



Press release

Marga Hoek launches new company to scale up Business for Good throughout the world

Today, during the opening program of the Inspiration360 event featuring Al Gore and Richard Branson at the Ziggo Dome in Amsterdam, a new international company named Business for Good will be launched. The founder and prominent thought leader on sustainable business and capital is Marga Hoek, former CEO of the Dutch Sustainable Business Association. With her company, Hoek intends to scale up business innovations from around the world that contribute to achieving the UN's Sustainable Development Goals (SDGs) in order to maximize the global impact.

Hoek's main drive is to contribute with the biggest possible impact to business becoming a major part of the solution for the global challenges. She sees a current missing link which is holding back business solutions from actually scaling up at the fastest pace. "And scale is what we need so desperately", Hoek explains. "In order to reach the SDGs from the perspective of business, the scale of business must meet the scale of our global goals." Business for Good (BfG) therefore is a unique matchmaker that on the one hand recognizes the needs from countries and cities (the demand for innovations) and on the other hand identifies sustainable business innovations (the supply of solutions) and links this supply and demand to investors in all forms as well as Corporate Venture Capital funds of multinationals. The aim is to accelerate the scaling up of these innovations to create real sustainable impact. BfG focuses explicitly on the UN's 17 Sustainable Development Goals. The company uses a shared value approach: a combination of a profitable business case and a visible contribution to the realization of - usually several - SDGs. Hoek's mission is to make significant positive contributions to the SDGs the norm rather than the exception.

Hoek expects BfG to grow rapidly as the business model itself presents the opportunity for the parties to participate in creating or expanding ventures. "I want to build an open source, extremely entrepreneurial network organization that allows all who can contribute to participate in order to develop more impact and growth. The business concept itself is therefore rapidly scalable. To ensure a powerful start, BfG is focusing on projects that can be scaled up by using its existing networks. For example, BfG is now working on the development of large-scale solar energy projects and highly sustainable CO2-neutral dairy farms in Algeria, where after conducting a pilot, a large number of farms can be developed within a short time. In addition to the project in Algeria, Business for Good is also engaged in a sustainable and earthquake-resistant housing project in North Africa and in developing the market for organic food products in the Middle East. But also in Europe and the US, Business for Good will scout scalable business solutions and match them with investors and multinationals as well as high potential markets there or elsewhere.

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The Core Business is Connecting

"Connecting interested parties in order to scale up sustainable initiatives and place them in the right place in the world is our core business," said Hoek, who has built up an extensive and robust international network over the years and is known as a strong content connector. It is anticipated that city and national governments, investors, multinational corporations, start-ups and scale-ups will find their way to BfG.

Marga Hoek is internationally recognized as a mission driven business leader, motivational speaker and author of the award-winning book *New Economy Business* and numerous articles in magazines such as The Huffington Post and G7 Climate Change. In her many roles as CEO and Executive Board member, she has amassed a great deal of experience setting up and growing businesses as well as establishing the financial support for them.

Hoek: "I want to connect two worlds which are now having difficulty finding each other, not only here in my home country of the Netherlands but also internationally. Simply put, the scale of business must meet the scale of our global goals. To achieve this is not only my business mission. It defines me, since it is my personal mission."

For more information, please see: www.businessforgood.world

End of message

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