



01:30 – 5:16: A Call for Courageous Leadership
Arleen Westerhof, Director Center for the Economics of Mutuality

05:17 – 6:26: Welcome on behalf of the Erasmus Initiative for the
Dynamic of Inclusive Prosperity (DoIP)
Martin de Jong, Research Director, DoIP

06:29 – 13:04: Being a force for positive change
Ansgar Richter (Dean, Rotterdam School of Management)

13:14 – 32:54: Opening Presentation
Jan Peter Balkenende, External and Senior Advisor, Ernst and Young
Nederland, LLP, Professor of Governance, Institutions and
Internationalisation EUR, Former Prime Minister of the Netherlands

33:05 – 56:25: Keynote. Transforming Business for People, Planet
and Profit (Part 1)

Colin Mayer, Peter Moores Professor of Management Studies, Saïd Business School Oxford University

56:26 – 1:22:55: Keynote. Transforming Business for People, Planet and Profit (Part 2)

Bruno Roche, Founder and Executive Director, Economics of Mutuality Platform Geneva, Senior Visiting Fellow Rotterdam School of Management and Former Chief Economist, Mars Inc.

1:22:56 – 1:52:30: Fireside chat: Sustainable businesses and EoM. Where are we now?

Eppo Bruins, CEO, Eppo Bruins Innovation Management and Leadership Consultancy and Former Member of the Dutch Parliament
Prof. Evert Stamhuis, Professor of Law and Innovation, Erasmus School of Law

Joep Cornelissen, Professor of Corporate Communication and Management, Rotterdam School of Management

1:52:35 – 2:13:30: Keynote: EoM and Telecommunication. A Dutch EoM Case Study.

Muriel Arts, Founder and CEO IMPACTING.today and Former Marketing Director, KPN2:41:

2:13:30 – 2:42:20: Coffee/tea break

2:42:45 – 3:12:56: Panel Discussion: Business and Non-financial Capital

Jan Vreugdenhil, Managing Director, Vreugdenhil Dairy Foods
Marlies van Wijhe, General Director, Koninklijke Van Wijhe Verf B.V. en Chairperson, FB Ned
Jolijn Creutzberg, CEO, Van Hulley

3:13:46 – 3:36:30: Keynote: A revival of mutualism? The role of cooperating citizens in changing business and tackling societal challenges

Tine De Moor, Professor of Social Enterprise and Institutions for Collective Action, Rotterdam School of Management

3:36:35 – 4:07:30: Panel Discussion: EoM and Finance/investment
Kobus Nel, CEO, Fairtree Capital

Patty Zuidhoek, Director Business Relations, Triodos Bank Nederland

Richard Kooloos, Director Group Sustainability, ABN AMRO Bank

4:07:45 – 4:30:31: Keynote: Imagine. A Call to Action

Paul Polman, Business leader, campaigner and co-author of “Net Positive: how courageous companies thrive by giving more than they take”

4:30:50 – 4:32:30: Research in the Center for the Economics of Mutuality

Martin de Jong, Research Director Erasmus Initiative for the Dynamics of Inclusive Prosperity

4:32:35 – 4:35:34: Summary. 15 words that describe the concepts presented today

Eppo Bruins, CEO, Eppo Bruins Innovation Management and Leadership Consultancy and Former Member of the Dutch Parliament