



UNIVERSITEIT NYENRODE
THE NETHERLANDS BUSINESS SCHOOL



PLANET CAPITAL

Planet Capital sponsors the Nyenrode Chair on Sustainable Entrepreneurship of prof. dr. Gerard Keijzers

Breukelen / Zeist, February 20th, 2005 Planet Capital and Nyenrode University of Breukelen, The Netherlands announced today that Planet Capital will sponsor the Nyenrode Chair of Sustainable Entrepreneurship. Gerard Keijzers (1951) holds the Chair since January 2000.

Professor Keijzers' research and teaching focuses on the business approach to developments in the interface of business and society, with special attention to environmental and social aspects of sustainability and sustainable business. Gerard Keijzers is the director of the Nyenrode Center for Sustainability.

Before taking up this position at Nyenrode University, Gerard Keijzers served ten years as director of the strategy department in The Netherlands' Ministry for the Environment. Gerard Keijzers started his career as economist with the United Nations and worked on various development projects in Asia and the Pacific.

At present Gerard Keijzers engages in three major research projects on

- (1) Innovation for sustainability in Small and Medium Sized Enterprises,
- (2) Development of business tools to assess stakeholder management conditions of the firm, and
- (3) Management strategies for sustainable market approach in developing countries.

Planet Capital Management BV

Planet Capital, a venture management firm, has recognized the need for the introduction of sustainable energy on a large scale and on a commercial basis. Since true innovation comes from young innovative enterprises, Planet Capital focuses on creating new companies and helps to grow existing ones. The research work of Gerard Keijzers is aligned with the mission and vision of Planet Capital and is expected to further advance the understanding of innovation through young companies in the sustainable energy arena.

Mission and purpose of the Nyenrode Center for Sustainability

The Nyenrode Center for Sustainability (CfS) is an academic group of professionals dedicated to supporting enterprises and governments in achieving the evolving values of sustainable business. These new business values are essential for the creation of inspiring conditions for an equitable and sustainable society. The CfS supports enterprises in their change processes towards corporate sustainability and ethics management through innovative organizational management and collaborative partnerships.

The business case for sustainability is in long-term profitability. Sustainability is more than just buffering from stakeholder demands for reasons of short-term reputation management. By mainstreaming sustainability in their strategies and day-to-day policies, innovative corporations find new ways for bridging the evolving demands of their stakeholders. They need to learn that responsible social and environmental business conduct is necessary to co-create the conditions for long-term endurance of the company.

For further information and contact details please see:

www.nyenrode.nl/sustainability and www.planetcapital.nl.