

We conducted a market research in which we interviewed 100 distinctive leaders of various sectors and backgrounds on how they have responded to change. The interviews were done with skype-video between 2014 and 2016 and edited to show the essence. The functions mentioned in the list below were the positions of the interviewees at the time of the interview.

Name	Function at the time of the interview
Aart Roos	CEO Auping
Albert van Zadelhoff	Director Private Banking Triodos Bank
Alexandra van Huffelen	CEO GVB Amsterdam
Andre Mikkers	Partner PwC
Andre van Heemstra	Chairman Global Compact Netherlands Network
Andre Veneman	Corporate Director Sustainability & HSE AkzoNobel
Anneke Sipkens	Director Sustainability Strategy & Innovation Deloitte
Annemieke Roobeek	Supervisory Board Member ABN-AMRO Group, PGGM, KLM, Abbott Healthcare products
Anniek Mauser	Sustainability Director Unilever Benelux
Arjan Bol	Country Manager Netherlands Mastercard
Arjen Schouten	COO Ritual Cosmetics
Bart Dekempe	Associate Partner - Business Analytics and Optimization IBM
Bas Burger	President BT in the Americas BT Global Services
Bas Ruter	Director of Sustainability Rabobank
Bert van der Els	CEO Heymans N.V.
Carola Wijdogen	Corporate Sustainability Officer NS
Cees 't Hart	CEO FrieslandCampina
Charlotte Linnebank	Director QuestionMark Foundation
Colette Alma	Director General VNCI
Dirk Veldhorst	Director Corporate Health AkzoNobel
Dirk Jan van den Berg	Voorzitter College van Bestuur TU Delft
Eelco Hoekstra	CEO Vopac
Eef Spronck	Responsibility Manager Zwitserleven
Elmer de Boer	Corporate Strategy Eneco Group

Emilie Langlois	Vice President Corporate Operations Kempinski Hotels
Erik Geerling	Bestuursvoorzitter & Partner Nauta Dutilh
Eric Razenberg	CEO ThiemeMeulenhoff
Eric Schellekens	Business Director Climate Adaption Arcadis
Felix Berger	Founder/Director Cervus Capital Partners N.V.
Fokko Wientjes	Vice-President Sustainability & Public Private Partnerships DSM
Geanne Van Arkel	Sustainable Business Development Interface
Geoff McDonald	Global VP HR (for Marketing, Communications, Sustainability, and Global Talent) Unilever
Gerhard van den Top	CEO Vitens Evides International
Giuseppe van der Helm	Executive Director VBDO
Hans Coenen	Vice president corporate strategy NV Nederlandse Gasunie
Hans Horn	Partner and office leader Amsterdam Egon Zehnder
Harry Brouwer	Executive Vice President Unilever Food Solutions
Harry Hummels	Managing Director Impact Investing ACTIAM
Hein Knaapen	Chief HR Officer ING Bank NV
Henk de Bruin	Sr Vice President & Global Head Sustainability Philips International
Herman Mulder	Chairman True Price Foundation, Board Member NCP-NL, Global Reporting Initiative, TEEB Advisory Board
Herman Wijffels	Economist Multiple
Hugo Hollander	Partner EY
Huib de Kanter	Managing Director TMF Group
Jaap Lankamp	Commercial Director Keuken Kampioen
Jack de Graaf	Director EHS and Sustainability Johnson&Johnson
Jan Ernst de Groot	Managing Director & General Counsel, Member of the Board of Management TNT Express
Jan Willem Nieuwenhuys	Director ASN Vermogensbeheer
Jeanne Ng	Director - Group Sustainability LP Power Hong Kong Ltd
Jef Wintermans	Director MODINT
Job Dura	Chairman of the Board Dura Vermeer Groep B.V.
Jelle de Jong	Algemeen directeur IVN
Joost Brinkman	Lead Accenture Sustainability Services Benelux Accenture
Joost Oorthuizen	CEO IDH Sustainable Trade

Kees van de Graaf	Supervisory Director, Consultant, Advisor and Coach
Laura Van Gestel	Manager Campaigns Vodafone
Leo den Hartog	R&D director Nutreco
Leon Bobbe	Directie voorzitter De Key
Leonie Schreve	Head Sustainable Lending ING
Lidewij de Haas	Directeur Client Development Arcadis
Linda Broekhuizen	CIO Chief Investment Officer FMO
Liz Early	Group Manager TNT Express
Marc van Weede	EVP, Global Head of Strategy & Sustainability Aegon
Marc Zwaaneveld	CEO Van Gansewinkel
Mark Gunton	CEO Clinton Foundation
Mark Verhagen	Benelux Leader IBM Digital Sales IBM
Marga Edens	Vice President Corporate Responsibility RWE AG Germany
Marleen Janssen Groesbeek	Sustainability Manager Engagement & Learning DSM
Milton Sousa	Executive Director MBA Programs RSM
Mirjam Sijmons	Managing Director Arboned
Monika Milz	Chair Green Deal Board
Nicola Villa	VP & Executive Partner IBM's Global Government Industry
Paulette van Ommen	Sr. Advisor Corporate Responsibility (CR) EY
Pauline van der Meer-Mohr	Voorzitter College van Bestuur RSM
Peter Bakker	President World Business Council for Sustainable Development
Peter Molengraaf	CEO Alliander
Peter de Wit	Managing Director NL Mc Kinsey
Philippe Wits	Director ASR Leven
Pieter Goudswaard	Sustainable business development Jumbo Supermarkten
Rein Willems	Chairman Board Essent, VLBG en Koninklijke Joh. Enschede
Remco Mierop	Senior Manager Accenture
Richard Koolhoos	Director Sustainable Banking ABN AMRO Bank N.V.
Rob Theunissen	Principal Mc Kinsey
Robert van der Laan	Partner Sustainability and Integrated Reporting PwC Nederland

Roel Louwhoff	COO ING
Robert Metzke	Senior Director Group Strategy & Alliances Philips
Rogier Bronsgeest	President Global Customer Service BT Global Services
Ronald Egas	CEO Werkspot
Ronald Meijers	Partner Deloitte
Stefaan Rodts	Director HR McKinsey & Company
Steve Waygood	Chief Responsible Investment Officer Aviva Investors
Tanja Nagel	CEO Theodor Gilissen Bankiers
Thomas Rau	Director RAU Architecten / Turntoo
Ton Hopmans	Director Yacht Group Netherlands
Volkert Engelsman	Director Eosta
Willem Ferweda	Founder and Managing Director Ecosystem Return Foundation
Wessel Ganzevoort	Professor and consultant Organisational Development and Leadership
William van Niekerk	Director Corporate Social Responsibility Royal BAM Group
Wim Bartels	Global Head of Sustainability Reporting & Assurance KPMG Sustainability