

# INSEAD

THE  
DUTCH  
FORCE FOR  
GOOD  
INITIATIVE

2019 – 2021



Sustainability



Tech for Good



Social Impact

[www.insead alumni.nl](http://www.insead alumni.nl)

Dear alumni,

We are living in tumultuous times. Our global society is facing a complex set of challenges, from climate change to geopolitical conflicts to rapid population growth. Many of these challenges are unprecedented in human history — and cannot be solved through conventional means.

At INSEAD, we believe that business must play a pivotal role in tackling these challenges. Business is capable of driving economic growth, sustainable change and transformative innovation in ways that governments and NGOs are not. It is a powerful tool that can advance social and environmental progress and create a better future for all. In other words – business is a force for good.

To champion business as a force for good, INSEAD continues to expand its work to develop responsible global leaders. One of the ways we are doing this is through the **Hoffmann Global Institute for Business & Society**, a new initiative for research, teaching and outreach that has seven priority areas: sustainability, social impact, wealth inequality, business ethics, tech for good, humanitarian operations and gender balance. I encourage you to visit the Hoffmann Institute website to learn more about this inspiring initiative.

In addition to launching the Hoffmann Institute, we also recently kicked off **The Campaign for INSEAD: a Force for Good**. The Campaign builds on our values, reflects our vision and supports new ventures by rallying our global community to give back to INSEAD. Thank you to those who have already given to the Campaign. If you would like to learn more about it, please visit the Campaign website.

I would like to thank the National Alumni Association (NAA) of the Netherlands, one of our community's largest and most active NAAs, for supporting the campaign with a new series of events focused on business as a force for good (*detailed within*). Please consider joining us for these events, which will convene leaders reimagining the future of business.

It will take all of us, working in collaboration, to create that future. Thank you for supporting this important work. Together, we can serve as a force for good.

Sincerely,



**Ilian Mihov**

**Dean of INSEAD**

## THE DUTCH FORCE FOR GOOD INITIATIVE

The INSEAD Alumni Association and Alumni Fund in the Netherlands are jointly launching the Dutch Force for Good Initiative. This initiative will run from mid 2019 until 2021 and comprises of a series of events around the theme of business & society and a fundraising campaign among the Dutch alumni community. The aim of the initiative is to share INSEAD's mission and important work in the field of business & society and to connect the Dutch alumni community (even) closer to our school.

### THREE LARGE ALUMNI EVENTS

With three large-scale 'strategy forums', we will make deep dives into the key research themes of the Hoffmann Institute. With top speakers from INSEAD, businesses, institutions and politics. You will be offered the latest insights and inspirational examples, all in the good company of fellow alumni of course. The themes of the forums are:

#### FORUM I



26 November 2019

#### FORUM II



11 September 2020

#### FORUM III



Q2 2021

There will also be additional smaller events around business & society topics, such as **"Meet the Company"**.

More details about the events will follow via our (e-)mail, website and social media channels. So look out for **The Dutch Force for Good Initiative** logo!



[www.inseadalumni.nl](http://www.inseadalumni.nl)

## € 1 MILLION

Our alumni community benefits from the school. We keep good memories of our time at INSEAD, we benefit from the infrastructure that INSEAD provides and we benefit from lifelong learning opportunities.

INSEAD is an independent not-for-profit institution. It is not supported by governments or a large university. Still, the school is thriving and as a result has embarked on an ambitious mission. As INSEAD is self-funding, the school critically depends on the support of its alumni.

We, the Dutch alumni, aim to raise €1 million to contribute to the overall Force for Good Campaign. We plan to establish a new **Dutch Alumni Research Fund**, which will invest in research within the Hoffmann Institute\*. We have made a very good start: € 500,000 (*as per September 2019*) has already been committed by several Dutch donors!

We would like as many of you as possible to join us. No matter the amount, please help us in reaching this ambitious goal and support our school to increase its impact.

**JOIN US AS A DUTCH  
FORCE FOR GOOD**

[give.insead.edu](https://give.insead.edu)

For more information please visit our website



[www.inseadalumni.nl](https://www.inseadalumni.nl)

*\*Already supporting a different project at INSEAD like scholarships, renovation work or the Dean's Innovation Fund? No problem, all gifts given by alumni in the Netherlands will count towards the Dutch Force for Good Initiative target.*