

Dear CEO/manager/investor,

In the past, in times of extreme heat, your colleagues just turned on the air conditioning, right? In times of excess rainfall, they just parked their car somewhere else. Or, they let the water be pumped away. Easy as that.

But, you are different. You are a professional. You know about your responsibilities and your surroundings. You realise that the choices we all make on a daily basis today have a direct effect on what our future looks like. And although you may be aware that you are already quite of age, and might not personally face the adverse effects of climate change, you care about the future. The future of your company. The future of your employees. You understand that you play a key role in shaping their future.

So, you invest in climate adaptive measures. You acknowledge that green roofs, water retention wadi's and the installation of permeable parking spaces are not only good for your wallet in the long term. You also understand that they provide a better and healthier work environment, happier employees and better climate resilience. You accept that these are shared responsibilities, not just that of the municipality or of real estate investors. And, you share this with your network. Because you are capable of being a trendsetter and are a role model.

So, you have a look at [insert website] and find out what you can do to further concretize your aims.

And isn't it nice that you can use this for PR too?

With faithful greets,

A concerned yet hopeful yet motivated employee/user of the business park