

# faces

No. 01

Inside SADC's business parks  
...and more to explore

June 2018



# Containing Mushrooms

Marleen Sijpestijn grows oyster mushrooms on coffee grounds which she picks up for free from businesses in the Zuidas business district. The same places are also among her customers. That makes her business Containing Mushrooms ‘super-circular’, she says.



**Where:** Circular economy hotspot C-Bèta, Schiphol Trade Park  
**Location:** Haarlemmermeer  
**Who:** Marleen Sijpestijn  
**By:** Isaac Roeterink, SADC

“**When I tell my story, everyone understands the concept of the circular economy**”

## Super-circular

‘I grow oyster mushrooms on coffee grounds. It’s a waste product that’s normally thrown away, which is a shame, because it’s ideal for food production: it improves the quality of the soil and it’s already pasteurised, which is very practical. I get the coffee grounds mainly from other businesses in the Zuidas district, with the understanding that they also buy my products. It’s a chain: I buy a waste product and I supply food in return. So it’s super-circular! I share my insights with other companies

in the C-Bèta building, the creative space for start-ups where my company is based. The caterer has already bought my mushrooms to use here in the kitchen. It’s a good example of producing and consuming locally. When I tell my story, everyone understands the concept of the circular economy.’

## Food is hot

‘You can say that again! I started in 2015, and as far as I’m concerned my company can grow ten times bigger than it is now. When I’ve achieved that, I’ll see what happens. First I did everything on my own, but now my boyfriend helps out one day a week. I also get more and more volunteers. That means I always have motivated people around me with whom I can share what I know.’

## Proud

‘The best part of my job? Harvesting the mushrooms and delivering them. That’s when I really notice the results of all my hard work, and I see the enthusiastic responses of the customers. At times like that, I’m so proud. It’s just a really beautiful, pure product.’

## C-Bèta

‘C-Bèta is an old farmhouse on the Rijnlandweg, surrounded by fields and trees. It has a very rural vibe, which I love. It’s really easy to reach, just five minutes from the A4 motorway, which is a big advantage. The location fits perfectly with the philosophy of my company. The farmhouse was converted into a commercial building using circular principles, and the other tenants are also companies associated with the circular economy. There’s a real buzz here: we hold events, we learn from each other, and I see a lot of opportunities for cooperation with the other companies. What I’d like to see is some kind of recurring activity. A sort of open day when we can show off all the great things we’re doing.’

→ Find out lots more about Marleen’s super-circular company at [Containingmushrooms.nl](http://Containingmushrooms.nl).

# It’s all about people

Faces Magazine  
June 2018 / no. 1

**Editor**  
Jeanet van Antwerpen

**Coordinator**  
Masha de Wekker

**Concept**  
SADC/Enchilada

**Design**  
Enchilada

**Subeditor**  
Aleida Bos

**Editorial team**  
All members of staff at SADC

**Translation into English**  
EdenFrost Communications

**Photography**  
Aatjan Renders

Printed on 100% recycled paper



**Jeanet van Antwerpen,**  
Director of SADC

Photo: Michel ter Wolbeek  
([www.debeeldredacteur.nl](http://www.debeeldredacteur.nl))

This is the first issue of a series of magazines. The theme is ‘war for talent’ – an important topic in our region, where there’s a big demand for well-trained and motivated logistics personnel. How can companies attract committed staff? What’s important to new talent? How can we convince more people to opt for a career at Schiphol? These are all issues we touch on in this issue.

Sometimes people see business parks as no more than a collection of ugly boxes. It doesn’t occur to them that they are places where people are working with passion and enjoyment for a vast range of different companies that provide essential products and services for our daily lives. Take Sanquin, for example, at Business Park Amsterdam

Osdorp, which transports and processes blood from donors and supplies it to hospitals. Or Interxion, at Schiphol Logistics Park, whose data centres rapidly transport and securely store the vast amounts of data that we all generate on our computers and smartphones. We want to put the people who work in all these industrial buildings and offices in the limelight. We see the businesses and their employees as the residents of our parks. We want to know how they feel, if they’re happy in the place they travel to every day, what they like about it, but also what they think could be better. After all, you spend as much time at work as you do at home.

The staff at SADC headed out to our business parks to interview our residents. What drives them – in their work, but also in their lives? The result is a collection of surprising, interesting and unusual stories. In this issue of Faces, we give a face to the people who work in our business parks.

**Luchtvaart Community Schiphol**  
**Where:** The Base  
**Location:** Schiphol Airport  
**Who:** Margreet Hak, Programme Manager  
**By:** Joep Schroeders, SADC



**‘The war for talent is palpable at Schiphol: companies need good people’**

A Dutch croquette sandwich for lunch? Tempting, but not for Margreet Hak, programme manager of training company Luchtvaart Community Schiphol. She goes for a salad and a smoothie as she tells SADC’s Joep Schroeders about flexibility and community thinking.

As a young teacher at a vocational school, Margreet Hak (56) was doing a project with her students on writing job applications, when one of her pupils said, ‘Why don’t you write one yourself?’ So just for the fun of it, she applied for a job in the business world. She got the job, and went on to work in a variety of positions in Rotterdam, Brussels and London. At the same time, she graduated in political science. After years of working in companies including Leyland DAF Finance, the European branch of the thinktank Brand Corporation and Stratagem Consulting, for the past five years she’s been the programme manager at Luchtvaart Community Schiphol.

‘In my previous jobs, I travelled all over the world, and now that I work at Schiphol Airport I’ve only been on a business trip once in five years!’ This isn’t as surprising as it may sound, because Luchtvaart (meaning ‘aviation’) Community Schiphol (LCS) doesn’t operate internationally but locally. LCS works with companies and organisations at Schiphol who are looking for people with the right education and training, and connects them with people who want to work at the airport. They range from people who are disadvantaged in the labour market through students looking for a career at Schiphol to people who already have an airport job but want to boost their knowledge and skills to remain employable in the long term. LCS offers them standard or custom-made training programmes. As a foundation, LCS’s founding and funding partners are Schiphol Group, the regional training centre ROC van Amsterdam and KLM.

## A selection of LCS's results in 2017

**Pillar 1: educational programmes**

- 126 interns placed with companies
- 367 new participants on the vocational programme for security staff
- 12 people with a work impairment placed and started with a vocational learning track for facilitator

**Pillar 2: corporate social responsibility programmes**

- 134 participants successfully guided into work or education
- 15 participants – 100%! – of the over-50s programme have a job

**Pillar 3: development programmes**

- 772 participants in LCS training
- 74 people in employment had a day's work experience at a different company

“  
Increasingly, the talents we train here feel at home in a range of markets. Our aim is to train the ‘all-round airport worker.’  
”

**Community**

‘In the 11 years since it was founded, LCS has more than proved its worth. Over the past four years, for example, 240 people from the Amsterdam suburb of Nieuw-West have started work thanks to a programme at LCS. The war for talent is palpable at Schiphol, Margreet says. Companies need good people and are prepared to contribute to their training. She isn't worried that digitisation and robotisation will make LCS obsolete as workers are replaced. ‘We're training the professionals of the future here. Greater flexibility is very important. Increasingly, the talents we train here feel at home in a range of markets. Our aim is to train the ‘all-round airport worker’ – someone who can lug suitcases around, but can also be assigned to do security work. There's another way to look at this flexibility. The work of some companies at Schiphol is countercyclical, which means one company might have a peak period at a time that is quiet for another. So if you have a

system of labour pools, then companies can lend personnel to each other to help out at peak times. The airport itself also focuses on flexibility: it's not just about the passengers and the cargo, it's also about the surrounding activities and industries. That's community thinking: looking at the airport and the companies around it as a whole, as a community, rather than as separate units. LCS succeeds at connecting companies that wouldn't otherwise make contact so easily. Organisations like SADC and Air Cargo Netherlands also play an important role in this, as does LCS's mobility platform, which has participants from the HR departments of various companies at Schiphol. And we also link up with the authorities that are involved with the airport.’

**New arrival!**

Since April 2018, Luchtvaart Community Schiphol has had a new director, *Francien David*. Francien is the right person in the right job: she's worked for 20 years in various HR roles at Royal Schiphol Group, the last five of which as the senior manager of HR operations.

**Looking to the future**

‘The job of programme manager at LCS really suits me. I can make good use of my experience in education and business – both in operations and research. When I came here, I already had a big network in logistics from my previous job, which was a real advantage. If you already know someone, it's easier to get straight to the point. I like to try and look ahead at the way things might develop in the future. Then perhaps we can make more long-term decisions.’ Margreet is extremely interested in new technology and how it can

affect the labour market. She always encourages everyone to keep up to date, whatever their age, and she sees herself as an early adopter. At work, mobility is about labour, but as a commuter it's just about the fastest way to get to the airport. ‘If it's not raining, that's by bike,’ Margreet says. ‘It's 12 kilometres there and back, but that's totally fine with the radio on your headphones.’ Pop music in the morning, current affairs in the afternoon. ‘That way I keep up to date with the latest music and the latest news.’



**C**ome to work by public transport? Oh no, I'd have to change too many times. I stick to my car, I love driving. I've got a convertible, and when I can, I open up the roof.

# Desiree Beelen Parking Coordinator, Met en Co

**Where:** Green Park Aalsmeer

**Location:** Aalsmeer

**By:** Marie-Jeannine Citroen, SADC

**P**arking at Met en Co is really well organised: the sites are easy to access and secure, there are shuttle buses every ten minutes, and you can arrange everything online in advance. It's great that everything is so transparent.

**W**hen I'm on holiday, I can never just drive to the airport, or get in a taxi or on the bus, without thinking about it. It comes from working at Met en Co – I'm constantly looking with a professional eye. In Brussels it struck me that they have a good system and they're well organised. That isn't always the case with smaller parking companies.

**M**et en Co has 300 employees, 30 of whom work in the office.

**I** trained as a stewardess, but before I came here I'd always worked in the automotive industry, so I've got a thing about cars – now I'm coordinating the parking. Travellers can leave their cars in our carpark at a good price while they're away.

**M**en are in the majority here, but more and more women are joining, especially in the office.

**T**his summer I'm going to the US. Visiting my brother, and travelling – New York, Washington, the Rocky Mountains... I may well park my car at Met en Co.

**W**hen I'm in the car, I'm sitting still, but otherwise I do get exercise: I do yoga and I take dance lessons.



# Change

# opens

# up

# a

# whole

# new

# world

Photography by Rien van Ast

## 13

**WDP Nederland**

**Where:** Schiphol Logistics Park

**Location:** Haarlemmermeer

**Who:** Rien van Ast, Business Development

**By:** Rini Schoutsen and Masha de Wekker, SADC

### Eight years

‘You shouldn’t stay longer than that in the same job at the same company. Otherwise there’s a risk that you won’t stay motivated, because there won’t be much left for you to learn. If you change your job, and move to a new environment with different people around you, you start learning again, however old you are. That’s what I’ve done too. After technical college, I started work as an electrician. Even then, I was always thinking about how things could be done differently and better.’

After work I used to go to night school. I’ve got happy memories of my time at Menken Drinks. My job was planning production and incoming deliveries. In the 1970s and 80s, you just played it by ear. ‘I’ll have two lorryloads of Coca-Cola, and three of Fanta. Oh yes, and a couple of 7up’s too.’ I can remember when I first got a PC. It was in the days that it was quite something if you got a computer. And now we can’t do without them. We’ve become dependent on digital planning, stock control and administration. I worked on it myself – in the 1980s I developed the software for the production planning at Menken Drinks. I’d taught myself programming.

After four years of being responsible for production planning, I switched to logistics. It was under a bit of pressure from my boss at the time – I wasn’t keen on the idea at all, at first. But what happened? The change opened up a whole new world for me. I was learning again!’

Rien van Ast (61) set up the Dutch branch of the real estate investor WDP. He started in 2008, and this year he passed on the baton. But he’s still involved, working on acquisition and special projects, and sharing his knowledge. What drives him? He wants to keep learning.

### Matching

‘At the companies where I’d worked, I’d seen that they mainly needed extra space in the summer and around Christmas. At the same time, there are always warehouses that aren’t completely full. So in 1997, I started Storematch, with a business contact of mine. We had our own website, [www.storematch.nl](http://www.storematch.nl), which was a novelty at the time. We offered companies and warehouses the opportunity to match supply and demand internationally. In 2001, we set up an internet company called *Warehouse-match.com*. The website had just been launched when the 9/11 attacks happened, then when the dot-com bubble burst too, it was the start of a difficult time. At the end of the day, our website was digitally marketing supply and demand. But we came out the other side. Eventually we were operating in 13 countries, and from 2005 our website was really busy.’

### Job switch

‘At the end of 2007, at the height of the economic growth, the real estate investment fund WDP asked me to set up a Dutch branch. At the time, WDP was mainly operating in Belgium, Luxembourg and France, and hardly at all in the Netherlands. It was something totally new, a different

line of business, and lots to learn again: perfect for me! During the credit crisis, WDP was able to carry on investing in real estate, because Belgian banks set less strict conditions for financing. WDP now has 17 people working in the Netherlands, and the real estate branch is bigger than in Belgium.

WDP is listed on the stock exchange in Brussels and Amsterdam and is a highly rated development investor in logistics and industrial buildings – at Schiphol Logistics Park (SLP), for instance, which is a business park we’ve been involved with since 2010. The first building at SLP was ours, it was completed in 2012, for the company Rapid Logistics. At the time, the permit applications were still in progress, even at the level of the Council of State. The local residents were worried there wouldn’t be any green space left between SLP and their houses. But we were confident that the development was based on a well-conceived plan, so we were prepared to risk going ahead with construction. Sure enough, everything worked out fine. The green zone is there, it’s called the Ringdijkpark. And SLP is developing rapidly – it’s a beautiful location.’

“I’ve been taking photos since I was 11, mostly people and buildings.”

what are the possibilities, are there perhaps other solutions...? I really enjoy looking at questions like this from every angle and making an analysis, and then coming up with a complete picture as a solution, with the building as the means to achieve it. The collaboration with the client, that’s the most important thing.’

#### Stepping aside

‘In January I stepped aside, and Michiel Assink is now director. I have every confidence that things will go well with Michiel at the helm. It gives me more space to do the things I like, such as special projects, acquisition and transferring my knowledge. The handover happened in stages, we’ve been working on it for two years – from the point that I’d been working at WDP for eight years, in fact. I think it’s important that there isn’t too much change for the people I’ve been working with – their position in the company should stay the same. We have a lot of contact with our holding company in Belgium. Although the two countries are neighbours, there are still cultural differences we have to be aware of. You attract good new people by constantly innovating, keeping the staff enthusiastic, and working together

well. If you do this right, people want to come and work for you, and they’ll also stay. I’m very interested in keeping track of developments in the field of logistics. There are going to be more changes in logistics because of automation. Some people are worried that this will mean job losses, but I’m not. I think it actually offers new opportunities and possibilities.’

#### Passions

‘I’ve been taking photos since I was 11, mostly of people and buildings. I started with an old Kodak, but soon bought a nice SLR camera and started developing my photos in my own darkroom. Now I’ve got some more time for photography again. I like travelling – in the winter of 2017 I went sailing right up to the arctic circle in Norway. I took some fantastic photos, of whales, and the northern lights, which we saw every day. When I go travelling, I always take my running shoes. Sport is my passion, I run and train at a boot camp. No matter how far away I am, I always go for my run. In Nepal or Africa... you can run anywhere.’

#### Vision

‘A lot of careful thought has gone into the buildings we’ve constructed at SLP. What I find really important is character and logic. With the architecture firm Dedato, we planned the development in phases, like an urban planning project, and there’s a coherence in the architecture of the different buildings. Many of them have been fitted with solar panels. Sustainability is a key issue, not just as a contribution to society, but also because it benefits our tenants: it cuts the energy costs. Sometimes it can be a long journey, figuratively speaking, to solve logistics issues with clients. What are the requirements,



Photo by Rien van Ast

PolanenPark is the business park on the A9 motorway, west of Amsterdam, between Halfweg and Haarlem. It’s a little off the beaten track if you’re coming to work by public transport. But since the end of March, there’s been a solution: shared bikes. For anyone who works at PolanenPark, there are free bikes available at Haarlem Spaarnwoude station.



## The route of...

*Angelique Heijstek,  
Air Products Order Management*

Where: PolanenPark  
Location: Haarlemmerliede and Spaarnwoude  
By: Raisa Knibbe, SADC

“I live in Scheveningen in The Hague, and I come to work at PolanenPark by public transport. I have to change trains, and after that I used to have a half-an-hour walk. But now that’s all in the past thanks to the shared bikes - it saves me 40 minutes a day!”

“On the way from the station to PolanenPark, you go through the village of Haarlemmerliede. You cycle through the countryside, amid greenery and past spoonbills.”

“It’s not an option for me to come by car. I’m a vegan and a great animal lover, so I go to work by public transport for the sake of sustainability and the animals.”



At Haarlem Spaarnwoude station, there are eight bikes which you can reserve, and then you access them with a special code. They’re reconditioned bikes, which fits perfectly with PolanenPark’s ambitions for circularity.

# What

can we

# learn

from jazz?

# Improvisation!

## Schwalbe

**Where:** De President

**Location:** Haarlemmermeer

**Who:** Walter van den Hoven

**By:** Eelco Kienhuis, SADC

Walter gave me a warm welcome, and I explained the plans and ideas behind the magazine. As soon as I told him the topic of the interview – based on some inside info I had got from one of my SADC colleagues – his eyes lit up. Jazz! Now we were talking! Walter is a great jazz lover and a practising fanatic: he plays sax and clarinet with the Bridge Town Jazz Band, previously known as Prince Town. Walter is a real purist: his passion is for the pre-1950s era, Dixieland and swing, because of the melodious style and the compositions, which are, in his mind, the best.

### Bird in the orchestra

Walter's love of music started with the Stones. Later he moved on to soul, but after a while, he says, he began to get bored of it. He stopped being interested in those same old chord patterns. 'And then I heard the number Take a Pebble by Emerson, Lake & Palmer, which starts off as classical, moves into pop, and ends up with jazzy influences. This was the tipping point for me to switch to jazz. The clarinet intrigued me the most – the bird in the orchestra!' It was the start of a love affair. When he was 28, Walter began taking clarinet lessons.

Walter used to be a regular visitor to the North Sea Jazz Festival, but he thinks it's become too commercial, with too many different music styles on the programme. He prefers to go to a jazz bar, like Jazz Café Bebop in Delft or In den Uiver in Haarlem. He's on the board of the TAKE OFF music Event, previously Meer Jazz Festival, he tells me proudly. This annual festival in the town of Hoofddorp, just southwest of Amsterdam, has been running since 1994 and is one of the highlights of Walter's year.

SADC's sales manager Eelco Kienhuis went to visit Walter van Hoven, who heads the Dutch branch of the German family business Schwalbe. These self-styled 'tyre fanatics' sell their tyres for bikes and wheelchairs in more than 40 countries. But the conversation wasn't about tyres...

### Straight questions

#### Do you have musical heroes, and if so, who are they?

'Yes, lots!' Walter's list:

- Clarinetists *Barney Bigard* and *Edmond Hall*
- Tenor saxophonists *Zoot Sims* and *Stan Getz*
- Alto saxophonist *Paul Desmond*
- And not forgetting clarinetist and band leader *Benny Goodman* 'Bear in mind, these are musicians in my field, but of course every instrument has its kings.'

#### But if you had to pick one?

'Then I'd say Peanuts Hucko, the clarinetist. An underdog, but as far as I'm concerned, the king of swing!'

#### What could the SADC business parks learn from jazz?

Without hesitation: 'Improvisation! If you can improvise, you can live. You have to be able to move, and instead of sticking to things rigidly, take a sidestep and change direction. The same goes for the business parks: sometimes you have to let go of your vision, without forgetting your principles. If you can do that, things will only get better.'

#### And the relationship between music and life?

'There's music in life, but you have to bring it out and make it yourself. There are so many musical terms we use in everyday life – 'harmony', for instance. In life, you can keep in time or play offbeat, without hitting the wrong note.'

#### Last question, but also the trickiest: who is the best Dutch jazz musician?

'The saxophonist *Ferdinand Povel* – but then I'm not doing justice to all the other excellent Dutch musicians!'

# Walter's Spotify top 6

(if he had Spotify 😊)



1.

**Stan  
Getz**

Desafinado

2.

Paul Des-  
mond

**Theme  
from Black  
Orpheus**

3.

**Monty  
Sunshine  
Hushabye**

4.

**Frank  
Sinatra**

(‘the best singer ever’)

It was a very  
good year

5.

**Ken  
Peplowski**

Ring them  
bells

6.

Scott  
Hamilton

**Indiana**

# As a farmer, the land I'm used to working is very different from these big logistics sites

On the first summer day of the year, SADC's Harm de Boer dropped in on the agricultural contracting company RVR. Technical and commercial manager Pieter van der Vlugt told him all about the company – and about himself.

#### RVR

**Where:** Schiphol Trade Park  
**Location:** Haarlemmermeer  
**Who:** Pieter van der Vlugt  
**By:** Harm de Boer, SADC



Outdoor office

**When the weather is fine, Pieter receives his visitors in his outdoor office - at the picnic table, outside on the terrace. It's a nice spot for a meeting in the sunshine.**

#### Schipholgardener

RVR does agricultural contracting work, site and watercourse maintenance, gritting and agricultural machinery rentals. And the company is pretty much the Schiphol gardener, at least as far as SADC's business parks goes. That's why Pieter knows the people at SADC so well. 'It's nice working with them,' he says. 'They're committed, open and reliable, and they're always available to contact. Just like us. We're regularly asked to do jobs on the SADC sites. We've just been working on the installation of the Solar Park on the Groene Hoek site, just next door to our business. A fantastic job!'

#### Farmer

Pieter lives in Haarlemmermeer, not far from his work. He was originally a farmer, 'So the land I'm used to working is very different from the big logistics sites around here,' he says. 'But I really appreciate it that people pay attention to the green space on these business parks. I particularly like the Geniepark at Schiphol Logistics Park.' The Geniepark is part of the Defence Line of Amsterdam, which is on the UNESCO World Heritage list.

“  
Especially  
at harvest  
time, it’s  
hard graft:  
an early  
start and  
late home.  
”

#### Family man

Peter is happily married and has three children. ‘Two girls and a boy. I’m a family man. I don’t get round to it during the week, but at the weekend I cook for the family. On Saturday I first have a coffee with colleagues at work – we also work at the weekend. Then I often do a little tour of the fields to check how the crops are doing. And then I go home and cook. And in spite of my busy job, I take time for my hobbies. For 35 years, I’ve been playing tennis with a regular group of three friends. I love cycling and walking. My wife and I are walking

the Pieterpad route, nearly 500 kilometres from Pieterburen in the province of Groningen to the Sint-Pietersberg, Mount Saint Peter, in Limburg. Five more stages and we’ll have done it! I don’t really make time for reading, so I don’t get beyond the local paper and Elsevier magazine, which I get from my 90-year-old mother – she reads it first.’

#### Realist

Pieter brings that family feeling with him to work. ‘At RVR, we really value sustainability, nature and commitment to society. Cooperation is important, because you can’t succeed

on your own. But of course, you also have to make money, and our people are aware of that. Most of our employees are from a farming background, either involved in agriculture or used to hard work outdoors. Especially at harvest time, it’s hard graft: an early start and late home.’

Pieter tries to maintain a good relationship with everyone. He tries to find solutions and wishes everyone well in their work. But realistic as he is, he knows that’s not always possible.



**Virtually all organic waste from the business park can be put to valuable use.**

Next to Business Park Amsterdam Osdorp is the multifunctional recreation area Tuinen van West (‘Gardens of West’). It’s a place for city dwellers to walk, do sports, enjoy nature, grow crops, admire and discover. The latter is precisely what researchers Maarten Mulder and Kasper Lange did, as they explored possibilities for decentralised organic waste processing.

#### Project

In a project titled Re-Organise, Amsterdam University of Applied Sciences and the Aeres University of Applied Sciences in Dronten worked together to explore possibilities for decentralised organic waste processing. One of the aims was to provide companies with tools to get more out of their organic waste. Maarten Mulder and Kasper Lange were involved in the research.

#### Fellow students

Kasper: ‘Maarten and I know each other from Delft, where we were students together, doing Industrial Design at the University of Technology. Nearly 15 years later, we came across each other again here. We both have the drive to put sustainable innovations into practice.’



Maarten: ‘I want to make the world a better place. For as long as I can remember, I’ve been interested in biology. When I was a student, I did an internship at a firm of consultants for organic agriculture. With two partners I set up the company Buurjongens (‘boys next door’). We come up with practical sustainable solutions: we design natural garden fencing that adds to the green space in built-up environments. And biology was also an important element of Re-Organise.’

#### Organic waste

Maarten: ‘During our research, we became so aware of organic waste that now I never throw anything organic away with the rest of the rubbish. I’ll happily take an apple core home with me to put it on the compost heap. If my kids don’t finish their food and I can’t manage it either, then I’m glad we’ve got a couple of chickens to make good use of the leftovers.’

Kasper: ‘Via my PhD research, I try to let people know about the possibilities and opportunities that are available for organic waste. There’s been a huge increase in the interest in sustainability over the past few years, and a growing awareness that it’s a shame to throw things away, from both an environmental and an economic perspective. I think we’ve

## De Tuinen van West

**Where:** next to Business Park Amsterdam Osdorp  
**Who:** researchers Maarten Mulder and Kasper Lange  
**By:** Yasha Schadee, SADC



reached a tipping point: more and more companies are finding possibilities to process their organic waste to produce valuable raw materials. By processing it themselves or in cooperation with other companies, they can cut the cost of waste transport. What’s more, the organic waste can be processed close to the source to produce valuable resources that meet the demands of local consumers – either the company itself, or someone else in the neighbourhood. Through practically oriented research, we can help companies to find answers to their questions about what it means to make the switch to more sustainability in the way they run their business.’

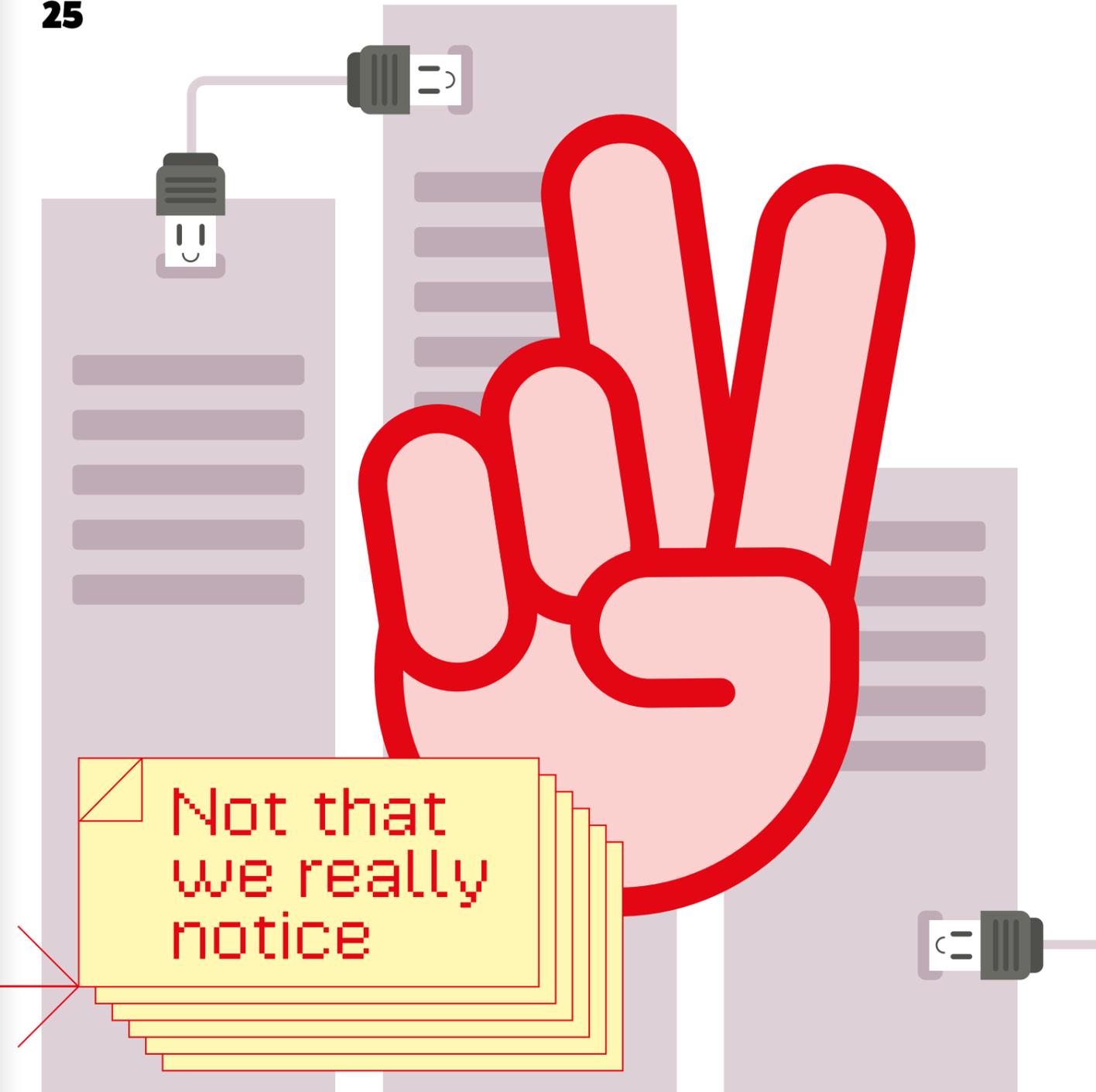
#### Cooperation

Maarten: ‘Tuinen van West can play a big role in making people aware of the possibilities for circular business operations, by cooperating with Business Park Amsterdam Osdorp. Virtually all the organic waste from the business park can be put to valuable use in an agricultural and recreational area like Tuinen van West.’

**Interxion**  
**Where:** Schiphol Logistics Park  
**Location:** Haarlemmermeer  
**Who:** Michael van den Assem  
**By:** Jeanet van Antwerpen and  
 Masha de Wekker, SADC



Michael van den Assem is general director of the data centre Interxion. A good company can't do without good personnel. How does Interxion go about recruiting and holding on to staff?



#### Constant growth

'The entire business world depends on data centres, for data storage, for network traffic... So more are needed, and Schiphol Logistics Park is an ideal place for them. I believe in this location. Around our office, it's a hive of activity. Data centre AMS8 is being extended, and preparations are underway for the construction of the next centre, AMS10. Interxion is working hard to build the future and the 'cloud'. There's room for expansion, which is handy if, like Interxion,

you're expecting constant growth. It's true that data centres use a lot of energy, which unfortunately isn't inexhaustible. Modern data centres like ours are incredibly efficient in their power consumption. People complain that too many data centres are being built in the Netherlands, but that's not true. If we didn't have all those data centres, every company, large or small, would have to have one on its own. And that would use even more valuable energy.'



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**Perhaps the most important thing is talking to each other.**  
 ”

#### Interest and enthusiasm

‘What’s special about working in a data centre? You have to stick to clearly established rules and work according to procedures and protocols. You also have to be flexible – a data centre runs 24 hours a day, seven days a week. In that respect, the job has a lot in common with being in the military, and sure enough a lot of the staff have a naval background.’

‘It’s always a challenge to find the right employees. At our young talent day, we want to make young people enthusiastic. We offer them workshops and a guided tour, and explain how enjoyable and interesting it is to work in a data centre. We do the same thing on international Girls in ICT Day, but then just with women and girls. That’s a big success every year.’

#### Looking after people

‘Millennials are only loyal to a certain extent, that much we know. Good people are great to have, but at a certain point they can decide to opt for a new challenge. So we offer good possibilities for growth, either here at Schiphol Logistics Park, or at one of our centres elsewhere in Europe. But I think what’s important is simply to look after your people, from providing a good lunch to organising family days and company outings. And perhaps the most important thing of all is talking to each other. I reckon I know everyone here by name, and I’m certainly not the only one. We don’t like doing things just out of obligation.’



## The bedside table of...

*Interxion Marketing Professional  
 Patrick Brand*

**Where:** Schiphol Logistics Park  
**Location:** Haarlemmermeer  
**By:** Jeanet van Antwerpen and Masha de Wekker, SADC

Patrick Brand is a marketing professional at Interxion. He explains what it’s like to work at a big international data centre.

#### What’s it like to work at Interxion?

‘The people are really nice and the data centre as a product is fascinating. So I really like working here. I feel like I can contribute to the company both through external and internal communications, together with my colleagues.’

#### What are you working on at the moment?

For one thing, the marketing for AMS10, the new data centre we’re going to build on Pudongweg. We’re going to concentrate on online marketing and the use of video – pictures say more than words. So I’m working on a trailer announcing the construction of AMS10, for instance, and the new techniques we’re going to be using to explain visually how AMS10 has been developed. It’s really nice to work on – I’m a very visual person, and I’ve worked for nearly 20 years in the media world. Now I’m applying my knowledge to show what Interxion is and does.’

Patrick has a whole pile of books on his bedside table, and he’s reading them all at the same time! A chapter from one book, a chapter from another, then a few pages of the next one. One thing’s clear: Patrick Brand likes reading. We asked him about his favourites.

**On my bedside table** →

#### Favourite books

‘Biographies are number one for me! About sportspeople, successful entrepreneurs, or, for example, the Dutch astronaut André Kuipers. I like extremes, stories about amazing achievements. What journey has a person been on? What choices bring people success? And what are they prepared to do for it? I’m fascinated by these kinds of details.’

#### Books he also reads

‘Books in English like *The Power* by Naomi Alderman, *A Column of Fire* by Ken Follett... and also *Harry Potter*.’

#### Books he doesn’t read

‘Management and self-help books. I never learn anything from them. You can learn a lot more about what the real world is like from biographies. And that’s what I’ve taught myself: make sure you’re always learning something.’

#### He reads because

‘It’s wonderful to be able to escape from reality. And because I want to keep learning. I usually read four to six books at the same time – a bit of one book, and then I pick up another. Sometimes I have to go back a couple of pages to pick up the thread. I must admit, it’s not always handy.’

#### When he’s travelling

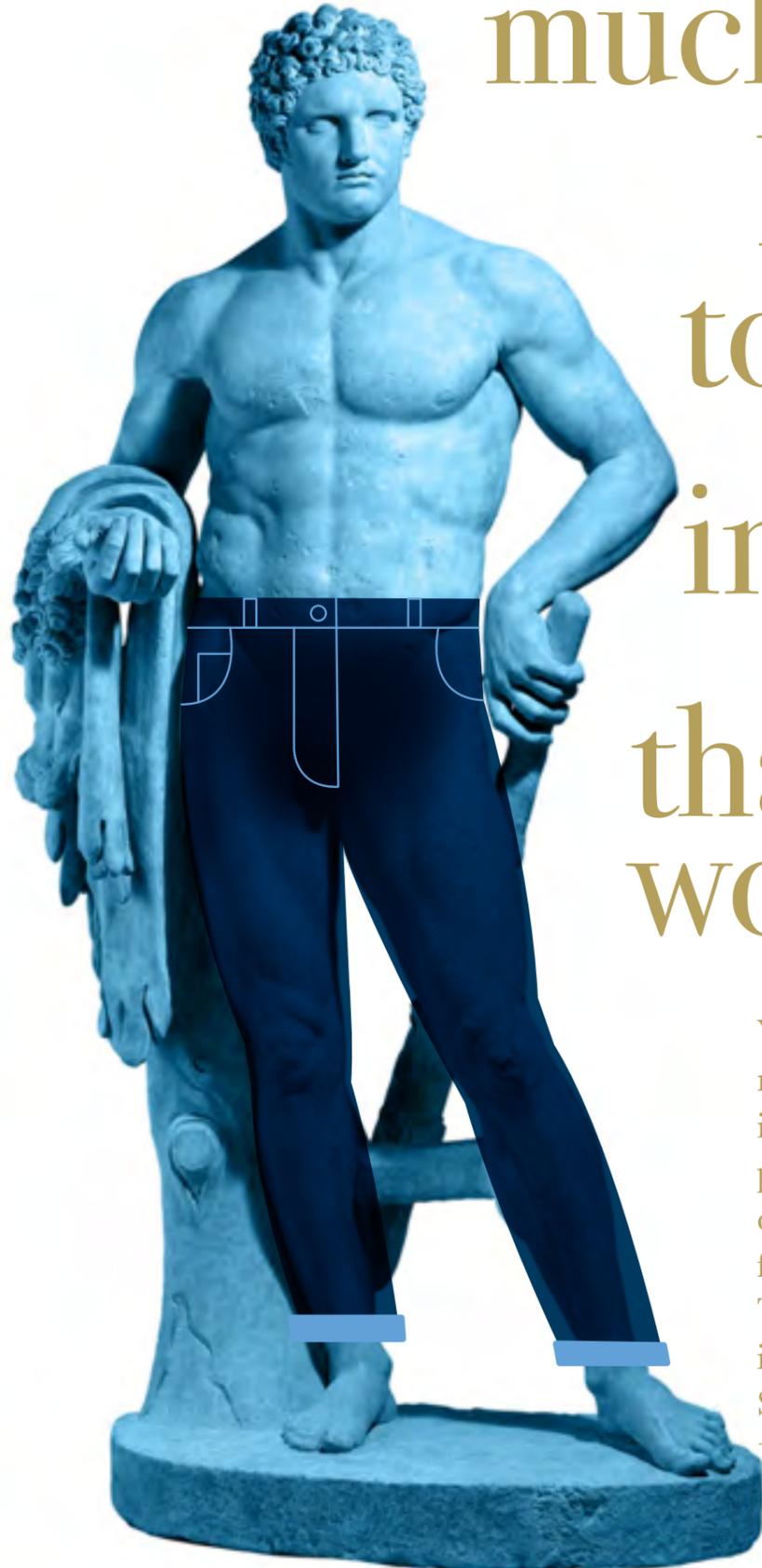
I read then too. I put the books that are on my bedside table onto my iPad and phone. So actually I always take my bedside table with me, even on the plane. Because I read so many books at once, sometimes it takes me a while to find where I’ve got up to. That’s actually my biggest problem: I can’t get the digital bookmark to work!

#### Book tips

‘Two books about Dutch politics: *Lobbyland* by Ariejan Korteweg and Eline Huisman, and *Je hebt het niet van mij, maar...* (You didn’t hear it from me, but...) by Joris Luyendijk. They’re both about politics in The Hague, and in particular about the role that lobbyists and ex-politicians play in the decision-making process.’



# Men are much harder to influence than women



## No Excess

**Where:** Business Park Amsterdam Osdorp

**Location:** Amsterdam

**Who:** Marketing and PR Coordinator Selina van Loon

**By:** Marie-Jeanne Citroen, SADC

You might not think so from the name, but fashion label No Excess is 100% Dutch. The company is planning to shift the focus of its communications and marketing from the shops to the customer. The person responsible for this is marketing and PR coordinator Selina van Loon.

## Are you happy with your work location?

Yes, but I would be, wouldn't I! No Excess is in a beautiful modern building surrounded by greenery. It's not so easy to get here by public transport, so I come by car. It's quite a drive, every day I'm stuck in traffic from Utrecht onwards. I listen to Spotify – R&B or Ed Sheeran in the morning, and something more upbeat on the way back. It's just irritating the way people do everything in their car apart from looking at the road: shaving, doing their make-up, checking their phone... I used to work at Airport Business Park Lijnden, which was also nice. But here I think it's a bit greener. I know that Sanquin is also here, but I don't know any other companies at Business Park Amsterdam Osdorp. It would be nice if sometime there was an event, so we could get to know each other, and there'd be more connection between the companies here. Actually, I should go out more during the lunch break, it's a nice place to go for a walk. But then I'd miss the lunches we have together. At 12 o'clock, everyone stops work and we all have lunch at a big table. The food is provided, but I always bring my own, a salad. I try to live healthily, mindfully and consciously.'

## How are you going to shift the focus from the retailer to the consumer?

'We're working on that right now. We're developing a recognisable identity, we're profiling ourselves as 'No Excess, the Dutch Clothing Company'. We're distributing newsletters with marketing campaigns, both for retailers and customers. We're active on social media and we've got a webshop. And if somebody isn't satisfied, then our customer service solves the problem. It's all part of our marketing strategy to raise awareness of No Excess among consumers. I enjoy thinking about what we can do as a company to attract more men. I've got a lot of freedom in how I go about it. No Excess is a fashion label with clothes for modern guys, with an eye for detail, who like original and comfortable clothes. Although we're aiming at 35+, it seems that in practice our customers are 45+. The question is, how do you reach the men in the target group? Men are harder to fathom and influence. Certainly online, women are easier to influence and inspire. You need a different tone of voice for men, and I'm constantly trying to work out the best way to approach them.'

'Because I'm the only person at No Excess responsible for consumers, it's sometimes hard to talk things over. I do talk about it with colleagues, of course, but I also get inspiration from other brands. When it comes to marketing, Scotch & Soda is really good. Samsøe & Samsøe is a great example for website functionality, and Costes for content marketing. I want to keep learning, that's important in my job. Soon I'm going to a conference on e-commerce.'

“  
*I'm constantly trying to work out the best way to approach our target group.*  
”

## How do you do that in your free time?

'Through exercise: I do yoga and boot camp. And by eating good, healthy food. I try lots of different restaurants and I'm always on the lookout for food hotspots. And by travelling, which I love. Last September I went to Indonesia, and I've got a long list of places I want to go to: Cuba, the west coast of America, Japan – definitely Tokyo – and Sri Lanka.'



Her lifestyle is mindful and healthy and she loves good food. What are Selina's favourites?

#### Favourite dish

'It's got to be something Vietnamese. Since I've been travelling in Vietnam, I've been crazy about it. From summer rolls to rice noodle salad with prawns, it's all delicious.'

## The favourite dish of...

*No Excess marketing and PR coordinator Selina van Loon*

**Where:** Business Park Amsterdam Osdorp  
**Location:** Amsterdam  
**By:** Marie-Jeannine Citroen, SADC

'I adore coconut water. Preferably out of a fresh coconut, of course, under the palm trees on a beautiful white beach ;-).'

#### Home cooking

'I don't have the patience for cooking, so usually my boyfriend cooks. He's from Suriname, and he likes to make Surinamese saoto soup, which is a lot like soto, an Indonesian soup. And that's very familiar to me, because I'm half Indonesian.'

## I practically live round the corner from De President: perfect!

Volkswagen and Audi dealer A-Point is a veteran at business park De President in Hoofddorp. SADC's Monci Klein Langenhorst talked to apprentice mechanic Nick Bouten. Not at the park, but on Skype: Nick was on the Caribbean coast of South America, in Suriname.

#### A-Point

**Where:** De President  
**Location:** Haarlemmermeer  
**Who:** apprentice mechanic Nick Bouten  
**By:** Monci Klein Langenhorst, SADC

#### Suriname?

'Yes, I'm visiting my girlfriend Maxine. She's a hospitality and catering student, and she's here on an internship for six months – and I'm here on holiday for two weeks. It's so relaxed here! The funny thing is, because Suriname used to be Dutch, if you put the radio on, apart from Surinamese dance music, you hear quite a lot of old Dutch pop hits.'

#### And soon you'll be back at A-Point.

##### Have you just started there?

'No, I've already been there for about three years. At A-Point I'm learning the practice and at the Nova College regional training centre I do the theory. I work four-and-a-half days a week, and one afternoon and an evening I go to college. I'm doing the advanced car mechanic's course, and all being well I'll be finished in the summer next year.'

#### Until June, the company had been called Lexpoint for nearly 60 years.

##### Will the takeover bring big changes?

'Of course, things change when there's a different owner, but that's no problem for me. I like it here, and I don't expect that to change. I've got a perfect job, nice colleagues, and I've

been able to make my hobby my work. I love working on cars – actually I like tinkering with anything on wheels.'

#### As an apprentice, do you just get the easy jobs?

'Oh no, the further I get on my course, the more challenges they give me here. The variety is increasing all the time, and I can work more and more independently. I also do shifts on the roster of the 24-hour service. Customers who have broken down within 25 kilometres of Hoofddorp can call any time. I find it very satisfying work. Nearly everyone is really happy when you come and help them with something like a flat tyre or battery.'

#### Volkswagen or Audi?

'Audi! An A3 from 2003. But I go to work on a scooter, I practically live round the corner from business park De President. I'm always telling myself I should go by bike more often in the summer, but I hardly ever get round to it.'

#### Do have the radio on while you're working?

'Everyone likes a bit of music on the work floor. Around 15 people work

in the workshop. The radio is always on, but the station varies. There's not really a schedule for it, it's just whoever happens to turn the radio on in the morning. And because there's a mix of ages, from 18 to 55-plus, there's sometimes a bit of an argument about it. The young people listen to Qmusic, the old people prefer Radio 10 Gold. But we always come up with a compromise. And we like to sing along at the top of our voices! But who's singing depends on the age and the track that's playing. I like music, and I listen to it every day, but I'm not particularly devoted to it. I never go to concerts, for example. I do go to festivals, then you can see more different bands. Last year I went to Mysteryland in Hoofddorp, and that's also going to be my next festival this year, at the end of August.'

#### Can you give us a top 10 of your favourite music anyway?

My taste is always changing, so I don't have a list of favourites. But I do have a list of tracks I'm listening to a lot at the moment, in no particular order:

1. **R.S.G.**  
*Drukjes*

2. **The Notorious B.I.G.**  
*Hypnotize*

3. **Shaggy**  
*It wasn't me*

4. **Kevin**  
*Beetje moe*

5. **Bizzey**  
*Ja*

6. **Esko, Josylvio & Hansie**  
*Hey meisje*

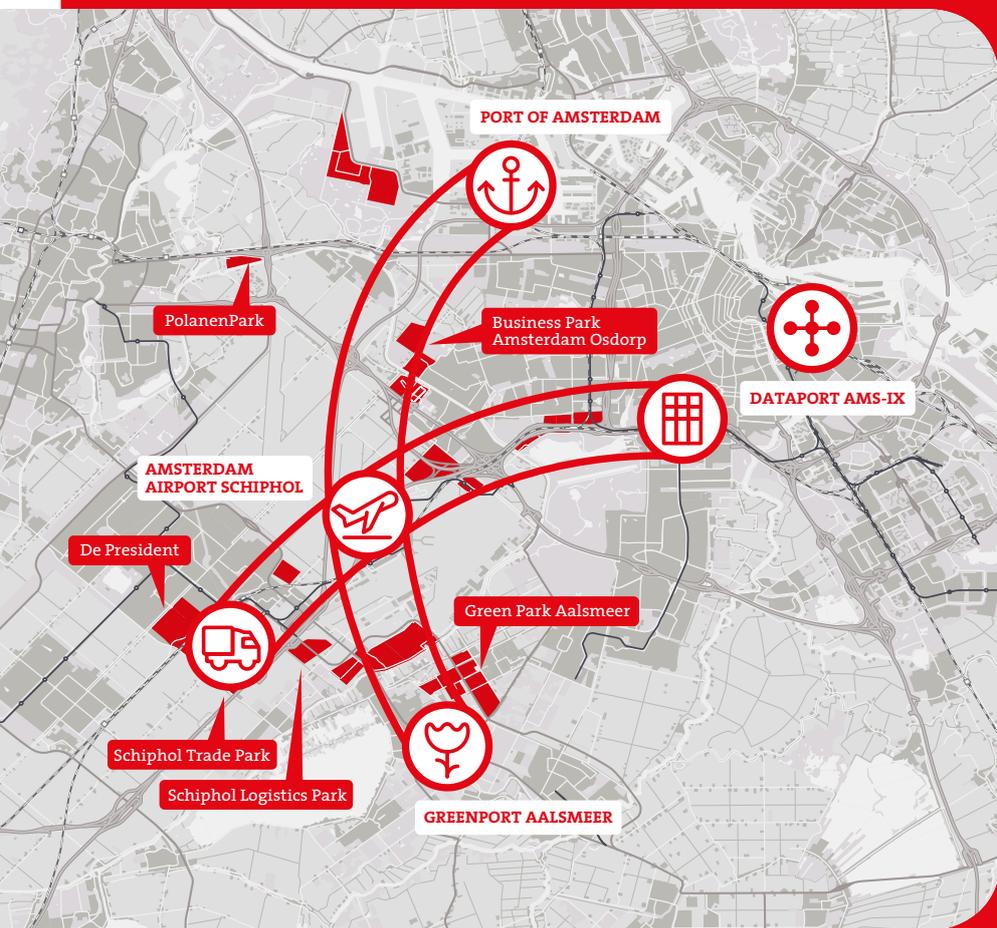
7. **Josylvio**  
*Catch Up*

8. **Drake**  
*God's plan*

9. **Drake**  
*Nice for what*

10. **Raynor Bruges x Murda**  
*Betere man*





#### About SADC

SADC (Schiphol Area Development Company N.V.) develops an interrelated portfolio of high-quality, easy-to-access working environments in the Amsterdam Airport area, which are competitive both nationally and internationally.

#### SADC N.V.

The Outlook, building C, 2nd floor  
 Evert van de Beekstraat 356  
 1118 CZ Schiphol  
 The Netherlands  
 T: +31 (0)20 206 66 40  
[www.sadc.nl](http://www.sadc.nl)