

# Work in progress

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For those who follow the news a bit, it was a shocking week: the beginning of a trade war with the US, a fight at the G7 summit, a meeting between Trump and Kim, in which South Korea seems to be left to its own devices, the ice on the south pole melts much faster than before<sup>1</sup> and to make matters worse, the shortest bike path in the Netherlands will be lifted<sup>2</sup>. Also striking: after having let himself stand for years on a lack of vision and big words, this week our Dutch prime minister Rutte held a glowing argument for more Europe in the European Parliament<sup>3</sup>. It should not be crazier. That's why we keep it short this week under the motto "no words but deeds". Here a better world is in progress.

To make things a bit easier we have made a checklist, since we are asset managers with a blue reputation<sup>4</sup>. We have divided this checklist into 3 groups in accordance with asset management principles. The first is the category of no-brainers, low-hanging fruit or whatever you want to call it. Things that you can do better today than tomorrow, because they bring a big net improvement, sometimes even on all business values at the same time. The second group contains dilemmas: things that are good, but also require a (large) sacrifice. The third list consists of symbolic measures: they hardly have any effect, or are even counterproductive. The added value is at most the awareness they create, so that more measures are taken from the first two categories.

<input type="checkbox"/> No Brainers	<input type="checkbox"/> Dilemmas	<input type="checkbox"/> Symbolic
<input type="checkbox"/> Isolate house	<input type="checkbox"/> Heat pump	<input type="checkbox"/> Bio fuel
<input type="checkbox"/> Solar panels & solar water heater	<input type="checkbox"/> Electric car	<input type="checkbox"/> Coffee cup discussion
<input type="checkbox"/> Less own car, more bicycle, public transport or carpooling	<input type="checkbox"/> Share stuff (preferably only voluntarily)	<input type="checkbox"/> Compensate CO2 for flight trip
<input type="checkbox"/> Last stuff longer	<input type="checkbox"/> Get rid of car	<input type="checkbox"/> Buy green current
<input type="checkbox"/> Drive slower	<input type="checkbox"/> No pet	<input type="checkbox"/> Separate / recycle waste
<input type="checkbox"/> Fly less	<input type="checkbox"/> Become less old (er)	<input type="checkbox"/> Plastic bags at supermarket
<input type="checkbox"/> Eat less meat	<input type="checkbox"/> Valuing CO2 at €1000 / ton	<input type="checkbox"/> Heat recovery shower

For you the challenge to check as many items as possible. We are now more than halfway. Which these are? One you already received as a gift. The other we keep for ourselves, we are not yet blue enough to share it..

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John de Croon and Ype Wijnia are partner at AssetResolutions BV, a company they co-founded. They give their vision on an aspect of asset management in columns. The columns are published on the website of AssetResolutions, [www.assetresolutions.nl/en/column](http://www.assetresolutions.nl/en/column)

<sup>1</sup> <https://www.nrc.nl/nieuws/2018/06/13/het-ijs-op-antarctica-smelt-steeds-snelser-a1606509#/handelsblad/2018/06/14/#101>

<sup>2</sup> <https://www.nu.nl/opmerkelijk/5308214/kortste-fietspad-van-nederland-opgeheven-commotie.html>

<sup>3</sup> <https://www.nu.nl/politiek/5310869/rutte-benadrukt-belang-europese-waarden-in-pro-eu-toespraak.html?redirect=1>

<sup>4</sup> <https://managementmodellensite.nl/kleurenmodel-caluwe/#.WyGGMUiFOUk>