being developed, following the planned schedule, and needs time to mature through periodic data collection and result evaluation. We still have a long way to go to fully understand how Arbolina works to accelerate the recovery of degraded areas in the Amazon. However, we are already beginning to measure its potential impact on the Amazon in the project's preliminary results.

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Recovering degraded lands is not just about absorbing CO₂, but also about offering the chance to contribute to reconfigure the local economy



*Announcement Winner Audience Award
Isabella Rohde (Marketing Trainee at Dutcham).*

How can the project inspire other companies in developing similar projects related to Social Responsibility, Sustainability and/or Diversity and Inclusion?

Recovering degraded lands is not just about absorbing CO₂, but also about offering the chance to contribute to reconfigure the local economy, in this case, the Amazon economy. Soil and forest recovery can be one of the ways to replace harmful activities (such as deforestation) with innovative business models.

Our project tests Arbolina in agroforestry systems – systems that combine the cultivation of Brazil nut trees with other species adopted for subsistence. In this way, and if positive results are obtained, the research encourages the local population to see value in the standing forest as a source of income, paving the way for its recovery and preservation.

KLM e chef Rodrigo Oliveira:
10 anos de parceria com
um menu que faz você
se sentir nas nuvens.



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A KLM agradece ao chef Rodrigo Oliveira pelos 10 anos de parceria assinando os menus da World Business Class, Premium Comfort Class e também da Economy Class.

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CLOSING WORD

For the second year in a row, we can proudly look back on a successful Dutcham Gala evening. An evening full of stars, with top professionals from our Dutch business community, prominent figures from the diplomatic network and above all many inspiring projects.

An evening where our companies could showcase their projects in the field of Sustainability, Diversity & Inclusivity and Social Responsibility. Initially to inspire others, but so somewhat with the intention of taking home one of the prestigious Dutcham Inspire Awards.

This year, no fewer than 33 different projects were pitched by 18 different companies. Each and every one valuable, heartwarming projects that were presented with great passion and dedication by their teams. Unfortunately, only 4 projects could be rewarded with an Award. Don't forget to take a look at our website and view all the projects...and be inspired again.
(<https://www.dutcham.com.br/inspire-awards-projects-2024>)

We are convinced that evenings like these contribute enormously to the strong network of our Dutch business community in Brazil. Sharing insightful knowledge, gaining inspiring ideas and making valuable connections...it looks like we didn't miss the purpose of the event.

Without the trust of our members and the contribution of our sponsors we could not have achieved this! On behalf of me and my team I would like to thank everyone who made this evening possible.

A personal word of thanks also to the Dutcham Executive Committee (Mauricio, Patricia, Henrique, Jonas, Maikel and Michael) for their continuous support and motivation. Finally, much gratitude to my amazing team (Camila, Karin, Isabella & Vinicius) for the weeks of hard work but also and especially for the lots of fun we had together organizing this event. You are the best!

See you next year, for another Evening full of Stars!

Peggy



Dutcham team at the Inspire Awards Gala Evening

From left to right: Isabella Rohde (Marketing Trainee) - Camila Chaves (Event & Project Coordinator) - Peggy De Rop (Managing Director) - Vinicius Rodrigues (Administration Trainee) - Karin Vecchiatti (Business Project Manager).

Thank you

for the inspiring evening!



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