

Green Business Club Zuidas

Green Business Club Zuidas is an impact organization focused on specific results by initiating sustainable projects. With the ambition to become the most sustainable international business heart of the Netherlands, a collaboration has been started between companies and participants of the Zuidas.

The needs of the companies involved are essential for the choice of sustainable projects, stimulating active involvement of companies. Together, companies formulate specific sustainable goals and activities. Participants can choose between different working groups depending on the theme of interest. Every working group describes its own objectives and business cases, using the knowledge and expertise of the different companies involved as much as possible.

Every year a report is presented by different business representatives, governmental representatives and different organizations at the Zuidas. This is the only business area in the Netherlands that publishes a sustainability report, as a geographical area, every year. With these reports the organizations also want to share their knowledge and inspire other companies and organizations.

What is the role of Accenture?

Accenture is one of the participants of this initiative. As part of this initiative they have co-created a new app called 'Toogethr'. This app makes it easy to find and share a ride with colleagues. Since thousands of people drive from home to the same working place, it is easy to share a ride. This app stimulates carpooling, which is better for the accessibility, the environment and social contacts. The app is widely promoted and contributes to facilitate the sector in CO₂ reduction in mobility.

Accenture is actively involved in the following working groups each with their own goals and activities:

- Energy
- Mobility
- People
- Water and Green
- Waste
- Green Business Challenge

For more information go to: <http://greenbusinessclub.nl/zuidas/>