

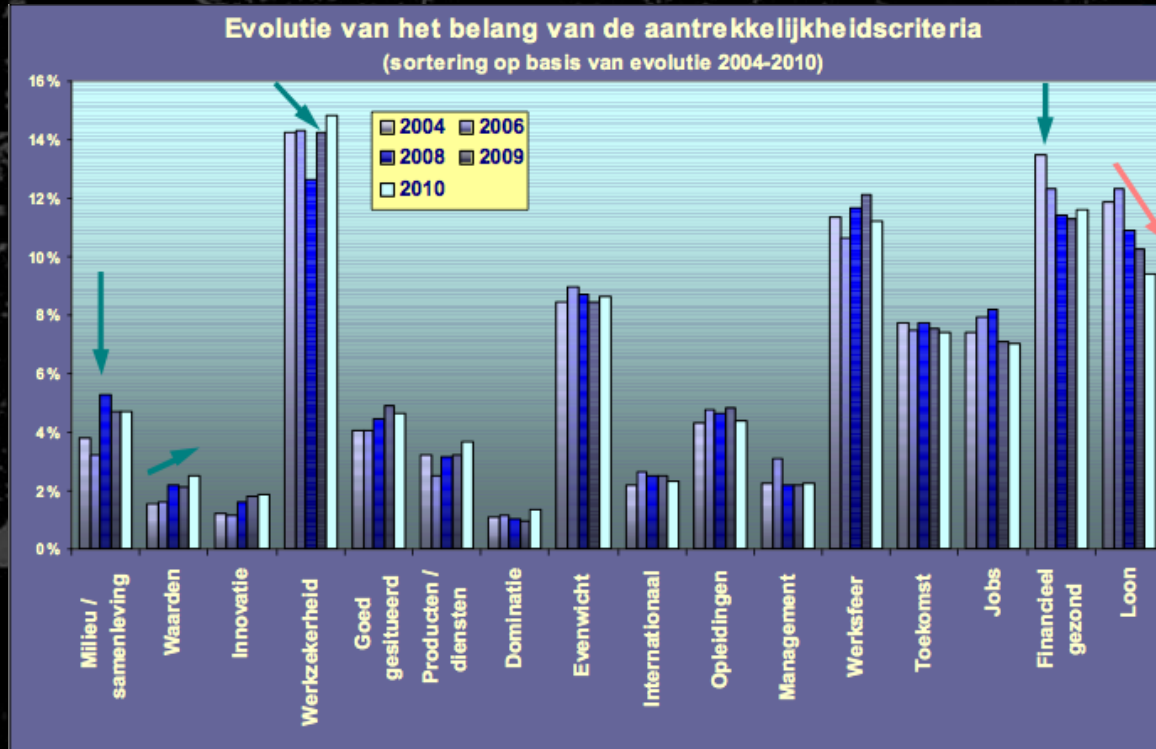
*“7 reasons why”*

Trinity 

Sustainability is all very nice, but I'm trying to run a business here (the boss)



# Easier hiring



## Higher retention

## Higher productivity

# Reduced expenses



# Reduced expenses



## GfK Roper Consumer Styles

*Op het materiële gericht*  
Materieel succes, status, prijs – waarde georiënteerd



*Op het intellectuele gericht*  
Post-materialistisch, kwaliteit, authenticiteit

GfK



Increased revenue

Reduced risk



*“7 reasons why to go sustainable”*

1. Easier Hiring of top talent
2. Higher retention of top talent
3. Higher productivity of employees
4. Reduced expenses in manufacturing
5. Reduced expenses at commercial sites
6. Increased revenue
7. Reduced risk