

aidenvironment

Realizing sustainability ambitions

Profile

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AIDENVIRONMENT COMPANY PROFILE

- Vision** Aidenvironment believes in a sustainable world where:
- there is respect for people and nature;
 - irreversible damage to ecosystems is avoided and unacceptably low development levels in the South are a thing of the past;
 - global production, trade, finance and consumption are fair and sustainable;
 - governments, companies and civil society organizations work together, each in their own way, for a sustainable world.
- Mission** Our ambition as a consultancy is to play an active part in realizing this vision for the future. Our mission, therefore, is:
- To advise, support and encourage decision makers and opinion leaders in realizing their ambitions for sustainability.*
- We pursue this mission by:
- working with influential organizations and people who want to integrate economic, ecological and social aspects into their policies and make tangible, significant and transparent achievements towards a more sustainable world;
 - building relations with our clients in which we can advise, encourage and challenge them, and in which our ideas can make a real contribution to revealing causes, effects and solutions and to setting change processes in motion.
- Values** First and foremost we are a professional consultancy. What marks us out is the set of five core values that underpin all our work:
- **Independence**
 - We work for governmental bodies, companies and civil society organizations from a position of independence.
 - We advise our clients on the basis of factual evidence and objective analyses.
 - **Commitment**
 - We tackle challenging sustainability problems, drawing on our

knowledge and experience in the field to come up with ideas for real solutions.

- We are driven by a sense of indignation at the ecological damage and underdevelopment in the South.

- **Focus on results**

- We help build momentum for change in our clients and in the world around us.
- We formulate advice on strategy and policy that is both practical and geared to implementation.
- We know how to define, measure, describe and depict the longer-term project results and sustainability effects.

- **Linkage**

- We make the interests of local communities in the South a major factor in our thinking on opportunities for improvement in the North.
- We strive for change based on dialogue and cooperation, and bring parties together.
- We reveal the connections between nature conservation and poverty reduction, between science and practice, and between sustainability and entrepreneurship.

- **Enterprise**

- We recognize the significant contribution to be made by a market-oriented approach to improving levels of sustainability.
- We help to formulate and realize new sustainability initiatives, sometimes by temporarily bringing them in house.
- We invest in exploring new fields of work and generate enthusiasm among our clients to carry these forward.

Clients

With offices in the Netherlands and Malaysia, we work for a broad spectrum of international clients: companies, trade associations, financial institutions, multilateral organizations, the European Union, government departments, embassies, non-governmental organizations, nature conservation and development organizations, research institutes and private funds.

Our clients value us as an independent adviser and trustworthy sparring partner, and for our unerring dedication to quality.

Services

Our services are grouped into four complementary clusters:

- *Supply Chain Dynamics*: analysing the physical and financial characteristics of production and trade chains, and revealing possibilities for making them more sustainable
- *Sustainable Strategies and Policies*: formulating sustainable strategies and

policies, and steering processes of change towards a sustainable future

- *Program Design and Management*: designing, supporting and managing programs and projects that enhance sustainability ‘in the field’
- *Sustainable Business Development*: enabling public and private parties to realize sustainable initiatives and projects with market potential

Themes

Most of our work is on five relevant and urgent issues:

- *Ecosystems and Biodiversity*: sustaining ecologically important areas through combinations of economic, social and ecological measures
- *Commodities*: raising the sustainability of South–North production and trade chains for raw commodities like timber, soya, palm oil, cocoa and cotton
- *Biomass/Biofuels*: delivering sustainable biomass systems for global energy supply
- *Corporate Social Responsibility*: developing and introducing organization-wide corporate social responsibility programs
- *Access to Water*: giving vulnerable groups in Southern countries better access to adequate water and sanitation

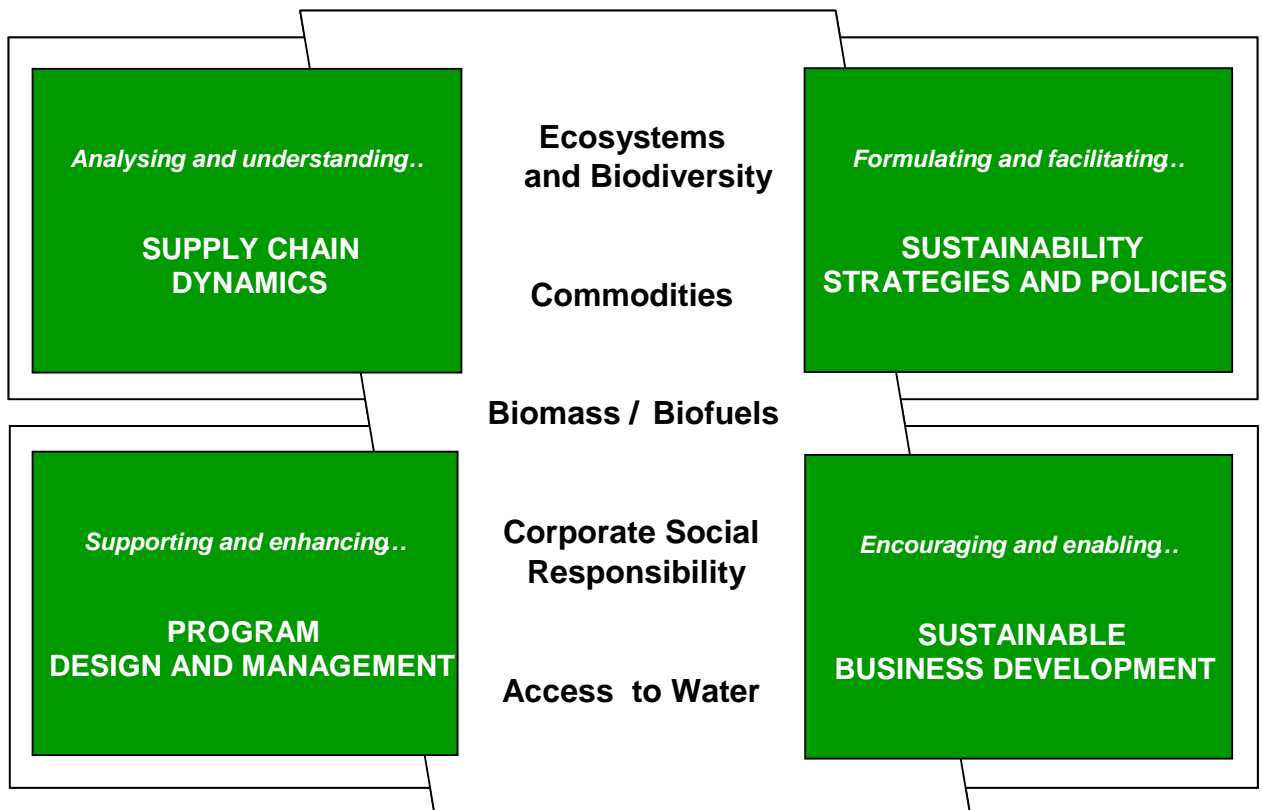
Organization

All the members of Aidenvironment’s staff are passionate about sustainable development, show a keen interest in specific topics and are determined to bring about change. Our working methods stimulate personal development in an environment that fosters mutual respect based on personal expertise and skills, initiative, comradeship and professionalism. Working in multidisciplinary teams is inspiring, beneficial and indispensable.

We maintain a network of Southern and Northern strategic partners who can not only provide additional knowledge, expertise and advisory capabilities, but also local presence or network access. Our partners increase our ability to fully assist our clients, obtain up-to-date information and work on relevant and urgent issues.

As a not-for-profit organization, optimizing profits is not our prime goal – and this is reflected in the level of our fees. Our aim is to make a return that enables us to maintain reserves and invest in growth, as well as providing an adequate reward to our staff and meeting all the requirements of a fully professional organization.

SERVICE CLUSTERS AND THEMES



CLUSTER: SUPPLY CHAIN DYNAMICS

Service areas	Services and instruments
Stakeholder analysis	<ul style="list-style-type: none"> ▪ Stakeholder mapping ▪ Network analysis ▪ Stakeholder-in-context analysis
Ecosystem and resource use analysis	<ul style="list-style-type: none"> ▪ Field-based fact finding and impact assessment ▪ Investigative desk studies and impact assessment ▪ Strategic environmental analysis
Supply chain and financial flow analysis	<ul style="list-style-type: none"> ▪ Sector analysis ▪ Supply chain research and analysis ▪ Financial flows research and analysis ▪ Scenario and trend analysis
Policy analysis	<ul style="list-style-type: none"> ▪ Policy relevance analysis ▪ Policy impact assessment ▪ Comparative analysis of public policies

CLUSTER: SUSTAINABILITY STRATEGIES AND POLICIES

Service areas	Services and instruments
Sustainability strategy and policy design	<ul style="list-style-type: none"> ▪ Sustainability (CSR) strategy development ▪ Policy option formulation ▪ Sustainability (CSR) change program design
Sustainability standards and certification schemes	<ul style="list-style-type: none"> ▪ Comparative analysis of sustainability standards and schemes ▪ Design of sustainability standards and schemes

Sector approach in environment	<ul style="list-style-type: none"> ▪ Sector analysis ▪ Application of sector approach in environment ▪ Sector approach review
Stakeholder dialogue and coalitions	<ul style="list-style-type: none"> ▪ Multistakeholder platform and coalition support ▪ (Strategic) partnership development ▪ CSR stakeholder dialogue development ▪ Conflict resolution ▪ Communication strategy development

CLUSTER: PROGRAM DESIGN AND MANAGEMENT

Service areas	Services and instruments
Design of integrated field programs (combining ecosystem management and poverty alleviation)	<ul style="list-style-type: none"> ▪ Vision formulation and strategic planning ▪ Operational planning and organization design ▪ Program management unit design ▪ Fundraising ▪ Communication strategy development
Management of integrated field programs	<ul style="list-style-type: none"> ▪ Program management ▪ Protocol and handbook development
Monitoring and evaluation	<ul style="list-style-type: none"> ▪ Monitoring system design and implementation ▪ Evaluation and review
Performance management and learning	<ul style="list-style-type: none"> ▪ Performance management and learning system (PMLS) design and implementation ▪ Knowledge management system design ▪ Capacity building, training and coaching
Incubation	<ul style="list-style-type: none"> ▪ Design and hosting of sustainability initiatives and organizations

CLUSTER: SUSTAINABLE BUSINESS DEVELOPMENT

Service areas	Services and instruments
Business development	<ul style="list-style-type: none">▪ Market scan and supply chain assessment▪ Sustainable revenue model development▪ Business plan development and feasibility studies▪ Appropriate Technology Business Development Toolkit application▪ Coaching
Matchmaking	<ul style="list-style-type: none">▪ Matchmaking event design and organization▪ Partner search and consortium development▪ Fundraising and deal structuring
Innovative funding mechanisms	<ul style="list-style-type: none">▪ Payment for environmental services solution design▪ Special Purpose Vehicle design (commodity financing)

CLIENT OVERVIEW

Public sector

Netherlands Ministry of Foreign Affairs
Netherlands Ministry of Agriculture, Nature and Food Quality
Netherlands Ministry of Housing, Spatial Planning and the Environment
Netherlands Ministry Transport, Public Works and Water Management
Several Dutch Embassies (Kenya, Ghana, Senegal, Cameroon, Bolivia, Colombia)
Partners for Water / Netherlands Water Partnership (NWP)

International organizations and knowledge centres

Asian Development Bank
Commission for Environmental Impact Assessment in the Netherlands
Inter-American Development Bank
International Institute for Environment and Development
Food Agriculture Organisation (FAO)
Netherlands Environmental Assessment Agency (Milieu- en Natuurplanbureau)
United Nations Environment Programme (UNEP)
United Nations Development Programme (UNDP)
World Bank

Private sector

Several financial institutions
Several private / semiprivate enterprises (i.a., in the energy sector)
Netherlands Paper and Board Association
Netherlands Timber Trade Association (NTTA / VVNH)
NUON Renewable Energy Projects
Shell-Shellanka / Euroconsult

Development organizations (co-funding agencies)

Plan Nederland
International Cocoa Organization (ICCO)
Oxfam/Novib
Cordaid
Solidaridad

NGOs

World Wide Fund for Nature (WWF)
Netherlands Committee of the International Union for the Conservation of Nature (NC-IUCN)
DOEN Foundation
Friends of the Earth Netherlands (Vereniging Milieudefensie)
Greenpeace
Tropenbos Foundation

EXAMPLES OF MULTIYEAR PROGRAM MANAGEMENT ASSIGNMENTS

Program	:	Nature & Poverty
Clients	:	World Wide Fund for Nature the Netherlands (WNF), Netherlands Committee of the International Union for the Conservation of Nature (IUCN), Friends of the Earth Netherlands (Vereniging Milieudefensie)
Description	:	<p>Poverty reduction in combination with nature conservation. The program combines direct collaboration ‘in the field’ with local communities, civil society organizations and the private sector, and in international policy dialogue and campaigning.</p> <p>Action is being taken in 19 countries in cooperation with 32 partner organizations.</p>
Role Aidenvironment:	:	Program formulation; program management (planning, monitoring and evaluation; financial reporting); program-wide learning activities; quality management system; website and intranet.
Duration	:	4.5 years (2003–2007)
Budget	:	15 million euros

Program	:	RAIN Foundation
Client	:	Plan Nederland
Description	:	Rainwater Harvesting Implementation Network (RAIN) is an international network working to increase access to water for vulnerable sections of society in developing countries – women and children in particular – by collecting and storing rainwater in water tanks and wells.
Role Aidenvironment:	:	Program formulation; program management (monitoring and evaluation; financial reporting); identification and development of local capacity centres; fundraising; website.
Duration	:	8 years (2004–2011)
Budget	:	4.4 million euros

Program	:	Pure Oil Program (ZOP – Zuivere Olie Programma) / Forest Stewardship Council (FSC) Program
Client	:	DOEN Foundation
Description	:	<p>The main aim of the Pure Oil Program is to prevent the conversion of valuable wildlife areas to plantations. To this end, the program seeks to stimulate the sustainable production of soy and palm oil in areas that have already been cleared, and supports the development of alternatives.</p> <p>The FSC program focuses mainly on tropical forests and the use of FSC wood in the Dutch construction industry. It aims to increase the share of FSC wood on the Dutch market and make sustainable management more widespread in forests throughout the world.</p>
Role Aidenvironment:		Strategy advice; program formulation; selection of project applications; program management; monitoring; external communication.
Duration	:	Pure Oil: 5 years (2004–2008) FSC: 7 years (2001–2007)
Budget	:	Pure Oil: 3.7 million euros FSC: 3.4 million euros