

PERSONAL INVITATION: 'B for Good Leaders 2024'

Business for Good in Action SUMMIT
May 23-24, Amsterdam



Dear Colleague, Ally, Friend,

An economy for good can only be built by us: progressive entrepreneurs, executives, investors and policy-makers. On behalf of our 70 Stewards, Founding Members and 2,379 members of the 'B for Good Leaders' Community...

What awaits us is 2,5 days of:

- energizing conversations, talks, pitches, innovation labs, incubators and connections,
award-winning solutions,
best-for-the-world ventures, partnerships and investments,
living case studies by enterprises large and small,
professionals' programs, eg 'Accountants for Good' and curated dinners,
the whole program designed to produce a pathway, business deals, venture, partnerships, and a stronger movement, towards a regenerative economic future.
ramping up to 2025, when Amsterdam will be 750 years old and we'll organize a 3,000 leaders' week, the 'Good Economy' World Forum Amsterdam, May 19-14, 2025.

15 May 2024

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1000 individually-selected speakers, moderators, 'faculty' members and participants to date have confirmed - disruptive entrepreneurs, mindful executives, impact investors and other change-makers - will inspire, amaze and enthrall all of us with their ideas, actions, solutions and innovations focusing on business and leadership as a force for good...

- 1. Sir Geoff Mulgan, Professor of Collective Intelligence, University College London, UK \*;
2. Marlies van Wijhe, CEO, Royal Van Wijhe Paints & Family Business Network, NL;
3. Satish Kumar, Founder, Schumacher College & Resurgence Magazine, UK & India;
4. Sazan Joy Abong Wilmot, Representative, Wellbeing Economy Alliance, Uganda;
5. Marcel Fukayama, Co-Founder, Sistema B & Government of Brazil Econ Team, Brazil;
6. Jessica Peters-Hondelink, Exec. Board Director, Amsterdam Economic Board, NL \*;
7. Rutger Bregman, Author, Historian & Co-Founder, School for Moral Ambition, NL \*;
8. Hannah Pathak, CEO, Forum for the Future, UK;
9. Denis Machuel, CEO, Adecco Group, France & Switzerland \*;
10. Tina Müller, CEO, Weleda, Switzerland & Germany;
11. Julia Zhou, Co-Founder, Sigma Square, Germany;
12. Juvencio Maetzu, Deputy CEO, Management Board, IKEA, NL & Spain \*;
13. Vicky Saunders, Corallus, Canada;
14. Brian Bacon, Oxford Leadership Group & Universal Music Hotels, USA & Australia;
15. Marit van Egmond, CEO, Albert Heijn, NL \*;
16. Raymond Cloosterman, CEO, Rituals, NL \*;
17. Diana Verde Nieto, Reimagining Luxury, UK & Argentina;
18. Johan Rozali-Wathooth, Bintang Capital Partners, Malaysia;
19. Shiva Dastdar, Director, European Investment Bank Institute, Luxembourg;
20. Luca Zerbini, Founding Partner & CEO, JUNA Terra VC, Switzerland & Italy;
21. Isabelle Grosmaître, Founder CEO, Goodness & Co, FR;
22. Taha Bawa, Co-Founder, Goodwall, Sri Lanka & Switzerland;
23. Heba Aguib, Board Member, BMW Foundation Herbert Quandt, Germany \*;
24. Charlie Macgregor, CEO & Founder, The Social Hub, UK & NL;
25. Laurence Debroux, Board Member, Exor, Novo Nordisk, Randstad, HEC, FR & NL;
26. Coen van Oostrom, Founder & CEO, EDGE, NL;
27. Victoria Hurth, Fellow, Cambridge Institute for Sustainability Leadership, UK;
28. Hans Stegeman, Chief Economist, Triodos Bank, NL \*;
29. Leslie Johnston, CEO, Laudes Foundation, Switzerland & USA;
30. Peter Hanke, Exart Performances, Denmark & UK \*;
31. Soledad Lama, CEO, Comaco, Chile;
32. Shaun Russell, Founder, Skandinavisk, Denmark;
33. Sara Roversi, Founder, Future Food Institute, Italy;
34. John Elkington, Volans \*;
35. Carine de Meyere, President & Founder, Future Planet Capital, NL & Costa Rica;
36. Merlijn Everaarts, Founder, Doppler, Oceans Haarlem & Mama Gaia, NL;
37. Antje Biber, Head of SDG Office, FERI Gruppe, Germany;
38. Bertrand Badré, Founder & Man. Partner, Blue Like an Orange Sustainable Capital, FR;
39. Herman Mulder, Chairman, Impact Economy & True Price, NL;
40. Elio Leoni Sceti, Co-Founder & Chief Crafter, The Craftory, UK & Italy;
41. Ellen Windemuth, Founder & Board Chair, WaterBear Network, NL & USA;
42. Paul Kloppenberg, CEO, Founder & Partner, Global Cleantech Capital, NL;
43. Andrea Dominique Illy, Co-Founder, Amarsy, Italy;
44. Rija Goldscheider, We Don't Need Roads, FR;
45. Leah Becker, BMW Foundation Herbert Quandt, Germany;
46. Volkert Engelsman, Co-Founder, Generous Mountain, NL;
47. Valerie Keller, Co-Founder & CEO, IMAGINE Leaders, UK & USA;
48. Guillaume Richard de Vesvrotte, Co-Founder, We Don't Need Roads, FR;
49. Arleen Westerhof, Director, Center for Economics and Mutuality, NL & Canada;
50. Harry Hummels, Prof., Ethics, Organisations & Society, University of Maastricht, NL;

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- 52. José Ignacio Morejon, Executive Director, Sistema B Ecuador, Ecuador;
53. Francine Lemos, Board Member, B Lab Global, Brazil & NL;
54. Mark Jankovich, CEO, DelphisEco, UK & South Africa;
55. Annemieke Roobeek, Board Member, Eneco, Randstad & Holland FinTech, NL;
56. Thomas Ng, Founder & CEO, Genashim, Australia, Malaysia & Singapore;
57. Laura Rooseboom, Managing Partner, Startgreen Capital, NL;
58. Fou-Khan Tsang, Chairman, Alfa Accountants, NL;
59. Corine Danielle to go, President, Asia, Royal Friesland Campina, Indonesia & Malaysia;
60. Chang Ng, Founder & CEO, Constrive, NL;
61. Helle Liautaud, Impact Investor & Board Member, B for Good Leaders, FR;
62. Maja Groff, Convenor, Climate Governance Commission, NL & Canada;
63. Eelco Keune, CEO, Keune, NL;
64. Begum Dogan, Chairwoman, Dogan Holding, Turkey & UK;
65. Stephen Breninkmeijer, Founder, Willows Investments, UK;
66. Virginia Yrenklevich, CEO, Doppler, Argentina & NL;
67. Steven Braekveldt, CEO, Grupo Agos Portugal, Belgium & Portugal;
68. Katrien Buys, Director, Grupo Agos Portugal, Belgium & Portugal;
69. Lorenzo Fioramonti, Director, Univ. of Surrey Institute for Sustainability, Italy & UK;
70. Sandrine Dixon-Declève, Co-President, Club of Rome, USA & Belgium;
71. Riccardo Bellini, CEO, Chloé, Italy & France;
72. Paolo di Cesare, Co-Founder, Nativ, Italy;
73. Sarah Evans, Board Member, Ivey Business School Sustainability Centre, UK & Canada;
74. Eric Ezechiel, Co-Founder, Nativ, Italy;
75. Els Thermote, CEO, The Nest Family Office, Belgium;
76. Frank Swinkels, CEO & Chairman, Us Investment Group, NL;
77. Leontien Dekker, Director, i mindLife & Founder, Meaning Based Leadership, NL;
78. Benoit Gröndl, CEO, Resilience Institute Global, Belgium & Switzerland;
79. Elfricke van Galen, Co-Founder, The Rock Group & Board Member, SEKEM, NL & Egypt;
80. Randall Zindler, Partner, NOW Partners, Switzerland & USA;
81. Anuradha Chugh, Board Member, B Lab UK, India & UK;
82. Alexandra Jankovich, Founder & Managing Partner, SparkOptimus, NL;
83. Luigi Grosso, Founder, Euro Brand Management, Germany, USA & Italy;
84. Vivina Berla Bertolli, Founder, Vimine Holding, Italy;
85. Tom Cummings, Board Member, Tällberg Foundation & GABV, NL & USA;
86. Joyshree Reinelt, CEO, InnateMotion, Germany & India;
87. Giles Slinger, Director, Eledger & The Hague Tech, UK & NL;
88. Clara Palazzi, Manager Sustainability Professional NL, IDE Peet's, NL;
89. Massimo Mercati, CEO, Aboca, Italy;
90. Susanne von der Becke, Founder, VDB Insights, Switzerland;
91. John van der Ent, CEO, SPAR Holding Netherlands, NL;
92. Lucy Parker, Sr. Partner, ESG & Sustainable Business Global, Brunswick Group, UK;
93. Sjoerd van der Velden, Co-Founder, BVDV Attorneys, NL;
94. Astrid Leyssens, Director, VP Capital, Belgium;
95. Frank van de Ven, Global Ambassador, Strategy, iTeam Global, NL;
96. Maria Jamiska-Mulder, Director, Apollo Capital, NL & Ecuador;
97. Lars Kolind, Founder, Kolind A/S, Denmark;
98. Nikki Trott, Founder, Conscious Accelerator, UK & NL;
99. Christoph Grobbel, Executive Chairman, South Pole, Switzerland & Germany;
100. Ashley Pollock, Head of Transformation & Culture, Vivobarefoot, UK & Australia;
101. Niki Schilling, Chief Impact Officer, Rituals, NL & Germany;
102. Titiaan Palazzi, Head of Power & Utilities, Snowflake, USA & NL;
103. Annette Nijs, President, Business School Netherlands, NL;
104. Brenden Keon, Founder, Barefoot Ventures, NL & Canada;
105. Xenia Duffy, Co-CEO, zeal, Denmark;
106. Christian Møller-Holst, CEO & Founder, Goodwings, Denmark;
107. Frieda Gormley, Co-Founder, House of Hackney, UK;
108. Frodo van Oostveen, CEO, World WaterNet, NL

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- 109. Maud Mielvaque Thévenot, Co-Founder, We Don't Need Roads, FR;
- 110. Philipp Kauffmann, Founder & Chairman, Original Beans, NL & Germany;
- 111. Walter Link, Co-Founder, NOW Partners & Future Economy Forum, Germany, Italy;
- 112. Carola von Schenk, Managing Director, Aurva, Germany & Chile;
- 113. Lucas Simons, Founder, NewForesight, Scope Insight, TransMission, NL;
- 114. Eva Gladek, Founder & CEO, Metabolic, USA & NL;
- 115. Henri van Eeghen, CEO, KIT Royal Tropical Institute, NL;
- 116. Xenia zu Hohenlohe, Chief Growth & Relationship Officer, Sustainable Markets Initiative, UK & Germany;
- 117. Monika Nachyla, Partner, Abris Capital Partners, Poland;
- 118. Alper Utku, President, Amsterdam Tech, NL & Turkey;
- 119. Oriele Frank, Co-Founder, Elemis, UK;
- 120. Derek Hydon, President, MaCher, Switzerland, USA, UK;
- 121. Elisabeth Laville, Founder & CEO, Utopias, FR;
- 122. Naohiko Matsura, Deputy CEO & COO, CECL, Japan, Japan;
- 123. Louise Cox Chester, Founder, Mindfulness at Work, UK;
- 124. Vishesh Srivastava, Managing Partner, Future Business Partnership, UK & India;
- 125. Lisette Schuitemaker, Chairwoman, PYWYMIC, NL;
- 126. Raj Sisodia, Co-Founder, Conscious Capitalism, USA & India;
- 127. Anna Goedkoop, Next Gen Leader, Delft Technical University, NL;
- 128. Arnaud Gillin, Director, Innpact, Luxembourg;
- 129. Jeanne Rives, Co-Founder, We Don't Need Roads,
- 130. END PHOTOS
- 131. Beth Thoren, Patagonia;
- 132. Otto Scharmer, MIT & Presencing Institute;
- 133. Xavier Unkovic, Bonduelle;
- 134. Lubomila Jordanova, Plan A;
- 135. Emmanuel Faber, ISSB (via live video);
- 136. Barbara Baarsma, PwC Netherlands;
- 137. Meinrad Spenger, Masmovil;
- 138. Maria Paola Chiesi, Chiesi;
- 139. Danny Almagor, Small Giants;
- 140. Willemijn Verloop, Rubio VC;
- 141. Cécile Beliot, Bel Group;
- 142. Wouter Kolk, Ahold Delizaie;
- 143. Wiebe Draijer, KLM;
- 144. Jacqueline van den Ende, Carbon Equity;
- 145. Vincent Desclaux, PALO IT;
- 146. Guido van Staveren van Dijk, Moyee Coffee;
- 147. Jan-Paul Rutten, Gulpener;
- 148. Mark Gough, Resurgence Trust;
- 149. Brune Poirson, Accor;
- 150. Michel Scholte, Impact Institute;
- 151. Maurits Groen, Kipster;
- 152. Louise Kjellerup Roper, Volans;
- 153. Thomas van Craen, Triodos Bank;
- 154. Michel Verstraeten, Triodos Bank;
- 155. Tine Senft, zeal;
- 156. Fabio Carlotto, Redo SGR SpA;
- 157. Andrea Vecci, Redo SGR SpA;
- 158. Cláudia Pedra, Stone Soup Consulting;
- 159. Sepas Seraj, Pixeled Eggs;
- 160. Elizabeth Soubelet, Board Member, B Lab France;
- 161. Martin Rich, Future-Fit Foundation;
- 162. Nynke Geus, Blyde;
- 163. Ferry Kamp, Greenforce;
- 164. Samuele Tini, The Sustainability Journey;

- 165. Lorette der Kinderen, Blyde;
- 166. Armin Steuernagel, Stiftung Verantwortungseigentum;
- 167. Jeanne Kortenoever-Gesterkamp, Blyde;
- 168. Tom Fels, Founder & CEO, Animaream;
- 169. Emma Kraanen, Blyde;
- 170. Wayne Hennessy-Barrett, 4G Capital Group;
- 171. Ellen Oetelma, Amsterdam Impact;
- 172. Egon van Wees, Amsterdam Impact;
- 173. Simone Heidema, CPI & Buitenboordmotor;
- 174. Marc Roodhuyzen de Vries, Nexio Projects;
- 175. Pascal van der Kroef, Friends & Foes;
- 176. Gijs de Beus, Friends & Foes;
- 177. Kim Fenn, Elemis;
- 178. Nicolas Clerget, Heineken;
- 179. Caroline Assis Ramalho, Ageas Group;
- 180. Felix Keser, Nexio Projects;
- 181. Esther de Graaf, Creating Insights;
- 182. Benoît Beauflis, Innate Motion;
- 183. Famke van Loon, Innate Motion;
- 184. Thomas Domenach, Founder, A&C, FR;
- 185. Josien Leyer, Brightlink, Executive Search;
- 186. Chris Marquis, University of Cambridge; ;
- 187. Marion van Happen, Headfirst;
- 188. Rogier Heijning, Friends & Foes;
- 189. Stacie Raymond, Bolsius Group;
- 190. Sebastián Videla Munita, Noda Chile & Fomento Upcycling Empresarial;
- 191. Erica Harpe, Center for Conscious Business;
- 192. Alexandre Jennaoui, Sympower;
- 193. Daniela Senfft, The Jungle Dog;
- 194. Ferdinand Grapperhaus, Next Sense;
- 195. Amit Mukherjee, Combat Climate Change;
- 196. Laura Luce, Hy Stor Energy;
- 197. Tomas Mateos Werner, Qazaq Recycling;
- 198. Katherina Swings, Co-Wings;
- 199. Greg Starkman, Innersense Organic Beauty;
- 200. Manon Sierhuis-Bezemer, Winclove Probiotics;
- 201. Marianne Haaber Ihle, MAT Aps
- 202. Pierre Vanderkelen, Fluitec;
- 203. Suzanne Ekel, Goldschmied Foundation;
- 204. Marc Goedkoop, Pure Carbon Blue;
- 205. Hazel Annikin, Richemont Luxury Goods Europe;
- 206. Roland Kals, Rademaker;
- 207. Reto von der Becke, VDB Group;
- 208. Ulrich Britting, ba group;
- 209. Lars Grote, Filmmaking for Change;
- 210. Nicole Tollenaar-van Horsen, Winclove Probiotics;
- 211. Christopher Fauconnier, Innate Motion;
- 212. Silvia Mazzanti, Save the Duck;
- 213. Marco-Paul Meinen, Bolsius Group;
- 214. Laia Mas, Former Executive Committee Sustainability Director, Danone & Founder Marketing for Good;
- 215. Thierry Roussin, Aguialabs;
- 216. Kees Kruythoff, Summa Equity;
- 217. Pauline Bieringa, Triodos Bank;
- 218. Louise Pulford, Social Innovation Exchange (SIX);
- 219. Zaf Choudhury, SIX;
- 220. Lucy Slinger, IKEA;

- 221. Anastasia Mouragova Millin, SecondMuse Capital;
- 222. Johannes Ortner, ALIA Bank;
- 223. Amanda Powell-Smith, Forster Communications;
- 224. William H Clark Jr., Independent Lawyer;
- 225. Rebecca Percasky, Better Packaging Co;
- 226. Alicia Glennon, Sustainable Capital Group;
- 227. Leticia Bueno, Sustainable Capital Group;
- 228. Kasper Burger, Sustainable Capital Group;
- 229. Wendy van Ierschoot, VIE People;
- 230. Jolanda Brink, MUD Jeans;
- 231. Joana Coutinho, Sustain Azores;
- 232. João Guilherme Bratto, A Economia;
- 233. Erica van Ossel Leclercq, Becolux;
- 234. Pedro Tarak, Regional Impact Trade Alliance & Sistema B;
- 235. Karine Grünberg, Becolux;
- 236. Helier Smith, Jersey Water;
- 237. Benedicte Bauer, Becolux;
- 238. Patrick Goodman, Impact;
- 239. Leontine Gast, The Terrace;
- 240. Helen Kuyper, Bring on the Zoo;
- 241. David Johnston, Weleda Australia;
- 242. Anita Scholte op Reimer, Albert Heijn;
- 243. Tim Eaves, Quadpack Industries;
- 244. Roeland Dikker Hupkes, The Change Collective;
- 245. Jaap van den Hoek, The Change Collective;
- 246. Alice Bouman - de Groot, Erasmus University;
- 247. Fabio de Angelis, Fileni;
- 248. Kajetan Hetzer, Take-s-Stake;
- 249. Bénédicte Peillon-Russo, Nativa;
- 250. Marta Tomczak, Livekindly Collective;
- 251. Koen Becking, Nyenrode Business University;
- 252. André Nijhof, Nyenrode Business University;
- 253. Jeroen Velthuis, Nyenrode Business University;
- 254. John R Decker, Decker + Partner;
- 255. Peter van der Reijden, Faculty of Skills;
- 256. Thomas Bourne, Greenheart Consulting;
- 257. Engin Ayaz, Atölye;
- 258. Mert Cetinkaya, Atölye;
- 259. Alberto Means, SYPartners;
- 260. Nadia Rozestraten, IMAGINE Leaders;
- 261. Pawel Nizinski, better;
- 262. Mark de Lat, Eshuis Accountants and Advisors;
- 263. Thomas Winkelmann, SYPartners & the 100Years School;
- 264. Julia Oude Hendriksman, Eshuis Accountants and Advisors;
- 265. Roel Beentjes, Been & Co;
- 266. Jaap Mulder, Been & Co;
- 267. Marine Clement, Been & Co;
- 268. Marieke Siero, Been & Co;
- 269. Lucy Knill, Anthropy;
- 270. Stefan Siemer, Weleda;
- 271. Massimo Fileni, Fileni;
- 272. Egbert Mulder, Circular Leadership;
- 273. Kajsa Lönnroth, Ethos;
- 274. Gina Pattison, KIT Royal Tropical Institute;
- 275. John O'Brien, MBE, Anthropy;
- 276. Naboth van den Broek, CEO & Founder, CoeusGlobal, UK & NL;
- 277. Benoît Saint-Jevin, BNP Paribas, FR;

- 278. Fabienne Ouwehand, BNP Paribas, NL;
- 279. Dagmar van der Plas, BNP Paribas, NL;
- 280. Cornelius Pietzner, Alterra Impact Finance, Austria;
- 281. Suzanne Wisse-Huiskes, InvestEU Fund;
- 282. Antoni Ballabriga, BBVA;
- 283. Francesco Mondora, Mondora;
- 284. Christopher Caldwell, United Renewables;
- 285. Alice Steenland, Signify;
- 286. Cassie Robinson, Joseph Rowntree Foundation & Paul Hamlyn Foundation;
- 287. Mark Maslin, University College London;
- 288. Leon Reiner, Impact Hub Berlin;
- 289. Hanee Bezaad, Beehane;
- 290. Harald Dumnick, The School for Moral Ambition;
- 291. Zbigniew Lewicki, Nomad Foods;
- 292. Alejandra Litovskiy, Earth Security;
- 293. Colin Mayer, Saïd Business School, Oxford;
- 294. Gunnlaugur Erlendsson, ENSO Tyres;
- 295. Kresse Wesling, CBE, Elvis & Kresse & New Barns Farm;
- 296. Maurijn Legelin, BOSKA;
- 297. Florian Hoffmann, The Do;
- 298. Tessa van Soest, B Lab Benelux/B Lab Europe;
- 299. Moritz Ostwald, Alpha Inspiration;
- 300. Flory Achammer, Brove Penguin;
- 301. Guus van Puijenbroek, VP Capital;
- 302. Dennis Hindsberg, Plandent A/S;
- 303. Clara Rao, Plandent A/S;
- 304. Jesper Kirkegaard, Plandent A/S;
- 305. Nina Thulstrup, Plandent A/S;
- 306. Kristoffer Larsen, Plandent A/S;
- 307. Sonia Ziveri, Davines;
- 308. Wim Vermeulen, Bubka;
- 309. Julia Bahlmann, FERI;
- 310. Gregory Reece-Smith, Wisdom Keeper, Vista de Estrela;
- 311. Stephanie Bretonniere, WeImpactWorld;
- 312. Sander Tideman, Triple Value Leadership & The Garrison Institute;
- 313. Julie Brenninkmeijer, Willows Investments;
- 314. Giulia Detomati, Invento Lab & BWomen Italy;
- 315. Nishant Parekh, 2Impact Consulting;
- 316. Silvia Tassarotti, Coach4Planet;
- 317. Alessandra Sabellico, Davines;
- 318. Scilla Elworthy, Business Plan for Peace & Wisdom Keeper;
- 319. Stephen Heathcote, PRIMEGlobal;
- 320. Myriam Ines Giangiacomo, Bottega Filosofica;
- 321. Paul Lewis, Seismic Change;
- 322. Lynette Deutsch, Endaba Group;
- 323. Maarten van de Pavoordt, Egon Zehnder;
- 324. Elisabetta Lattanzio Ily, Picture of Change;
- 325. Sebastiaan de Voogd, Sustainability Partner;
- 326. Ilonka Audenaerde, Bonduelle;
- 327. Dries Beljon, Lean Lawyers;
- 328. Paul van den Berg, Lean Lawyers;
- 329. Ruth Stevenson, PRIMEGlobal;
- 330. Aunt Ivy, Wisdom Keeper;
- 331. Simon Lucas, Society;
- 332. Pascal van de Poll, Elemental Strategy;
- 333. Loretta Turner, Do Good Leadership Collective;
- 334. Alexander Stevens, Greenomy;

- 335. **Moniek Tersmette**, InnateMotion;
- 336. **Megan Pratt**, InnateMotion;
- 337. **Christiaan Ufthenbosch**, Fired Up;
- 338. **Renske Thelosen-van Daalen**, Dopper;
- 339. **Bas Adib**, Firedd Up;
- 340. **Lizzie Shupak**, Curve;
- 341. **Prince Adu-Gyamfi**, Fame Africa;
- 342. **Nancy Thomas**, IMS Luxembourg;
- 343. **Martin Rohner**, Global Alliance for Banking on Values;
- 344. **Veronica Calvi Musini**, B for Good Leaders;
- 345. **Thomas Kolster**, Goodvertising Agency;
- 346. **Judy Rodrigues**, B Lab Global;
- 347. **Vojtech Vosecky**, Circle Economy;
- 348. **Leslie Kaplin**, Astanor Ventures;
- 349. **Eric Archambeau**, Astanor Ventures;
- 350. **Davide Bollati**, Davines Group;
- 351. **Dream Cazzaniga**, InventoLab;
- 352. **Kees Klomp**, THRIVE Institute;
- 353. **Valeria Sanguineti**, InventoLab;
- 354. **Jeroen Zevenbergen**, The Good Roll;
- 355. **Sander de Klerk**, The Good Roll;
- 356. **Nick van Katswaarde**, The Good Roll;
- 357. **Zeynep Cansu Öner**, Regenerate 41 & CIRCOLAB;
- 358. **Harco Leertouwer**, ACRE;
- 359. **Marieke van der Velden**, EyeOpeners;
- 360. **Niko Karstikko**, Bob W;
- 361. **Alexia Michiels**, Resilience Institute;
- 362. **Ottavio Palazzi**, Fixico;
- 363. **Johanna Jaurich**, fechnerMEDIA;
- 364. **Mauro del Barba**, Assobenefit & Business for a Better Tomorrow;
- 365. **Brooke Latham**, NATO Innovation Fund;
- 366. **Roy van den Oudenhoven**, Polymateria Ltd;
- 367. **Anne Pleun van Eijsden**, Paper on the Rocks;
- 368. **Piero Senatore Musini**, Kebio & Agriturismo Tenuta di Fassia;
- 369. **Christoph Langwallner**, WhatIF Foods;
- 370. **Mildred Hofkes**, Future Proof Governance;
- 371. **Rupen Desai**, UNA Terra VC;
- 372. **Bettina von Stamm**, BEFIVE by UnternehmerTUM;
- 373. **Dieter Oude Kotte**, amsterdam inbusiness;
- 374. **Leonore Palazzi-van Hövell tot Westerflier**, Progressio Foundation;
- 375. **Thami Schweichler**, United Repair Centre;
- 376. **Robin van Dalen**, Inuka Coaching;
- 377. **Andrew Green**, B Lab Germany;
- 378. **Prajña Khanna**, Prosus Group (Naspers);
- 379. **Micha van Hoorn**, Impact Fair NL;
- 380. **Elaine Elkington**, Independent;
- 381. **Lori Goff**, Outlandermaterials;
- 382. **Evelyn Landhuis**, Eshuis Accountants & Advisors;
- 383. **Sietse Bakker**, Amsterdam 750;
- 384. **Mauro Oretti**, SkyTeam;
- 385. **Maria Grazia Testa**, The Best Journey Ever;
- 386. **Arjen Boekhold**, Game Changer Unltd.;
- 387. **Debby Jannink**, THINK School of Creative Leadership;
- 388. **Becky Asselin**, Everroot Consulting;
- 389. **Laura Jungmann**, Albert Heijn;
- 390. **Kees Kerstens**, Salacia Solutions;
- 391. **Susannah de Bievre**, BEANY;

- 392. **Charmian Love**, Natura & Co;
- 393. **André van Heemstra**, GC Nederland;
- 394. **Laure Wessemius-Chibrac**, Netherlands Advisory Board on Impact Investing;
- 395. **Andreas Sommer**, essential | now;
- 396. **Simona Benvenuti**, Netherlands Advisory Board on Impact Investing;
- 397. **Perttu Kouvalainen**, Impact Agency Fabrik;
- 398. **Jonna Ekroos**, Impact Agency Fabrik;
- 399. **Lucas van Eeghen**, Rituals;
- 400. **Priscilla Streefkerk**, Rituals;
- 401. **Eline van Maissen**, Rituals;
- 402. **Rozemarijn Koppelaar**, Rituals;
- 403. **Paolo Saccò**, Chiesi Pharmaceuticals;
- 404. **Arthur ten Wolde**, Ecopreneur;
- 405. **Elena López Sánchez**, Ius + Aequitas Abogados;
- 406. **Eliseo Martínez**, Ius + Aequitas Abogados;
- 407. **Eric Berseht**, Philanthropy Advisors;
- 408. **Yvonne Bakkum**, Achmea Investment Management;
- 409. **Nicky Dee**, Carbon13;
- 410. **Indy Johar**, Dark Matter Labs;
- 411. **François-Guillaume Eggermont**, Roland Berger;
- 412. **Leen Zevenbergen**, B for Good Leaders;
- 413. **Marcello Palazzi**, B for Good Leaders;
- 414. **Daniele Perotti**, booking(.)com;
- 415. **Otti Vogt**, Good Organisations;
- 416. **Elena de Caradini Raventós**, Castell de Raymat;
- 417. **Merijn Dols**, NOW Partners;
- 418. **Laurien Meuter**, Tiny Miracles;
- 419. **Edmond Hiltorst**, The School for Moral Ambition;
- 420. **Penny Grivea**, NBCC;
- 421. **Stephen Vasconcellos**, Make a Positive Impact;
- 422. **Hannes-Benjamin Schmitz**, Greenforce;
- 423. **Simone Daniëls**, Nyenrode;
- 424. **Magda Al-Nugaidi**, Uncommon;
- 425. **Laure Heilbron**, New Foresight;
- 426. **Audrey Hanard**, bpost & Dalberg;
- 427. **Patrick Somerhausen**, Funds for Good;
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- 910. Andreea Vanacker, One Million Years of Joy;
- 911. Aqeelah Hassim, Innate Motion;
- 912. Business Partners' Invitee;
- 913. Business Partners' Invitee;
- 914. Business Partners' Invitee;
- 915. Pim Becker, van Wijhe Paints;
- 916. Monique Duits, van Wijhe Paints;
- 917. Alex, Sea Shepherd;
- 918. Cyril Gouffes, European Investment Fund;
- 919. Gunter Fisher, European Investment Bank Group;
- 920. Marijke Kadden, Sparkle Eye;
- 921. Sammontana;
- 922. Sammontana;
- 923. Sammontana;
- 924. Sammontana;
- 925. Sammontana;
- 926. Giordano Sassaroli, Elite, a Euronext Company;
- 927. Federico Cislighi, Elite, a Euronext Company;
- 928. Elite, a Euronext Company;
- 929. Elite, a Euronext Company;
- 930. Meinke van Oenen, Algaenius/SymbioMatter & 2100;
- 931. Hajar Yagkoubi, former UN Youth Representative & 2100;
- 932. Jamie Holton, SDGs in Business Advocate; 2100;
- 933. Marc Hoes, BOB W;
- 934. Jayn Sterland, Weleda;
- 935. Lars Zirpins, Weleda;
- 936. Christoph Möldner, Weleda;
- 937. Liza Trouwborst, Weleda;
- 938. Daan Zeelt, Weleda;
- 939. Robert Wood, Weleda;
- 940. Linde Fontijn, Weleda;
- 941. Colette Meeuws, Weleda;
- 942. Arizona Muse, DIRT Charity;
- 943. Karime Abib, Advantika;
- 944. Nina Tellegen, City of Amsterdam;
- 945. Dennis Kerkhoven, YesANDMore;
- 946. Aiesec;
- 947. Marta Luca, SNAM;
- 948. Olivier Perquy, Nespresso;
- 949. Chris Adamo, Danone;
- 950. Danone;
- 951. Danone;
- 952. Danone;
- 953. Danone;
- 954. Veerle Berbers, PYM;
- 955. Frank van Beuningen, PYM;
- 956. Ignaz Anderson, PYM;
- 957. Maurits Schouten, PYM;
- 958. Celine Elayoubi, Sanofi;
- 959. Luisa Barba, Sanofi;
- 960. Luca Angelini, Sanofi;
- 961. Sabine Rau-Oberhuber, Turntoo;

- 962. Marieke van der Werf, Publyon;
- 963. Dennis Karpes, IMAGINE LEADER;
- 964. Erin Boyd Kappelhof, IMAGINE LEADER;
- 965. IMAGINE LEADER;
- 966. Jacobine Vies, Liance Legal;
- 967. WaterBear;
- 968. SparkOptimus;
- 969. SparkOptimus;
- 970. Canadian Delegation;
- 971. Canadian Delegation;
- 972. Andrea Bonetti, Chiesi Pharmaceutical;
- 973. Mashiah Shikh, Chiesi Pharmaceutical;
- 974. Sitam Tmani, Chiesi Pharmaceutical;
- 975. Oliver Memell, NEM Wellbeing;
- 976. Pieter Dirven, De Smoak Specialist;
- 977. Joanna Olszanska, YOYO.BoostReuse;
- 978. Anke Huiskes, NP-Hard Ventures;
- 979. Remco van den Elzen, LEAP;
- 980. Patrick de Nekker, Earth Concepts;
- 981. Thomas Rau, Turntoo;
- 982. Wim van der Beek, Goodwell;
- 983. Phoebe Tickell, Moral Imaginations;
- 984. Olaf Nekeman, AmberFlow;
- 985. Renske van Griensven-Bos, NOW Partners;
- 986. Héléne Hoogboom, Renewaball;
- 987. Caterina Occhio, SeeMe;
- 988. Anna Rysenbry, Adyen;
- 989. Jody Samuels Ike, Entrepreneur;
- 990. Marijke Wilhelm, De Roos Lawyers & Notaries;
- 991. Hugo Verkuil, The Vegetarian Butcher;
- 992. Dide van Eck, Utrecht University;
- 993. Patricia Andriambololona, CEC Industries;
- 994. Ingeborg Biesterbos, Strategy for Good;
- 995. Paul Sintnicolaas, MOYU;
- 996. Robert Gierke, Purenessity;
- 997. Nazomi Taniguchi, B Market Builder Japan;
- 998. Lynn Blokstra, Ingka Ikea;
- 999. Solar Impulse Foundation;
- 1000. Business & Economic Student / Volunteer /Harvester (55).



Selected partners are working with us to make BfGL 2024 a milestone: **BMW Foundation, IKEA, Rituals, European Investment Bank Institute, Albert Heijn, Headfirst, NOW Partners, Amsterdam Economic Board, Amsterdam Impact, Sistema B, Nyenrode Business University, Innate Motion, Resilience Institute, Danone, Atolye, A Vogel, Auping, Eneco, van Lanschot Kempen, Nyenrode Business University, Global Cleantech Capital, Future Economy Forum, Been MC, ACRE, World Benchmarking Alliance, Nativa, Goodwings, Amsterdam Impact, We Don't Need Roads, EBBF, better, WaterBear Network, PRIME Global, Amarey, Nexio Projects, Dalberg, IMAGINE Leaders, Social Innovation Exchange, PRIMEGlobal, CPI Governance, Volans, Utopies, Netherlands Advisory Board on Impact Investing, Patagonia, Impact Economy Foundation, Sanofi** and others.

**Themes and Summit Design**

**7 Themes:**

- **Regenerative Economy • Sustainable Finance • Corporate Activism • Leadership • B Corps & Beyond • System Change - Food... • Tech for Good**

**7 formats:**

**Talk Shows, Roundtables, Innovation Labs, Pitches, Incubators, Clinics, Dialogues.**

- **+ Wisdom Keepers** for Existential Talks + **Jamming Room** for TED-style Talks + **FAIR** for displays of products and services and B2B meetings.

**Draft Schedule**

**Wednesday, May 22nd, DAY 0:**

- > Get-together from 15:00
- > Welcome Reception from 17:00 to 19:00, then self-organized dinners in restaurants, homes and other venues

**Thursday, May 23rd, DAY 1:**

- > Welcome from 7:30, Opening at 8:40, Beurs van Berlage
- > Morning Concert with **Eline Verkuijl** from 8:40
- > Plenary form 9:00 to 11:30: Grand Opening with 10 leaders + **Femke van Loon / Joyshree Reinelt** as facilitators + **Rutger Bregman** as keynote as **John Elkington** as discussant + Talk-Show led by **Leslie Johnston**
- > Break from 11:30 to 12:00
- > Breakouts from 12:00 to 16:30, incl. lunch (13:00-14:00): 12:00-13:00; 14:00-15:00; 15:30-16:30
- > Closing Plenary Panel from 17:00 to 18:00
- > By invitation dinners at various locations, as per listing (to follow)

**Friday, May 24th, DAY 2:**

- > Welcome from 7:30, Opening at 9:00, Beurs van Berlage
- > Morning Concert with **Julia Zhou** from 8:40
- > Plenary form 9:00 to 11:30: Opening with 10 entrepreneurs / investors + **Femke van Loon / Joyshree Reinelt** as facilitators + **Otto Scharmer** as keynote + Talk-Show led by **Isabelle Grosmaître**
- > Break from 11:00 to 11:30
- > Breakouts from 12:00 to 16:30, incl. lunch (13:00-14:00): 12:00-13:00; 14:00-15:00; 15:30-16:30 on May 23rd and until 15:30 on May 24th.
- > Action Finale at 15:30-17:00 on May 24th with **Colin Mayer**.
- > Drinks and evening snack for all from 17:00 to 19:00.

Welcome to our community !

This personal invitation include access to the BfGL Community Platform. With over 2,000 invited members and growing to 100,000 by May 2024 and 3 million by 2031, each member is nominated by us or our members on the basis of **merit, commitment, integrity and intent**. This trust-based platform is our HOME from which we can connect, communicate, share, engage and do regenerative business with each other. See here: <https://community.bforgoodleaders.org>. An AI-powered XChange will be launched in 2024.

Our first two gatherings in Rome in 2022 (600 invited participants) and Amsterdam in 2023 (1200 invited participants) were acclaimed as ushering **a new genre of events that is engaging, inspiring, empowering, fun and crafting a holistic agenda for real change**.

The city of Amsterdam and the Netherlands are fast becoming one of the world's hubs for regeneration and flagship models of what economies can become, and that's why we have decided to make it our permanent home. The main venue will be the historic and hip **Beurs van Berlage**, next to Dam Square, the Central Station and many other attractions.

**Registrations / Expressions of interest here:**

<https://www.tickettailor.com/events/bforgoodleaders/925828>

**Summit 2023 Video:**

<https://vimeo.com/842277489/c7b45262cb?share=cop>

