

## Purpose & Impact *Now*

September 10, 2023

### What makes you angry?

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Dear Reader,

I still remember the lightbulb moment when I knew I wanted to promote the creation of positive social impact among businesses.

For many years, I had worked with communities, youth leaders, human rights activists and fighters for women's inclusion. A recurring issue was the lack of access to jobs and decent working conditions. Especially in places with lots of poverty, exclusion and violence, I had seen worrying cases of what I called CSI, as opposed to CSR – Corporate Social Irresponsibility.

But that moment, working with local villagers in a forgotten part of the Colombian jungle, changed everything.

A huge palm oil corporation had quickly erased rich biodiversity and traditional ways of living. It created deep divisions in the community by giving jobs to some and violently oppressing the critical voices of others. While the business owners got filthy rich, local villagers walked around barefoot on muddy roads.

It was gut-wrenching to see how the lush vegetation had been replaced by endless rows of palm oil trees, stretching as far as our eyes could see. Witnessing how people in the close-knit village had turned into enemies was tragic. And what made it all worse was that at the time, the EU had eagerly started importing palm oil from Colombia and other emerging markets. Used as input for biofuels, it was promoted as the sustainable solution for Europe's new green economy.

Didn't importers care? Didn't consumers know?

Suddenly, I felt outraged by the situation. So much human misery and natural damage, so much wasted potential for growth and prosperity! Working with communities and social leaders will never cease to be important. But if we really want to change deeply rooted social and economic injustice, I thought, we must change business. And from that moment on, this became my purpose. Read the whole **FairChange origin story [here](#)**.

But first, a picture that felt like a present from nature to me – sharing it as a tiny virtual gift to you, too 🌱.

Enjoy!



## #Healthyhabits

*If we are serious about building a better future with happy people on a healthy planet, our own habits are a good place to start. Daily actions can create positive ripple effects. If we all keep up our tiny habits, they will add up to be a force for the greater good.*

Going for a run in nearby nature is a great way not just to work on a good physical condition and clear our heads to make room for productivity, focus and new ideas.

To me, running in the parks around my neighborhood before the workday starts has also become a source of pleasant surprises brought by nature. (And did you know that according to research, time spent in nature is associated with increased pro-environmental attitudes?)

Look at these beauties! I snapped this picture at the "Landgoed Marlot" park a few days ago. Although autumn is already in the air, bright flowers are still keeping their proud heads up ;).

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## A question for impact leaders

*Impact-driven leaders have a cause they stand for, a vision of a better world and a compelling message that inspires others to take action. Asking questions is a powerful way to define the road to follow and to uncover where challenges arise.*

This week's power question for impact leaders is short and straightforward:

*What makes you angry?*

Asking yourself this question can help you find your purpose as an organization. It is a good way to identify the social challenge you or the people you care for are facing; to determine the cause that makes you want to cling your fists, roll up your sleeves and mobilize resources to solve it.

Once you have identified your purpose, your next step is to turn annoyance, indignation and anger into a force for good. Make sure your organizational mission is stated in positive words. This will be the North Star that inspires you and your team to work towards, no matter the hurdles you'll find on your way.



### #RemarkableReads – **If only the lake could talk**

Alerted by the ethical issues around Artificial Intelligence (AI), but interested to discover how organizations can harness its potential for positive impact? Then I recommend this Media Evolution and DigIT Hub AI publication.

**If only the lake could talk. Futures of AI for sustainability** (2022) explores the uses of artificial intelligence to solve the most critical ecological and social challenges of our time. Without overlooking its risks, the authors envision different future scenarios

where AI helps us transition to a more just and sustainable world.

An accessible read and an invitation to reflect.

## #CaptivatingQuote

*"We must have perseverance and, above all, confidence in ourselves. We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained."*

Marie Curie (1867-1934), Polish-French physicist and chemist; double Nobel Prize winner

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That's it for me this time! Look out for the next edition of Purpose & Impact Now, where I'll share a new free resource I'm really excited about.

Have a great week, and talk soon.  
All my best,

*Katja Marianne*



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### **About Purpose & Impact Now**

This is a newsletter with updates, tips and resources about doing business with a higher purpose and leading with positive impact. Please reply with any questions or feedback. I personally respond to all emails. Delighted to build a better world together! // Katja

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