

An aerial, top-down view of a city street grid. A specific rectangular area in the lower-right quadrant is highlighted with a bright green glow, suggesting a focus on a specific urban area or project. The rest of the city is shown in a darker, muted color palette.

## Enabling a sustainable future

Empowering every person and organization on the planet to thrive in a resource-constrained world.



An aerial photograph of a city street grid. A large, modern building with a courtyard is highlighted in a bright green color. The rest of the city is in a dark, muted color palette.

## Enabling a sustainable future

Empowering every person and organization on the planet to thrive in a resource-constrained world.

HillFive Leader Lunch  
4 Oktober 2018

Aizo Wiebenga  
*Digital Advisor*



Enable a sustainable future is a...

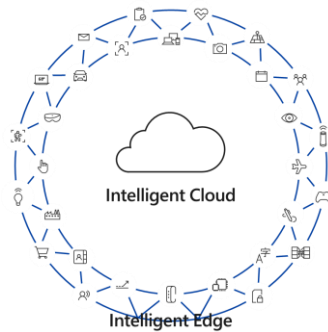


...for all of us to reshape the economy for the future generations

# Enable a sustainable future



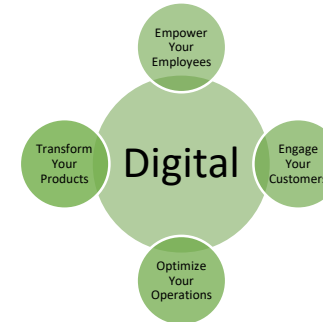
Sustainability &  
Digital  
Transformation



Digital  
Transformation  
Opportunity?



Microsoft and  
Sustainability



4 Pillars of Digital  
Transformation




Case:  
Groenleven

“Together we can reshape the economy for the future generations”





An aerial, high-angle photograph of a busy city street intersection, likely in New York City. The street is filled with cars, taxis, and pedestrians. Tall, multi-story buildings line both sides of the street. The scene is captured in bright daylight, with shadows cast across the pavement. The text is overlaid on the upper portion of the image.

“The most profound technologies are those that disappear.  
They weave themselves into the fabric of everyday life  
until they are indistinguishable from it.”

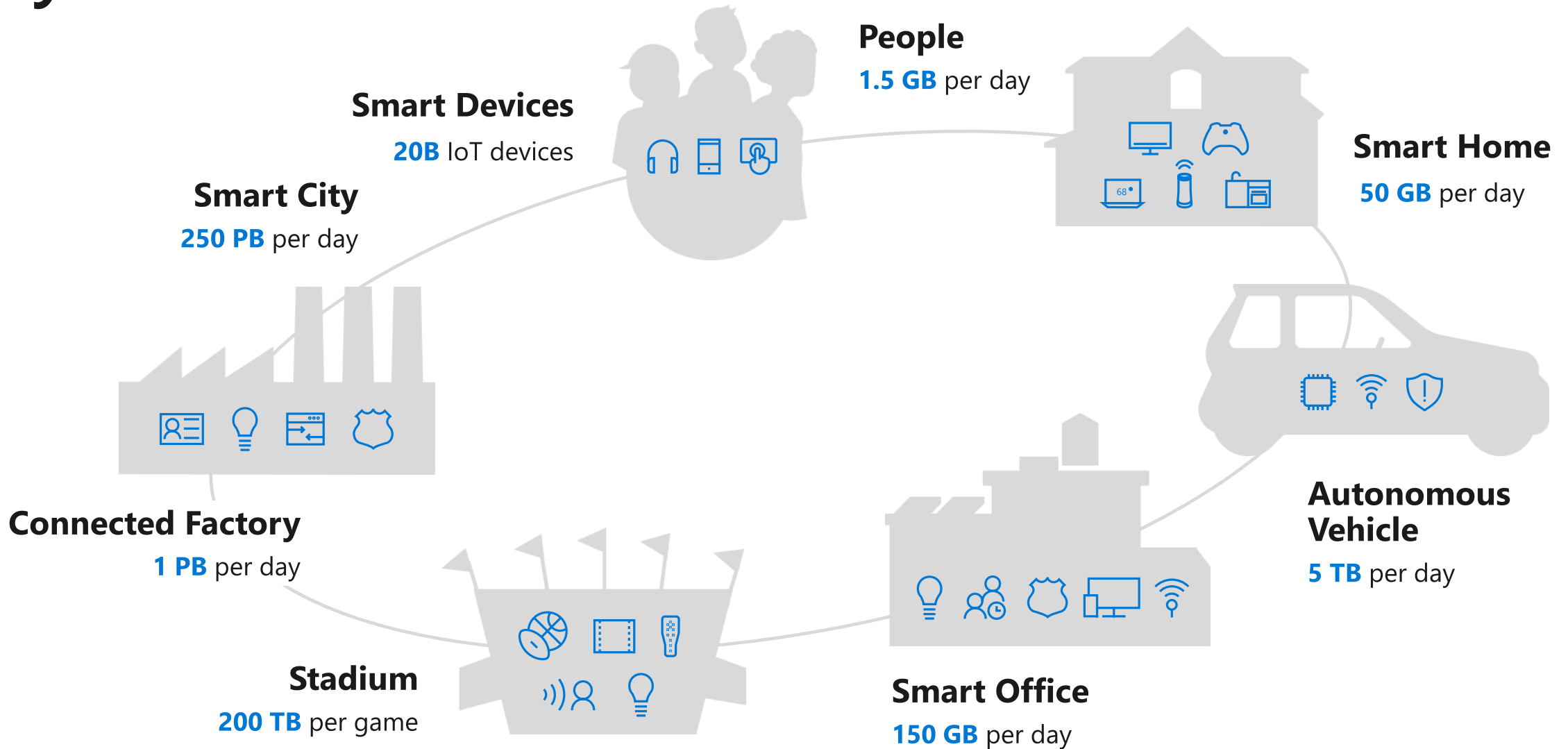
Mark Weiser

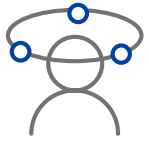
An aerial photograph of a busy city street, likely in New York City, showing a dense grid of buildings, cars, and pedestrians. A white network of lines and nodes is overlaid on the scene, connecting various points across the street and buildings, symbolizing a complex system or network. The text "The world is a computer" is centered in white over the image.

The world is a computer

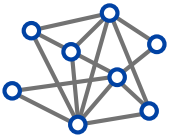


# By 2020...





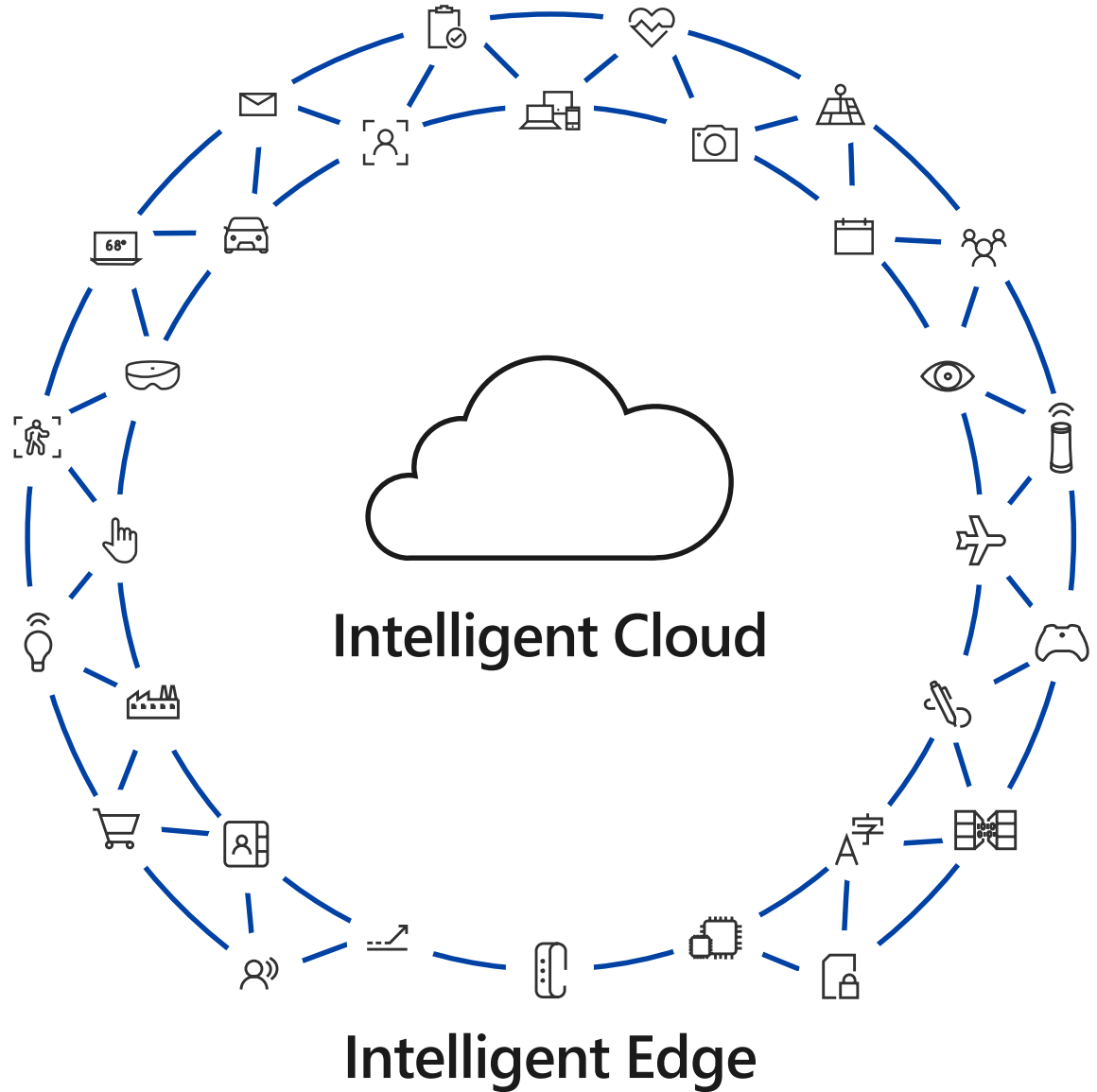
People-centered experiences



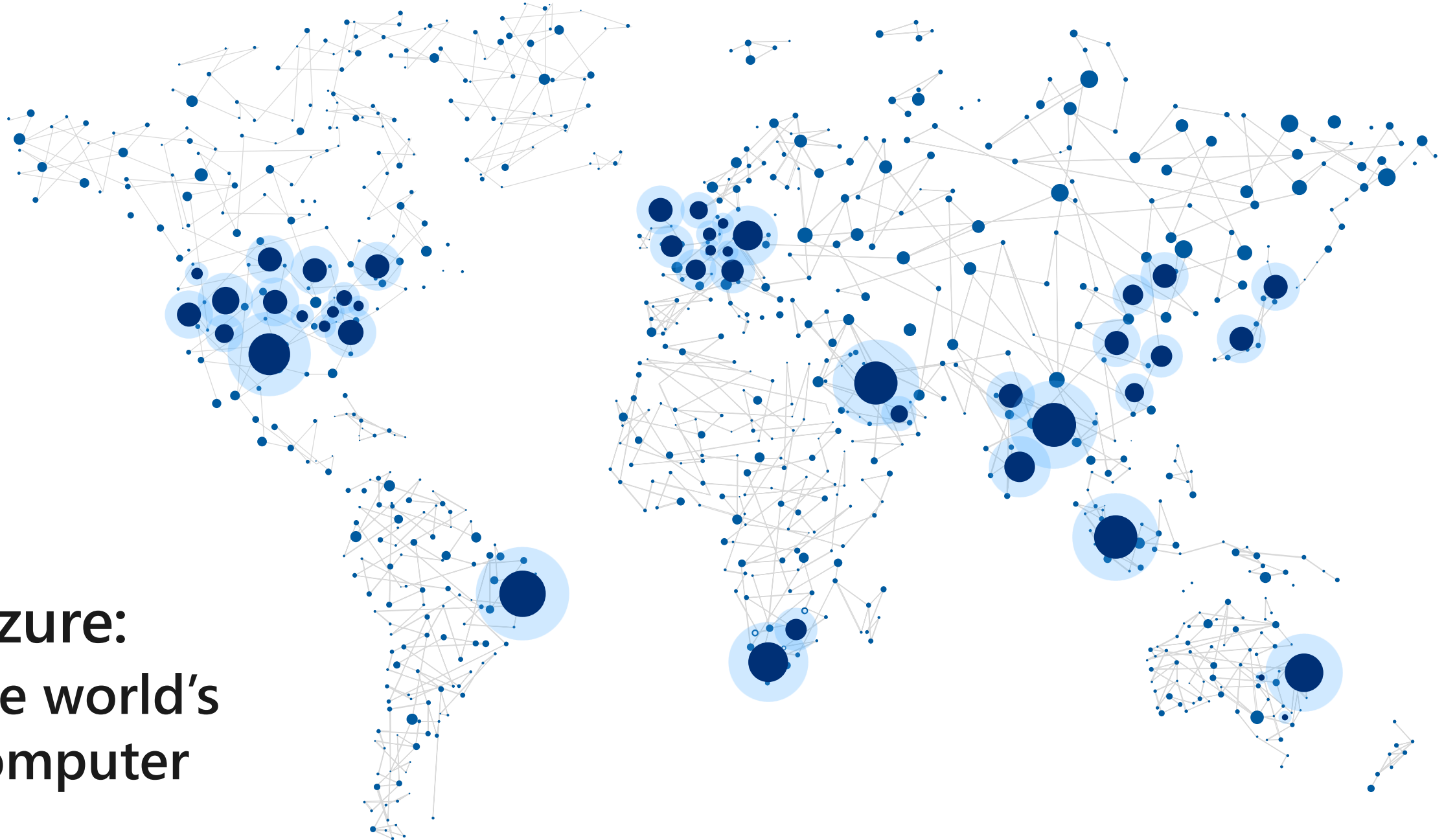
AI

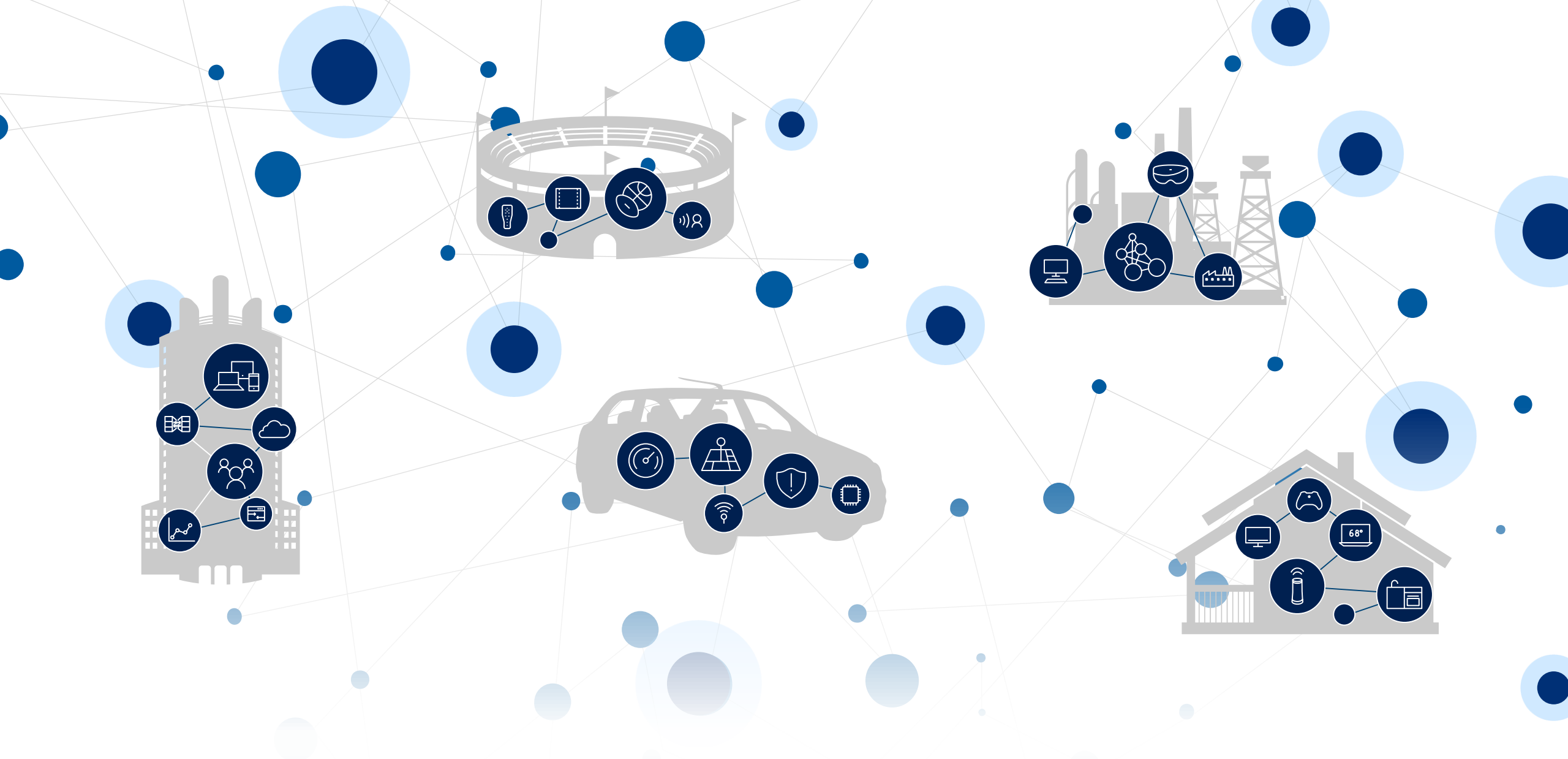


Ubiquitous computing



**Azure:  
the world's  
computer**





Azure

Azure Stack

Azure IoT Edge

Azure Sphere

Retail



Healthcare



Manufacturing



Agriculture



Democratizing AI



Education



Automotive



Media & Communications



Financial





**Privacy**



**Cybersecurity**



**Ethical AI**



**Sustainability**



Microsoft

## Our areas of focus

where our actions and investments can make the biggest impact.



### Carbon

We have operated carbon neutral across the world since 2012. Our goal is to promote sustainable development and low-carbon business practices globally through our carbon fee and new cloud tools.

[Learn about our carbon practices >](#)



### Energy

We are committed to using more clean energy to power our datacenters and operations each year. Our goal is to craft solutions that help green the grid and accelerate the transition to a zero-carbon energy future for all.

[Learn about our energy practices >](#)



### Water

We are developing smarter solutions for managing and reducing our water consumption. Our goal is to enable the creation of tools and services to help address the world's water challenges, including scarcity, pollution and ocean health.

[Discover our efforts to conserve water >](#)

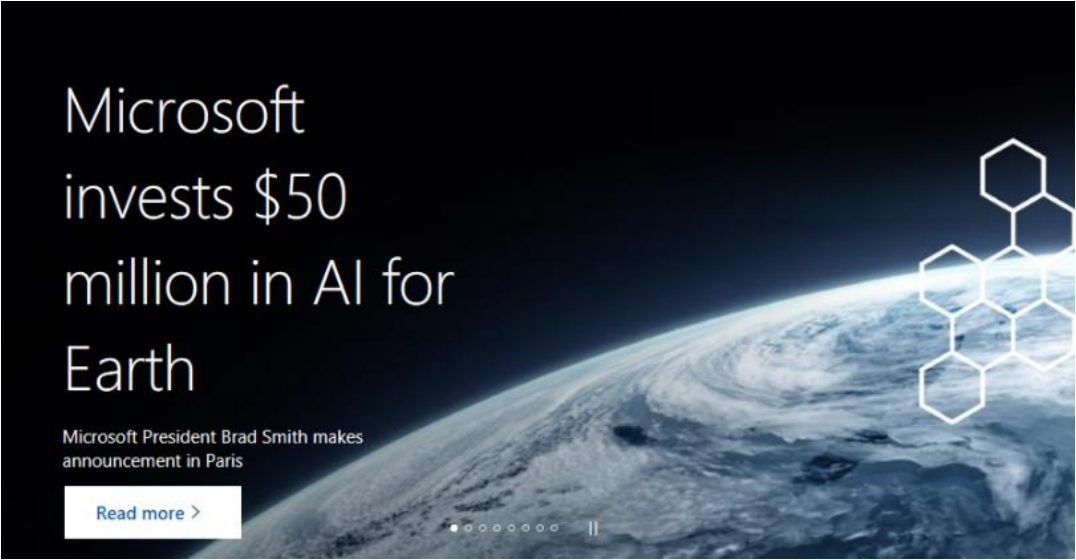


### Products

We think every device should be made with the environment in mind. Our goal is to continually improve the environmental credentials of all our products.

[Learn our approach to sustainability >](#)

# Microsoft Sustainability Programs



Microsoft AI for Earth Program



Microsoft Sustainable Data Centers

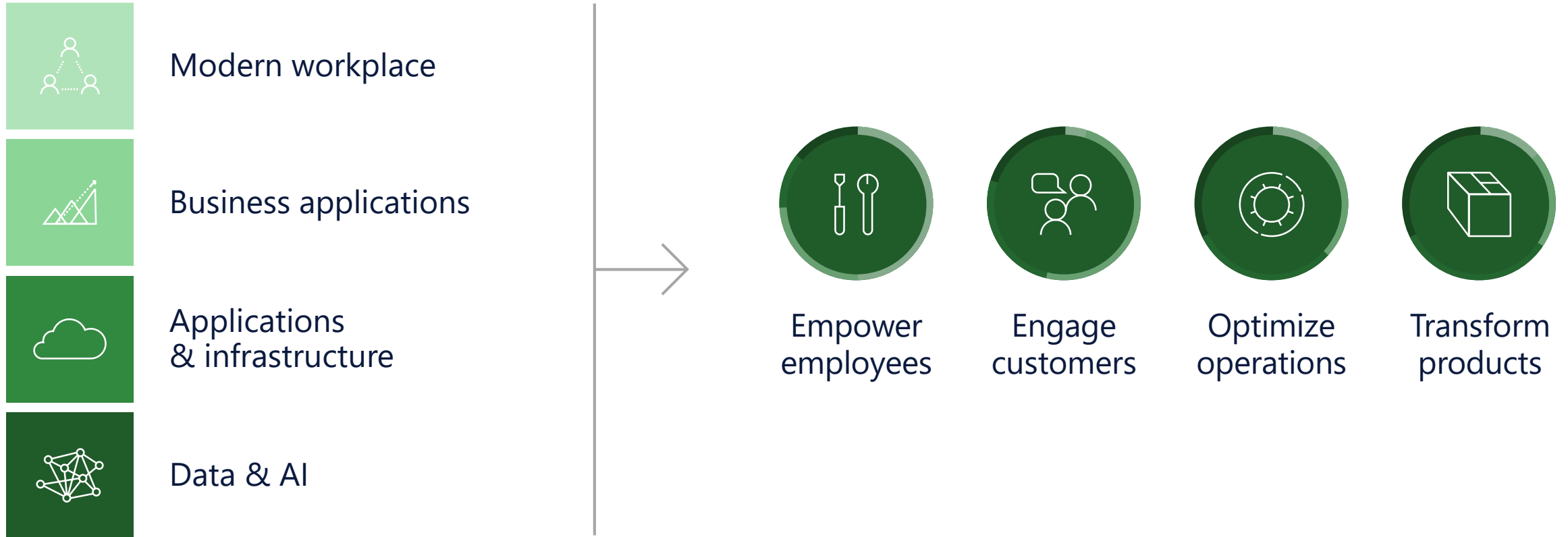


Microsoft Carbon Fund

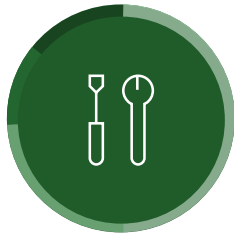


# Enabling Sustainable Future

(4 Pillars of Digital Transformation)



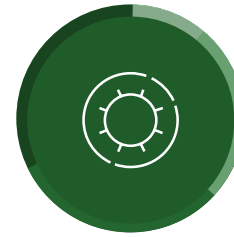
# Solutions Enabling Sustainable Future



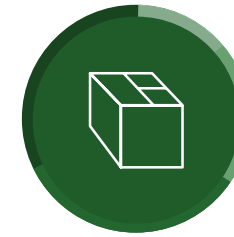
Empower employees



Engage customers



Optimize operations



Transform products

| Work Green                    | Engage Green            | Produce Green                | Green Products      |
|-------------------------------|-------------------------|------------------------------|---------------------|
| Smart Building                | Customer Experience     | Connected Field Services     | Green Trading       |
| Smart Mobility                | Smart Charging          | Smart Grid                   | Sharing Assets      |
| New Work Style                | Track & Tracing         | Smart Asset Management       | Energy Services     |
| Transparency & accountability | Ecosystem Collaboration | Smart Factory & Supply Chain | Personalized agents |



The Ocean Clean-up



Smart Mobility



Smart Workspaces

Smart Mobility



Veritas  
Smart Production & Maintenance

# Circular Economy



WUR  
Autonomous Greenhouses



Madaster  
Materialen Paspoort



BAM  
Virtual Design and Construct



Allego  
Smart Charging

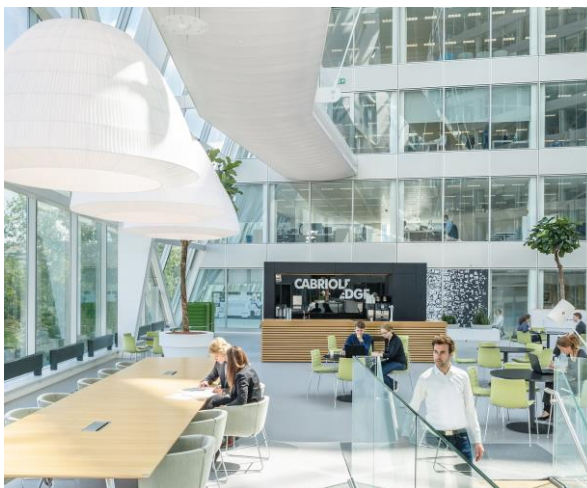


Smart Grid



COOP  
Customer and Food Tracking

Connected Cities



OVG  
The Edge



Greenleven  
Green Energy Exchange

# Decentralized Energy



Johnson  
Smart Control

# Digital Transformation Program of Change

**DIGITAL CULTURE**

Boundaryless Digital Culture

**Entrepreneurship**

Inclusive Design

REWARD EXTENDED collaboration HUMAN SUPPLY CHAIN

**CEO Commitment**

TRANSPARENCY

Embrace micro-revolutions

**Growth Mindset**

Agile Organization

INNOVATION BUDGETING

Business + Technology Skills Rapid Experimentation

**Digital Is Business**

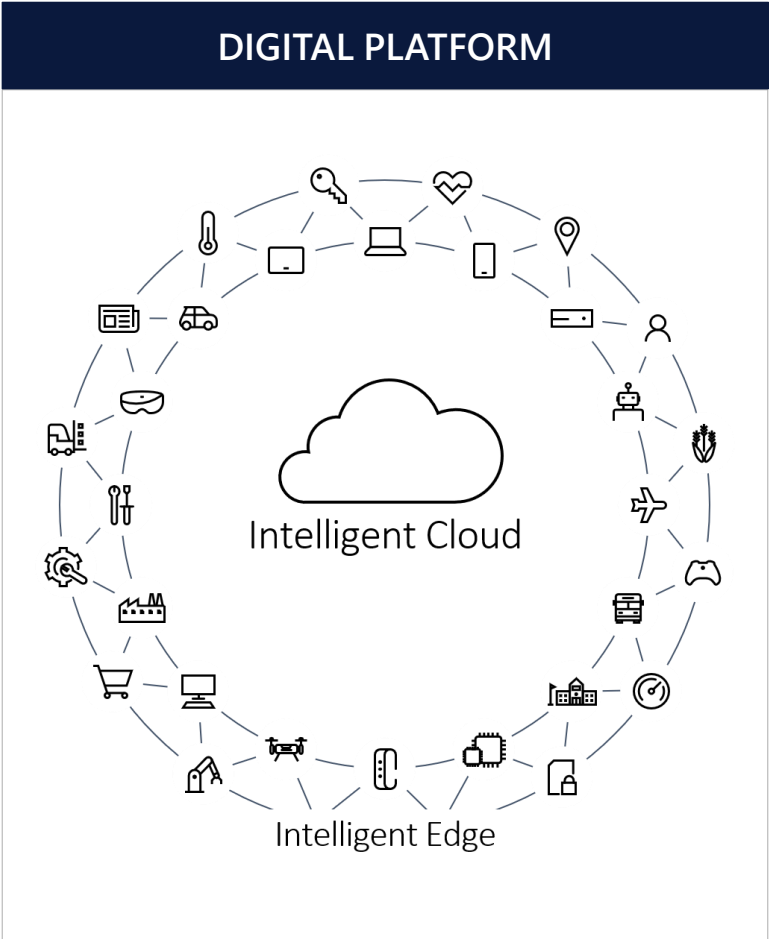
**INNOVATION BUDGETING**

Rapid Experimentation

Insights Driven

CUSTOMER-FOCUSED

URGENCY



**DIGITAL APPROACH**

**DREAM**

Imagine and envision your digital transformation journey. Your Book of Dreams.

**DESIGN**

Recruit and form your digital transformation team to create roadmaps for the journey ahead.

**DELIVER**

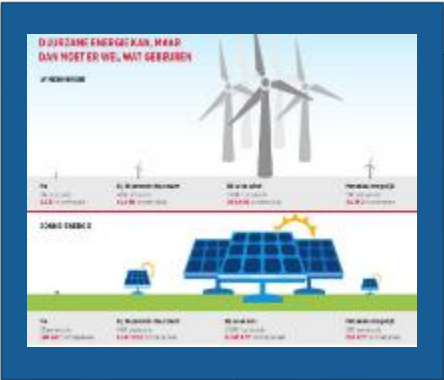
Bring your Book of Dreams to reality as you continuously dream, design and deliver.

# Preenr

Proven green energy



# Waarom zou ik mij druk maken over Groene Energie?



Parijs Klimaatakkoord



Groene Stroom Schokken  
*Lubach op Zondag*

METHODOLOGIE

| Classificatie stroomleverancier + GVO's | Classificatie |
|---|---------------|
| Voorloper + Goede GVO's                 | = Groen       |
| Voorloper + Slechte /geen GVO's         | = Licht Groen |
| Volgervolger + Goede GVO's              | = Geel        |
| Volgervolger + Slechte GVO's            | = Oranje      |
| Volgervolger + Geen GVO's               | = Rood        |

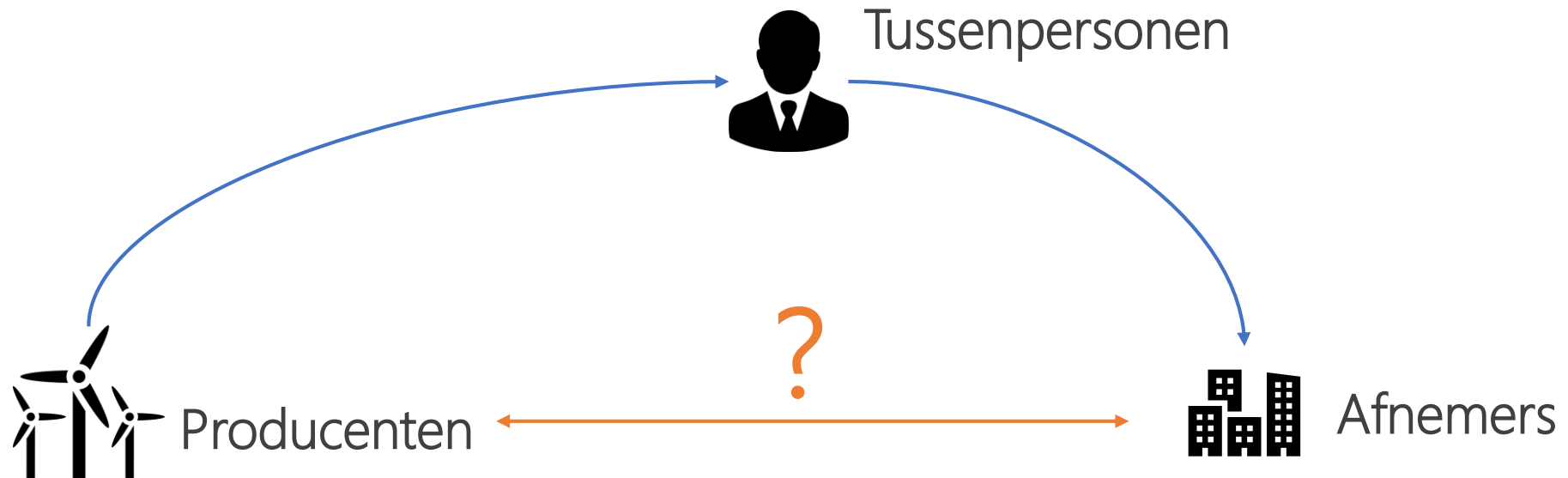
CO<sub>2</sub>-neutraal >  
% Duurzame Energie



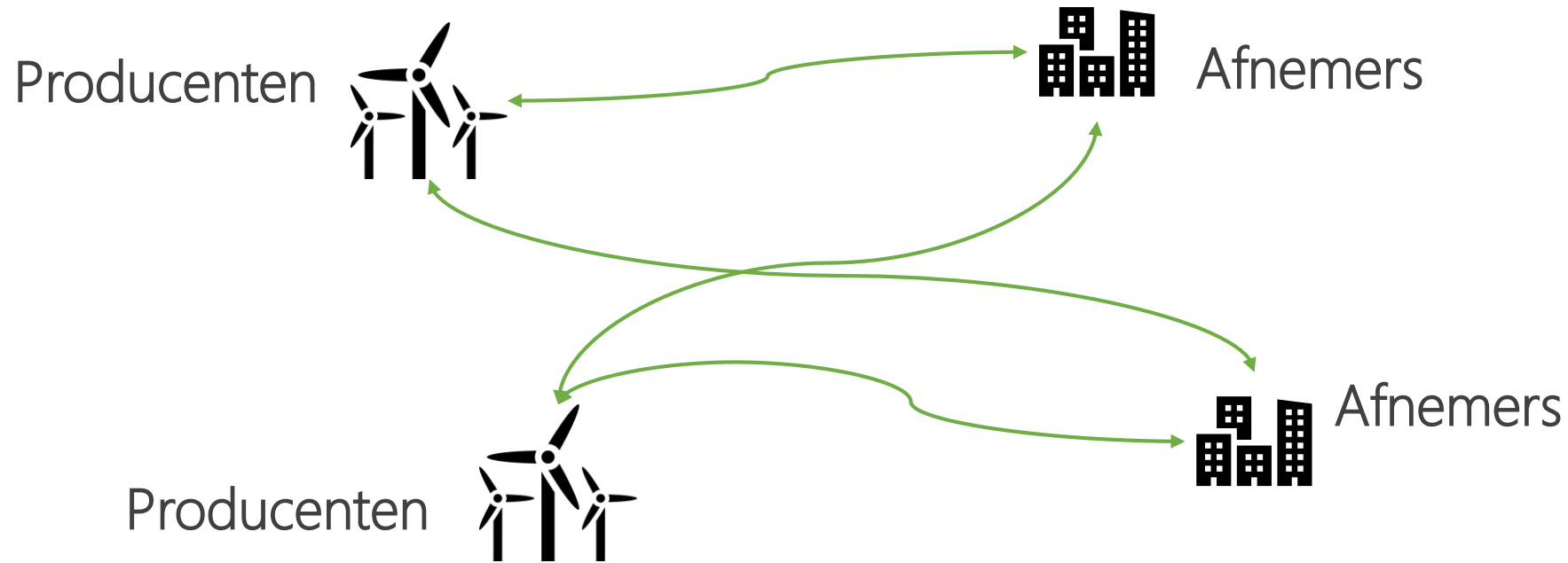
Tijd voor actie!



# Waarom dan Preenr?



# Waarom dan Preenr?



Preenr brengt producenten en afnemers van groene energie bij elkaar en levert bewijs van directe opwek én afname van groene energie, zonder extra administratieve lasten.



## Direct van de boer naar uw bedrijf



Same time bewezen groene stroom



Vraag en aanbod bij elkaar brengen in een netwerk van opwekker en afnemers



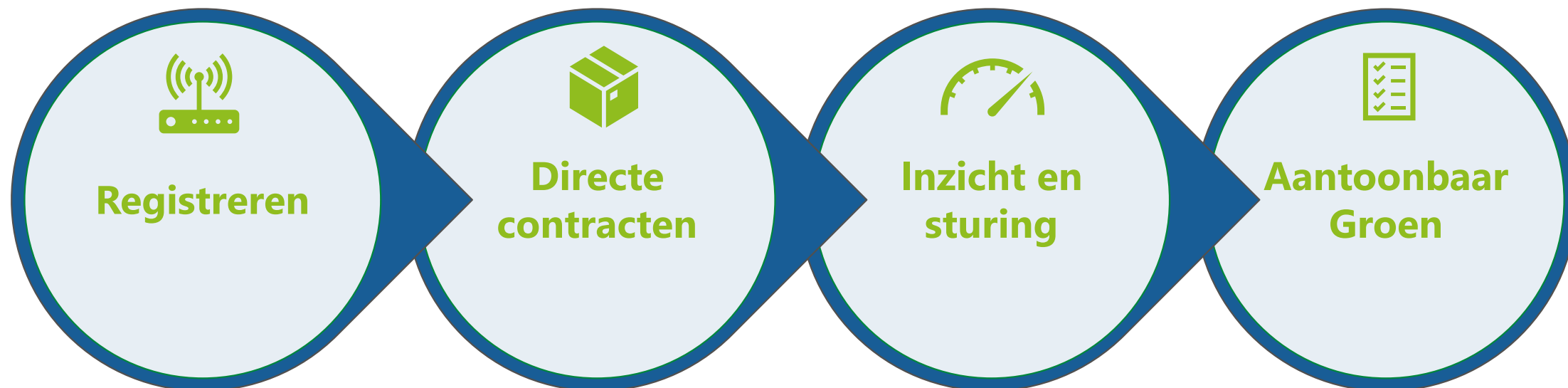
Directe overeenkomst tussen opwekker en afnemer



Stimuleren investeringen in hernieuwbare energie

# Zo werkt het

Sluit u vandaag aan op de duurzame energie van morgen.



- U registreert bij Preenr, inclusief de slimme meter.
- Zowel de opwek als het gebruik wordt gemeten.

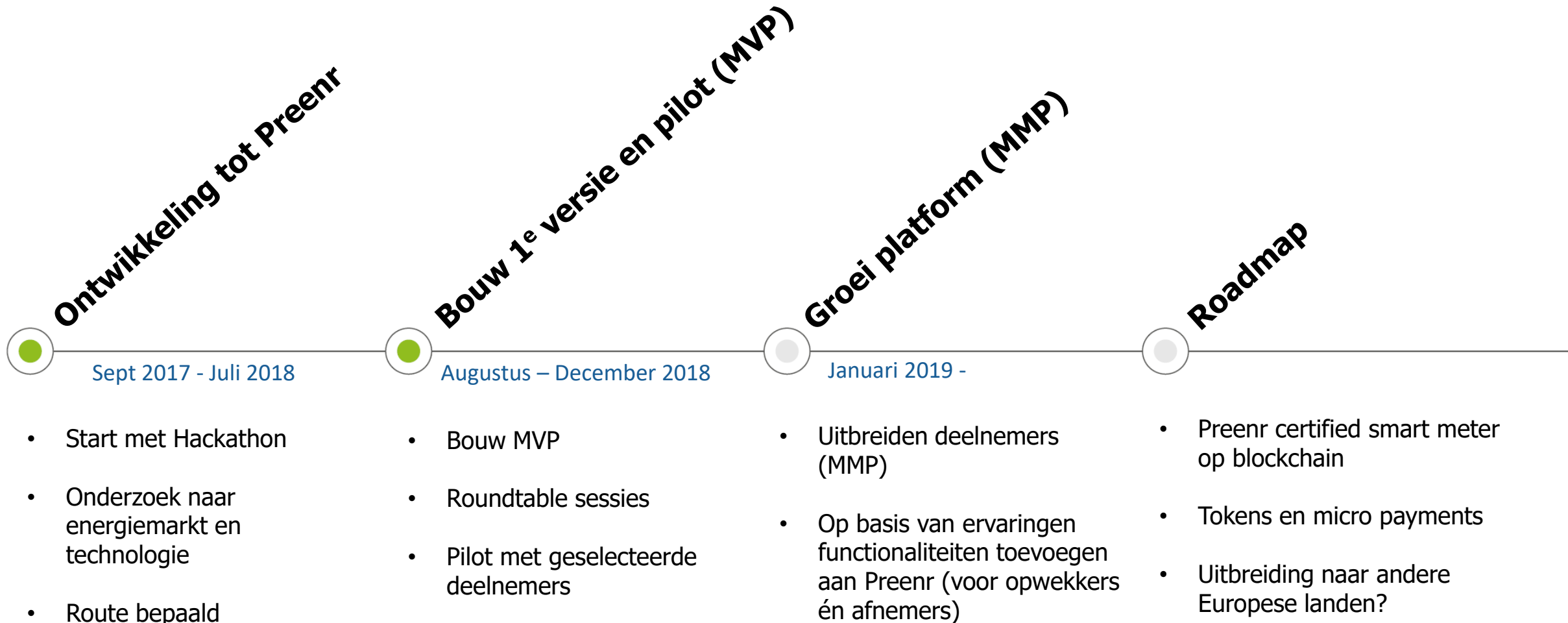
- U sluit één of meer contracten met de partijen die aansluiten bij hetzelfde gebruikspatroon.
- We noemen dit ook wel 'smart contracts'.

- Direct inzicht in hoeveel groene energie er is verbruikt.
- En wat wordt aangevuld omdat er geen opwek beschikbaar is.
- Op termijn kunt u zelfs gaan sturen op beschikbaarheid van Groene energie.

- Dankzij blockchain technologie hét bewijs dat opwek en gebruik ook daadwerkelijk heeft plaatsgevonden.
- Zo kunt u eenvoudig aantonen hoe Groen u bent naar klanten en overheid.

# Tijdslijn

Met Preenr sluiten wij aan op de behoefte van de markt.  
Via user groups leren we direct van de Preenr pioniers.



# Doe mee met Preenr

Bezoek onze Roundtable sessie in november en word Preenr pionier!



November eerste  
Roundtable

## Doe mee en word Preenr pionier!

Schuif aan bij onze roundtable sessies

Wie groene stroom inkoopt via Preenr heeft automatisch een stem in de toekomst van het platform. Samen met beslissers van andere duurzame ondernemingen wordt u uitgenodigd voor onze roundtable sessies. Schuif aan, praat mee en laat u inspireren door bedrijven die net als u nieuwe wegen zoeken om duurzaam te ondernemen.



An aerial photograph of a city street grid. A large, modern building complex is visible, featuring a prominent green field in its courtyard. The image is used as a background for the text.

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Thanks and Questions?

