

Communication on progress
November 2020 - October 2021

Our commitment to UN Global Compact



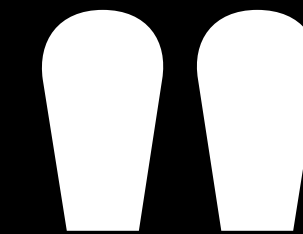
In February 2017, Fay was born. She was, like so much in life, quite unexpected. And she is fantastic. She makes a vast contribution to our organization: Fay is our leitmotif. She shows us that things can be done differently. That there is always a different perspective. That everything sounds different when you add consonants. Ftrprf. It could just have been her first words. In 2030, Fay will be 13. In 2030, we want to have realized the sustainable development goals.

In 2030, we're pretty sure Fay will ask us, "What have you done to make a difference?"

We will tell her that we made a huge difference. That we changed every change we could get our hands on. That we did it with everything we got. That we inspired people. That we wrote stories, designed concepts, developed strategies that made tomorrow a little better than today.

We will tell Fay that we tried, with everything we got. To answer her question, "What have you done ...?" In 9 years, it will be 2030. Shall we?





We are pleased to confirm that ftrprf b.v. reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption. In this annual Communication on Progress, we describe our actions to continually improve the Global Compact's integration and its principles into our business strategy, culture, and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,
Lara, David & Cato Hemels



The story of Fay was the first story we ran in the newspapers and on the internet.
With decades of history in marketing and organizational change, we started futureproof with Fay in our minds.
We prepare for her question in 2030.
So on a daily basis we ask ourselves: “Does this change things for the better?”
We see it as our goal to make a change in everything we do.
And inspire others to make a bigger difference.

We dream of a future proof planet.
How do you ensure that your organization is futureproof?
We inspire companies and NGO’s to make a change, to think about the difference they can drive.
We create perspective, impact, and change.

Our mission is to make the world tomorrow a better place than today. In everything we do. Our guideline: will the next generation benefit from what we do today? If so, proceed. If not, change.

We create perspective. We inspire organizations to take a different, sustainable, and relevant path, we fight injustice, we support those in need of support and we involve our environment in what we do.



High time to write history.

Under the headline 'Dear adults, you're failing us on climate,' Greta Thunberg and three other young people wrote an essay last week in The New York Times. The trigger was, of course, the IPCC report, which is more than alarming. The essay reads like a terrible thriller, complete with an apocalyptic ending in which we ourselves have a leading role.

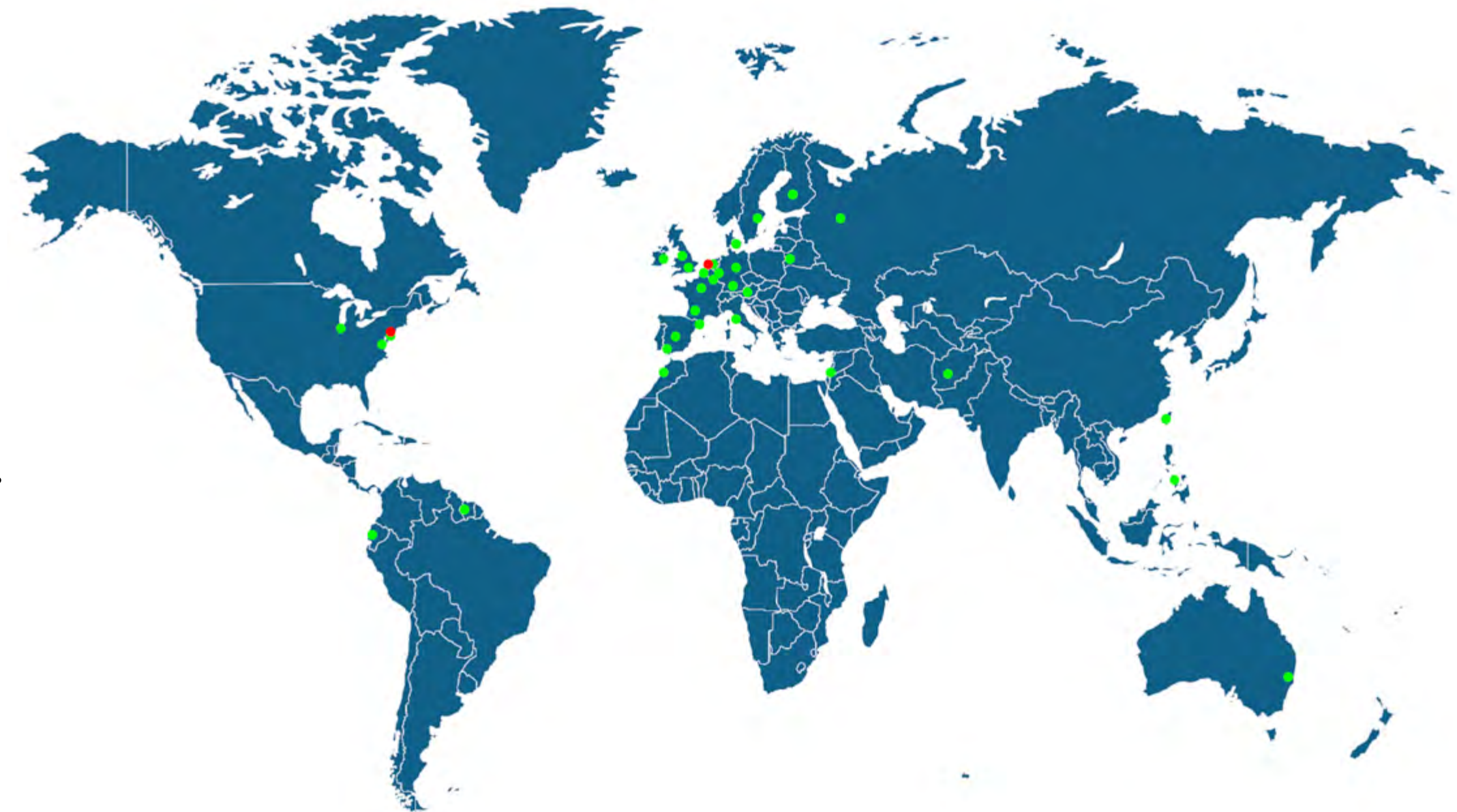
A quote from the first paragraph of the article: 'humans are making irreversible changes to our planet, and extreme weather will only become more severe. This news is a "code red for humanity," said the United Nations secretary-general. It is — but young people like us have been sounding this alarm for years. You just haven't listened.' And a little further on: 'This is the world being left to us. But there is still time to change our climate future.'

That raises a question you will undoubtedly get in about twenty years from your daughter, son, niece, grandchild, neighbor: what have you done to stop climate change? To what extent have you used your influence to achieve change? How have you adjusted your behavior? What have you done in your business? Was it limited to meetings and an investigation, waiting for 'the other' to move, or were you the change-maker who dared to make a difference? If you email us your promise (change @ftrprf.com), we will put it in the newspaper for you to prove in thirty years that you have made a very serious change in the interest of the next generations. Shall we?



We believe that we should do everything we can to make the world a little better tomorrow than today. That's our motivation and our work. For more information, visit www.ftrprf.com.

Creating a better world is our work. Using strategy, creativity and technology, we inspire organizations to make a difference. We do that for big organizations and small organizations with big ambitions. A few examples of how that worked out in 2021 on the next slides.



With 4.5 million participants and more than €600 billion assets under management, APG is one of the world's largest pension providers. APG takes care of millions of people's future income, and along the way, these funds are invested in today's economy.

The mission of APG is to play a leading role in 'building a sustainable society together.' We help APG to define and realize its role in the coming decades. We create a network to increase the influence on sustainability, biodiversity, renewable energy, etc. We do in-depth research, organize a series of roundtables, publish whitepapers, articles, and interviews to talk about our society's future and how we can sustainably share prosperity and well-being.

Although in our society prosperity rises, so does poverty. The number of homeless people doubled in the last ten years. The number of homeless kids grew by 400%. The gap between rich and poor is widening hand over hand. In a society as prosperous as ours, that’s unacceptable.

That’s why we support Kansfonds, a leading NGO in the fight against poverty, in any way we can: we’re part of their board, we help them with advice, to raise money, and to build influence.



How about your own foundation?

Imagine living in a country where everyone has a home. A country where everyone has a roof over their head and sufficient income to live a dignified life. That is not only social (because why should one person have more right to happiness than another?). It is also socially smart (because people with a home will participate more actively in society).

Everyone a home. It's Dreaming Big. Kansfonds does that and translates that dream into projects with guts. Such as the 'just give money' project: people who live below the poverty line get money. No preconditions, no 'but': just money. Be-cause just as food is the solution to hunger, money is the solution to poverty. Will that project be successful? Suppose the Kansfonds manages to help 20% of the participants permanently out of poverty with 'just giving money,' then we think that is a mega success. And that 20% could be 40% or 60%. They'll know in a few years.

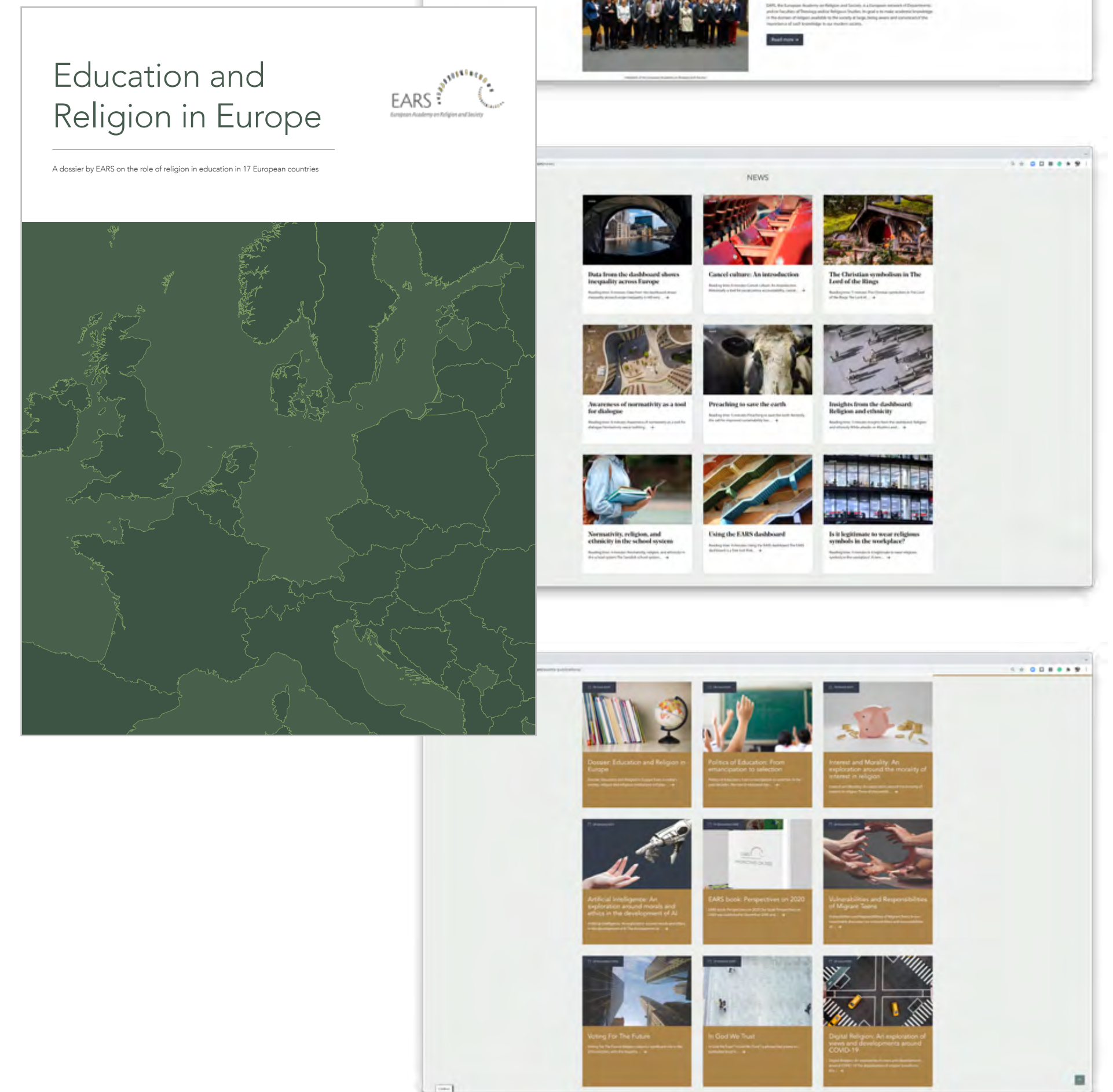
We have been a partner of Kansfonds throughout our entire business community. Because our mission is to make the world a little more beautiful tomorrow than today. Kansfonds does this on a large scale. If you also think that's a good idea, grant your organization a named fund or adopt your own project. Dream Big and Do Big: you can start it today at Kansfonds.nl (or send us an email at info@ftrprf.nl, and we'll help you on your way). Shall we?



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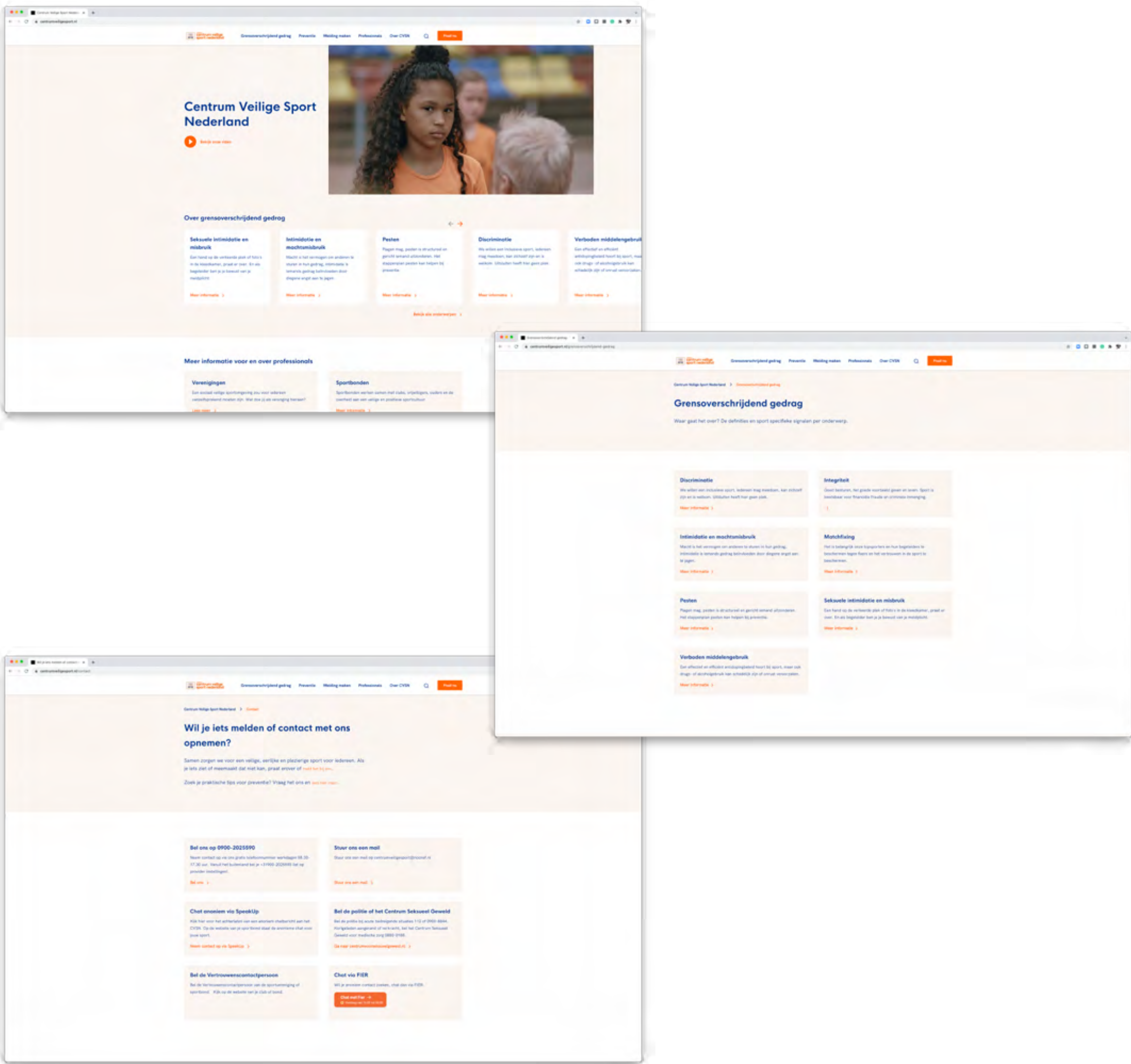
Eighteen universities across Europework together in Ears. Ears gathers information on the cultural and religious driven elements in European Society to contribute to the awareness of Europe from a theological perspective. EARS has one mission: to change the idea that Europe is primarily about economics (actually, it's about sharing values and peace). In the timeframe of this COP (november 2020 – October 2021), we reached over a million people with 100 articles.

We are responsible for the project management, organization of the content, publications, website, social media, round tables, and the technical development of the dashboard for the universities and stakeholders like journalists and researchers, used by more than 10.000 professional users as a source for research and orientation.



We win a lot with sports. Sport improves our health, helps us to connect, creates team values, etcetera. Sports is one of the best drivers to develop a healthy and happy society. But unfortunately, as with all activities where people come together, sports has to deal with abuse and other excesses.

We help the Dutch Olympic Committee NOC*NSF to fight these elements as hard as possible. We support Centrum Veilige Sport Nederland (Center for Safe Sports the Netherlands) to fight sexual abuse and other excesses in sports.



We love the UN. We believe that it's of the utmost importance to formulate targets on a global scale and solve problems with the broadest perspective possible. Together.

That's why we are an active participant in UN Global Compact, the world's biggest corporate sustainability initiative. We support the UN Global Compact goals on subjects such as human rights, labor, environment, and anti-corruption.

That is why we actively participate in the Dutch Board on UN Global Compact, invite organizations to participate, use this signature in our mail, and integrate the principles in everything we do.



Your master plan to
change the world is ready

We love the UN. We love the ambition of "one team of united nations." We love the dream of joint responsibility for our planet. The UN has carefully developed a master plan to turn the tide in the next ten years. A plan that looks at climate, poverty, work, gender, and 13 other topics: the sustainable development goals.

Governments and citizens are changing our collective destination. And that's only possible if companies participate. That is why the UN established the Global Compact. UN Global Compact helps companies to implement the 17 SDGs. With concrete help in recording, implementing, and communicating their sustainability strategy. It obliges you to reflect on the change you are making. And to report on it.

Globally, 11.183 companies are now participating. The question is whether your organization will be number 11.184. You can register at www.unglobalcompact.org. We have 3,778 days left until 2030. Shall we?



*It's our believe that we should do everything we can, to make the world tomorrow a bit better than today.
Every day of the week. This belief is our motivation and our work. You can read more about it on www.ftrprf.com.*

The SDGs and the ten principles are literally present in everything we do. We fight to change the course of our planet. We fight for the people in need. We fight ‘can’t do’. And that’s why we run the biggest campaign in our history, to change perspective. Every week, we’re in the most influential Dutch newspaper and on social media, with ads like these:



And: action!

Almost everyone is convinced of the importance of things like diversity and inclusion. You can read it in practically every business plan: we want more women at the top, an organization that is a good reflection of society, more color, more taste, more social.

However, practice is a bit more unruly. Suitable female candidates are scarce. And how do you get candidates from a different ethnic background, if they don't apply? And isn't it illegal to ask someone about their sexual orientation in an application procedure? Reasons why many plans remain plans rather than reality.

The question is whether that is acceptable. Because if you want to have more women at the top, then you only have to do one thing: reject the men. If you want more diversity, Jansen, Pieterse, and Hemels are out of luck. That's not hard; that's change. That is called executing plans. And that is not discrimination, it counteracts discrimination. Shall we?



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Thank you Alex Clouston for your very nice audio!

Suppose Martin Luther King had started with:
“I have a budget and a plan...”

A while ago, Wim Leereveld thought it was bizarre that you could only buy medicines if you were born in a rich country. His dream: access to medicine for everyone. That was the birth of the Access to Medicine Foundation, a highly influential organization that more than lives up to its name. In 1968 Arthur del Prado already dreamed of semiconductors and thus laid the foundation for ASMI and ASML, today one of the most valuable companies in the world.

Many successful organizations owe their success to dreams. The dreams of founders and board members to do it differently. What would Unilever have looked like if Paul Polman hadn't dared to make his dreams come true? How would Tesla be without the dreams of Elon Musk? Good chance you will start planning 2022 in the coming months. Give yourself a big gift: spend some time and energy this summer dreaming about your organization. Go for a walk with some extraordinary people, collect different perspectives, and, if it feels exciting and challenging: dream about it, make a plan and a budget and realize it. Shall we?



As ftrprf, we believe that we should do everything we can to make the world a little better tomorrow than today. That's our motivation and our work. For more information, visit www.ftrprf.com.



Do you dare to change the world?

When the US got a new president earlier this year, we heaved a sigh of relief. After a president who made 30,573 false or misleading claims in four years (according to a Washington Post team) and divided the country into two diametrically opposed camps, there was some room for improvement.

So when Joe Biden was elected, we were happy to see a different course. We, like many, expected that he would be an 'intermediate pope.' Take it easy, stabilize, no big things: look after the store. Recent history shows that we were "slightly" too careful with our assumptions. As the US leader, Biden has brought sustainability back on top of the agenda. He is the driving force behind new tax legislation, does his best to make multinationals pay, and really tackles discrimination. He is fighting against guns, unemployment, and poverty. Yesterday it was reported that the US is buying 500 million vaccines for countries that cannot do it themselves.

Now, there is probably a lot to haggle with him (we can already hear the hum of thunder in the distance). But: he did what no one expected. And he did that by himself. Because he had the opportunity and took it. What we especially remember: what a huge difference one person can make. What a fascinating instrument leadership is. And what an opportunity it creates to make dreams come true and to change the rules of the game. Shall we?



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we commit ourselves to The Ten Principles

Human Rights

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2

Make sure that they are not complicit in human rights abuses

Labour

Principle 3

Businesses should uphold the freedom of association
and the effective recognition of the right to collective bargaining

Principle 4

The elimination of all forms of forced and compulsory labour

Principle 5

The effective abolition of child labour

Principle 6

The elimination of discrimination in respect of employment and occupation

Environment

Principle 7

Businesses should support a precautionary approach to environmental challenges

Principle 8

Undertake initiatives to promote greater environmental responsibility

Principle 9

Encourage the development and diffusion of environmentally friendly technologies

Anti-corruption

Principle 10

Businesses should work against corruption in all its forms,
including extortion and bribery

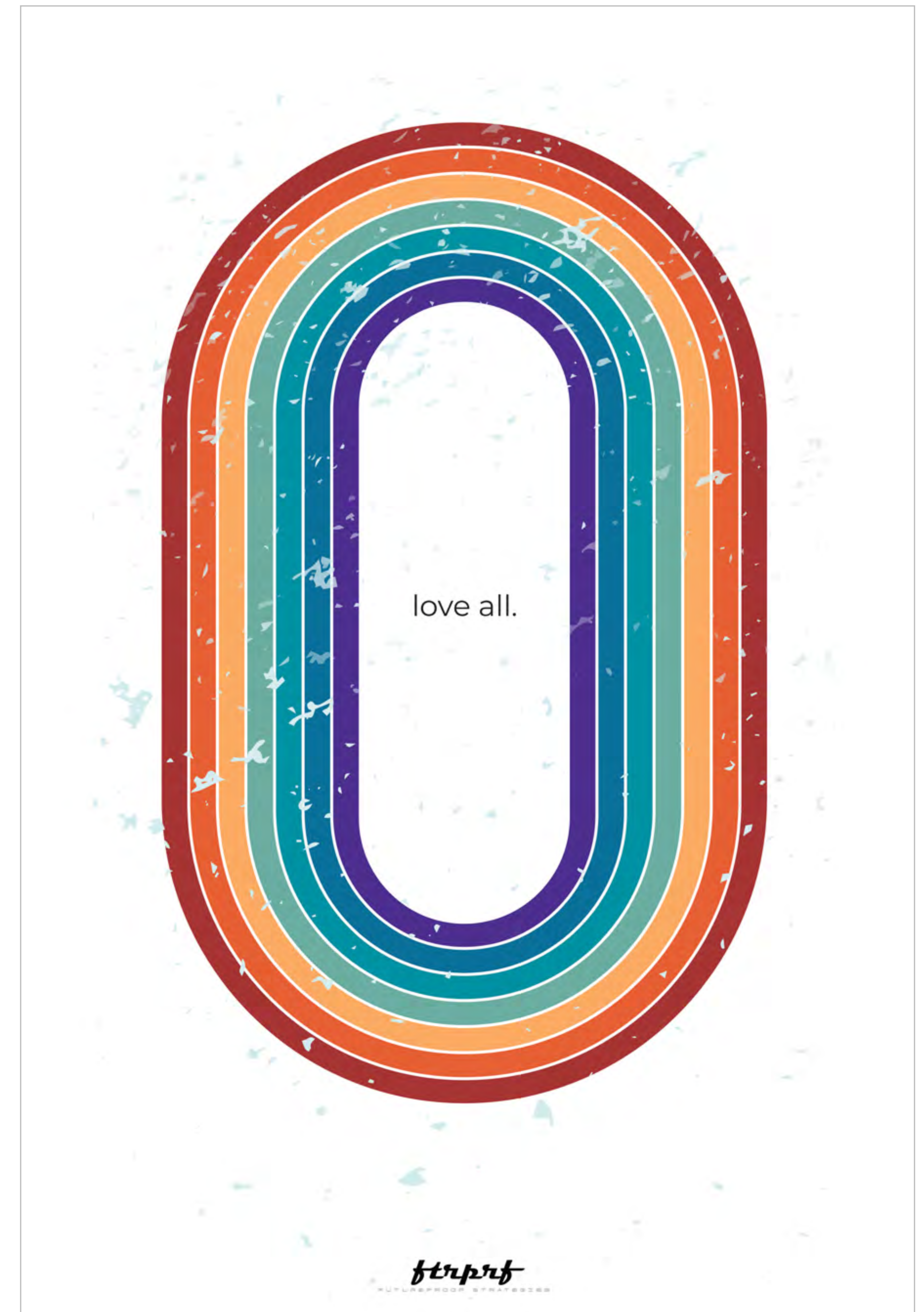
We acknowledge the importance of supporting and protecting the UN Human Rights Charter and therefore we continue to develop and renew internal procedures. The respect for human rights is integrated into the Human Resource Policy, which clearly describes the rights and obligations of employees and management.

Activities implemented

1. Ftrprf respects and protects human rights in all our daily operations.
2. Ftrprf provides a safe and pleasant working environment to all its employees.
3. Ftrprf actively trains all employees on social behavior and personal development.
4. Ftrprf meets with the General Data Protection Regulations on privacy/data protection and data leaks.
5. Ftrprf respects and takes into account the traditions and rituals that are connected with the various religions and cultures of her employees.

Measurement of outcomes

Ftrprf has not received any complaints from employees, business partners, or clients in relation to (potential) human rights violations, nor was the Ftrprf organization involved in any human right incidences before or during the reporting period.



Our primary objective is to be an outstanding and inspirational employer for all employees and people we work with. Our employment procedures and internal culture are built on the following principles:

Activities implemented

1. Non-discrimination between employees of potential employees and equal opportunities for all
2. Recruitment, promotion and development of employees based on each individuals attitude, abilities and skills
3. Provision of suitable training according to role and responsibilities
4. Employee remuneration that meets international legal standards
5. Personal communication with our employees
6. Safe working conditions for all our employees, including customers that come into contact with our business

Measurement of outcomes

Since we are a relatively small company, employees can report any irregularities directly to the management or via a third party. We have received no grievances of complaints from employees or others in relation to labor rights violations, nor was the organization involved in any labor rights incidences before or during the reporting period. Ftrprf puts her awareness of cultural differences into practice by employing a staff of different cultural and religious backgrounds. Periodically we do a survey among our colleagues to measure their satisfaction and work pressure.



Wanted: CEO with dreams

A while ago, well before the current corona crisis, Jeroen Smit wrote an excellent book: 'The big fight.' The essence of this book is that companies, including multinationals, not only have a shareholder interest but also a significant social interest. A few days ago, the NRC wrote an article about it with the telling headline 'The real CEO improves the world, not himself.'

Nowadays, the tension between shareholder value and social interest is evident and almost insurmountable (just ask Emmanuel Faber, Danone's recently fired chairman of the board). Legislation that requires circular, sustainable, and inclusive policy builds that bridge. Professor of Corporate Governance Jaap Winter has already written the bill together with 25 professors. So new cabinet: please implement. Come on with that big stick.

We are happy to add the dream. As a CEO, do you want to provide your policy with a rich perspective, with a more significant social contribution and concrete groundbreaking results? Do you struggle to put that dream into words, let alone realize it? And do you think this is the time to take action? Info@ftrprf.com. Why wait for legislation when you can change the world yourself... Shall we?



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We support a precautionary approach to environmental challenges, undertaking initiatives to promote greater environmental responsibility, and encouraging the development and diffusion of environmentally friendly technologies. We are actively working on reducing the negative impacts of our organization's actions on the environment.

Activities implemented

1. Extension of digital production
(drastic reduction to almost zero)
2. Promotion of public transportation and electric cars
(ban all non-electric vehicles)
3. We only use 'green energy'
4. We recycle as much as possible
5. We compensate for the CO2 emission for all our flights
6. We actively prefer 'green' purchasing, also in all printing materials
7. We use only CO2 neutral IT



The neighbor's house is on fire.

A while ago, we were in Nepal with Katja Staartjes. Katja, the first Dutch woman to reach the top of Mount Everest, has been committed to the people of Nepal for years. We were there just after terrible earthquakes, including opening a school in the middle of the Himalayas, which she had rebuilt.

Nepal is on fire. Nearly 200,000 people are infected in Kathmandu. More than half a million people are infected. The r-number is above 2. There are 2,000 ICU beds out of 30 million people. 40% of all tests are positive. The care comes to a complete halt. Thousands of people died.

Chances are you missed the National campaign for India and Nepal. That is why we thought it would be good to devote this page to that. The neighbor's house is on fire. Please help fight the fire. You can do this by donating to giro 555 or to Katja's foundation: the Foundation Top Aspirations on account NL38 INGB 0009 3584 78. Shall we?

ftprpf
FUTUREPROOF START 2022

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We acknowledge the importance to work against corruption. We do not offer either receive any gifts, loan, fee, reward or other advantages to or from any person as an inducement to do something which is dishonest, illegal or a breach of trust, in the conduct of the enterprise’s business. We do not tolerate the direct, or indirect offer, payment, solicitation, or acceptance of bribes in any form. Facilitation payments are also prohibited. We have total transparency on our purchase costs for all our customers, without any hesitation. Should we discover that bribery or fraud allegations are imposed against any third party performing work for ftrprf, we will review our relationship with that party and take appropriate action.

Measurement of outcomes

There have been no cases of corruption in the line of our work over the course of the organization’s existence. If such a situation might arise, ftrprf will take appropriate action and withdraw from the assignment.



Our actions define us

One of the advantages of these times is that we prove that we can change our behavior en masse. And realize enormous changes. Until recently, working from home was still a taboo in many organizations, but we are now all preparing for a time when working from home, with or without corona, is part of the work culture. And: who would have dared to say a year ago that Schiphol could be a bit smaller?

Change has two sides. For example, as long as Shell continues to invest many times more in oil than in renewable energy, it will continue to make a significant contribution to the climate problem. Simultaneously, if we massively buy cars that cannot refuel petrol, we will change the rules of the game.

Changing behavior changes the perspective. Or, as Jane Austen described it, "It isn't what we say or think that defines us, but what we do." That becomes even more interesting when you are in charge of an organization. Then you can not only change your own behavior but also that of your organization. Ultimately, that is, above all, a matter of doing. Shall we?



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All 17 SDGs are important. They are the guidelines for the transition we realize for clients and for us. We especially focus on the following four SDGs:

SDG 8

Sustainable economic growth will require societies to create conditions that allow people to have quality jobs. With our own knowledge lab, we do in-depth research and develop new knowledge on the future of work and the impact of the flexibilization of work. We are deeply involved in the dialogs about the value of work.

SDG 10

To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations. So we focus on creating opportunities for minorities and focus on inclusion, in- and outside our own offices.

SDG 15

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.

SDG 17

Revitalizing the global partnership for sustainable development is essential to realize the 2030 goals. That's the reason why we actively invite organizations to participate and always aim for partnerships, in anything we do.

Working on Sustainable Development Goals

We do whatever it takes to integrate the 10 principles and the 17 SDGs into our daily business. To give you some examples:

- our recruitment is as diverse as possible. We hire based on statistics, which leads to a cultural diversity that reflects society, not only in heritage but also in background and belief
- we cherish inclusivity, work in mixed teams, and actively run internal campaigns on biases and bubbles
- we buy as sustainable as possible
- we compensate all our flights and drive electric
- we use our influence to promote the SDGs, sustainable business, and UN Global Compact
- we do in-depth research and develop new knowledge on the future of work and the impact of the flexibilization of work

The most drastic measure is, in everything we do, to consider whether this is the best way to do it. And that awareness changes our organization day after day.



Are you turning gray?

In the Netherlands, almost 100.000 people retired in 2020. We are aging rapidly. Not just as a society, also as organizations. And that is good for the experience and stability; it is less suitable for agility and innovation. Because without innovation, no future.

What a color rinse is for hairdressers, is young talent for executives. The only thing is, you have to give it time and space to add color. "That's not how we do it here," "We tried that ten years ago," and "Well, let's first plan some meetings about this," "No, you can't use that software. It's not a playground here." are not the characteristics that belong to an innovative and thriving culture.

You cannot rejuvenate and color with a nice recruitment ad. In the worst case, that campaign leads to the revolving door of incoming and outgoing talent: unrest at the front door. What does work is a culture that offers space to new initiatives, that isn't controlling but inspiring, and enables working towards a world that is a little better tomorrow than today. A world of the next generation. Shall we?



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