

# ADDING TRUE MEANING TO SOCIETY THROUGH BUSINESS

Three exceptional RSM alumni were honoured for developing outstanding business ideas in which they make a difference to society, environmentally and emotionally. RSM is proud to introduce Jente de Vries, Lisanne van Zwol and Martin Kersbergen, winners of the RSM Distinguished Alumni Award 2013.

**Text** Dorine Schreiner and Justine Whittern

**T**he RSM Distinguished Alumni Awards are presented annually to outstanding RSM alumni in recognition of their excellence in business or contribution to society and their encapsulation of RSM's four themes: sustainability, innovation, critical thinking, and spirit.

The nominees for both the young and senior leader award categories are selected from RSM's 28,000 alumni. For the first time, and in addition to a jury of RSM Advisory Board members, the RSM community was invited to vote. This year's RSM Distinguished Alumni Award winners stood out for their excellence in sustainability and innovative communication strategy.



## Distinguished young leaders

Jente de Vries and Lisanne van Zwol met in RSM's MScBA Class of 2012 and were nominated for the award by Joey

Johannsen, RSM's Sustainability coordinator. Without a large network or much in the way of financial means, they started up Kromkommer, a social enterprise targeting the reduction of food waste. Because supermarkets generally don't sell fresh produce that doesn't conform to a certain visual stereotype and many food items are discarded, Kromkommer makes sure that excess vegetables are processed into soups, chutneys and sauces.

'We followed our hearts,' said Jente. 'We started "dumpster diving" in Rotterdam while still following our RSM courses, which had made clear to us how much we need to change the world.'

The women co-operate with like-minded people and organisations, such as vegetable growers, retailers, the government and consumers, all part of the "Kromcommunity". Now, the two women have managed to get their 'wonky vegetables' products on the shelves. 'People generally react very positively to Kromkommer,' said Lisanne. 'They are happy to eat our products and agree that shape doesn't matter.' Kromkommer plans to start a crowdfunding campaign to raise funds to scale up their product line.

**WEB** [www.kromkommer.com](http://www.kromkommer.com)  
[www.facebook.com/kromkommer](http://www.facebook.com/kromkommer)  
**Twitter:** @kromcommunity



## Distinguished senior leader

Martin Kersbergen (Executive MScCC2009) offers a service that allows people to communicate with loved ones before they pass away. As Manager of Corporate Communication and Marketing Strategy at funeral insurance co-operative DELA, he is behind the company's "Why wait until it's too late" advertising campaign. Often, the most beautiful words are said when people have died. The campaign encourages people to share these messages with the ones they love via Facebook, Twitter, postcards and letters before it's too late.

Martin's inspiration was one of the last conversations he had had with his father, who died unexpectedly at the age of 42 and had expressed some disappointment in him. The "Why wait?" initiative gave