The Business Case for Sustainability

An integrated approach to sustainable value chains

The private sector has an impact on our planet through the products and services it provides and the environmental and social conditions in which these are realized. Likewise, our planet impacts on the private sector. Environmental degradation in producing countries causes fluctuations in the price, quality and quantity of supplies as well as food safety issues.

‘Governments and civil society hold companies accountable not only for their core business but for the activities of other organizations in the supply chain.’

Are you aware of the social and environmental impact of your sourcing activities in producing countries? Do you realize that heavy investments may be required in the future to secure supplies in sufficient quantity and quality to meet your clients’ demand? Could your corporate reputation and core business be at risk?

We will help you to identify the socio-economic and environmental issues in your supply chain. Together we will develop business solutions that help you not only minimize reputational risk but also identify new business opportunities. Innovative collaborations and partnerships throughout the supply chain ensure business solutions are successfully implemented and embedded. These solutions will have a positive and enduring impact on the local socio-economic and environmental conditions in your/the sourcing countries.

What do we offer?
Creating sustainable value chains has been our core activity for more than 20 years. We have developed a proven structured approach to designing effective business solutions and helping you implement them.

Aidenviro’s expertise on sustainability issues in the value chain is reflected in its services. Depending on what you need, our specialists deliver:
- research to provide up-to-date, in-depth knowledge of value chain topics;
- tailor-made strategic decision support to integrate sustainability requirements into the client’s value chain strategy;
- support on value chain improvement through stakeholder engagement and training programs;
- monitoring and evaluation tools with which to track your progress on sustainability in the value chain.

Our Integrated approach
To provide a lasting solution to the sustainability issues in your value chain, Aidenviro has integrated these services into a systematic approach. Step by step, Aidenviro exposes issues in your supply chain, devises solutions for these, helps you implement them, and finally monitors the sustainability impact.

Our experience
We offer in-depth expertise on all major commodities and have worked with such corporations as Unilever, Sara Lee, FMO, Rabobank, Fortis, Dutch Sustainable Trade Initiative, UTZ CERTIFIED, Eneco, Levis, WWF, Oxfam Novib, Wilmar, and New Britain Palm Oil Limited.
We have advised NGOs and financial institutions on sustainable palm oil, which has led major commercial banks to adopt palm oil investment policies. Our field research has helped convince managers of large palm oil corporations of the major discrepancies that frequently exist between their sustainability policies and actual practices of plantation companies on the ground.

Since 2009 Aidenvironment has designed the market strategies of HarvestPlus for bio-fortified seed (rice, maize, wheat, pearl millet, cassava, and beans) in countries such as India, Nigeria and Zambia. This has enabled HarvestPlus and its partners (CGIAR, CIAT, IFPRI) to engage with local partners and implement the program.

Interested? 
Contact Jan Willem Molenaar to find out what we can do for you.

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