

Bureau Leeters - Corporate Social Responsibility policy

1. Mission, vision and values

Vision

International horticultural chains undergo major changes, in which developing countries more and more are able to contribute on a larger scale. Global developments force all participants in the chain (producers, traders, service providers and governmental organisations) to regularly review the choices of products, services and markets and to educate their people. Success and continuity require smart strategies and operations, starting with sound knowledge and analysis of international markets. In particular for developing countries an optimal alignment between private and public actors is needed. Key factors for success are market knowledge, sustainable chains, partnerships and skilled people.

Mission

- Bureau Leeters is a compass for companies and institutions in the international horticultural industry by providing consultancy in the field of strategic and operational marketing, trade and chain processes.
- Bureau Leeters is a compass in market research, export development, trade promotion and training & education for all participants in international value chains of fruit, vegetables and ornamental products.

Values

- Bureau Leeters operates independently from commercial parties in the Netherlands or abroad, which is crucial to perfectly meeting clients' needs.
- Bureau Leeters cares for the planet and its people
- Bureau Leeters actively promotes knowledge of sustainable solutions.
- Bureau Leeters values inclusive business; it supports all clients, whether they are public or private, innovative multinationals, investing in high technology, or (groups of) small-scale farmers. Respecting different business types and different cultures and caring about clients go hand in hand.

2. Organisation and scope

Bureau Leeters is a one-man company, founded in 2003 by Jos Leeters (1961). After graduation at Wageningen University in Plant Sciences and Marketing, he built experience in managing positions for Dutch flower auctions and a Dutch farmers' cooperative in organic vegetables during the period 1988 - 2002. Then he became an independent consultant and trainer with a focus on marketing and trade in ornamental products (cut flowers, pot plants) and fresh fruit and vegetables.

The main scope of Bureau Leeters is business development, with a special emphasis on education and training. Bureau Leeters collaborates regularly with educational institutions abroad and in the Netherlands (including Universities of Applied Sciences Aeres, HAS and VHL and Wageningen University & Research) and also with other consulting firms.

3. Activities and approach

Bureau Leeters offers four types of activities:

Market research

Sector studies, value chain analyses and feasibility studies to identify trends, developments, opportunities and bottlenecks

Export development

Developing a portfolio of products which are compliant with demand and requirements in target markets

Trade promotion

Developing and implementing marketing strategies, branding, trade fair participation, partner search and matchmaking

Training & Education

Coaching and training sessions, workshops and seminars to share knowledge and skills in horticulture and business

4. CSR policy and objectives

4.1 General

Bureau Leeters strives to contribute to food security, food affordability, food safety and sustainable agro-economic developments. Six Sustainable Development goals (SDG's), defined by the United Nations, are key: #1 No poverty; #2 Zero hunger; #4 Quality education; #8 Decent work and economic growth; #12 Responsible consumption and production; #13 Climate action.

4.2 Transparency and reporting

With respect to activities

- The entire portfolio (all historic services since the start of Bureau Leeters) is visible on the website <http://www.bureauleeters.nl/projects>
- Specific insights with respect to Bureau Leeters' activities and services can be sent on request

With respect to the CSR performance

- The latest version of this CSR policy document can be read on the website www.bureauleeters.nl.
- It is regularly and actively revised and it's available for clients, donors and/or beneficiaries on request

4.3 Human Rights

Bureau Leeters respects human rights within the workplace

- Bureau Leeters is committed to providing equal opportunities to all existing and potential partners, contractors, suppliers and/or clients without unlawful discrimination on the basis of religion, disability, gender, age, marital status, sexual orientation, race, ethnicity or any other status
- Bureau Leeters encourages cultural diversity in its expert teams

Bureau Leeters respects human rights within the space of projects in the Netherlands and abroad

- Bureau Leeters supports its clients to realize a better and more sustainable position in the local, regional or international value chain as a condition to realize better lives
- Bureau Leeters actively addresses supply chain responsibility and supports its clients to act in such a way that the rights of employees, local people and other stakeholders are safeguarded
- Bureau Leeters doesn't accept any form of child labour or forced labour within the space of projects
- Bureau Leeters promotes gender equality
- Bureau Leeters promotes participation of youth

4.4 Working conditions

Bureau Leeters strives for good working conditions within the workspace

- Bureau Leeters is committed to realize for those who act on behalf of Bureau Leeters a safe working environment, without violence
- Bureau Leeters does not have persons on the payroll. Nevertheless, it's the responsibility of Bureau Leeters to remunerate partners and compensate beneficiaries in accordance with established policies and procedures in a fair and equitable manner

Bureau Leeters strives for good working conditions within the space of projects

- Bureau Leeters maintains relations with those who have the capacity to monitor local circumstances in case of projects abroad, e.g. Embassies and/or Consulates of the Netherlands, sector organisations and businesses. These contacts are actively used in the preparation and execution phase of projects in order to identify business sensitivities as well as the best possible approaches and methods with regards to working conditions in specific places and cultures.

4.5 Environment

Bureau Leeters is committed to minimize its environmental footprint and inspires its partners, suppliers and clients to do the same.

- Although international travel is indispensable in most of the projects, Bureau Leeters strives to minimize international travel, especially by air
- Bureau Leeters stimulates implementation of hybrid capacity building (training) programs, making use of online tools, thereby avoiding unnecessary international travel
- In case of air transportation, Bureau Leeters strives to book direct flights
- Bureau Leeters doesn't use air transportation for travel in North-western Europe
- In case a donor or project partner requires an environmental (and social) impact analysis (ESIA) or a life cycle analysis (LCA), Bureau Leeters actively supports it

4.6 Corruption, Bribery, Bribe Solicitation and Extortion

Bureau Leeters is aware of possible risks in case of working with international clients and beneficiaries, in the Netherlands or abroad. In the identification phase of projects with new clients and/or new suppliers, before coming to contract agreements, Bureau Leeters conducts checks and asks for client's and/or supplier's policies with respect to financial affordability and ethical business practices.

- Bureau Leeters applies a strict zero-tolerance policy regarding fraud, misuse and irregularities of finances between its experts and clients.
- It is Bureau Leeters's ambition to avoid and prevent any working relation with clients or beneficiaries in case of signals of corruption, bribery, bribe solicitation and extortion in the country itself.

Bureau Leeters:

- disapproves corruption
- does not offer, promise or demand bribes or other unlawful advantages
- does not create the impression that it is doing something for illegal benefits
- does not grant questionable donations to candidates in public positions, political parties or political organisations

4.7 Taxation and cartel law

- Bureau Leeters follows Dutch legislation
- Bureau Leeters pays alle required taxes in the Netherlands
- Bureau Leeters' market share is such that there is no reason for cartel formation