



Organization

Euro Pool System

Website

europoolsystem.com

Sector

Logistics

Country

Netherlands

Operations

International

Headcount

700

SOI®	Maximising Circular Value
Positioning statement	Our relentless pursuit of a better way drives efficiencies that benefit all. By continuously seeking to understand what matters most, we deliver sustainable solutions that can be depended upon to maximise value.
Core values	<p>Drive Our can-do attitude drives us to perform at a level that exceeds expectation. By being determined in our approach and clear about our objectives we overcome challenges that stand in the way of progress.</p> <p>Shared success We believe that when the concerns of others are put before our own we achieve more. By working together to achieve our goals the value of our success is shared.</p> <p>Curiosity We advance by listening to and learning from the world around us. By constantly keeping our fingers on the pulse of change we manage our future, adapt our approach, improve our ideas and grow.</p> <p>Reliability We are completely accountable for the actions and decisions we make. By being totally transparent in what we do and how we do it we build trust and underpin confidence in what we deliver.</p>

Euro Pool System is the largest logistics service provider of reusable packing trays in the European fresh fruit and vegetable supply chain. It operates 73 service centres in 18 countries for clients in 27 countries. It's a large medium-sized business with a critical need to ensure it stays ahead when it comes to matters concerning sustainability.

But while there are practical reasons why Euro Pool System needs to have a sustainable SOI® at its core, there are also emotional ones too. The desire to do the right thing, to use business to push the boundaries of what can be achieved, and to ensure positive outcomes today and tomorrow, came from a CEO and senior team motivated to contribute positively to a future of shared success, both for the business and those that rely upon it.

The SOI® approach

A smart project plan, efficient use of resources, teamwork and engagement with key stakeholders using a variety of SOI® tools and approaches, helped to quickly identify Euro Pools' unique opportunity to put a difference making SOI® at its core.

The SOI® effect

How to make that difference a reality was explained and experienced through a program of interactive, hands-on workshops where staff teams were introduced to the SOI® and then given the opportunity to consider what they would recommend as a plan of action in their part of the business; quite

'Single Organizing Idea is a very powerful tool. It forces you to combine the business purpose and sustainability goal of your company and to take these into the heart of your business strategy.'

Gerjo Scheringa, CEO, Euro Pool Group

literally what initiatives they would start, keep or stop in order to ensure maximum circular value for the business — and its stakeholders. As in other businesses that have experienced the effect of an SOI®, combined these initiatives demonstrate the potential of it to help identify what possibilities look like. Prioritised and acted upon it shows the power of an SOI® to make possibilities into realities.

'Maximising Circular Value' is a rallying call that has united a forward thinking business around a common cause. It's a crystal clear statement of intent and it is used daily in every aspect and function of the business to ensure the decisions the business makes consistently result in positive outcomes that advance the business and the ecosystem of which it is a critical part.