

# HEALTH

# FEEL

# YOUR

Health

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**SADC's Jeanet van Antwerpen:**

‘Health is about consciousness. Keeping your body and mind vital.’

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**Just Brands:**

With 30 colleagues on a yoga mat

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**BoerBos:**

Farmers, sheep and circular thinking

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Faces Magazine  
July 2019 / no. 3

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Printed on 100%  
recycled paper

# In search of more happiness at work



**Jeanet van Antwerpen,**  
**Director of SADC**

Photo: Michel ter Wolbeek

Welcome to the third edition of Faces, the magazine in which SADC staff talk to people who work on or near our business parks. In this edition, we're paying a visit to our neighbours. In Dutch we have a saying 'a good neighbour is better than a distant friend', and luckily we've got a wide variety of great neighbours! From a shepherd who gives training courses on what you can learn from a herd of sheep, to a nurseryman who grows plants that make office environments and people happier. Personally, I think our most interesting neighbours may be the colony of spoonbills along the A200 motorway. The chance to watch nesting spoonbills is one of the perks of working at the PolanenPark. Or taking a close-up look at a strawberry plant at the Fruittuin van West at Business Park Amsterdam Osdorp. Extraordinary everyday things, right on our doorstep.

We see the people who work on our business parks as residents, and these areas as part of their environment – part of the 'urban fabric', as the jargon aptly puts it. We want our business parks to be the opposite of 'non-places' that are unloved and hidden away from the

outside world by 'green buffers'. There are opportunities to discover and develop relationships, connections and exchange. And if you add a holistic viewpoint into the mix, you get a different perspective as an area developer. The result? Places where people not only like to work, but which they also go out of their way to explore.

Health is the broad theme running through this edition of Faces. It strikes me that the people we interviewed often talk about consciousness: making conscious decisions for a career switch, and the way you can maintain vitality of both body and mind. Or consciously choosing to use particular products, or how you interact with and experience your environment. Taking the time in your hectic life for a moment of peace, contemplating a bumblebee on a flower, or rolling out your yoga mat. All of which will lead you towards a happier work life!

‘WE  
CALL IT  
ORGANIC,  
MY  
PARENTS  
CALLED  
IT  
GOOD  
FARMING’



3

**BoerBos** (‘Farmer Bos’)  
**Where:** next to Schiphol Logistics Park  
**Municipality:** Haarlemmermeer  
**Who:** Paul Bos, shepherd/trainer  
**Interviewer:** Raisa Knibbe, SADC  
[www.boerbos.nl](http://www.boerbos.nl)



At the edge of Schiphol’s business parks is a sheep farm and more: Fortboerderij Dijkzicht in Aalsmeerderbrug. Shepherd and trainer Paul Bos – ‘everyone calls me Farmer Bos’ – explains what you can learn from nature and a herd of sheep.

**Farewell farm**

‘The idea was that I should follow in my parents’ footsteps on the farm, but after secondary school, I didn’t want to. I left and studied journalism, communication and marketing. I had various jobs in the sector, including running my own agency for 10 years, with more than 20 people working for me by the end. It was a great time.’

**Turnaround**

‘For 18 years, my father used to call me twice a year to ask “Will you come and help for a day?” and I would always say no. But then one time I thought, “oh go on then, I’ll go for a day.” That day brought about a complete turnaround in my life. A year later, I cut the Gordian knot, found someone to take my place at my company, and took over my parents’ farm.’

4



# ‘FARMERS HAVE CENTURIES OF EXPERIENCE WITH CIRCULAR THINKING’

### Growth

‘As a farmer I felt the need to get closer to business and society. It was after I took my sheep out on a tour of the polder that I realised how to do it. It wasn’t long before there were schools asking me for nature education, restaurants asking for meat from the herd, managers for workshops on leadership, and teams wanting to learn how a farmer grows things.’

### Out and about

‘I still take the herd out around the polder for a couple of days, once or twice a year, in consultation with farmers in the area, or site managers, because the sheep are then grazing on their land. Increasingly you see managers getting a herd of sheep to graze on a business park rather than having it all mowed. It fits nicely with the zero-emissions trend.’

### Forward to the past

‘Taking nature as the inspiration, we now run team days and custom-made programmes for companies. And also courses for the Amsterdam Regional Training Centre (ROC Amsterdam). The central theme is ‘lifelong growth’. What 21st-century skills do you need for your organisation to grow successfully? Apart from that, we’re still a farm, with around 120 sheep, and we sell our produce locally. I’ve breathed new life into the farm, and built on its rich tradition – moving forward into the past.’

### Everything benefits

‘There’s a lot we can learn from the laws of nature. It’s had a few billion years of R&D, I often tell my clients, so why wouldn’t you make use of it? Farmers have years of experience with circular thinking. We don’t use any artificial fertilisers or pesticides here, the animals are outside all year except in the winter, they give birth on their own, never lie helplessly on their backs, and there’s plenty of shade. We call it organic; my parents called it good farming. “Work together with nature,” they’d say, and then everything benefits: nature, insects, biodiversity, birds, the sheep, and so also the farmer.’

### Using your talents

‘During our team days, I ask the participants to move the herd from one field to another. What you see is that nearly everyone throws themselves into the task, and nobody stops to think what the sheep want. Yet that’s the essence of leadership and cooperation: thinking what other people need, and what steps can you take together. Our programmes teach employees and teams to make better use of their talents. Doing what you’re good at keeps you healthy. I see it in myself too. Since I took over my parents’ farm I’ve been more effective, I do more using less energy, and I feel better.’

5



# CLOTHING COMPANY JUST BRANDS STIMULATES A HEALTHY LIFESTYLE



*Keeping fit  
at Just Brands*

MONDAY	<i>boot camp &amp; weight training</i>
TUESDAY	<i>yoga</i>
WEDNESDAY	<i>kickboxing</i>
THURSDAY	<i>fitness training</i>

*On a busy day at  
least 30 people roll  
out their yoga mat'*

No wonder Kirsten Huij is smiling: at clothing company Just Brands she's a member of Just Active, which runs activities for the staff. And the activities are enough to make you green with envy!

**Active** 'I work in the business support department, where I mainly deal with the electronic data traffic for the wholesale business. Along with four colleagues, I'm also responsible for Just Active, with which we organise activities for the staff. We recently had an afternoon with a speaker who explained how you can best protect yourself against hackers. But we also regularly run fitness boot camps. When we extended our existing building last year, we gained enough space for a fitness room for the staff. I did a survey to find out what sort of sport our 130 colleagues wanted to do. We already had boot camp, and we added fitness, yoga, kickboxing and weight training. The company provided the equipment, and the room gets a lot of use. It took a while to work it out, but we now have a busy programme. Yoga is much more popular than we expected. On a busy day we'll have at least 30 people rolling out their mat.'

**Healthy** 'Just Brands promotes sport partly because healthy employees produce good results. Sport can prevent burnout and help you recover from it. Staff members with an injury can do exercises here, under professional supervision, to speed up their recovery. We constantly evaluate the programmes, so we know that our staff really like the fact that there are so many opportunities to do sport here. I'm really proud of it!'

**Tasty** 'At our company restaurant we can order healthy food for lunch, and increasingly it's also organic. Twice we've organised a 'recharge' at the company. There was a special lunch menu, and if you wanted, you could get a shopping list for breakfast and dinner for the whole week, too. Part of the recharge is 'mind fitness': training and coaching for your brain. We'd really like to hold another one. It's great to work for a company that's so committed to its employees' health, and also to play an important role in it. It also stimulates our creativity: we keep thinking about how we can help every member of staff to feel healthy and happy.'

### Sustainability facts

- We sort our waste
- People have to say whether or not they're going to be there for lunch to avoid wasting food
- We have LED lighting throughout our head office
- We're a PET-free company
- We focus on good working conditions in the factories
- We use good materials: BSCI certified cotton (for better working conditions) and recycled polyester
- We've signed the Sustainable Garments and Textile covenant

### Just Brands

**Where:** Airport Business Park Lijnden

**Municipality:** Haarlemmermeer

**Who:** Kirsten Huij, business support

**Interviewer:** Olav Steffers, SADC

**www.justbrands.nl**

Just Brands is the company behind the clothing brands PME Legend, Cast Iron and Vanguard. The company was founded in 1992 and the head office has been at Airport Business Park Lijnden since 2009.

Last year, Just Brands expanded its premises to around 8,000m<sup>2</sup>. The company also opted for sustainable energy alternatives, including solar panels and 'concrete core activation' to keep the building at a constant temperature through heat and cold storage.

The sustainable building reflects Just Brands' efforts to make its garment manufacturing as sustainable as possible.

# The sports bag of ...

*Kirsten Huij  
of Just Brands*

'From home I often go running. I like running outside more than on a treadmill at the sports centre.'

'I do loads of sport. What I do is a mix of fitness and weight training.'

'Everyone who works at Just Brands gets one of these Doppler water bottles. Mine isn't in such a good state, it gets a lot of use.'



'Neat? It's just the way I take my clothes and towel out of the wardrobe. I pile it in the bag and take it out like that - although I think the photographer has also folded it more neatly for the photo.'



'I really like the combination of fitness and weight training. In the weight training sessions we also do a bit of cardio, but I mainly use the sessions to get stronger. I go running purely to keep fit and avoid putting on weight.'

'At work, on Monday I do the weight training, very occasionally on Tuesday I do a yoga lesson, and on Thursday there's also a sort of weight training session.'



'Yes, this is a PME Legend bag. We were given it once at an event.'

**It's a nice bag,**

with lots of compartments, and it's made from one of those materials that doesn't hold the smell of sweat.'



'We have changing rooms and shower cabins with a bench and clothes hooks. So after working out you can have a nice shower and then go home feeling fresh... or start work.'



'I really like doing sport and exercise, and I thought, wouldn't it be great if we could give people the chance to do it right here? That's why we put a lot of effort into making it possible at Just Brands. So it was a bit of self-interest!'

'I do sport both before and after work. On Mondays after work and on Thursdays early in the morning. That feels great! I've already had some exercise and then I go to work.'

# Gas!

## Air Products & healthcare

### Liquid and frozen

'We sell gases. We have the air gases oxygen, nitrogen, argon and carbon dioxide delivered to us in cryogenic liquid form, and then we turn them into gas and put them in different types and sizes of gas cylinders under very high pressure. Why liquid? It has a lot less volume than it does as a gas, and that makes transport easier and cheaper.'

### Intriguing

'Gases are used a lot in healthcare. If you see someone with a nasal cannula and an oxygen tank, it'll be a COPD patient who has specially conditioned oxygen to help their breathing. Or those familiar masks they use in hospitals: that's oxygen or medicinal synthetic air. What's less well known, but also intriguing, is incubator gas. That's vital for babies that are born prematurely. It's the best thing for them. We mix oxygen and other components to make it, so it meets very specific demands.'

'For MRI scanners, we supply liquid helium. An MRI scan uses radio waves and a strong magnet to make an image of the body in 'slices' to help the doctor make a diagnosis. The MRI scanner depends on liquid helium, because it's used to cool the magnet. The colder the magnet, the better the conductivity, so the faster the current and the bigger the magnetic field. At -250°C, liquid helium is the coldest product we can make. It makes the magnet more accurate, and then so is the MRI scan.'

'Laboratories use gas for research on diseases and treatments. Here too we make gases with very specific compositions. For conditioning, to isolate a research environment from certain components of the outside air, for example. But also for storing blood, eggs and other tissue.'

### Air Products

**Where:** PolanenPark

**Municipality:** Haarlemmermeer

**Who:** Jeroen Vos, supply chain & optimisation manager

**Interviewer:** Masha de Wekker, SADC  
[www.airproducts.nl](http://www.airproducts.nl)



### High satisfaction, low absenteeism

'We do everything we can to enable people to do their job as well as possible. Colleagues who do physically hard work receive personal advice twice a year from an ergonomic consultant. And we stimulate people to do exercise. We always have a group who take part in the Dam tot Damloop running event, and in Rotterdam every year we have a cycle tour. There's also an annual sports tournament in a European country with an Air Products branch. This year it's a football match in Germany, and anyone who works here can join in. There's also a free physiotherapist and mental coach for employees. So we do a lot to keep our people healthy and happy. And to keep the level of absenteeism down. Because there's also work that needs doing, haha!'

### More buzz

'I've been working for Air Products for years, and I've been at a lot of different locations. I've only been here at PolanenPark for a year and a half. We've been here since 2015, in a new building, with all the facilities we need. I've got a great workplace, I think. I don't spend much time in my office though, as I'd much rather be on the work floor – that's where it's all happening! It's nice that there's more of a buzz here at PolanenPark these days. The CyrusOne data centre is opening soon, and it's filling up around us. A lively atmosphere is important – if you don't have that, you're missing something.'

### Safety driven

'Air Products is a US company, and one thing that's typically American is that we're incredibly safety driven. Our target is zero incidents. I associate our employees' health with safety. Gas diffuses, so we use a closed system so no gas is lost, and nobody is exposed to gases unnecessarily.'

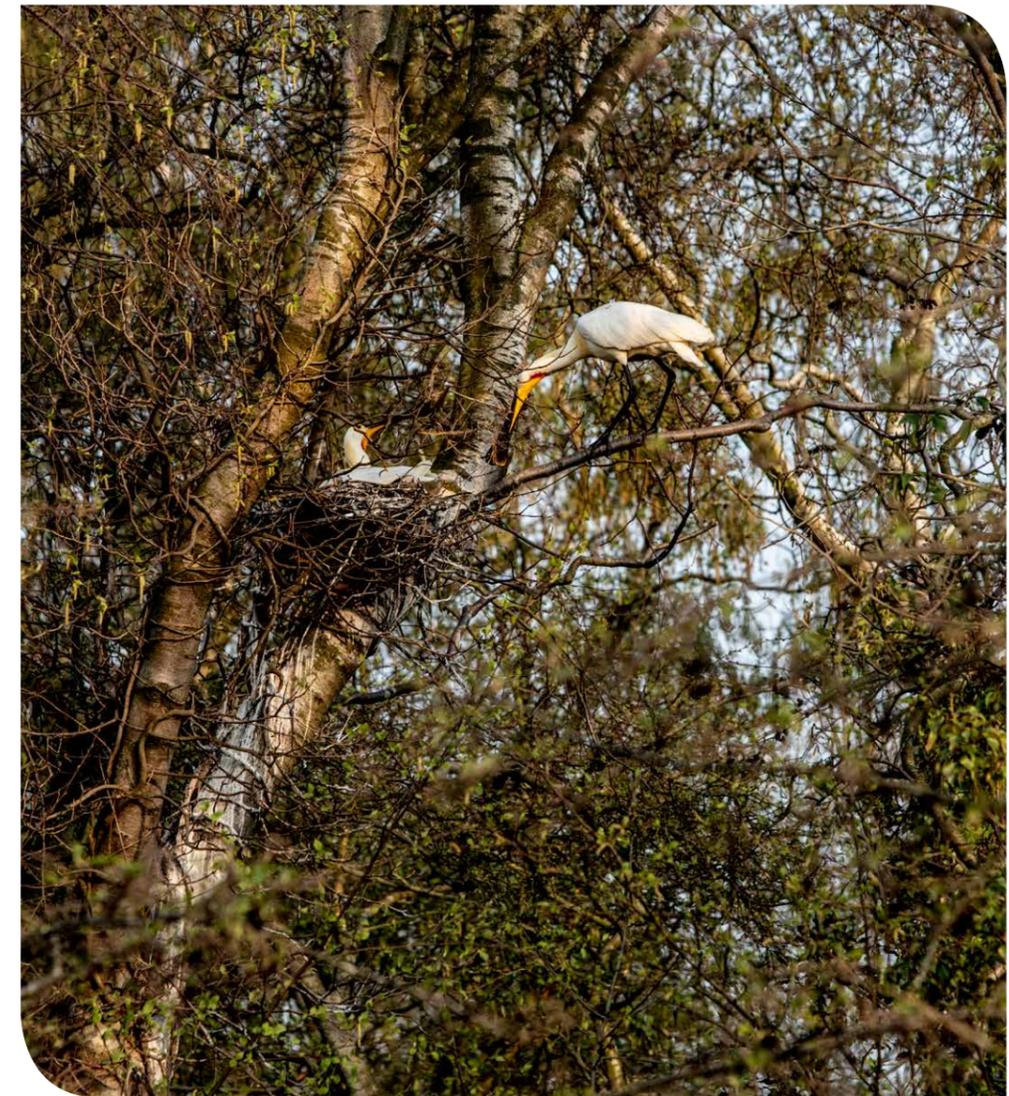
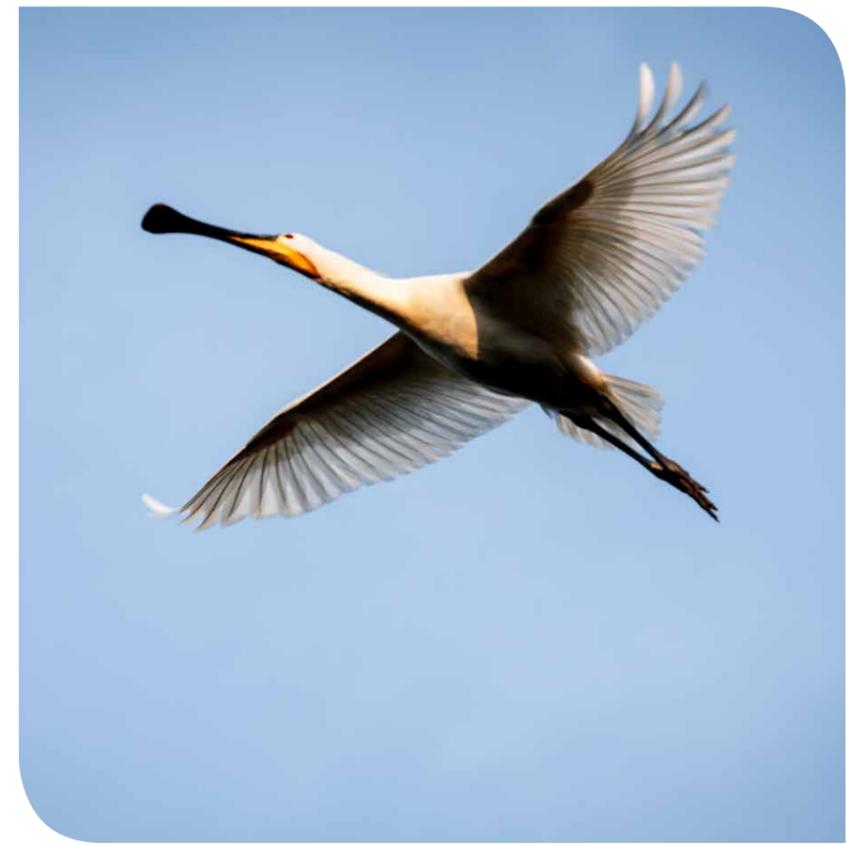
### About Air Products

Air Products and Chemicals Inc. is an international company that sells gases and chemicals for industrial purposes. The head office is in Allentown, Pennsylvania, USA.



‘Spoonbills as neighbours.  
It’s a perk of working  
at PolanenPark.  
Extraordinary things on  
your doorstep.’

Jeanet van Antwerpen, Director of SADC





# 'OUR AIM? IMPROVING CARE AT EVERY LEVEL'

The way you achieve innovation in healthcare is by bringing people together, around the table, or in a neighbourhood, where people live and work. That is the belief at the Amsterdam health & technology institute. Business developer Birk Frankvoort talks about better healthcare, the advantages of clustering, and the benefits of doing a plank every hour.

The Amsterdam health & technology institute (ahti) is one of the many initiatives launched by Joep Lange, the AIDS expert who died in the MH17 air disaster. It was he who came up with the plan for this research institute, aimed at improving healthcare at every level – in Amsterdam and beyond. Sadly, he didn't live to see his plan become a reality.

'But you can still see his way of thinking in our pragmatic approach,' says Birk Frankvoort. 'Our director Michiel Heidenrijk worked with Joep Lange for years. We aren't a traditional research institute, we want to do projects that have an impact, by bringing together people, organisations, companies, researchers and entrepreneurs to work on innovation in healthcare, to improve the quality of care, increase patient satisfaction, and make the care more cost-effective.'

'Our approach is evidence based and data driven: we base our work on data from the "real world", which proves whether or not something works.'

'Ahti brings together partners from the public and private sectors, profit and not-for-profit. For successful cooperation you need mutual understanding, and here too we see data as a solution. We use it to create a set that everyone uses as the starting point for cooperation. This can be at a high level, for example in efficiently and effectively organising acute care for the elderly in Amsterdam, plus the associated funding. But it can also be at a lower level, like in our district approach, where we use data as a starting point to enable professionals from different fields (from the police to healthcare to housing associations) to look at their districts and devise local policy.'

## Amsterdam Life Sciences District

'Ahti will have been a success if healthcare improves. It will help if economic activities are attracted to Amsterdam, with a focus on innovation for better healthcare: new companies, or startups that are scaling up, and also research and innovation funding for institutes in Amsterdam.'

'These economic activities can find a home at the Amsterdam Life Sciences District, which is an ahti initiative with partners including Amsterdam University Medical Center (UMC) and the City of Amsterdam. This is an area with a cluster of companies and organisations in the field of health and care, with a special focus on artificial intelligence. It's an inspiring environment which is developing rapidly, close to Amsterdam UMC, at the Academic Medical Center (AMC) location. And in cooperation with partners like amsterdam inbusiness, Amsterdam UMC and property developers, we're bringing health tech companies there. For example, to help startups and scale-ups to take the next step in their development with our European accelerator programme HealthInc.'

'Clustering works for organisations in this sector. Ahti helps to promote it by forming a community. Physical proximity is great, but it's not enough. You also have to make connections between the organisations in the area. Here the presence of the AMC location is a driving force for innovation and enterprise.'

'This partnership with Amsterdam UMC as a leading university medical centre is very important. A recent example is the advent of the Amsterdam Skills Centre, a high-tech training centre for medical specialists and other healthcare professionals. It's a partnership between the medical technology company Stryker and Amsterdam UMC. Medical practitioners from all over Europe come here to improve their skills in operating theatres, using the latest equipment. It's a great example of public-private partnership. There's room for the life sciences sector to grow. There are still plots available, and there's room in existing buildings. Plenty of opportunities for growth for both small and large companies.'

'A lot of room has also been left for residential buildings. More and more companies are realising that you

'Medical practitioners from all over Europe come here to improve their skills in operating theatres, using the latest equipment.'



## Amsterdam Health & Technology Institute

**Where:** Amsterdam

**Who:** Birk Frankvoort, business developer

**Interviewers:** Reinoud Fleurke and Joep Schroeders, SADC

[www.ahti.nl](http://www.ahti.nl)



Photography: Melle Meivogel

shouldn't just have an office in an area, but also a presence. Although the Amsterdam Life Sciences District was originally built as a mono-functional district, it's now being transformed into a dynamic residential and office area. When people only used to work in the area, outside of office hours it became a bit of a no man's land. That's not good for anyone, and with these developments we're trying to change the situation.'

## Responsible employer

'Companies have an important responsibility regarding their employees' health. There's huge potential here, but for a healthier lifestyle you need behaviour change, which by definition is difficult to achieve. A major part of it is paying attention to each other and creating balance. That's not something you can simply arrange. As an organisation you need to do something about health, and you also need to be sensitive in giving meaning to work. At our office we provide healthy nutrition and we're experimenting with ways to keep fit. We now do stretching exercises every hour, and we do a plank. And recently, as a team, we took part in the Amsterdam UMC Run, which is good for your health and also for team building.'

# Plants are on the up and up

When you step inside the greenhouse at Arendshoeve, it's a pretty striking transition. You leave the ordinary world behind and enter a wondrous environment that's a feast for the senses.

## Wondrous world

Beautiful, filtered light, subdued sounds, a profusion of green in every shade and a huge variety of shapes and sizes of foliage, from big, shiny, dark green leaves, to pale grey-green fronds tumbling from the ceiling. Above your head are hundreds of white amaryllises; water splashes soothingly in the background. In the greenhouse, you can feel the atmosphere of the flowers and plants. It's a popular location for corporate events run by companies like Google, L'Oréal and KLM-Air France, as well as for smaller business events, private parties and weddings.

## In the genes

Jacob is the fourth generation in the Van Zijverden family to run a business at this spot on the Aalsmeerderdijk. His great-grandparents started a mixed farm here in 1852. Around 55 years ago, Jacob's parents switched from arable farming to greenhouse horticulture. And 22 years ago, they added an events space measuring 3,200m<sup>2</sup>.

## Fascinating

The 15,000m<sup>2</sup> production greenhouse has jungle appeal thanks to the huge hanging plants, which do very well on the market. Jacob finds inspiration in magazines and at trade fairs. 'It's also just a matter of luck. My motto is "dare to be different". I think it's fascinating to do things that are out of the ordinary. Why? Because there's already too much uniformity and too many grey suits in the world. People are looking for ways to stand out from the crowd and I capitalise on that.'

## Health

'Lots of research has shown that plants have a positive effect on people. When there are plants in your living and working environment, you feel healthier, and you recover more quickly. What's more, people in spaces with a lot of plants are apparently less aggressive and more creative. At the same time, a lot of people are convinced that plants are on the up and up. Look at companies like

Facebook and Amazon, which have made their offices into entirely green environments. It's totally achievable for non-multinationals too. You can make big gains with a small investment.'

## 30 years of sustainability

Arendshoeve was sustainable before anybody was using the word. 'In the 1980s, energy prices went through the roof, so we double glazed all the greenhouses and insulated them thoroughly, for example using an insulation screen. We were very successful in cutting our energy consumption. We went from 100% to 50 and now 30% of our original consumption. We also use the anaerobic digestion plant at the Meerlanden waste processing company, and our solar panels provide a third of our power. Oh yes, and we've also been recycling water for 25 years.'

## Social responsibility

'We help customers find solutions, we pick up the phone when they call, and we give answers to their questions – apparently for a lot of customers this is something special. It's actually just excelling in the ordinary. A good example is an event we ran a couple of years ago. Four hundred COOs from a major financial institution came here, not for a meeting, but to plant a hanging basket full of beautiful plants. We grew the baskets on here for two months, and then delivered



**De Arendshoeve**  
**Where:** next door to Schiphol Logistics Park  
**Municipality:** Haarlemmermeer  
**Who:** director Jacob van Zijverden  
**Interviewer:** Jeanet van Antwerpen, SADC  
[www.arendshoeve.com](http://www.arendshoeve.com)



them to the financial institution in the Zuidas business district. The 400 COOs then personally took their creations to the homes of lonely elderly people in Amsterdam.'

## Community

Over the past 20 years, Arendshoeve has gained a lot of new neighbours, and Jacob and his team are keen to make contact. 'I'd love to organise a neighbourhood get-together with the people who work in the huge buildings at Schiphol Logistics Park. Wouldn't it be great to get to know each other better and see if we can make use of each other's facilities?'



## 'EVERYONE WORKS TOGETHER TO DELIVER AID TO A DISASTER AREA WITHIN 24 HOURS'

### Gefco Forwarding Netherlands

**Where:** Schiphol

**Municipality:** Haarlemmermeer

**Who:** Marco van Kampen, Sales and Marketing Director

**By:** Joep Schroeders, SADC

[www.gefco.nl](http://www.gefco.nl)

### Marco van Kampen (50)

- Married, sons aged 21 and 16, lives in Purmerend. Has worked in logistics for 25 years, of which 5.5 for Gefco.

### Working at Gefco

- It's a flat organisation with a nice working atmosphere, and that's due in part to the highly motivated staff and our special customers. 'We are a crucial part of the supply chain and help to save people's lives every day.'
- Everyone is passionate about the work and there's a strong group feeling. You can just walk into anyone's office, and the staff are very committed when it comes to special deliveries, for example to a disaster area.
- If a member of staff has a good idea, they can pitch it to the management. If the management approves, the staff member gets a budget to put the idea into practice.

### Gefco

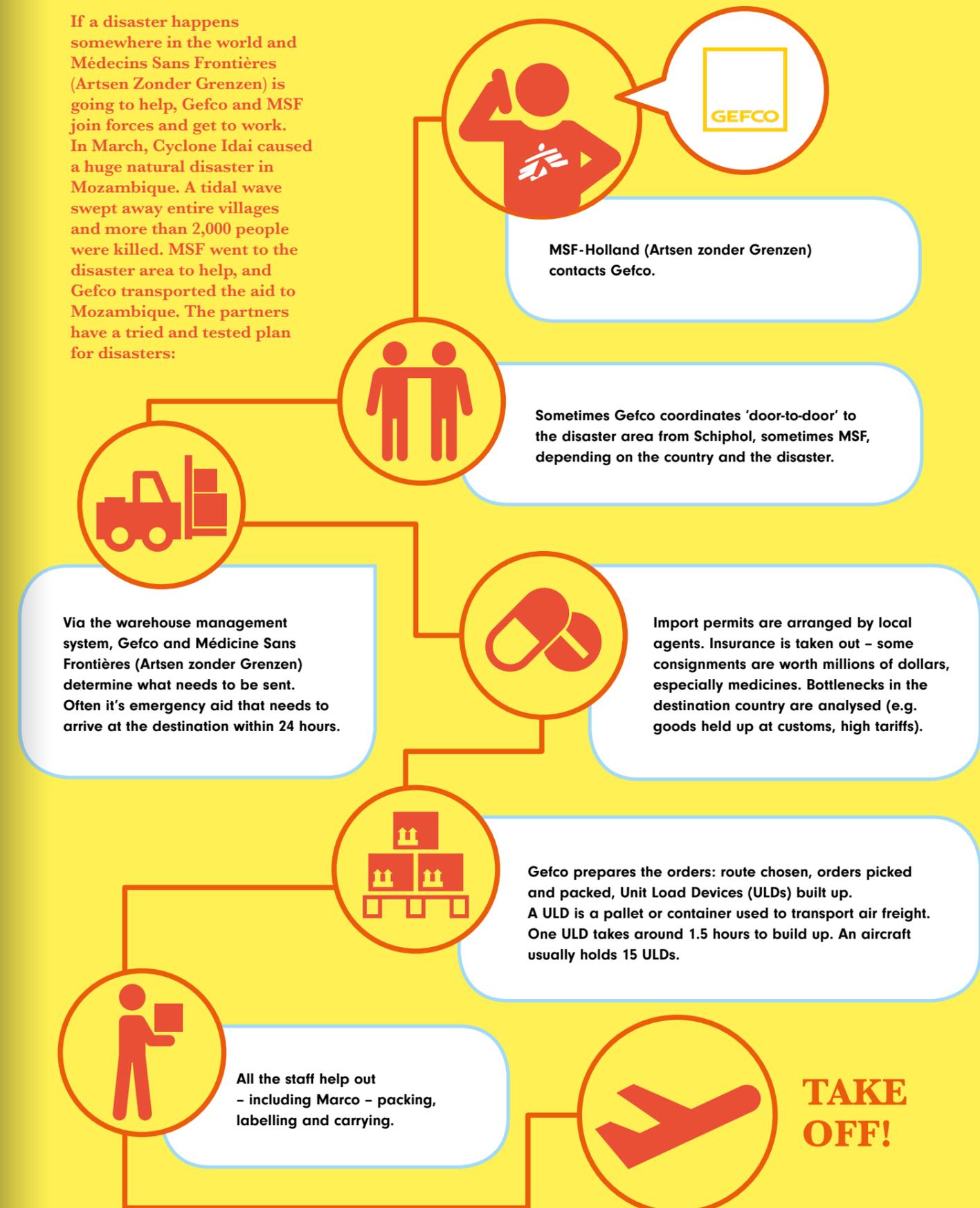
- Founded in 1949 by car manufacturer Peugeot to transport car parts between the factories in Sochaux and Paris.
- Still transporting today, now also by air, rail and sea.
- Peugeot is still a major customer and shareholder, but by no means the only one anymore.
- Gefco has now grown to become a worldwide logistics provider, operating and specialising in a variety of sectors.
- The global HQ of Gefco Forwarding is at Schiphol.
- Planned for next year: a move to Schiphol Trade Park. The logistics space will be doubled.
- A lot of customers are in the life sciences and health sector, including aid organisations such as Médecins Sans Frontières (Artsen zonder Grenzen).
- Using extensive track & trace technology, Gefco monitors all shipments, from A to Z.
- Member of Pharma Gateway Amsterdam, an initiative by Schiphol Airport, Air Cargo Netherlands, KLM, Gefco and other market players. One of the aims of the project is to raise awareness among pharmaceutical companies of the possibilities for the storage, distribution and transport of medicines by Dutch carriers.
- Warehouse staff wear augmented reality glasses. During picking and packing, they get instructions via the glasses: what goods are needed, how many products per delivery, and how they should be stacked.

### Médecins Sans Frontières (Artsen zonder Grenzen) and Gefco

- MSF has been a Gefco customer for years. At Gefco, 4 FTEs are dedicated to MSF.
- Around 75% of the present warehouse is filled with goods for MSF, mainly medicines – both refrigerated and unrefrigerated – food, spare tyres for jeeps, tents and other materials.

# DISASTER? ACTION!

If a disaster happens somewhere in the world and Médecins Sans Frontières (Artsen Zonder Grenzen) is going to help, Gefco and MSF join forces and get to work. In March, Cyclone Idai caused a huge natural disaster in Mozambique. A tidal wave swept away entire villages and more than 2,000 people were killed. MSF went to the disaster area to help, and Gefco transported the aid to Mozambique. The partners have a tried and tested plan for disasters:



## Fruittuin van West

# Cows on the doorstep, the city around the corner

In 2014, biodynamic fruit growers Wil and Lisan Sturkenboom sold their orchard in Dronten, in the polder an hour east of Amsterdam, and moved with their children to a recreation area called Tuinen van West ('Gardens of West'), on the outskirts of Amsterdam. There they began Fruittuin van West ('Fruit Garden of West'). They still grow fruit - but now they do a lot more besides.



### Surprising the visitors

'Our dream was to have a farm close to nature with a wide range of activities and products that are all interconnected. And to get close to the consumer. In Dronten our business was really focused on production, which means you have more contact with the wholesaler than with the consumer. We wanted to do things differently here. We want to surprise our visitors with all the life on the farm and in the orchard. I love it when I see children watching a worm for 15 minutes. Or when adults are fascinated, taking a really close look at a strawberry plant. That's what happens here: we show simple things and people find out for themselves how beautiful

they are. Visitors can pick their own fruit and collect eggs. We already had our first pickers in September 2014!'

### Best of both worlds

'We consciously chose Tuinen van West in the Amsterdam district of Nieuw-West, because here we have the best of both worlds: we're close to the city and we have cows on the doorstep.'

### Connecting

'Our business model: connecting the town and the countryside, close to the consumer. We have the orchard, café, meeting facilities and a little supermarket.

There are performances, you can get married here or have a party, or just have a nice lunch. We grow our fruit organically – for example, the orchard is fertilised naturally by our chickens. And the building is energy efficient.'

### Spreading the risk

'We think it's important to have a number of different activities, so we maintain our presence in the area all year round, and we spread our risk. That's why we don't want to grow just one type of fruit. Imagine if we only had apples and the harvest wasn't good one year because of a hailstorm. Then we'd be in trouble.



### Fruittuin van West

**Where:** Tuinen van West, next to Business Park Amsterdam Osdorp  
**Municipality:** Amsterdam  
**Who:** Lisan Sturkenboom, co-owner of Fruittuin van West  
**Interviewers:** Yasha Schadee and Peter Joustra, SADC  
[www.fruittuinvanwest.nl](http://www.fruittuinvanwest.nl)

So on our 6.5 hectares of land we have around 20 types of fruit, from cherries to apples.'

### Farmer's sense

'It's not for nothing that the Dutch expression for "common sense" is "farmer's sense". That's what we do, we use our common sense. It's the only way to keep a farm going. Apart from being farmers, Wil and I are also businesspeople, and ideals aren't much use to you if you can't make ends meet. You have to make your business economically profitable, whatever the ideals behind it. We want to be a real biodynamic agricultural business which is also economically healthy. In running

our business we pay a lot of attention to the cycle of plants, people and animals. That means we don't want to harm nature, we want to add to it.'

### Earthship

'We want to take good care of the environment around us, and also of our business. In the orchard, we built an "earthship", with a 400m<sup>2</sup> garden. It's a sustainable building, which doesn't leave a footprint, and fits into the existing landscape. The earthship houses our organic shop, our café, where you can have lunch, and our meeting facilities. The free-range chickens in the orchard provide natural fertiliser and help to combat moulds.'

### It feels like the polder

'It's wonderful here, we feel completely at home. We're outdoors, the city is just around the corner, and lots of really nice people come here. Our visitors are creative and very diverse. And the surroundings, the landscape, everything suits us perfectly. When I first came to this place I thought, "this is it!" It gives me the feeling of the polder – after all, that's where I come from!'

## Meanwhile at C-Bèta...

SADC's showpiece is C-Bèta, the place for circular experimentation at Schiphol Trade Park, and home to creative entrepreneurs with innovative ideas. In each edition we check out one of the pioneers of sustainability at this circular economy hotspot. This time it's the turn of *Thijs Bos* of Karma Kartel.

### 1 Karma Kartel

'We're the caterers at C-Bèta. We serve food that's produced as sustainably as possible, and we want to make it as easy as possible to eat more sustainably and with more environmental awareness. For example, with familiar flavours or vegetarian alternatives to meat but with the same texture, the same mouthfeel. Karma Kartel is purposely an odd name. We concentrate on food awareness and sustainability, but first of all, food is about pleasure. We want to keep it fun.'

### 2 Future proof

'As a society we need a future-proof way of eating, with food that's produced that meets the terms of the Paris climate agreement. We consciously don't use soya as a meat substitute, because after meat it's the biggest polluter. Our Karma Shawarma is a more sustainable – and healthier – alternative to meat shawarma. Comparing Karma Shawarma to lamb shawarma, there's a 52% reduction in CO<sub>2</sub> emissions – that's more than half! It proved to be a big success at festivals like Lowlands last year. At that point our Karma Shawarma was made of celeriac, but we went on to develop a version using 100% wheat, and now we're thinking about a mixed vegetable and wheat version. So we keep developing our products. Our next product is the Karma

Frikandel [a traditional Dutch fried snack]. That's sure to be a hit at festivals.'

### 3 Food awareness

'In cafés and restaurants, people are increasingly aware of serving vegetarian and vegan food. That's a good thing too, because agriculture and the food industry are responsible for a quarter of the world's greenhouse gas emissions. I think that people will only become really aware of it if there's a CO<sub>2</sub> tax on food. Then sustainable and responsible products will become a lot more interesting. A lot of people would like to be more conscious about what they're eating, but they still opt for the cheapest product. At C-Bèta we hardly ever serve meat. If we do, it's a surplus product – venison from the Oostvaardersplassen or Amsterdamse Waterleidingduinen nature reserves, or billy goat meat. It's a shame to throw that away.'

*'Your story has to be right, but ultimately taste is the most important thing'*

### Karma Kartel

**Where:** C-Bèta, Schiphol Trade Park  
**Municipality:** Haarlemmermeer  
**Who:** Thijs Bos, owner  
**Interviewer:** Isaac Roeterink, SADC  
[www.karmakartel.nl](http://www.karmakartel.nl)

### Thijs Bos



### 4 Inspiring

'We use the most sustainable ingredients of the moment, so our menu is constantly changing. For every dish I serve, I say what ingredients we've chosen and why. Your story has to be right, but ultimately taste is the most important thing. I try to inspire people with flavour. If a true carnivore really enjoys a 100% plant-based dish, then I've achieved something.'

### 5 2029

'In 10 years I'll still be working in catering. It's really my thing. If you give people good, tasty food, it makes them happy, and that gives me energy. In our business, I'm sure we'll be working on yet another new challenge – Karma Shawarma 36.0 or something. And it would be fantastic if the street food line we're developing now becomes available in supermarkets. Then we could really inspire more people to buy sustainable and responsibly produced food.'

### 6 C-Bèta

'We want to get together to hold a Circular Food Festival in and around C-Bèta on 30 September. If it works out, then it will be a great opportunity for Karma Kartel to show the importance of choosing sustainable and responsible food, and to inspire even more people.'



### Sea Buckthorn Crèmeux

#### Ingredients:

- 500 g sea buckthorn juice
- 150 g sugar
- 150 g egg yolk
- 150 g eggs
- 9 g (organic) gelatine
- 150 g butter (at room temperature)

- Bring the sea buckthorn juice to the boil with a tablespoonful of the sugar and a splash of water. Puree with a hand blender then sieve into a bowl.
- Heat a little water in a saucepan. Put the syrup in a bowl that fits in the pan as a bain-marie. Add the remaining sugar, egg yolks and eggs, and stir the mixture in the bain-marie until it reaches 80°C.
- Meanwhile, soak the gelatine and add it to the mixture, stirring until it dissolves.
- Allow the mixture to cool. When it reaches 45°C add the softened butter and emulsify the mixture with the hand blender.
- The colour will gradually change. When the colour stops changing, the mixture is fully emulsified. Pour into small dishes and chill in the fridge for 4 to 5 hours.

# Sensible packaging

DecoWraps has been working for years to make its packaging for flowers and plants more sustainable. Commercial director Ralph van 't Hart was in at the start. 'Sustainability is really my thing.'

## A big impact

You might think that packaging is only part of the problem, but every day a huge amount of packaging gets used, and much of it is made of plastic, at least in part. If you do something about this, it can have a huge effect. To give you an idea, the annual effect of plastic on climate change is 1%, and for aviation it's 2%. So it's a big impact! We're trying to do something about aviation – flying less, compensating CO<sub>2</sub> emissions – so we can also do something about the use of plastic.

## Bioplastics

Reusable plastics are made of sugarcane. There are already quite a lot of compostable bioplastics, but you can't throw them away with the organic waste, because food composts faster than bioplastic. So the use of bioplastic actually contributes to pollution rather than providing a solution. In many countries waste isn't composted at all, so the bioplastic is simply burnt. And that produces CO<sub>2</sub> – less than burning normal plastic does, but still.

## First step

Our flower packaging sleeves are made of polypropylene, which is plastic made of petroleum, a fossil fuel. We have sleeves made of recyclable bioplastic as an alternative. They cost twice as much, which is often a bridge too far. What isn't a bridge too far is compensating CO<sub>2</sub> by paying a small supplement. For companies that's a good first step. We offer it in cooperation with ClimatePartner, which invests the compensation in forestry, green energy and hydroelectric power. We're taking part in a project in Congo.

## Recycling

We sell to a lot of different countries around the world, but even in Europe there are still many nations that don't compost waste. That's why we chose to make our packaging using sugarcane, which is recyclable, but not biodegradable. The majority of countries do recycle. So we've chosen this material because it's green and it suits our customers. And in countries where the recycling facilities are still poor, the emissions are less harmful when it's burnt.

## Lagging behind

In the Netherlands, half of the plastic is recycled, which is pretty good! A lot of people are surprised to hear that other European countries are lagging behind when it comes to recycling, but it really is the case. A lot of plastic waste is still burnt or goes into landfills.

## Paper packaging

Research shows that 90% of plastic waste ends up in the sea via 10 rivers – two in Africa and eight in Asia. So in Europe there's not as much we can do about it. But I understand that consumers expect action. Paper packaging can be a solution, but not in the Netherlands. We package flowers, and they're wet, so paper packaging can tear, and consumers won't accept that. They will in Scandinavia, so we do sell paper packaging there.

## Sustainability at home

- don't eat meat, and neither does my wife or my daughter Åsa. Our youngest daughter Lune is still too little, she only drinks milk.
- I've installed extra insulation in my house, at my own expense.
- I used to shower for 10 minutes, now just two.
- Ten years ago, I used to drive at 140 km/h in the fast lane, but now I do 80 in the slow lane.

## DecoWraps

**Where:** Greenpark Aalsmeer

**Gemeente:** Aalsmeer

**Who:** Ralph van 't Hart, commercial director

**Interviewer:** Aleida Bos, SADC

**www.** .com



## Packaging or not?

We have to keep asking ourselves whether packaging is really necessary. It is necessary for flowers, if only to prevent waste, but we need to do it differently.

## Single material

Wherever possible, packaging should be made from a material that can be sorted into a single container, and that needs to be easy to understand. It means not using coated paper, for example, because it would need to be taken apart. The paper would have to go in a different container from the coating. Consumers can't take it apart, and it can't be done by machine either, so it's not recyclable.

## Virgin film

Hard plastic is easier to recycle than the films we use. The films bring down the Dutch average. Recycled consumer plastic is grey. Consumers don't want their flowers wrapped in this – they want to see the bouquet. So there remains a demand for 'virgin' film – that's what the transparent type is called.

## Strict requirements

The plastic bags you buy at the supermarket are made of 100% recycled material, but that isn't allowed for food packaging. There are all sorts of hygiene requirements, and as yet you can't use recycled plastic.

## Plastic

Even if plastic is biobased, it's still plastic. So just like conventional plastic, it won't biodegrade in the sea. And if you burn it, it emits CO<sub>2</sub>. In that respect it makes no difference. However, you can recycle it, and it is made of a renewable resource. If you burn packaging made of sugarcane, the CO<sub>2</sub> that's emitted was absorbed by the sugarcane last year, which means it is climate neutral. That's the big difference between bioplastic and petroleum-based plastic.



# 'WE HAVE OUR OWN SUSTAINABILITY SPECIALISTS'

An eye-catching new building at Business Park Amsterdam Osdorp is home to the motoring association ANWB, the Royal Dutch Touring Club. Project manager Olaf Groen was in charge of construction, during which careful attention was paid to the responsible use of materials and energy. 'ANWB aims to be a socially responsible business, and part of that is sustainable building.'

In his 11 years with ANWB, construction engineer Olaf Groen has managed countless projects for the association. For the building at Business Park Amsterdam Osdorp, he was the project manager for the construction process. 'I was responsible for the entire project, from developing the schedule of requirements to installing waste bins in the grounds. We started building at the end of May 2018, in September the shell was finished, and on 10 January we were able to move in.'

## Strategic base

'Business Park Amsterdam Osdorp was chosen because of its strategic position in relation to the A9 motorway, Amsterdam Airport Schiphol and the centre of Amsterdam. From here we have access to the surrounding areas which have a high incidence of breakdowns. In some places there

are more breakdowns than others, and this region has a high incidence rate. This building has a number of different functions. There's office space, a breakdown repair service centre with a customer reception room, and a repair garage with three bridges. And we share the building with ANWB's subsidiary Logicx, which is responsible for recovering stranded cars and dealing with loan car pick-ups and returns. Whether we're constructing or renovating, the schedule of requirements is always based as closely as possible on the wishes and demands of the end user. After all, they're the ones who have to work in the building. Sustainability is an important starting point. As long as I've been working here we've been geared towards sustainable investment and intelligent technical applications. Why sustainability? ANWB aims to be a socially responsible business and part of that is sustainable building. ANWB is an association, with members,



and their contributions have to be invested as well as possible. We do this by thinking carefully about sustainability, in close harmony with price and quality.'

## Strict requirements

'Business Park Amsterdam Osdorp has a list of very strict requirements for companies that want to have offices here. Both the building and the grounds have to meet all sorts of sustainability demands. The business park's sustainability policy is a good match with the ANWB's. My job is finished here, and I'm now very busy working on a variety of projects all over the country. Along with everyone involved in this project, I'm very proud of the result. As the architect Onno de Vries put it, "The building is a sort of Rubik's cube: ANWB's entire functional schedule of requirements has been incorporated into the limited building mass."

## SATISFYINGLY SUSTAINABLE

- ▶ The glass has a positive effect on the solar gain, or G value. What does that mean? It keeps out the heat of the sun but lets in enough daylight. And the view outside is optimal.
- ▶ There's 'purge ventilation' on the first floor: floor-to-ceiling panels on either side of the windows that can be opened for fresh air while you work.
- ▶ The lighting is controlled by an automated system. We can adjust the brightness of each light centrally, and if a room isn't in use, the light is dimmed. In the 24/7 canteen, the light dims from around seven o'clock, so people aren't sitting in bright light in the evening. We adapt the lighting to the wishes of the users.
- ▶ The staff can even adjust the room temperature themselves – they can raise or lower it by up to two degrees. After office hours the temperature goes back to the original setting.
- ▶ There are 230 solar panels on the roof.
- ▶ There's a fast charger in the grounds and 15 regular charging stations for electric cars.
- ▶ Because of the mass of the concrete structure, the building has a constant interior climate, which is very pleasant for the users.
- ▶ To promote cooperation between ANWB and Logicx, there are some common facilities, including pantries, offices and relaxation rooms. This helps to build team spirit.

### ANWB

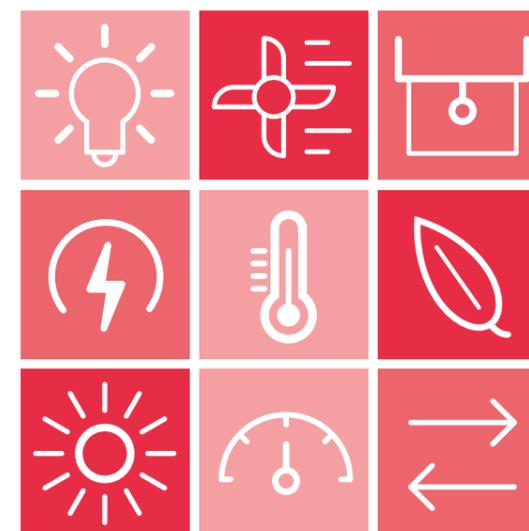
**Where:** Business Park Amsterdam Osdorp

**Municipality:** Amsterdam

**Who:** Olaf Groen, real estate project manager for ANWB Business Services

**Interviewers:** Yasha Schadee and Masha de Wekker, SADC

[www.anwb.nl](http://www.anwb.nl)



### Business Park Amsterdam Osdorp's ambition

Business Park Amsterdam Osdorp's ambition is to realise a circular working environment. Its key starting points are energy neutrality at minimum, with the aspiration ultimately to become an energy supplier, plus the creation of circular public space, and nature-inclusive and soil-friendly development. The park aims for both its public space and business premises to be as sustainably designed as possible, in consultation with the occupying businesses.

## Schiphol Logistics Park FACTS & FIGURES

Schiphol Logistics Park (SLP) is a hive of activity, with new buildings appearing all over the park. It's high time the area was made more attractive. And at SADC business parks, more attractive also means more sustainable. Project manager Arnoud van der Wijk fills us in on what this means in practice at SLP – he's a facts and figures man.

### 740 TREES

are being planted along the N201, from Aalsmeer to Hoofddorp. This is part of the plan for visual quality. The trees form an avenue. The road to Schiphol Logistics Park will be a tube lined with green columns. It's the first thing you see when you turn off the A4 motorway.

### COLUMNAR OAKS

as the name suggests, grow tall and thin like a column. Side by side they make a real screen. Because they don't spread, they're well suited for planting along the roads at SLP.

### 16 METRES

is the maximum height the trees can grow to. We're close to the busy airspace of Schiphol Airport, and the trees mustn't obstruct air traffic, which is why there's a maximum height.

### 1.5 METRES

is the maximum diameter of the tree crown. If they spread any wider, they'd touch the buildings.

### 16 TREE SPECIES 2 SHRUB SPECIES 4 GRASS AND HERB MIXTURES

have been planted at SLP, but there are now more than 100 different kinds of plants in the park.

To plant the trees,  
**C. 2,680 M<sup>3</sup>**  
of compost/humus has been used  
to improve the soil.

The proportion of  
green space to land  
available for business  
premises at SLP is  
**40 / 60**

**3.9 KM**  
of road runs  
through SLP

### 300 TREES

have already been  
planted in the  
Ringdijkpark, which  
borders SLP

### 12,240 SOLAR PANELS

are currently being installed at SLP

The capacity of all the  
solar panels combined is

**3.3 MEGAWATTS**  
which is enough for  
**3,066,811 KWH PER YEAR**  
which is enough to supply  
**900 FAMILIES**

### BIODIVERSITY

has greatly increased because of SLP. There used to be only pasture and arable land, but now there's a lot more variety in the landscape. Two green areas are being created. There are partly wild verges, and for water storage there's a retention area with lots of reeds, which is proving especially popular with birds – and those are certainly welcome at SLP. It's a great place for nesting swans.

At SLP there's room for animals  
as well as businesses. There are:

**7 BEE HOTELS,  
34 NESTING BOXES  
1 POND FOR NATTERJACK TOADS**

The new cycle path between SLP East  
and SLP West is laid with  
**19,632 TILES**

# On your bike! SADC's big e-bike test

There they were in May, ready and waiting: four brand new e-bikes to be tested by SADC staff members. They'd been delivered by Mobilyls, which supplies e-bikes to the corporate market. This pilot is aimed at taking a closer look at mobility policy. Why come to work by car or train every day if you can cycle? In 2020, a national tax-friendly cycle scheme will come back into operation, which will make it more economical to lease an e-bike: it will cost employees just €5 net per month. In the run up, SADC is already exploring the possibilities. Until July, 13 SADC staff members had the chance to try out an e-bike to see if it suited them, whizzing to Schiphol from Amsterdam or nearby Bloemendaal, but also from as far afield as Utrecht and Vleuten.

The idea was for the staff to find out how an e-bike or speed pedelec rides, to imagine whether they'd like to commute like that a couple of days per week, and to see how it feels to begin and end the working day with some physical exercise. And if the bikes are parked at SADC during the day, colleagues can also use them for work-related journeys, for example to Schiphol Logistics Park or C-Bèta. After the pilot we'll assess the test cyclists' experiences (first impression: enthusiasm all round) and explore the possibilities, assisted by mobility experts. And who knows, perhaps next year we'll be seeing a big group of SADC staff e-cycling to our offices and work sites.



On their bikes (from left to right)  
Reinier Folkerts, Yasha Schadee,  
Rosemarijn Verdoorn, Arno Jansen

# 'We show simple things and people find out for themselves how beautiful they are'

*Lisan Sturkenboom, Fruittuin van West (p.20)*

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## **About SADC**

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

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