

**Press Release**

**BERNARD VAN LEER FOUNDATION contributes 100,000 EURO to start projects for disadvantaged children aged 0-8 years together with corporate leaders**

The Hague, 11 November 2009

The 60<sup>th</sup> anniversary of the Bernard van Leer Foundation was celebrated with an event to which the Foundation's new executive director, Lisa Jordan, invited representatives from industry and confronted them with the question: "What can children aged 0-8 years expect these days from entrepreneurs and corporate leaders?" Psychological research shows that the basis of child development in terms of social, emotional and cognitive development is laid in the first years of childhood between the ages of 0 and 8.

Columnist and presenter Tarik Yousif moderated a lively panel discussion with the following participants:

Peter ter Kulve, chairperson Unilever Benelux;  
Robert Swaak, CEO PricewaterhouseCoopers;  
Heleen Terwijn, founder of IMC Weekendschool;  
Leonard Geluk, chairperson CVB of ROC Midden Nederland;  
Loek van den Boog, founder Net4kids; and  
Sjoerd van Keulen, chairperson Holland Financial Center.

Tarik Yousif concluded that CORPORATE SOCIAL RESPONSIBILITY IS A LONG TERM ISSUE AND IS NOT JUST A PASSING FAD. Corporate social responsibility is not only beneficial for the target group – in this case children living in disadvantaged circumstances – but also for the company itself. These days people choose to work for companies who are active in society.

The panel members agreed to work on proposals in the next two weeks to invest in children aged 0 to 8 years who are currently not reached by services. The proposals will be examples of how to encourage industry and government to actively assume their responsibility. The plan is to present the finished product to Prime Minister Balkenende.

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