



VP Capital

STRONG HERITAGE SUSTAINABLE PROGRESS

VP Capital one of the first family offices in Europe to earn a B Corp label

Turnhout/Goirle, 24 May 2022 – VP Capital, the family office of the van Puijenbroek family, has become part of the B Corp community. Since 2018, the family office has employed a sustainability strategy in which both VP Capital and the entire portfolio are screened for their sustainable progress. Next to a B Corp certification VP Capital recently also got their Science Based Targets validated.

The American B Corp label was created in 2006 and has a large number of major companies in its network, including Patagonia, Tony's Chocolonely, and Ben & Jerry's. Companies that are interested in earning the label are assessed based on five criteria: governance, employees, community, the environment, and customers. The label is not just another quality indicator because the selection process is extremely stringent: 55% of all companies that apply do not earn the certification. This ensures that companies that want to earn the label cannot get away with empty promises.

“Companies must demonstrate that their decision-making process complies with strict standards that take into account all of their stakeholders, such as employees, customers, suppliers, the community, and the environment. The process of obtaining a B Corp label took a year and a half. During this informative period, various improvements were implemented in a structural manner, including amending the VP Capital Articles of Association. The social objective – having a genuinely positive impact on society and the environment – is now explicitly established,” says Guus van Puijenbroek, Managing Director of VP Capital.

The label combines social and ecological objectives with transparency and legal liability. With this approach, B Corp aims to transform the traditional notion of successful business practices and shift the focus to an inclusive and sustainable economy. This is an objective that VP Capital strives to achieve in all its activities.

Guus van Puijenbroek explains, *“A few years ago, we discussed with the family how we could use the family capital to create a positive impact and contribute to solutions for social and planetary problems. We believe in ‘Business as a Force for Good’ and our purpose aligns perfectly with this vision.”*

VP Capital achieved a score of 98.6 out of 200, which is above the required minimum score of 80. The score is based on an independent audit of company-specific topics that must meet high international standards for social and environmental performance. For VP Capital, the focus was on its investment, donation, and CO₂ policies. The consistent and transparent manner in which the impact of investments is measured and improved was also included in the audit. The certification earned is linked to the condition of continuing to evolve in the various aspects indicated. Every three years, the certification will be reassessed for improvements made.

B Corp is a comprehensive assessment of impact on all fronts. Astrid Leyssens, Head of Sustainable Progress at VP Capital, follows the community closely and of all the different labels available, B Corp proved to be the most holistic and progressive.

“That is what appealed to me most: a certification process that could give us insight into where we stand in the broadest sense of the word in terms of ‘Business as a Force for Good’, whether it concerns our employees, suppliers, the planet, or social circumstances. In 2020, the VP Capital team began answering the extensive questionnaires, which included questions about commuting, training budgets, diversity compliance, impact measurement, donation policy, pension accrual, and employee transparency. Each of the 12 team members ultimately had to contribute to integrating B Corp principles into their daily work. Not surprisingly, the entire team is extremely proud of this achievement,” says Astrid.