

Brussels, 1 March 2011

Tessenderlo Group Leadership Team Summit

Tessenderlo Group's Leadership Team Summit sets course to a sustainable future

On Tuesday 1st March, Tessenderlo Group executives from twelve countries across the world gathered in the Surf House in Brussels to attend the Leadership Team Summit 2011. CEO Frank Coenen organised this day to reflect on sustainability and the course Tessenderlo Group should take in order to contribute to a sustainable future. After discussing the megatrends that are in front of us and the possible solutions for these challenges, the day ended with eight guidelines designed to help Tessenderlo Group become the sustainable company it wants to be.

As soon as the executives entered the building, the topic of the day became clear. Everyone received a name tag that also mentioned their own ecological footprint. Further explanation was given in the grand conference room by CEO Frank Coenen himself. In his introduction he elucidated on the core subject of the day: not what we want to be, but who we want to be.

This day was all about showing that sustainability is so much more than just 'being green'. And letting the Leadership Team discover that there are many opportunities in this matter for Tessenderlo Group, if only one is not afraid to think outside the box.

► Speakers depict megatrends

To show everyone the importance of a sustainable course, five speakers were invited to talk about the megatrends that will change and determine our future life. Herman Van Rompuy, Jules Kortenhorst, Ignace Schops, Giulio Boccaletti and Klaus Heinzlbecker talked about the changing global environment and the challenges that need to be met on a global level when it comes to food, water, resources and energy (+ Links).

► Productive workshops

After these inspirational speeches, it was time for the executives to work around sustainability. In two workshops they gathered ideas on seven sustainability themes that could be implemented in the company. "It's impressive how many ideas we generated", was the positive conclusion of one of the participants. Also, thanks to these workshops a lot of knowledge and experience was exchanged. "We just need to keep talking, keep communicating." These sessions certainly were a first step in the right direction towards a sustainable company.



► Inspirational last words

Finally the day was concluded with an inspirational speech by the CEO, in which it became clear that Tessenderlo Group needs to follow a path towards sustainability in the long term. Not by doing more than we already do, but by doing it in a different way. Therefore, eight guidelines were presented: eight mantras that will help Tessenderlo Group to be the sustainable company it wants to be.

Without a doubt, it was an interesting day for all the participants: "We have never experienced anything like this before." Maybe also because of the fact that the day was glued together by a playful note of two "Russian doctors", Irina Materialov and Vladimir Energii, who challenged the audience along the way. Little pop quizzes were held showing us that our eco footprint is often bigger than we think and during a sustainable lunch several contestants squeezed their own orange juice by riding a bike. But whether humorous or serious, the message was clear. And thus the final group photo showed a team that was willing to contribute to sustainable solutions, together.