



BRAND, LOGO, CORPORATE	/1
CSR, NGO	/2
PRESENTATION MATERIAL	/3
EXHIBITIONS, EXPOS, EVENTS	/4
ILLUSTRATION, INFOGRAPHIC	/5
WEBSITE, APP, MICROSITE	/6
E-LEARNING	/7



**hello,**

in short... we're passionate about  
creating innovative & beautiful solutions  
for our clients, moving a brand from  
being a grey hue to wow!  
and keeping in mind ever changing  
transformations in both print and digital.



## V-HUB

design agency

CLIENT / ROLEX & EVIAN



## DESCRIPTION

A BRAND CREATED WITH AN AWARD

*The luxury logo that was created represents the values shared by the women's major and the watchmaker - excellence, generosity, continuity and inspiration. The international prize shines a light on the commitment of individuals and organisations linked to women's golf, who defend a cause and implement actions that improve and reinvent the future.*

/ international award brand

FOR A BETTER  
TOMORROW



*The “envoleé” illustration has been designed as a symbol of The Evian Championship Prize’s ambition: to give gold celebrities or moral persons’ initiatives enough resources and invitation to emerge and rise in order to make tomorrow better.*

THE EVIAN  
CHAMPIONSHIP PRIZE



FOR A BETTER  
TOMORROW

presented by



THE EVIAN CHAMPIONSHIP PRIZE  
FOR A BETTER TOMORROW



THE PRIZE  
FOR A BETTER TOMORROW

presented by





Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Sincerely,  
Allen Carter



(912) 555-1234  
hello@graphichurger.com

315 Flatbush Ave  
Brooklyn, NY 11217, US



THE EVIAN CHAMPIONSHIP PRIZE  
FOR A BETTER TOMORROW

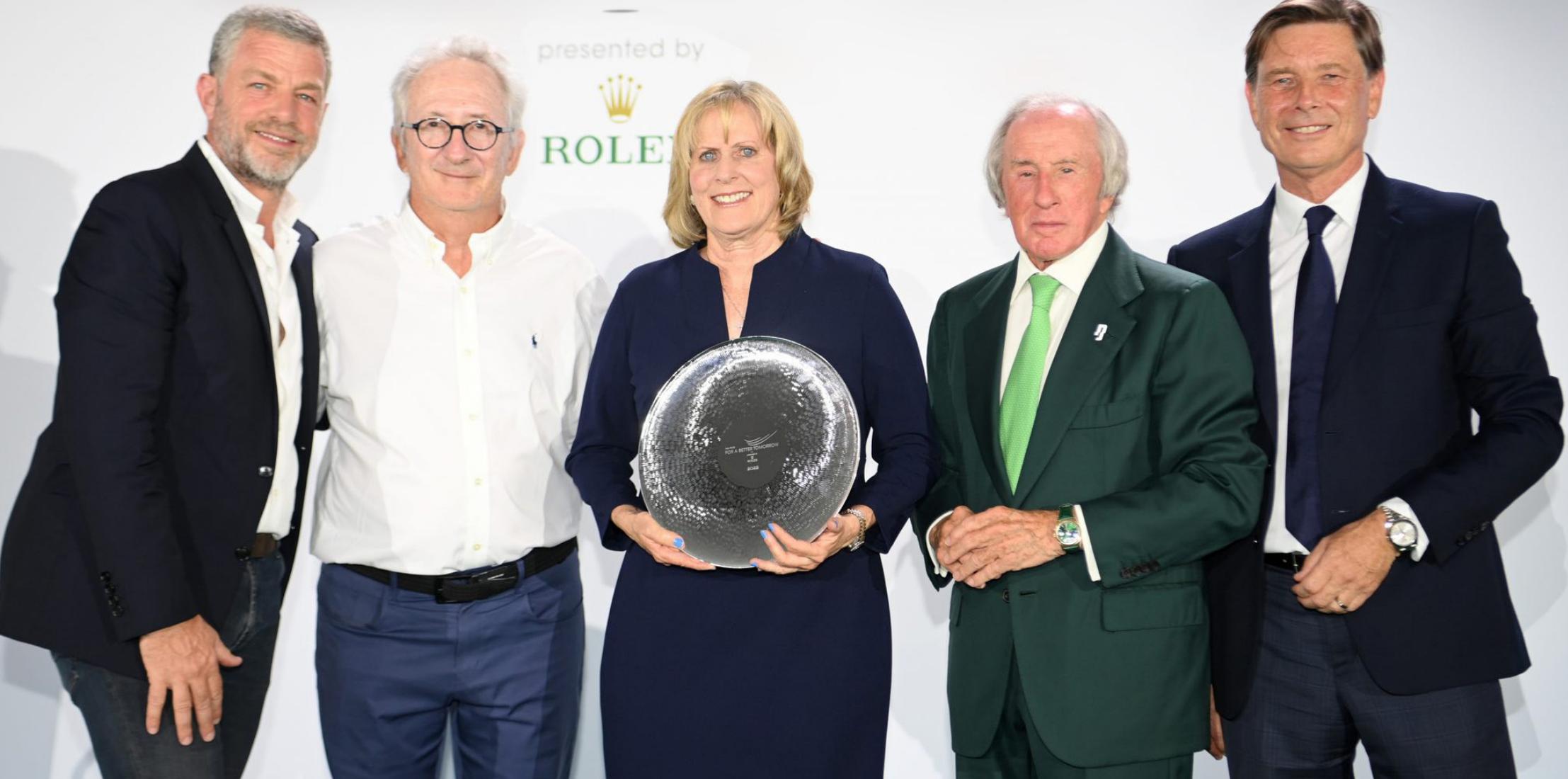
presented by  
  
ROLEX



THE PRIZE

# FOR A BETTER TOMORROW

presented by





THE PRIZE  
FOR A BETTER TOMORROW  
presented by  
ROLEX

THE PRIZE  
FOR A BETTER TOMORROW  
presented by  
ROLEX



THE EVIAN  
CHAMPIONSHIP PRIZE

FOR A BETTER  
TOMORROW

presented by

ROLEX

THE  
evian  
CHAMPIONSHIP

THE  
evian  
CHAMPIONSHIP

1

Par 4

399 yards  
365 mètres

ROLEX

12

NAME



RENAULT



**V-HUB**  
design agency

**CLIENT / WEALTH MANAGEMENT (SWISS)**



**DESCRIPTION**

FULL VISUAL RE-BRANDING OF THE COMPANY

*Design evolution for this 200-year old family business in the wealth management sector. A touch of modernity combined with the feel of an established business.*

/ brand development  
/ corporate material  
/ website direction

Your partner  
for the future  
of your assets







HOTTINGER



HOTTINGER



HOTTINGER



HOTTINGER

HOTTINGER



Thomas Koenig  
Co-Head of Private Markets

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Postfach, CH-8024 Zürich  
[www.hottinger-ag.ch](http://www.hottinger-ag.ch)

HOTTINGER



HOTTINGER

Partner is not just a word for us





||— Wealth Makers

564

574

584

604

614

**V-HUB**

design agency

**CLIENT /** A TOP LUXURY WINE ESTATE (SOUTH AFRICA)



**LANZERAC**  
1692

**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

*Working with the hospitality brand since 2007 to provide art direction, align the various departments of the estate to one vision, and develop the brand, marketing materials, wine packaging etc.*

- / re-brand development
- / corporate material
- / marketing material
- / packaging design

*Cape Winelands at its Finest*





HAND DRAWN LOGO  
FOR EXCLUSIVE  
WINE LABEL



1970s



**LANZERAC**  
HOTEL & SPA

*Est. 1692 Since*



TRANSITIONAL LOGO



**LANZERAC**

1692

CURRENT LOGO





*Africa semper aliquid novi*  
"SOMETHING NEW ALWAYS COMES OUT OF AFRICA"



STEFAN BOSCH

*Lil'wid van*

PINOTAGE







**V-HUB**

design agency

**CLIENT** / START-UP IN SUSTAINABLE RETAIL FOOD (FRANCE)

floewe®

**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

*Brand development for this up and coming seaweed brand.  
A minimalist vibrant direction targetting a younger market  
with a passion for all things healthy and natural.*

- / brand development
- / packaging design
- / marketing material
- / website design



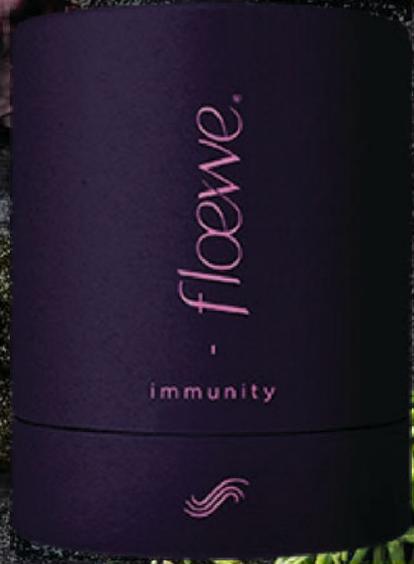
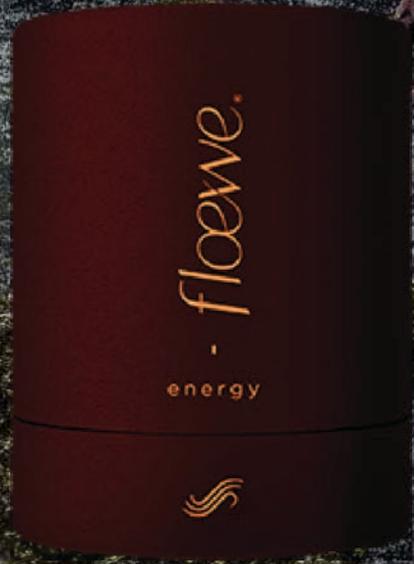
floerwe<sup>®</sup>

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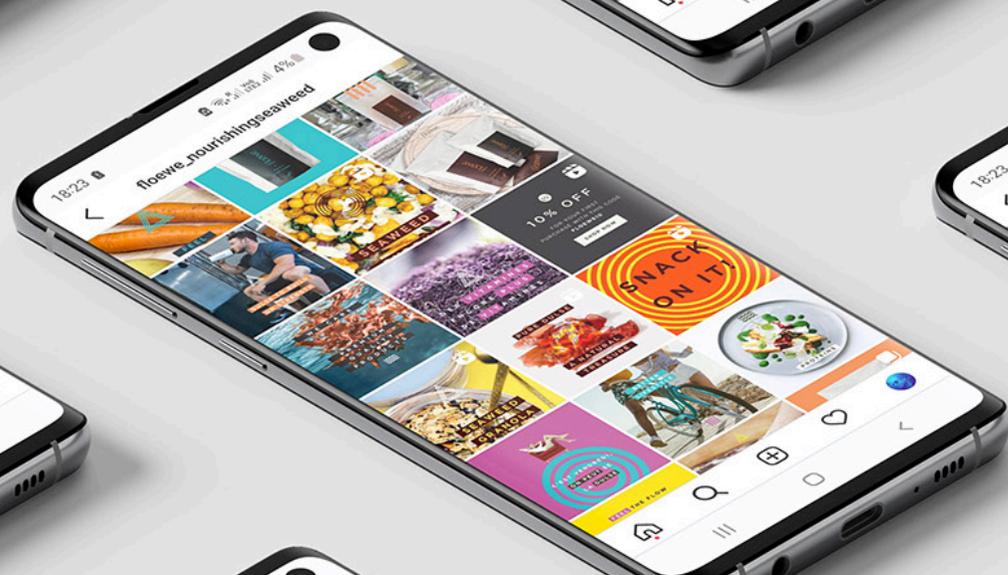
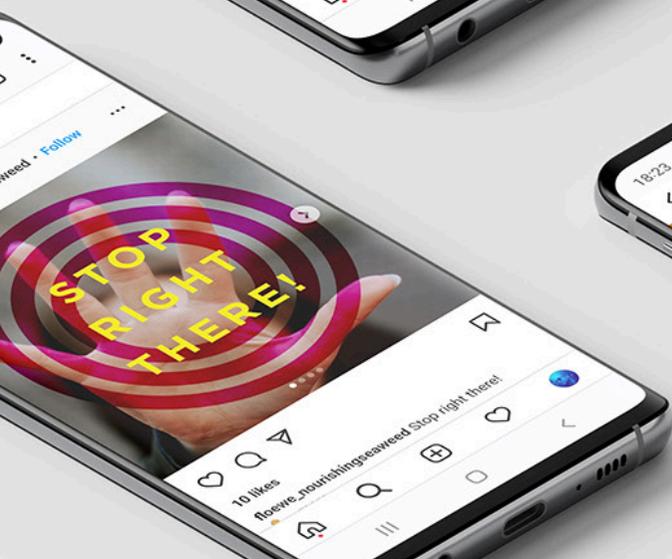
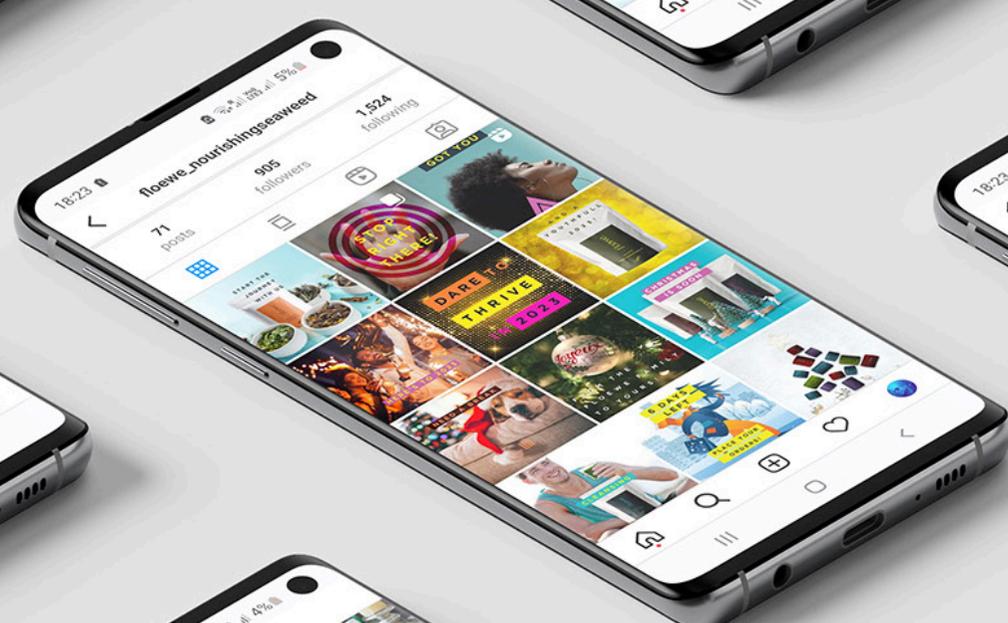
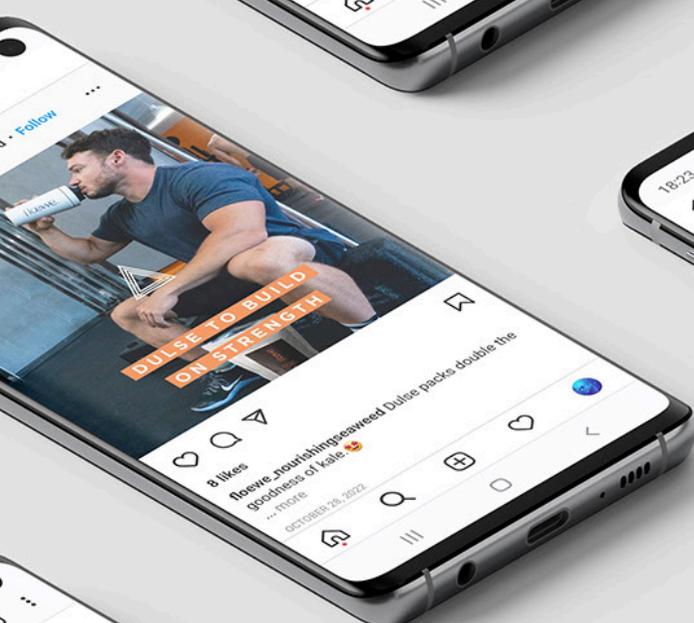
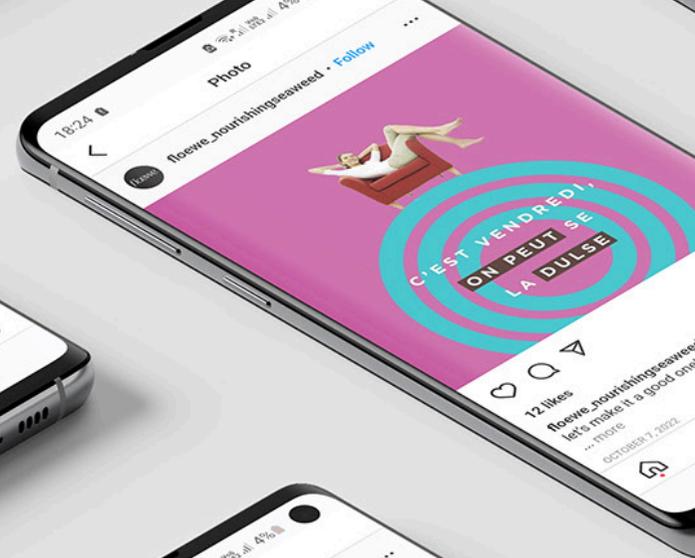
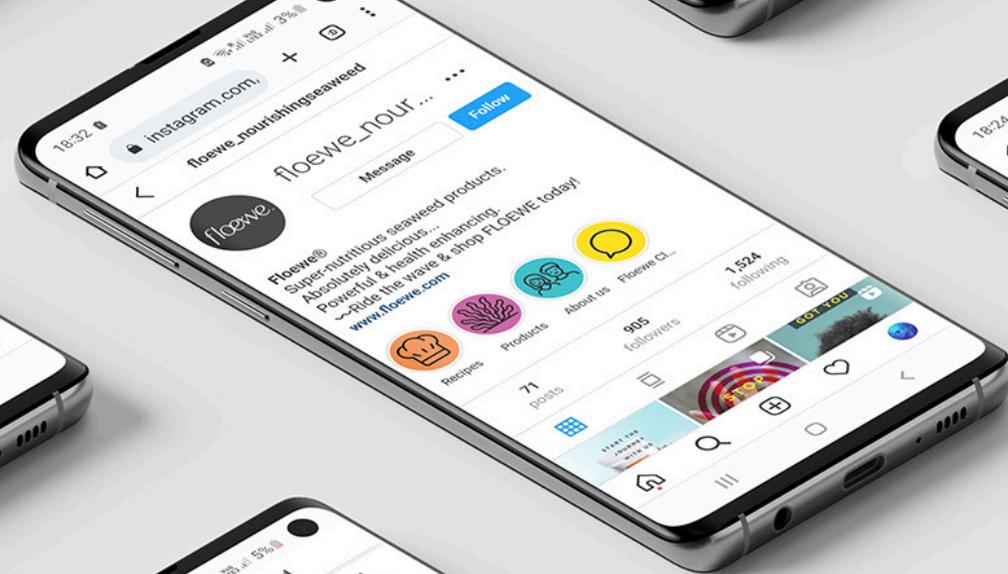
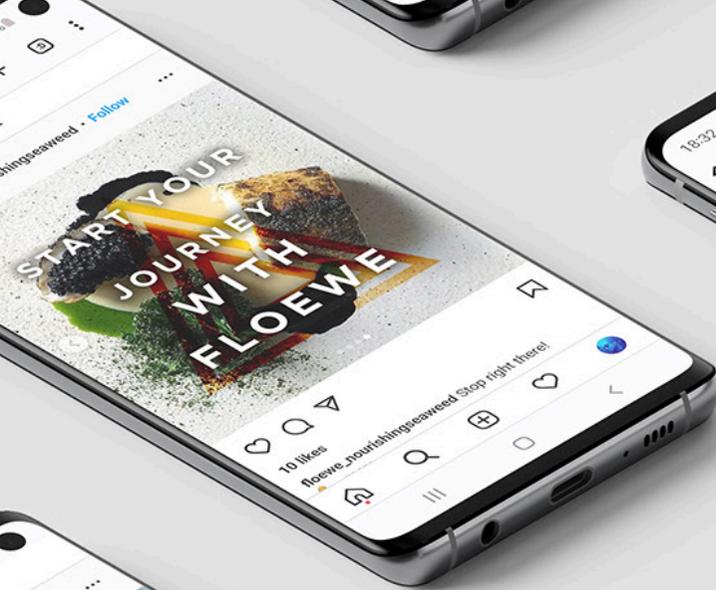
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▲











floewe.

NOS PRODUITS | WE CARE | NOTRE AVENTURE | CONNECT | EUR (€) |

VERS UNE  
MEILLEURE  
SANTE

Find your flow

LE TOU  
AU NAT

floewe.

Products

"100%  
NATURAL  
PRODUCTS"

floewe.

NOS PRODUITS | WE CARE | NOTRE AVENTURE | CONNECT | EUR (€) |

ENGAGEZ-VOUS POUR  
VOUS ET POUR  
LA NATURE

We  
Care

WE-Care

"FLOEWE S'ENGAGE EN FAVEUR DE LA DURABILITE ENVIRONNEMENTALE"

**V-HUB**

design agency

**CLIENT** / INNOVATIVE GLOBAL NEW-ENERGY COMPANY (THE NETHERLANDS)

**SOLARUS** / smart  
energy solutions

**DESCRIPTION**

ART & MARKETING DIRECTION FOR THE BRAND

*Client came to us to develop the brand and create a visual marketing direction that will attract their customer attention.*

/ brand development

/ corporate material

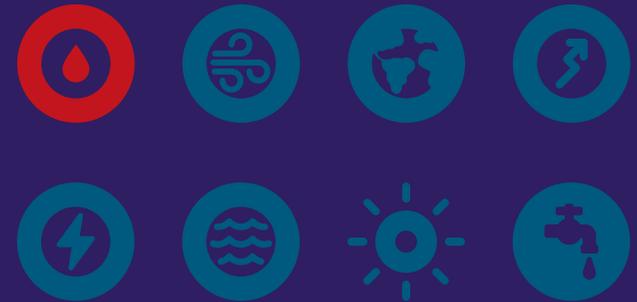
/ marketing material

# SOLARUS

We Are Our Technology



smart  
energy solutions



**SOLARUS**

**SOLARUS**

**SOLARUS**

**SOLARUS**

## OUR CORE TECHNOLOGIES



### Active Cell Cooling™

Solar PV cells become less efficient as they heat up. We want to ensure that our PV efficiency remains stable by reducing the cell temperature. Active Cell Cooling™ (ACC™) means we use water to draw heat away from the solar PV cells.

The result: improved electrical performance of up to 40% and extended cell longevity.

### Seasonal Boost Setting

The sun traverses the sky throughout the day and provides less energy during winter. We want to maximize the amount of power collected and ensure that annual coverage is as even as possible - without the need for complicated tracking systems. Seasonal Boost Setting (SBS) enables us to customize our system according to local needs. It increases the outcome during seasons by 10 to 14%.

smart  
energy solutions

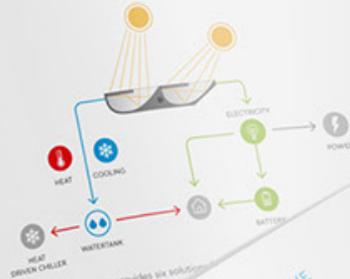
## OUR USP'S

**A UNIQUE, STATE OF THE ART, CONSTANT HOT WATER SOLUTION FROM 100% RENEWABLE ENERGY, DELIVERING THE HIGHEST YIELD AND EFFICIENCY PER SQUARE METER.**

- 100% renewable.
- Produces electricity and hot water.
- The highest amount of energy per m2.
- Makes optimal use of limited roof space.
- The highest reduction in CO2 emissions.
- Seamless integration with gas boiler, heat pump or other auxiliary systems.
- Reliable, even on cloudy days.
- High return on investment.
- Competitive payback period.
- Outstanding solutions with advanced software requirements of hospitals, hospitality, industry and large residential projects.

smart  
energy solutions

## WHAT IT OFFERS



The PowerCollector™ provides six solutions: heat, electricity and cooling, for the available. One of our flagship products is the PowerCollector™.

## SOLARUS POWERCOLLECTOR™ HAVE ONE OF THE HIGHEST YIELD EVER MEASURED



The use of the reflector, plus the use of concentrated solar power on the backside of the solar cells, combined with collected heat from the water/fluid cooling system of the receivers, ensures a yield which has been defined by the TÜV testing facility in Germany as one of the highest they have ever measured.

**SOLARUS**

smart  
energy solutions





# SOLARUS

## ALL-IN-ONE HOT WATER & ELECTRICITY SOLUTION

- THE LEISURE INDUSTRY IN TUNE WITH THE SUN
- SUPREMELY ENERGY AND SPACE EFFICIENT
- PROVEN EASY TO INSTALL TECHNOLOGY
- ATTRACTIVE SUBSIDIES
- 100% SUSTAINABLE
- ZERO EMISSIONS

smart  
energy solutions  
[www.solarus.com](http://www.solarus.com)



# SOLARUS

## ALL-IN-ONE HOT WATER & ELECTRICITY SOLUTION

- 100% SUSTAINABLE
- SUPREMELY EFFICIENT
- ZERO EMISSIONS
- LEAST SPACE USAGE
- PROVEN TECHNOLOGY
- GUARANTEED SERVICE





### Equity rally continues



# THE NEW POWER TO FUEL OUR FUTURE

# SOLARUS

smart  
energy solutions



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Whether it's industry trends or market movements, corporate shares or ethical practices, Profit shares the news and explores breakthrough trends in business, finance and economics in an engaging, interactive manner.

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Daily from the 4th of June.

**Profit** **TODAY**



# 100% RENEWABLE HOT WATER SOLUTION



smart  
energy solutions

---

Saving the planet – saving you money

**V-HUB**

design agency

**CLIENT /** CREATIVE RETAIL FOOD BRAND (THE NETHERLANDS)



**DESCRIPTION**

DEVELOPING A VALUE-ADDED RETAIL BRAND FOR  
THE MARKETING OF ONIONS, GARLIC, AND GINGER.

*FAIA FOOD's mission is to create innovative taste concepts in  
which health, vitality, taste, and convenience inspire consumers to  
embark on exciting culinary adventures.*

- / brand development
- / marketing material
- / packaging



Pure

Fresh

READY TO COOK  
100% SENSATIONAL

**foto**  
THE TASTE MAKERS

Inhouse Mix

Food

Fun





FRESH TASTEMAKER MIX

# fajita

THE TASTE MAKERS

*Cook with me!*

100% SENSATIONAL



AND READY TO COOK, SLICED AND READY TO ENJOY. FLAVOR OR SINGLED-UP MIXES.

# fajita

100% SENSATIONAL



THE FRESH ONIONS AND GARLIC SUSTAINABLE PACK.

# fajita

100% SENSATIONAL



FRESH TASTEMAKER MIX

# fajita

THE TASTE MAKERS

*Cook with me!*

100% SENSATIONAL



100% SENSATIONAL

# fajita

Bite



THE FRESHEST ONIONS, GARLIC, AND GINGER, IN A SUSTAINABLE PACK.

# Fresh fajita



FRESH TASTEMAKER MIX

# fajita

THE TASTE MAKERS

*Cook with me!*

100% SENSATIONAL



100% SENSATIONAL

# fajita

Bite



100% SENSATIONAL

# fajita

THE TASTE MAKERS

*Cook with me!*



AND READY TO COOK, SLICED AND READY TO ENJOY. FLAVOR OR SINGLED-UP MIXES.

# fajita

Bite



faia  
THE TASTE MAKERS

  
THE TASTE  MAKERS



INNOVAT





**faia**  
THE TASTE MAKERS

**WATERMAN**  
ESTABLISHED IN 1838

**sawari**

**Roussel**

*Bischoff & Gottschalk*

ING SPACES  
R CONTROL.

IT STORAGE AND RIPENING  
ROOM EQUIPMENT  
SYSTEMS  
AND FOAM BUFFERS  
PRECISE UNITS

TIGHT  
LIFT SECTIONAL DOORS  
LIFT PANEL DOORS  
LIFT FLEX DOORS



**V-HUB**

design agency

**CLIENT** / TOP ROOIBOS EXPORT COMPANY (SOUTH AFRICA)

**AFRICAN DAWN™** estate

**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

*A brand must be authentic, and there must be a clear and inspirational story behind it.*

*Brand development for this top 3 rooibos exporting company to create a brand for their overseas markets that talks of their values, like authenticity.*

- / brand development
- / corporate material
- / retail packaging
- / marketing material
- / website development



AFRICAN DAWN<sup>TM</sup>  
*estate*

AFRICAN DAWN<sup>TM</sup> *estate*

AFRICAN DAWN<sup>TM</sup>  
*estate*  
ROOIBOS

AFRICAN DAWN<sup>TM</sup>  
*estate*  
ROOIBOS

AFRICAN DAWN<sup>®</sup> **ACT  
IVE**



The perfect cup







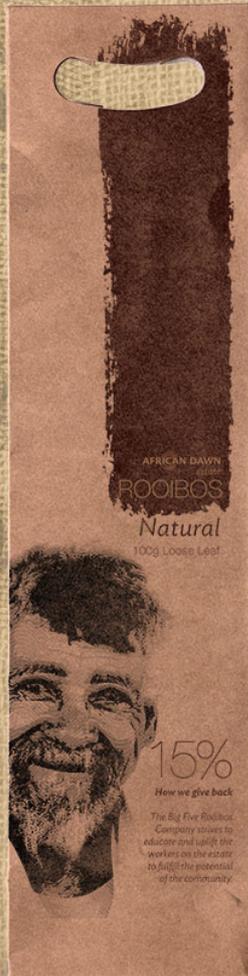
# 15%

**How we give back**

*The Big Five Rooibos Company strives to educate and uplift the workers on the estate to fulfill the potential of the community.*

## AFRICAN DAWN™ estate

The perfect cup



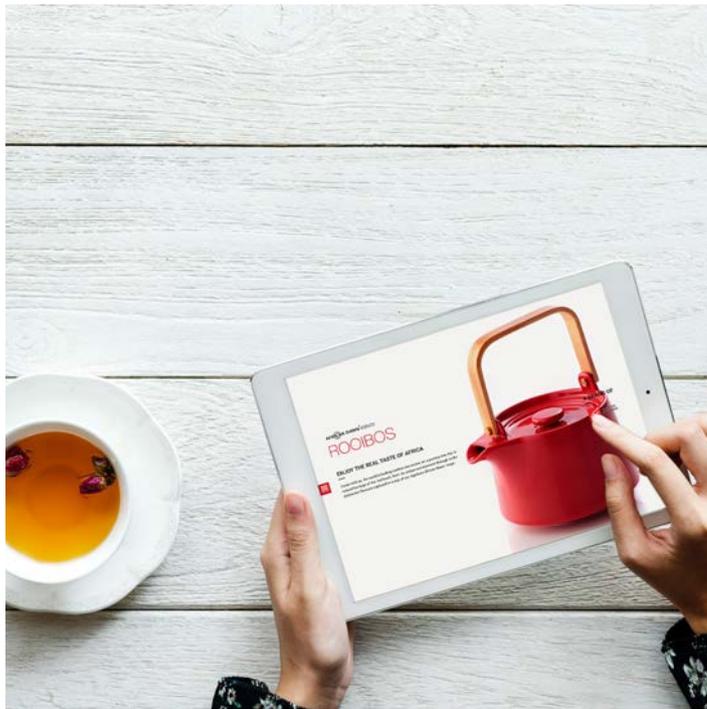
# Espresso

**AFRICAN DAWN**<sup>®</sup>  
estate

Natural

# ROOIBOS







**V-HUB**

design agency

**CLIENT /** GLOBAL FURNITURE BRAND (THE NETHERLANDS)



**DESCRIPTION**

MARKETING CAMPAIGN

*New campaign produced to bring out the company slogan:*

*“Feeling at home in your interior!*

*Furniture that suits your taste and your way of life.*

*Lets you live the way you want!”*

/ creative direction and creation of marketing material

**W\***

**WELKOM\***



“

WELKOM\*

”



*“We make your house a home”*







“  
WEL\*  
KOM”

WM  
*“We make your house a home”*

LAZY PRIVATE TIME

WEL  
KOM

*Quality from Holland*



W  
K

O  
E  
O

M  
L



”



**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Sed suscipit auctor nulla, quis iaculis sem. Mauris at mollis risus. Nullam sed arcu facilisis, ullamcorper est at, tristique tortor. Vestibulum et libero a purus feugiat tempor quis et eros. In a urna placerat, dictum urna commodo, varius orci.

Nam tempus quam sit amet aliquam scelerisque. Pellentesque ullamcorper, tunc in tempore molestie. Lorem ligula mollis purus, eu euismod diam massa vitae arcu. Phasellus lobortis dolor a purus viverra laoreet. Sed id vulputate diam.





“

\*

W

”

**V-HUB**

design agency

**CLIENT** / BRAND NAME (WORLD WIDE)

**BonSweet**

**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

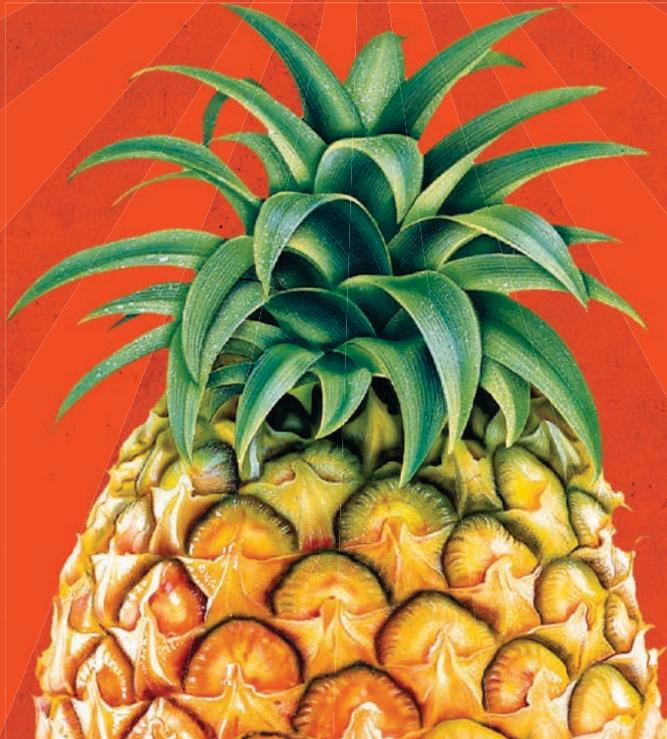
*A brand must be authentic, and there must be a clear and inspirational story behind it.*

/ brand development

/ corporate material

/ retail packaging

/ marketing material



I'M VERY  
SWEET

BonSweet

THE ORIGINAL PINEAPPLE

BonSweet



Bon Sweet  
SELECT  
Crown  
Crown

Bon Sweet  
SELECT  
TART & SWEET





I'M VERY  
SWEET

# BonSweet

PRODUCT OF  
COSTA RICA

I'M VERY  
SWEET  
BonSweet  
BLUE  
PRODUCT OF COSTA RICA

I'M THE  
BEST  
BonSweet  
BLACK  
PRODUCT OF COSTA RICA

PRODUCT OF COSTA RICA  
BonSweet  
CROWNLESS

BonSweet  
SELECT  
JUICY & SWEET

DIAMANTE  
BonSweet  
SUPERIOR  
QUALITY



**BonSweet**  
SELECT  
JUICY & SWEET

# SPISEMODEN ANANAS

MODNES PÅ PLANTEN FØR HØSTING.  
UTVALGT SORTERING - HØYESTE KVALITET.  
ENDA SØTER EN ANNEN ANANAS.

FULLSTAPPET AV VITAMIN A OG C, KALSIMUM OG FIBER.

MOTVIRKE ØYESYKDOMMEN AMD MED  
MOT 36% PÅ GRUNN AV INNHOLDET AV  
PROTEIN SOM ER BRA FOR SYNET.

Ready  
to Eat  
**BonSweet**  
SELECT



**BonSweet**

# THE STORY OF Costa Rica & Pineapples



Called one of the most beautiful places on earth, Costa Rica is also home to BonSweet pineapples.

IN THE FERTILE VALLEY OF PITAL, BONSWEEP HAS BEEN GROWING PINEAPPLES FOR MANY YEARS. FROM HERE, BONSWEEP BRINGS YOU PINEAPPLES LIKE NO OTHER.... RANGING FROM OUR MAINSTREAM RETAIL LINE BONSWEEP BLUE TO THE OUTSTANDINGLY DELICIOUS BONSWEEP SELECT, OUR PINEAPPLES CATER FOR EVERY NEED!

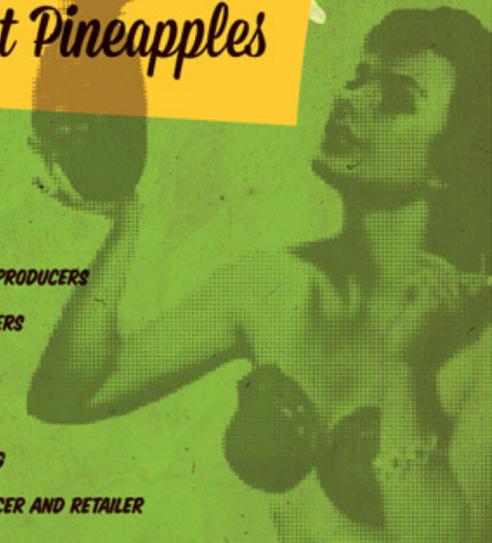
OUR OPERATIONS ARE FULLY INTEGRATED, WITH ALL ASPECTS OF THE SUPPLY LINE BEING MANAGED CLOSELY BY FRESH PRODUCE PROFESSIONALS IN COSTA RICA AND EUROPE. FROM

THE TIME THAT OUR PINEAPPLE PLANTS ENTER THE SOIL, THROUGH THE PACKING FACILITIES WHERE OUR QUALITY CONTROLLERS CONDUCT STRINGENT TESTS, RIGHT UP TO THE FINAL DESTINATION ANYWHERE IN THE WORLD, WE LEAVE NO STONE UNTURNED TO BRING YOU THE FRESHEST AND SWEETEST PINEAPPLES, ALONG WITH THE MOST EXCITING MARKETING CONCEPTS.

I'M VERY  
SWEET  
**BonSweet**  
THE ORIGINAL PINEAPPLE

## Benefits of BonSweet Pineapples

- WEEKLY ARRIVALS IN EUROPE, YEAR-ROUND SUPPLIES
- DIFFERENT PRODUCT CATEGORIES AND CONCEPTS
- DIRECT TO RETAIL PROGRAMS
- CONSISTENT TOP QUALITY FRUIT FROM PROFESSIONAL PRODUCERS
- CSR-CERTIFIED PRODUCERS AND SUPPLY CHAIN PARTNERS
- STRONG BRAND NAME
- A HIGH FOCUS ON FOOD SAFETY
- CONTINUOUS INNOVATIONS IN PRODUCT AND PACKAGING
- SUPPLY CONDITIONS BASED ON A WIN-WIN FOR PRODUCER AND RETAILER





I'M VERY  
SWEET  
**BonSweet**  
BLUE  
PRODUCT OF COSTA RICA



I'M VERY  
SWEET  
**BonSweet**  
THE ORIGINAL PINEAPPLE



**BonSweet**  
SELECT  
JUICY & SWEET



**V-HUB**

design agency

**CLIENT** / PRODUCE EXPORT COMPANY (WORLD WIDE)



**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

*Simplicity, Relevance, Timelessness*

/ brand development

/ corporate material

/ retail packaging

/ marketing material







Servicio Clientes, planta 5, 46015 Valencia, España  
reshspain.com

CIF: B06918306  
VAT: E329618306

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**CoolFresh VRAGENLIJST**

BESTE RELATIE.

U heeft een relatie met koelvers Duitse aardappelen. Het is een mooie toetsing op deze productgroep geweest. Om een goede toetsing te kunnen maken moeten we graag uw opmerkingen over deze aardappelen weten ontvangen.

Om u te ondersteunen wordt er aandacht op een schaal van 1 tot 5 gevraagd.

1 = Onvoldoende, 5 = Zeer goed

**ONVOLDENDE** **ZEER GOED**

UITSTRALING	1	2	3	4	5
WATSTOFGEHALTE	1	2	3	4	5
VERPAKKING	1	2	3	4	5
SMAK	1	2	3	4	5
PRUIK KWALITEIT VERHOUDING	1	2	3	4	5
VERKOOPBAARHEID	1	2	3	4	5

Stuur antwoordt uw antwoorden per e-mail aan mij, tergevoelstand met al uw gegevens, met vriendelijke groeten.

COMMENTS

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**CoolFresh**

Handhaving 41, 1980 CR Rotterdam, The Netherlands  
www.coolfresh.nl  
A member of the AgriCap brand Group

**CoolFresh** **CSR CERTIFIED**

COOL FRESH INTERNATIONAL B.V.  
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T +31 (0) 20 371 0000  
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www.coolfresh.nl

KVET NUTRITIONLAB  
Chairman of Executive Board  
Robbertus Account Function: 10200000  
Bank: NL04 4382 1001 0001 0001 0001

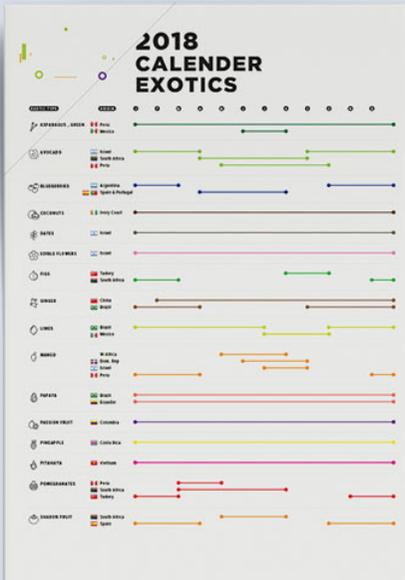
**IFS** Food

COOL FRESH INTERNATIONAL B.V.  
Handhaving 41, 1980 CR Rotterdam, The Netherlands  
T +31 (0) 20 371 0000  
F +31 (0) 20 371 0001  
www.coolfresh.nl

**CoolFresh**

COOL FRESH INTERNATIONAL B.V.  
Handhaving 41, 1980 CR Rotterdam, The Netherlands  
T +31 (0) 20 371 0000  
F +31 (0) 20 371 0001  
www.coolfresh.nl

**BonJus** *Prepared by* **STEFANUS EYES**



**CoolFresh**

Handhaving 41, 1980 CR Rotterdam, The Netherlands

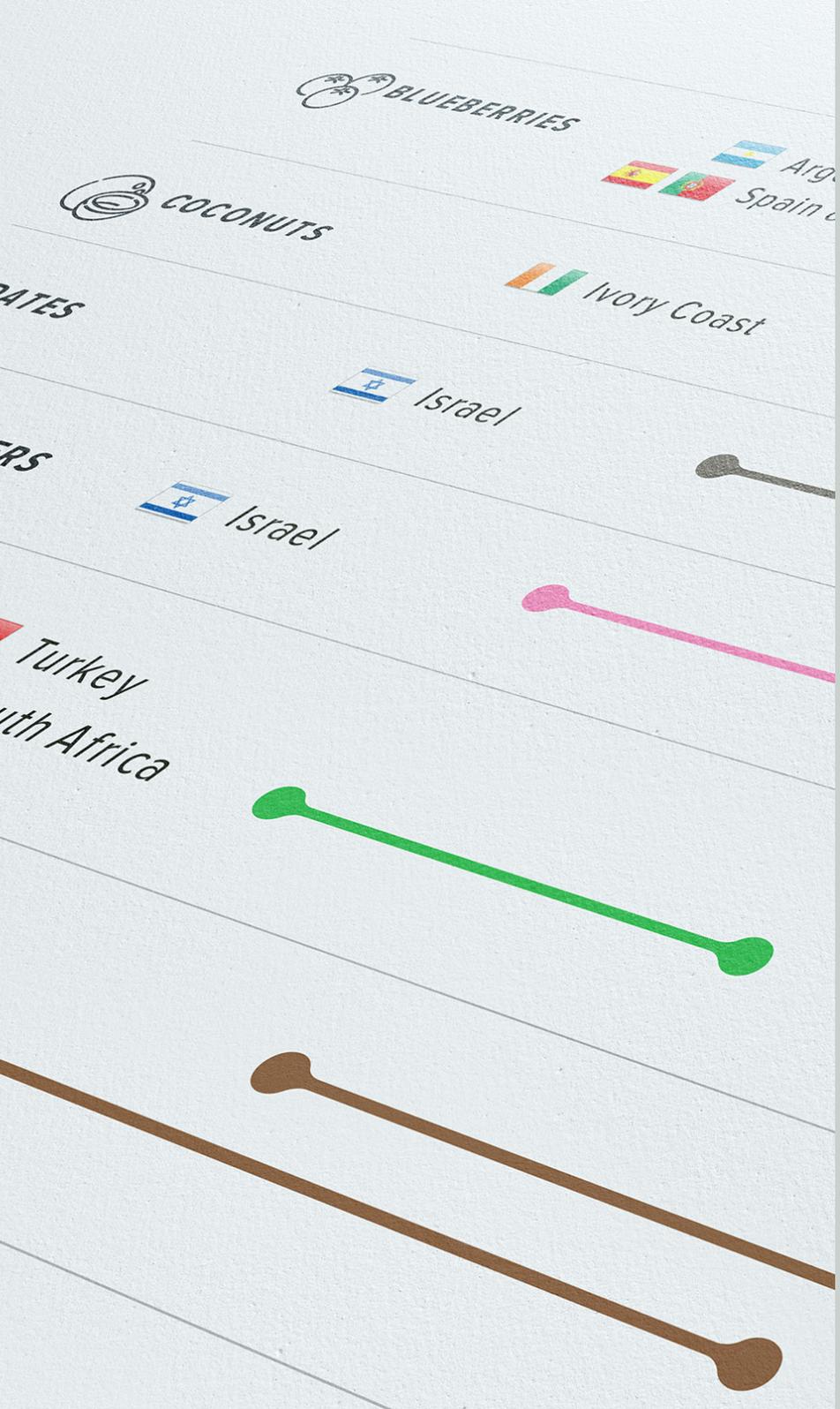
**CoolFresh**

Handhaving 41, 1980 CR Rotterdam, The Netherlands



**CoolFresh**

Handhaving 41, 1980 CR Rotterdam, The Netherlands



**CoolFresh**

"THE GREATEST THREAT TO OUR PLANET IS THE BELIEF THAT SOMEONE ELSE WILL SAVE IT" — ROBERT SWAN, AUTHOR

COOL FRESH IS PROUD TO ANNOUNCE THAT DURING OUR RECENT CSR PERFORMANCE LADDER AUDIT WE ONCE AGAIN ACHIEVED A HIGH SCORE. SPECIFIC COMPLIMENTS WERE GIVEN TO OUR VALUE SYSTEM IN DEALING WITH CLIENTS AND SUPPLIERS, AS WELL AS OUR INVOLVEMENT WITH STAKEHOLDERS ACROSS THE SUPPLY CHAIN, AND OUR ROLE IN SOCIAL AND ENVIRONMENTAL PROJECTS.

GLOBAL NETWORK PLANET INSPIRED PRODUCTS FULL CIRCLE SERVICES WE SAY YES!

INTERESTED TO EXPLORE THE POSSIBILITIES FOR CSR COOPERATION?

PLEASE CONNECT WITH US.

**CONNECTING FRESH**

**CoolFresh**

PLEASE CALL OUR SALES TEAM: + 31 88 3 777 111, INFO@COOLFRESH.NL, WWW.COOLFRESH.NL

ART & DESIGN  
Visit us for  
design a  
Amazing Newspaper PSD

Professional Design  
Amazing N  
PSD Mockup  
Photorealistic  
Layered PSD Mockup  
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BRAND IDENTITY  
Brand Identity Mockups  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

captured militants

**CoolFresh**

**FIGS**

STARTING SOON WE WILL BE BRINGING LARGER VOLUMES OF THE AMAZING SUPER FIGS FROM TUZOSKY HAND-PICKED TOP QUALITY ALL AT RETAIL STANDARDS.

**BURSA FIGS**

1 CLASS  
ORIGIN: BURSA  
PACKED: 15 IN CARTONS

**2,000+ CONNECTING FRESH**

PLEASE CALL OUR SALES TEAM: 1-800-377-1111, 1-800-COOLFRESH, WWW.COOLFRESH.NET

**CoolFresh**

**ETTINGER AVOCADO**

OUR SUPER QUALITY GREENSKIN AVOCADOS WILL TURN YOUR WORLD UPSIDE DOWN.

**ETTINGER AVOCADO**

CLASS	ORIGIN	PACKED
1	ETTINGER	15 IN CARTONS

**2,000+ CONNECTING FRESH**

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**CoolFresh**

**PLANET INSPIRED PRODUCTS**

COOL FRESH IS THE LEADING PRODUCE COMPANY AND HERE TO CREATE POSITIVE CHANGE IN THE WORLD TO SOCIAL AND ENVIRONMENTAL CHALLENGES. WE ARE COMMITTED TO PROVIDING YOU WITH THE BEST QUALITY PRODUCTS YOUR NEARLY 100% OF OUR SUPPLY IS SUSTAINABLY SOURCED. WE ARE COMMITTED TO PROVIDING YOU WITH THE BEST QUALITY PRODUCTS YOUR NEARLY 100% OF OUR SUPPLY IS SUSTAINABLY SOURCED.

**ETTINGER AVOCADO**

CLASS	ORIGIN	PACKED
1	ETTINGER	15 IN CARTONS

**2,000+ CONNECTING FRESH**

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**INSPIRED PROJECTS**

**EXPLORE THE FULL CIRCLE SERVICES FOR CSR**

**WE SAY YES!**

**CoolFresh**

**2,000+ CONNECTING FRESH**

**(B)LIME(Y)!!!**

COOL FRESH INTERNATIONAL'S LIMES ARE AVAILABLE ON A YEAR-ROUND BASIS, AND ARE GROWN AND PACKED BY PROFESSIONAL GROWERS IN BRAZIL AND MEXICO.

OUR TOP CLASS LIMES ARE TRANSPORTED IN TEMPERATURE CONTROLLED CONTAINERS TO ENSURE THE BEST POSSIBLE QUALITY.

**1 CLASS**  
**ORIGIN:** BRAZIL  
**PACKED:** SPECIAL DIRECT



# CoolFresh

International BV

*Freedom of Fruit*  
\*Being good by staying natural\*

# CoolFresh

International BV

23 23

STARS IN EYES

## PISTACHIOS

- One of the lowest calorie nuts
- One of the lowest fat nuts
- One of the highest fiber nuts
- One of the highest phytoesterol nuts
- One of the most nutrient dense nuts
- One of the highest antioxidant nuts



MUER PACKAGING

CoolFresh

**Freedom of Fruit Supply Lines**

- Green  
• Mexico  
• South Africa  
• Peru  
• Argentina  
• Turkey  
• Egypt
- Apples & Pears  
• South Africa  
• Chile  
• Argentina  
• China
- Islandfruit  
• South Africa  
• Turkey  
• Argentina  
• Chile
- Olives  
• South Africa  
• Chile  
• Argentina





**V-HUB**  
design agency

**CLIENT** / EXPO AND MARKETING BRAND



**CONNECTING  
FRESH**

**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

*A marketing campaign for a global fruit expo connecting the client with their suppliers.*

/ brand development  
/ corporate material  
/ marketing material



# CONNECTING FRESH



FRESH FRUIT FROM COOL GROWERS



WE SAY YES



FULL CIRCLE SERVICE



B FOR BRANDING



ALWAYS COOL. ALWAYS FRESH



THE PROMISE AND THE PROOF



THE LINE ARE OPEN



FRESH  
PRODUCE



CLIENT  
SATISFACTION



FULL CIRCLE  
SERVICES



GLOBAL  
NETWORK



SERVICE  
WITH A SMILE



CONNECTING FRESH



- CONNECTING FRESH
- AUTHENTIC. DEDICATED. FRIENDLY
  - FRESH FRUIT FROM COOL GROWERS
  - WE SAY YES
  - FULL CIRCLE SERVICE
  - B FOR BRANDING
  - ALWAYS COOL. ALWAYS FRESH
  - PLANET INSPIRED PRODUCTS
  - THE PROMISE AND THE PROOF
  - THE LINE ARE OPEN



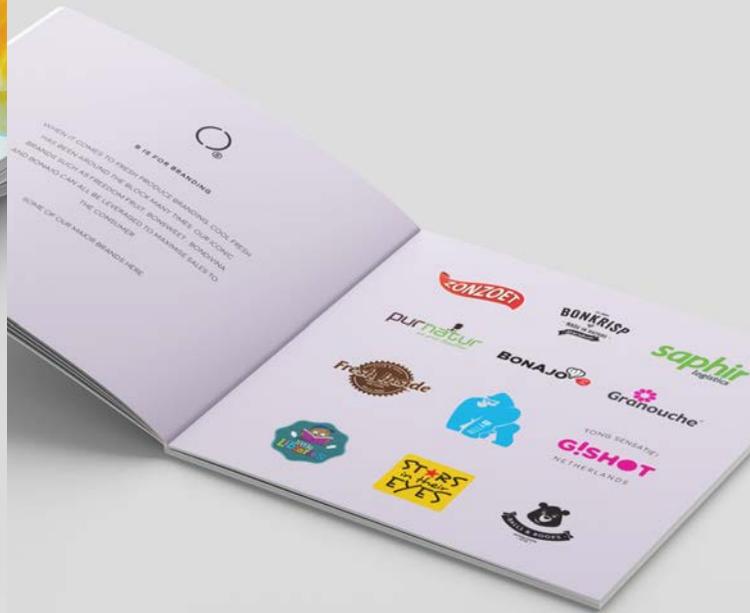
CONNECTING FRESH

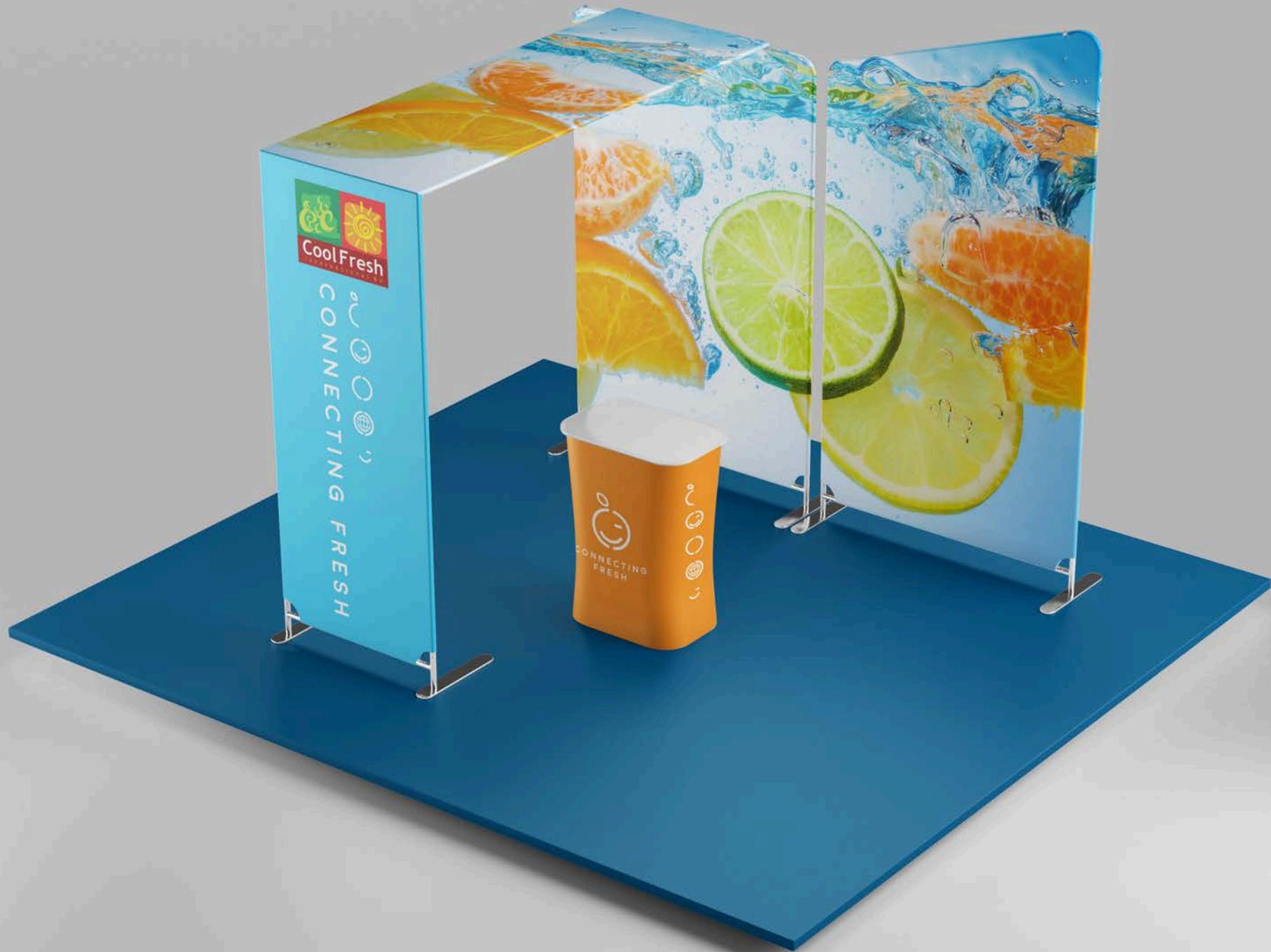












**V-HUB**

design agency

**CLIENT** / TRILIGO GROUP OF COMPANIES

**TGC**

*State-of-the-art in Logistics development*

**DESCRIPTION**

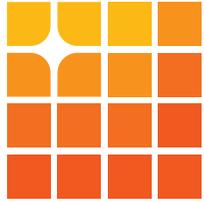
ART DIRECTION AND BRAND DEVELOPMENT

*Clean, strong and bold to fit the logistics industry*

/ brand development

/ corporate material

Member of PPT GROUP



# TGC

*Member of PPF Group*







**TGC**

Member of PPF Group

State-of-the-art in Logistics development



**TGC**

Member of PPF Group

State-of-the-art in

State-of-the-art in Logistics development



**TGC**

Member of PPF Group



**TGC**

Member of PPF Group

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www.t-develop.com



**TGC**

Member of PPF Group

Daniel Martinu  
Deputy General Director



**TGC**

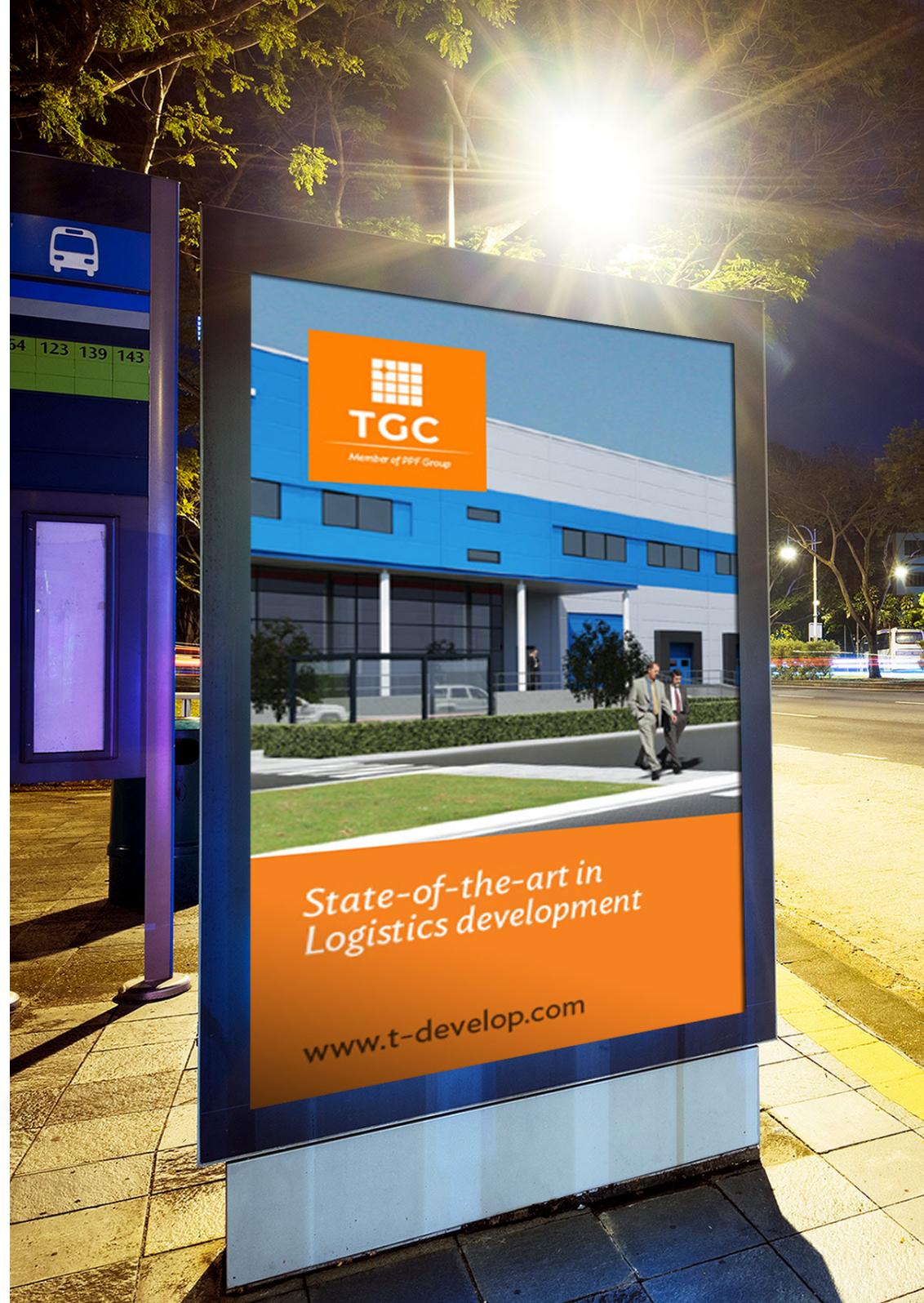
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INN: 7706504860 KPP: 770601001 Reg. № 1037739865052



State-of-the-art in  
Logistics development



**V-HUB**

design agency

**CLIENT** / CORPORATE BOOK

**CoolFresh**  
International B.V.

**DESCRIPTION**

ART DIRECTION AND DESIGN

*A corporate book design visualising the vision of the company to their clients.*

/ book design & layout





# MEXICO **FUN** ARRIBA!!

**👉 TACO'S, ENCHILLADO'S AND NACHOS?**

**FORGET MAIN COURSE AND MOVE ONTO DESERT.**  
Cool Fresh International's Mexican activities are booming.

**WE HANDLE** from grapes, limes  
**EVERYTHING** and grapefruits, to  
mangos and **👉**  
AVOCADOS. **👉**

**OUR MEXICAN OPERATION IS PROUDLY LOCAL.**

We work closely with government agencies and local partners, and developed a ground-breaking model to manage the export of this delicious basket of fruits. **ARRI  
BA!!**

# CHALLENGING

It's the different and interesting challenges that really grab our attention. And that's why we're always on the lookout for new varieties of fruit and vegetables. This includes the sourcing of speciality products, allowing us to meet the increased demand for exciting concepts. But at the basis it is always about the high quality local and imported produce that we supply all year round. We adapt to every role that is required of us - from local agent to value-added sourcing specialists - in the most flexible manner possible.

WE LOVE  
A GOOD  
CHALLENGE



*Costa Rica is famous for its pineapples.  
The same pineapples that we produce and  
export every day of the year.*

**COSTA  RICA**

*But if you can't travel to a Costa Rican  
beach to sip on a Pina Colada, just try one  
of our pineapples.*

*And let your imagination take you to the  
sexy beaches of Playa Dominical, Playa  
Montezuma or Playa Tamarindo.*

*Friendly*



虎

*There are 9 million  
bicycles in Beijing.*

CHINA

*But that's no match for the amount  
of fresh produce we export from the  
most populous country in the world  
each year – everything from garlic  
and ginger, apples and pears, to  
chestnuts & honey pomelo's.*

Enterprising

兔

# NO NONSENSE, DIRECT AND SUSTAINABLE

At Cool Fresh International, we believe in "the scattering of the seeds". A healthy tree deposits seeds into the earth, which manifest their own shoots and in time scatter their own seeds. This is the corporate model for sustainability that we live by.

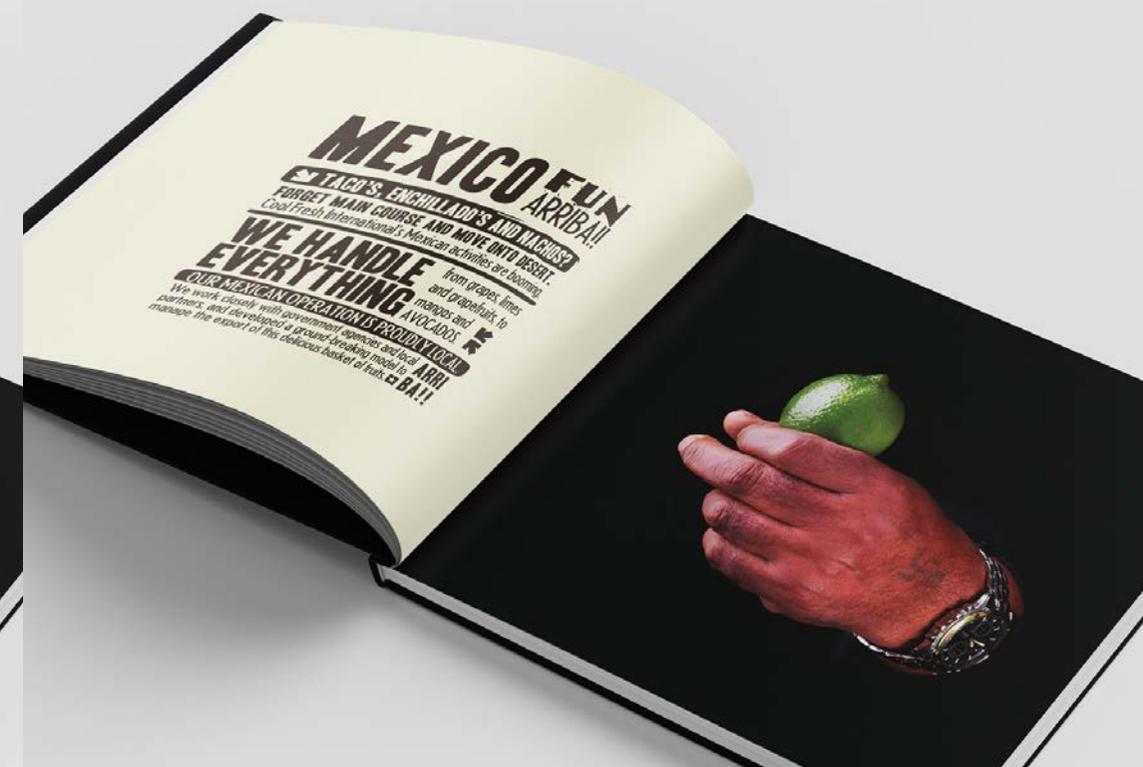
As a thriving company, we are in a position to be able to share our skills and resources with the world around us. Sometimes by adding value to the environment, other times by being involved with individuals who are less fortunate than ourselves. But always aimed at contributing to the wellbeing of the earth by effectively scattering our seeds.

On a social level, we grew alongside emerging farmers in Namibia when the words "Corporate", "Social", and "Responsibility" had never even been strung together in a sentence. We dared to adopt ethical trading policies at a time when the phrase "Ethical Trading" was barely even fashionable.

# EMPOWERING

The individuals who benefit from our support go on to flourish in their own right, eventually scattering their own seeds of empowerment and upliftment. No nonsense, direct and sustainable. That's the Cool Fresh way.







**we embrace diverse  
populations with  
one goal in mind:**

to make a difference



## V-HUB

design agency

CLIENT / FREEDOM FRUIT (THE NETHERLANDS)



## DESCRIPTION

ART DIRECTION AND BRAND MANAGEMENT

*In response to market demand for a more socially-oriented fruit business, we created the Freedom Fruit brand for a fresh produce company, Cool Fresh, in The Netherlands.*

*Cool Fresh brings freedom to those at the bottom of the pyramid – freedom from poverty, freedom from social inequality, freedom from illiteracy. The brand must be authentic, and there must be a clear and inspirational story behind it. We created the brand for the client and placed it on the export market within weeks.*

*It was a great success for Cool Fresh, and ultimately was packed by emerging growers in 11 countries.*

/ brand development

/ corporate material

/ retail packaging

*"Doing good by buying right!"*

Freedom  Fruit

"Doing good by Buying right!"

"Doing good by buying right!"

Freedom  Fruit

Freedom  Fruit

  
Freedom & Fairness





THE ORIGINAL  
**FREEDOM**  
CLASSIQUE



## V-HUB

design agency

CLIENT / STARS IN THEIR EYES (THE NETHERLANDS)



### DESCRIPTION

ART DIRECTION AND BRAND MANAGEMENT

*The brief was simple:*

*With the eyes of the world on South Africa in 2010 for the duration of the tournament, we would bring together the Netherlands' outstanding football culture and those local kids' passion for the sport.*

*The project's initial aim was to train 120 community coaches in 40 villages according to a model called Football for Development. By 2014, we had trained 924 coaches from 243 villages.*

*Even now, the legacy lives on...*

/ brand development

/ corporate material

/ retail packaging

/ marketing material

*Giving them a life filled with possibilities*



Because we  
care...



STARS  
in their  
EYES

17.0 mm



\* when used on background of any kind  
the white outline around yellow  
must be visible.

min 9.0 mm



min 9.0 mm

\* only these variations of the logo can be used



ibilities  
derland  
www.starsinthereyes.nl | Kamer van Koophandel Rotterdam 2400058  
Van Lanschot Bankiers Rotterdam 22.52.23.547

Giving them a life filled with possibilities

Giving them a life filled with possibilities

Giving them a life filled with possibilities

STARS  
in their  
EYES



STARS in their EYES



STARS  
in their  
EYES



STARS  
in their  
EYES





Stars in their Eyes  
says thank you to  
Shell for the  
support!



Giving them a life filled with possibilities



**When Stars in their Eyes was created**  
 In 2007 for the benefit of disadvantaged and impoverished communities in South Africa, MEC Willem Jacobus (member of cultural affairs and sport for the Western Cape at the time) said: "This is not a program for 2010, it is a program for beyond 2010. We are very proud that these words have come true, and that we are able to continue doing the work which we love: changing lives through football!"

**The start was small** from 19-25 February 2007 the Stars in their Eyes foundation hosted its first "bootcamp" for community development coaches in Stellenbosch, Western Cape, South Africa. The syllabus which was taught to 10 bright-eyed and enthusiastic community coaches, from all over the Western Cape Province by senior lecturer Nico Labroo of the KNVS (Royal Dutch Football Association) and Francois Komaris of MISA (Mansie Youth Sports Association) laid the foundation for our work.

**Today, five years later** we can look back with great pride and satisfaction on the road which has led us. The track record does not tell lies: 475 football coaches from 173 communities all over South Africa have gone through the syllabus, which was later renamed "WorldCoaches" by the KNVS.

**Giving them a life filled with possibilities**



APR .12

**We have had the privilege of working with** successful Dutch lecturers such as Nico Labroo, Pieter de Jong, Eric Whitt, Jan Derks, Rob Klein, Ad Derksen, Henkrie de Haas, Andrié Dams, Gailie Ali, Arthur Agyem - All people who have been instrumental in changing our lives!

**We believe that in addition to the wonderful** technical coaching skills which are taught by the KNVS, the "holistic" development given community coaches is great too in the problems which face disadvantaged communities. By combining practical football topics (leadership, self-aggression, HSV-Acc guidance, anti-doping) and are allowed into the WorldCoaches syllabus, coaches receive instruments which inspire them to take initiative, and to take action.

**Today, the Stars in their Eyes Family of 475** community coaches all trained by the KNVS in the WorldCoaches program, previously known as the Football for Development program, are working in 173 villages in 6 South African provinces:

- WESTERN CAPE (94 COMMUNITIES)
- NORWELDEN (42 COMMUNITIES)
- NORWELDEN (17 COMMUNITIES)
- SWAZILAND (11 COMMUNITIES)
- LESOTHO (3 COMMUNITIES)
- LESOTHO (6 COMMUNITIES)



"...WHATEVER IS NECESSARY IN ORDER TO TAKE THE SMALL TO AS MANY COMMUNITIES AND INDIVIDUALS AS POSSIBLE. THE MORE YOU SOMETIMY FEEL THE AMERICAN PROTESTANT CLOYDMAN AND WRITER ONCE SAID: "THE MORE YOU PURN FOOTBALL DEVELOPMENT HAS BECOME ENDLESS."

...as the list of people and organizations who have collaborated with us and supported us in reaching for stars. To the Royal Netherlands Embassy in Pretoria, the Dutch Consulate-General in Cape Town, the South African Football Association, the Royal Dutch Football Association and its great lecturers, the Department of Cultural Affairs and Sport in the Western Cape, the Department of Education in the Eastern Cape, the Department of Education in the Northern Cape, the many Dutch amateur clubs whose trainers have visited South Africa with me, the many politicians and officials who believed in us, we say "Thank you!" And last but not least... to the 475 coaches who have risen to the challenge, and who have become the champions of their communities... I SALUTE YOU!

**Zelf een bijdrage voor deze nieuwsbrief?**  
 Richtbordend vanuit contacten met Zuid-Afrika, indien dit een <mailto:info@starsinthereyes.nl>

**Giving them a life filled with possibilities**  
 Stars in their Eyes, Redding 06 208 88 4400, website [www.starsinthereyes.nl](http://www.starsinthereyes.nl) | t +31 6 208 88 4400 | [info@starsinthereyes.nl](mailto:info@starsinthereyes.nl) | [www.starsinthereyes.nl](http://www.starsinthereyes.nl)



Streef van de Nederlandse Ambassade 2008/2009  
 Het Koninkrijk der Nederlanden 21.03.2010

JUN  
.10



# Stars Nieuwsbrief

## Reis Nederlandse Coaches naar Zuid-Afrika

Op 2 maart zijn de Nederlandse coaches teruggekeerd van een intensief maar indrukwekkend bezoek aan Zuid-Afrika. De coaches hebben veel afspraken gehad met hoogwaardigheidsbekleders om het werk van Stars in their Eyes onder de aandacht te brengen. Verder hebben zij "hun" gemeenschappen ontmoet en trainingen gegeven.

### Hieronder zijn enkele quotes te lezen:

*He said he never thought that he will have the honor of meeting white people in his small house! He gave the Dutch guys some stories from the history of Mosselbay.*

*They in return were also amazed that this guy accepted them after all his bad experiences with white people in the past! It felt that the time was standing still during this emotional bonding visit! One cannot describe it in words! You have to witness, feel and experience it.*

*Uit het reisverslag van Kerlien Klaassen*

### Sportgala de Bataven

De Bataven heeft zijn jaarlijkse sportgala georganiseerd waar de sportman en het sportteam van het jaar gekozen werden. Het thema van deze avond was Afrika.

Niek Verhoeven is namens de Bataven naar Zuid-Afrika geweest.

Tijdens het gala vertelde hij over zijn reis en over de gemeenschap Hawston waar de Bataven aan "getwind" is. Hij kwam tevens met een leuk initiatief want op de website van de Bataven kan men biedingen doen op een wedstrijd die gebruikt wordt tijdens het WK Voetbal. Ook kan men nog bieden op een gesigeneerd shirt van het team van Zuid-Afrika.



*We stelden voor om op een naastgelegen veld een aantal voetbalcourts te maken. We liepen in eerste instantie tegen een mentaliteit aan van "dat moet de Gemeente/anderen doen". Toen wij echter doorzette en zelf begonnen werd dat werk direct uit onze handen genomen. Wij mochten/hoefden het niet te doen. Zij gingen zelf aan het werk.*

*Banden vinden is geen probleem, die liggen overal in het wild. Uit het reisverslag van Leo Rauch en Hans Penas*

*Even later ondervind ik de gevolgen van het uildelen van hesjes, ballen en kleine presentjes: een uur lang handtekening en kleine kinderarmoesjes uildelen. Het is waar: voetbal kan mensen dichterbij elkaar brengen. Een dag niet gevoetbald is een dag niet geleefd. Dat is de lijfspreuk die past bij de Afrikaanse jeugd in Hawston.*

*Uit het reisverslag van Niek Verhoeven*

### Media

Tijdens de reis naar Zuid-Afrika zijn cameraploegen van RTV Rijnmond en Mambapoint.tv meegeweest.

De beelden zijn terug te zien via de volgende links:  
<http://www.rtvrijmond.nl/Homepage/>  
TV Gemist@details (rond 13.30 minuten)

<http://mambapoint.tv/>



*...ve had the privilege of...  
...ful Dutch lecturers such as Nico...  
...the, Jan Derks, Rob Klein, Ad Derksen...  
...the "stars" of Kenya: the late Peter Se...  
...ts, Saim Ali, Arthur Apoyo... All peop...  
...tural in changing our lives!*

*...elieve that in addition to...  
...tical coaching skills which are taught...  
...ponent gives community coaches a g...  
...ch face disadvantaged communities. E...  
...kills topics (leadership, anti-aggressio...  
...drugs and anti-alcohol) into the Worl...  
...ive instruments which inspires them t...  
...on.*

*...y, the Stars in their Eyes...  
...mmunity coaches (all tra...  
...WorldCoach program, pres...  
...otball for Development" pro...  
...173 villages in 6 South Afr...*

- WESTERN CAPE (94)
- EASTERN CAPE (42)
- NORTHERN CAPE (17)
- UTENG AND TSWANE (11)
- AZULU (3)
- RTHWEST (6)

*...MAIN TO COMMITTED TO DOING WH...  
...IDERFUL GAME OF FOOTBALL TO AS...  
...US, BUT AS NORMAN VINCENT PEAL...  
...E YOURSELF IN SOMETHING BIGG...  
...UR ENERGY FOR FOOTBALL DEVEL...*

*...s endless as the list of people...  
...stars. To the Royal Nederlands...  
...tball Association, the Royal Dut...  
...Sport in the Western Cape, the...  
...ation in the Northern Cape, the...  
...y politicians and officials who...  
...have risen to the challenge, a...*

*...Director, Stichting Stars in their Eyes...  
...ainthereyes.nl*

*Zelf een bijdrage voor deze...  
...Bijvoorbeeld vanuit contacten m...  
...meld dit aan [nic@starsinthereyes.nl](mailto:nic@starsinthereyes.nl)*









**V-HUB**

design agency

**CLIENT / BALLS-N-BOOKS (SOUTH AFRICA)**



**DESCRIPTION**

ART DIRECTION AND BRAND MANAGEMENT

*The Balls-n-Books Foundation connects Dutch organisations, entrepreneurs and individuals with small-scale projects in South Africa.*

*They embrace diverse populations with one goal in mind: to make a difference in the lives of underprivileged people. Passionate, transparent and honest, but also just plain normal!*

/ brand development

/ marketing material

**BIG MAN**  
**BIG HEART**  
**BIG LEGACY**









**IN MEMORY OF  
PAUL BEYERSBERGEN**

This story starts in 2003, when Cool Fresh decided that it wanted to make the world a better place. We used our network in business and politics to engage with like-minded people and businesses, and together we set about doing social projects in different countries from where we source our fresh produce.

Along the way we were helped and supported by many people, who all came to understand that even if you change just one person's life, you have already accomplished great things.

One such person was our friend Paul Beyersbergen, managing director of the Brink Group. He was a man who never said no, and was always prepared to help other people. As chair-man of the Stars in their Eyes Foundation (the charity organization which Cool Fresh set up in 2006) Paul was instrumental in gathering support and commitment from individuals, businesses, governments – in fact anybody who was prepared to listen – in order to change the lives of impoverished people. But most importantly, he fully embraced the people in the impoverished communities.

And then sadly, on 2 February 2016 Paul was tragically killed in a car accident. Our world stood still as we realized that this giant of a man (who visited our social projects whenever he was in South Africa), would leave a big hole in our hearts. And as time went by we felt a need to remember our friend in a way which would continue his legacy.

Paul's friends and business associates contributed to a fund called 'Balls-A-Books', and on Friday 11 November and Saturday 12 November we used this funding to again reach out to two communities in South Africa, a country which Paul loved. Khayitshaba (population +/- 400,000), an inner city slum close to Cape Town, and Hout Bay (population +/- 50,000), a small fishing community on the False Bay coastline.



ABOVE:  
CAMILLE &  
HER LIBRARIANS



THE CRÈCHE WHERE THE COMMUNITY LIBRARY  
IS SITUATED.



---

A  
**BIG MAN  
BIG HEART  
BIG LEGACY**

---

PAUL BEYERSBERGEN



ESTABLISHED  
• 2016 •



PAUL BEYERSBERGEN



• BALLS & BOOKS •  
ESTABLISHED 2016

CRYPTIC  
MAN



## V-HUB

design agency

CLIENT / COOL FRESH CSR (THE NETHERLANDS)



## DESCRIPTION

ART DIRECTION AND BRAND MANAGEMENT

*Be passionate!*

*To maintain the success of a brand in the long term is incredibly difficult without passion. The passion that Cool Fresh brought into their CSR projects greatly inspire people and sponsors to become involved in their drive.*

- / brand development
- / corporate material
- / retail packaging
- / marketing material
- / website development

**BECOME  
INVOLVED  
NOW!!**



CF  
CSR

Cool Fresh



F R I E N D S



S  
O  
T



L A P E R L A



FOR € 250  
YOU CAN CHANGE LIVES!



Cool Fresh International's track record of turning social project ideas into reality started in December 2013 when we participated in the Bruggenloop Rotterdam, and raised funds to install 25 Little Libraries in South Africa's disadvantaged communities.

On 10 April 2016 we will commit to a new project when a team of 12 Cool Fresh runners will participate in the Rotterdam Marathon.



We are running this race to raise funds for Escuela La Perla, a social project in Costa Rica. With your support we can achieve great results!



T E A M  
C F

L A P E R L A

Escuela La Perla is situated in the region of BonSweet and Freedom Fruit pineapples are grown. The school serves the children of a community of farm workers and it also is the main gathering point for the local community.

The current facilities are very basic, and not sufficiently equipped to cater for the broader needs of the people of La Perla, in 2016 we will refurbish the school, and build a community hall which can be used for a variety of purposes, such as caring for the aged, hosting cultural festivals, and providing a comfortable meeting point for adult education classes and projects. The intention is for the Escuela La Perla Community Centre to be the glue that brings people together.

BECOME INVOLVED NOW!!

BUILD A FUTURE!!



As a loyal distributor of BonSweet and Freedom Fruit pineapples you may become a member of 'Friends of La Perla'. Your company name will be displayed prominently on the empowering effect which your involvement has on the community of La Perla. And of course, your ongoing involvement as an important distributor of BonSweet/Freedom Fruit pineapples enables you to score high marks in terms of corporate social responsibility.



Cool Fresh International b.v. Handelsweg 40, 2988 DB Ridderkerk, Nederlands  
t: +31 88 3 777 111, f: +31 88 3 777 110, e: info@coolfresh.nl, w: www.coolfresh.nl  
Rabobank, Acc. No.: 1278.88.799, IBAN: NL18 RABO 0127 888 799

BIC: RABONL2U  
VAT: NL817339668801  
KVK: 24405648



## CONTENT

A. Letter from the CEO	3
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## H

### AIMING TO FULFILL OUR SOCIAL RESPONSIBILITY TO SOCIETY

**1. Our approach**  
We are aware that not everyone in this world has equal opportunities. That is why we remain committed to making a positive contribution to the world and to people. Since the creation of our Freedom Fruit brand in 2009 and the Stars in their Eyes Foundation in 2006, we have in particular been focussing on human rights and ethical business practices. As a global fresh produce retailer, we use our influence beyond our formal and legal responsibilities to make a positive impact on people's lives, by respecting human rights and creating a positive change in the communities in which we operate and adding real value.

In the past we have supported and hosted several social development projects in communities where possibilities for social upliftment are limited, such as South Africa, Costa Rica and Peru. We support a specific target group: the vulnerable citizens – mostly children and the elderly – or as we call them, 'the poorest of the poor'. In order to engage and inspire as many people as possible with our CSR initiatives we have linked it to our marketing activities, and we have integrated community engagement into our business operations.

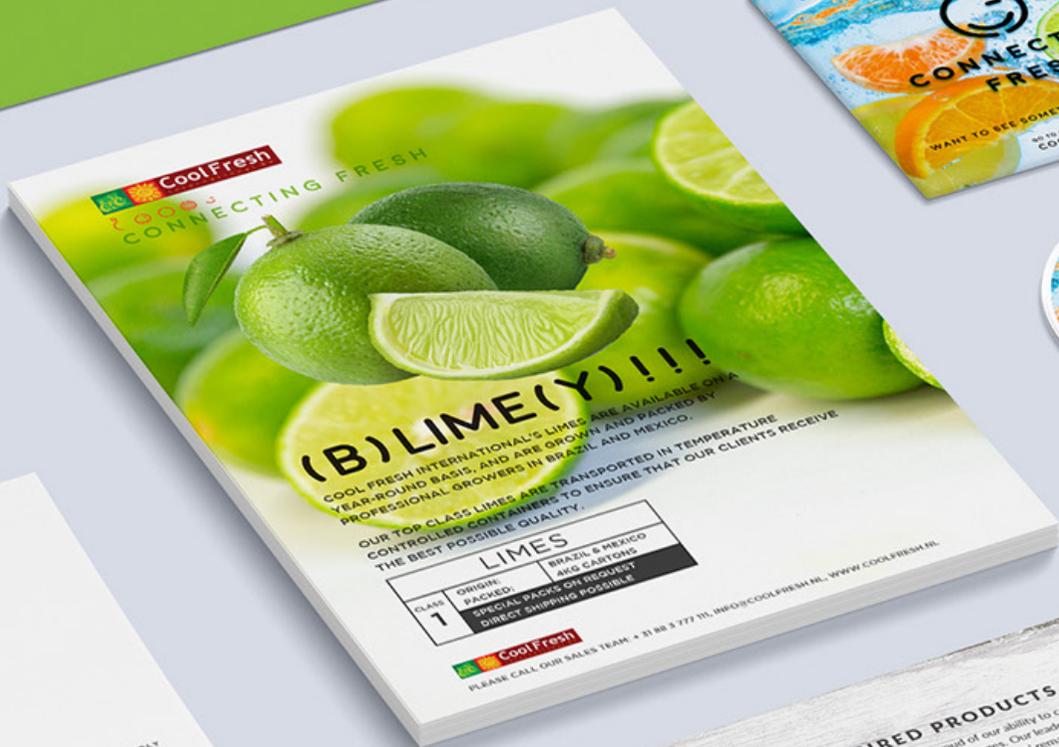
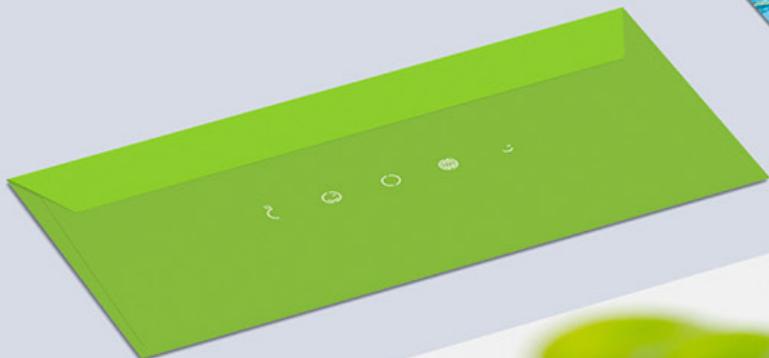
During the past years Cool Fresh International's social involvement activities have been intensified by setting up and controlling projects of Stars in their Eyes, Little Libraries and Escuela La Perla. During our shareholder sessions we have discussed these issues and we believe that a different approach to our social involvement is needed. It was time to take the next step. Instead of doing everything by ourselves, we believe that we can add more value from a holistic point of view by focussing on forming partnerships around the world in which we can share our knowledge and experience with partners who share our CSR vision. During 2016 we have already started to put this new vision to practice, which will be described below.

### EXAMPLES OF OUR INVOLVEMENT IN SOCIETY

**2. Cooperation with universities**  
During 2016 we have been working together closely with universities in several ways, which is one of the ways in which we involve them in the 'home' environment in our activities. We have involved them in the Amsterdam Produce Show, as described in the stakeholder engagement chapter of this report. We have provided intern possibilities to a number of students in our organisation, for instance by cooperating with students by presenting our organization and our operations.



**3. Communications project – Generation I**  
Early 2016 Mathieu Verden, a fourth-year student of the Bachelor of Commerce at the Avans University of Applied Sciences in Breda, came to us as he was looking for an assignment for his final thesis. That's when we realised this could be a great opportunity to do something really interesting. We like to look at things creatively. Our Creative principles, and the advertising campaign 'Let's go topless' around it, is a great







COOL FRESH INTERNATIONAL B.V.  
Handelsweg 40, 2988 DB Ridderkerk,  
The Netherlands

t: +31 88 3 777 111  
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VAT: NL617339608B01  
Chamber of Commerce: 24405648  
PaboBank, Account Numbers: 1278.88.799  
IBAN: NL18 2440 0127 888 799 | BIC: PABONL22



ANNUAL REPORT | CSR 2013-2014

ANNUAL REPORT | CSR 2013-2014  
CoolFresh

## INTRODUCTION

In doing the often we manage to reconcile good CSR practices with the bottom line. We have found that CSR begins at home. By looking beyond the financial bottom line and looking at how we (and our employees) can contribute to society, specifically the community that exists within our company, we have found that CSR can be a great motivating factor to achieve above-average results.

As an extension of Cool Fresh International's inspiring internal environment, and by truly believing that there is a role for our company to play in society, our employees have become inspired to do more. It is not a case of 'doing a job from 9 to 5'. All our people now embrace the values that the company believes in, simply because the whole company is participating in the process.

By doing the right things in terms of CSR, we have shown that the impact on our financial bottom line receives multiple spinoffs. So, for Cool Fresh International CSR is not just another activity. It is part and parcel of our strategy for long-term success.



**Hugo C. Vermeulen**  
Managing Director  
Cool Fresh International BV

## 7. STAKEHOLDER INVOLVEMENT: COMMUNICATION INSTRUMENTS

Communicating with stakeholders is of extreme importance. CFI communicates 'priority stakeholders' in a number of ways. The instruments listed in the matrix below are restrictive, but are adapted as circumstances require. Our websites [www.coolfresh.com](http://www.coolfresh.com) and [www.starsinthereyes.nl](http://www.starsinthereyes.nl) has been set up in such a way that our stakeholders can find applicable information regarding CSR activities within our group.

STAKEHOLDER COMMUNICATION	Shareholders	Growers	Wholesale	Employees
Powerhour	X			
Monthly meeting	X			
Commercial report		X		X
Annual report		X		X
Website		X	X	X
Youtube		X	X	X
Newletter		X	X	X
CSR Toolkit		X	X	X
Personal interaction		X	X	X
Press release		X	X	X

Our letterhead contains a specific graphic statement. On the back of our letterhead, we have a bold statement. This hopefully leads to the hope that they will at some stage end...

- Corporate history
- Annual report
- CSR Performance & Compliance
- Creating a dynamic and challenging workplace
- aiming to fulfill our responsibility to society through sourcing
- and exceeding customers' expectations.
- Helping to maintain a sustainable environment for the next generations
- Addressing the needs of communities through social involvement
- communication & instruments
- Internal CSR developments
- Downstreaming CSR
- Teambuilding, communication and co-ownership
- Environmental footprint
- Paperless invoicing

## INTRODUCTION

CSR can sometimes be seen as 'lip and a must-have' for progressive companies. There are obvious practical reasons, like positive image branding. However, from the outset Cool Fresh International decided to do more than just going through the motions. Our intention was to really absorb the meaning behind CSR into our DNA. But firstly, we changed our internal reference to 'corporate social involvement'. Because that is what we are - INVOLVED.

Our involvement in CSR stretches back to 2003, when we decided to embark on a strategy to ensure that we would make a sustainable contribution to society. In that year, specifically with the creation and registration of the Freedom Fruit brand ([www.freedomfruit.com](http://www.freedomfruit.com)) Cool Fresh International took the first step in what would later become the 'Doing good by buying right' campaign. This was and continues to be the catalyst and vision for Cool Fresh International's commitment to CSR which works. In 2006 we went further, and we established the Stichting Stars in their Eyes in the Netherlands, followed in 2008 by the Stars in their Eyes Foundation in South Africa. Via these two nonprofit organizations we are able to effectively activate our CSR strategies.

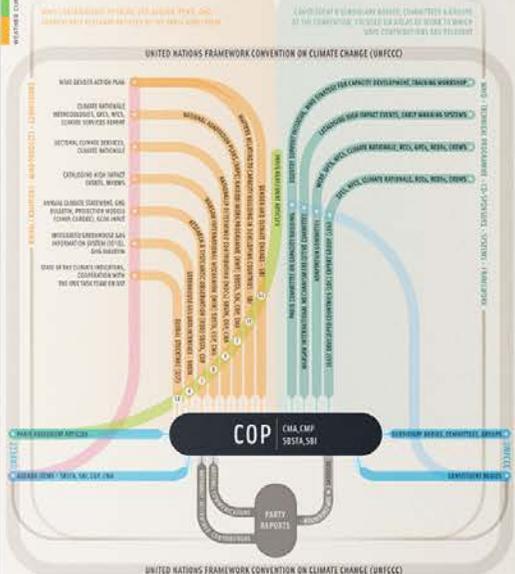
During the implementation of the CSR Performance Ladder in 2011, we realized that as businesses, we are accountable. Firstly to our shareholders, because without a solid bottom line there is no sense in having a business. Once we had made this clear to all our stakeholders, we asked ourselves what our place in society is. We understood that Cool Fresh International is more than a building in a physical locality. Because of the relationships which we have established with the people who work for us and the people who work for us, as well as the businesses with which we collaborate all over the world. To this day, one of our main focus areas is to create and maintain an open dialogue with these external stakeholders in order to 'lead by example' and to inspire our people to want to achieve great things?

We continuously look inwards in order to find ways in which we can further our principles in the organization. We ask ourselves the questions: 'How do we inspire our employees?' 'How do we create a positive work environment?' 'How do we inspire our people to want to achieve great things?'





# WMO CONTRIBUTIONS TO UNFCCC PROCESSES



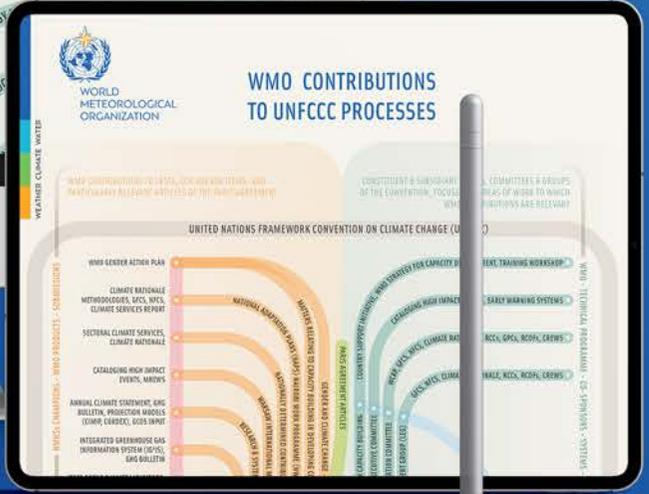
### LIST OF ACRONYMS AND FULL TITLES

- CAGL: Conference of the Parties serving as the meeting of the Parties to the Paris Agreement
- CMA: Conference of the Parties serving as the meeting of the Parties to the Kyoto Protocol
- COP: Conference of the Parties to the UNFCCC
- CCRS: Climate Risk Early Warning System
- CDSO: Global Climate Observing System
- DREX: Global Framework for Climate Services
- EWS: Early Warning System
- G20: Global 20 Summit
- GPC: Global Policy Centre
- GPC: Global Policy Centre for Information System
- IPCC: Intergovernmental Panel on Climate Change
- LDC: Least Developed Countries Export Group
- MREX: Multi-Regional Early Warning System
- NDC: Nationally Determined Contributions
- NCS: National Framework for Climate Services
- NREX: National Meteorological and Hydrological Services
- RCL: Regional Climate Centres
- RCF: Regional Climate Outlook Forum
- RSD: Resilient and Sustainable Development
- SBI: Subsidiary Body for Implementation
- SSTA: Subsidiary Body of Scientific and Technological Advice
- UNFCCC: United Nations Framework Convention on Climate Change
- WCRP: World Climate Research Programme
- WMI: Warsaw International Mechanism for Loss and Damage
- WMO: World Meteorological Organization

### WMO SECRETARIAT MEMORANDUM OF UNDERSTANDING (MOU) UNFCCC SECRETARIAT

1. Annual reporting on concentrations of greenhouse gases (CO<sub>2</sub>) in the atmosphere and the state of the global climate
2. Climate Services for adaptation planning and implementation
3. Observations-based trends for improved national greenhouse gas emissions estimates
4. Regional collaboration for supporting adaptation and mitigation action
5. Encouraging high-impact hydro-meteorological events and associated impacts

FOR MORE INFORMATION, PLEASE CONTACT:  
**World Meteorological Organization**  
 7 bis, avenue de la Paix • CH-1211, Genève 2 • Switzerland  
**Communications and Public Affairs Office**  
 Tel: +41 (0) 22 730 87 80/82 15 - Fax: +41 (0) 22 730 80 37  
 Email: [cpa@wmo.int](mailto:cpa@wmo.int)  
[public.wmo.int](http://public.wmo.int)





**styles to fit your  
presentation material,**

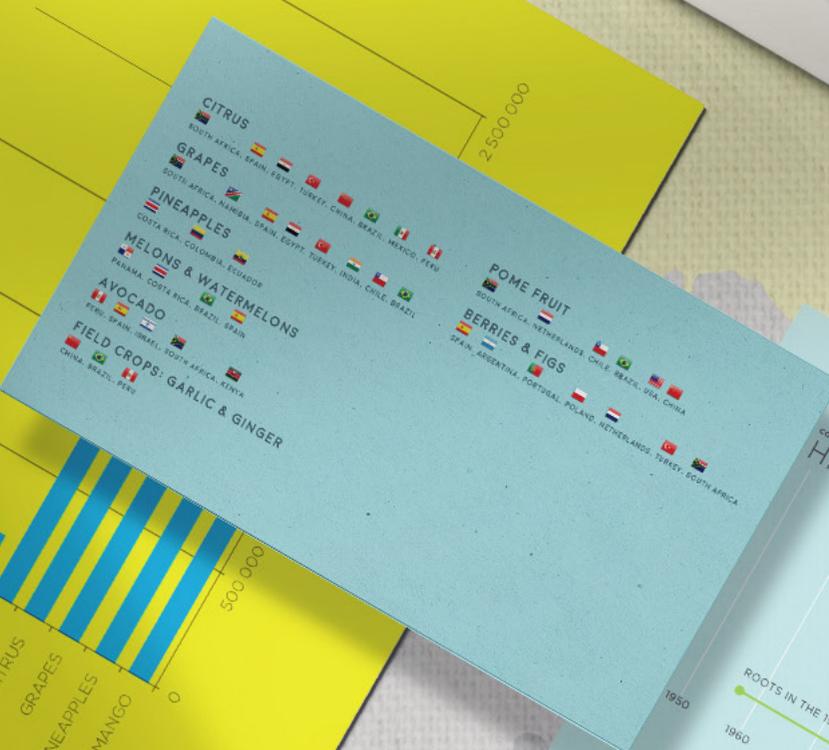
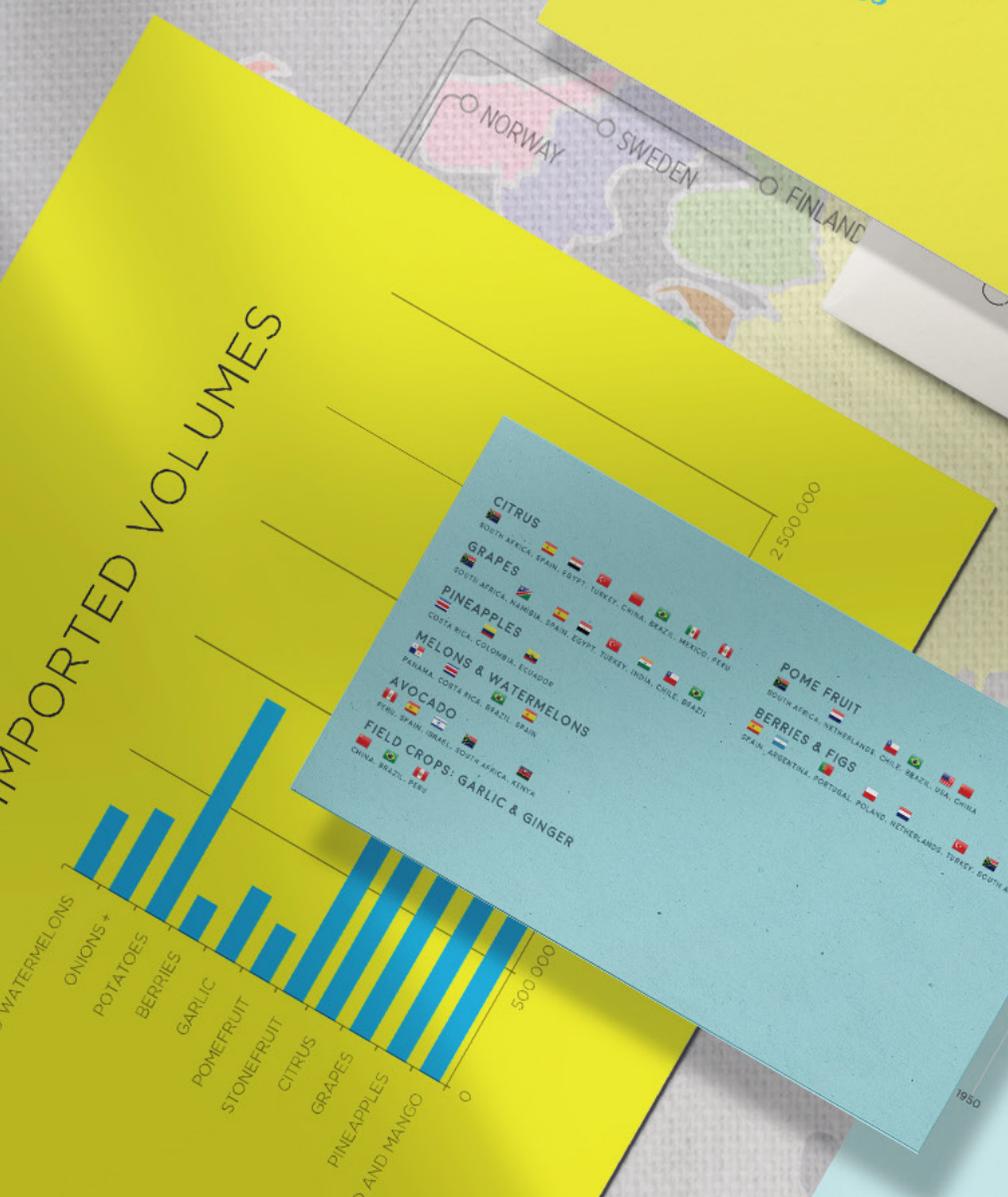
to communicate the  
brand image of your company,  
product, services or your project.



ERDA  
EUROPE'S No 1 F

ICELAND

NORWAY SWEDEN FINLAND





# FOCUS TEAMS

**A SALES 1**  
KAREL  
TOM  
SANDER  
ANTON

**B SALES 2**  
MICHIEL  
SERGEY  
JANO  
RESAT  
PAUL VAN D.

**C PRODUCT**  
HUGO  
PETER  
ARIE  
OSMAN  
BERT  
JP

**D BACK OFF**  
PAUL G  
MARINA  
GALIEX  
JANET  
ERWIN

PRODUCT RANGE:

## 4 THE LIFE CYCLES OF A COMPANY PREDICTABLE SUCCESS

DE ONDERNEMER HEET SUCES ALS RESULTAAT VAN DE VORIGE FASE. ER IS  
IN HET BEDEIJE IS REGIE. EEN FINANCIËLE BUFFER EN FLEXIBILITEIT TE VINDEN  
INNOVEERT. IS SPECIALISTISCH EN CREATIEF. DOORF BISSCH TE VINDEN  
STRUCTUUR EN PROCES OM DAT OOK AAN TE KONVEN



THE ENTREPRENEUR HAS BECOME AS A RESULT OF THE PREVIOUS  
COMPANY IS WELL-MANAGED, THERE IS A FINANCIAL  
INNOVATES. IS SPECIALIZED AND CREATIVE  
PROCESSES TO HANDLE THIS.

## 1 PRO

CITRUS  
SOUTH AFRICA

GRAPE  
SOUTH AFRICA

PINEAPPLES  
COSTA RICA, COLOMBIA, ECUADOR

MELONS & WATERMELONS  
PANAMA, COSTA RICA, BRAZIL, SPAIN

AVOCADO & MANGO  
PERU, SPAIN, ISRAEL

FIELD CROPS: GARLIC & GINGER  
CHINA, BRAZIL, PERU

## ? VOLGENDE STAPPEN NEXT STEPS

25 APRIL 16H00 — FEEDBACK  
15 MAY — PRESENTATION STRATEGIC PLAN

NIC  
MICHEL DE JONG  
SEINNE  
KAREL  
JP

PAUL G  
GALIEX  
JANET  
ERWIN  
MARINA

## 2018: COMMERCIAL FOCUS

DOORLOPEND EVALUEREN VAN  
VORIGDAG EN VERVOLGENS  
STRATEGIE AANPASSEN  
ONGOING EVALUATION OF  
PROGRESS AND ADAPTING THE  
STRATEGY ACCORDINGLY

CREER DYNAMIEK TUSSEN 4  
VERKOOPORIENTATIES  
CREATE DYNAMIC INTERACTION  
BETWEEN 4 SALES AREAS

RETAIL

COMPANY OVERVIEW  
**2018**  
**MISSION STATEMENT**  
 COOL FRESH INTERNATIONAL IS A GLOBAL PARTNER THAT CREATES SUPPLY CHAIN ON POWERFUL BRANDS. COLLABORATIVE SUSTAINABILITY PROVIDE A GREAT COMPETITIVE ADVANTAGE FOR OUR CLIENTS AND CLIENTS.

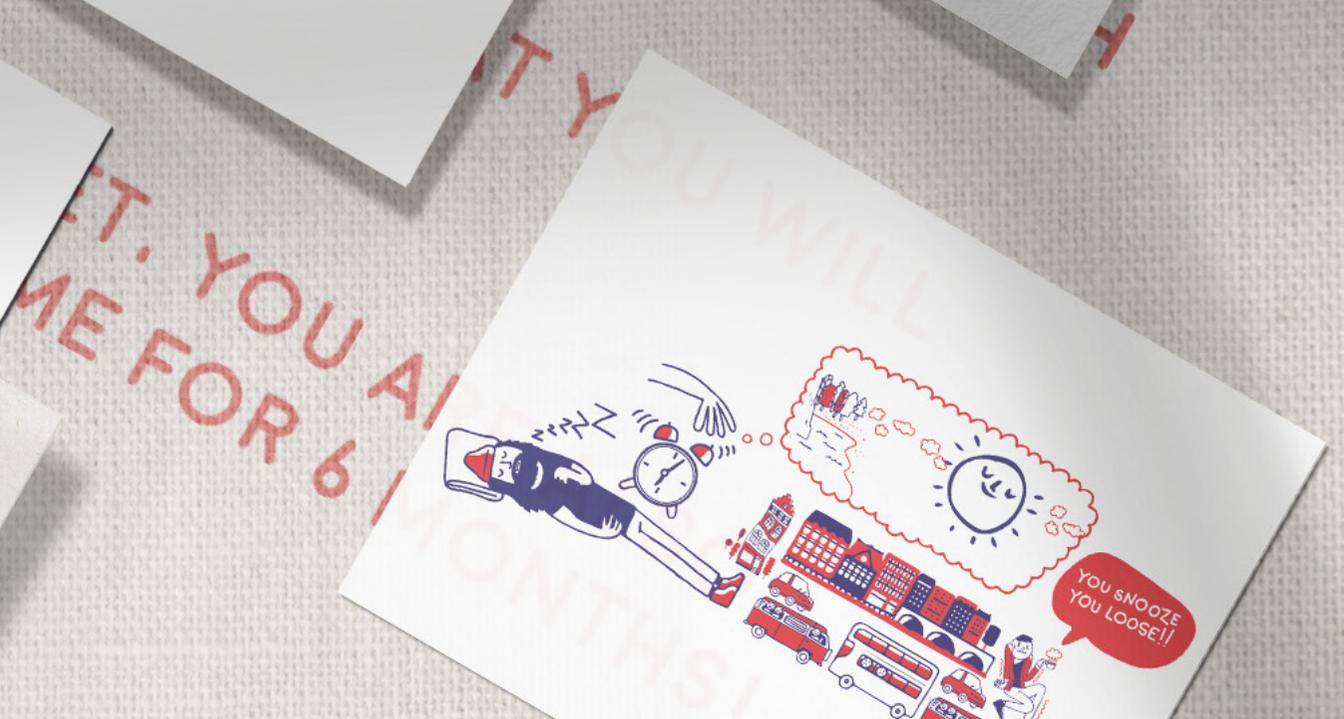
CoolFresh  
**NO 2**  
 RATIONALE  
 WE ARE KNOWN TO BE A SOLID PARTNER ACROSS THE SUPPLY CHAIN, SATISFYING A WIDE RANGE OF NEEDS FOR CLIENTS AND GROWERS ALIKE.  
 IN A SENSE THIS HAS BECOME A LIMITING FACTOR FOR GROWTH.

CoolFresh  
**NO 3**  
 RATIONALE  
 OVER MANY YEARS WE HAVE ACCUMULATED EXTENSIVE UNDERSTANDING OF THE RETAIL AND TRADING WORLD IN EUROPE. WE HAVE NOW COME TO A POINT OF OPPORTUNITIES FOR GROWTH, SPECIFICALLY IN THE RETAIL AND EMERGING AND DEVELOPING MARKETS WHERE FRESH PRODUCE IS REQUIRED FOR DRIVING GROWTH AT RETAIL LEVEL.  
 TAKING ON THESE OPPORTUNITIES REQUIRES A LIKE-MINDED, YET DIFFERENTIATED APPROACH.

  
**GARLIC FROM SPAIN**  
**SPAIN IS EUROPE'S BIGGEST GARLIC PRODUCER.**

- SPAIN IS EUROPE'S BIGGEST GARLIC PRODUCER.
- THE SPANISH PRODUCTION AREAS PROVIDE A FAVOURABLE CLIMATE FOR GARLIC PRODUCTION WITH WARM WINTERS, LOW HUMIDITY AND HOT DRY SUMMERS.
- COOL FRESH INTERNATIONAL'S SPANISH GROWERS ARE COMMITTED TO PRODUCING PRODUCTS OF HIGH QUALITY AND GREAT TASTE.
- TRUSTWORTHY MANAGEMENT OF FOOD SAFETY ISSUES ENSURE THAT OUR PRODUCTS SATISFY ALL INTERNATIONAL REQUIREMENTS.

**CUSTOMERS OF THE FUTURE**  
 HOW DO WE KNOW WHAT THEY WANT?



AT WE ARE BEING ASKED REGARDING THE FUTURE

ET. YOU ARE ME FOR 6 MONTHS

YOU WILL

EXHIBITIONS, EXPOS, EVENTS /4

**to convey a message  
or information visually,  
combining multi-discipline  
of design media.**







**V-HUB**

design agency

**CLIENT** / INNOVATIVE GLOBAL NEW-ENERGY COMPANY (THE NETHERLANDS)

**SOLARUS** / smart  
energy solutions

**EXPO & EVENTS**

/ brand roll-out in brochure, flyers & leaflets

/ stand, banner & backdrop design

/ marketing material

## OUR CORE TECHNOLOGIES



### Active Cell Cooling™

Solar PV cells become less efficient as they heat up. We want to ensure that our PV efficiency remains stable by reducing the cell temperature. Active Cell Cooling™ (ACC™) means we use water to draw heat away from the solar PV cells.

The result: improved electrical performance of up to 40% and extended cell longevity.

### Seasonal Boost Setting

The sun traverses the sky throughout the day and provides less energy during winter. We want to maximize the amount of power collected and ensure that annual coverage is as even as possible - without the need for complicated tracking systems. Seasonal Boost Setting (SBS) enables us to customize our system according to local needs. It increases the outcome during seasons by 10 to 14%.

smart  
energy solutions

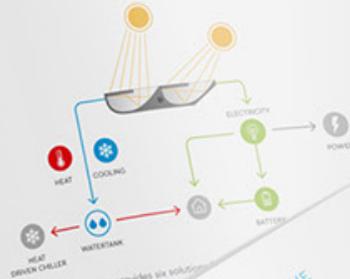
## OUR USP'S

A UNIQUE, STATE OF THE ART, CONSTANT HOT WATER SOLUTION FROM 100% RENEWABLE ENERGY, DELIVERING THE HIGHEST YIELD AND EFFICIENCY PER SQUARE METER.

- 100% renewable.
- Produces electricity and hot water.
- The highest amount of energy per m2.
- Makes optimal use of limited roof space.
- The highest reduction in CO2 emissions.
- Seamless integration with gas boiler, heat pump or other auxiliary systems.
- Reliable, even on cloudy days.
- High return on investment.
- Competitive payback period.
- Outstanding solutions with advanced software requirements of hospitals, hospitality, industry and large residential projects.

smart  
energy solutions

## WHAT IT OFFERS



The PowerCollector™ provides six solutions: heat, electricity and cooling, for the available. One of our flagship products is the PowerCollector™.

## SOLARUS POWERCOLLECTOR™ HAVE ONE OF THE HIGHEST YIELD EVER MEASURED



The use of the reflector, plus the use of concentrated solar power on the backside of the solar cells, combined with collected heat from the water/fluid cooling system of the receivers, ensures a yield which has been defined by the TÜV testing facility in Germany as one of the highest they have ever measured.

SOLARUS

smart  
energy solutions



**SOLARUS**

**ALL-IN-ONE  
HOT WATER &  
ELECTRICITY  
SOLUTION**

- THE LEISURE INDUSTRY IN TUNE WITH THE SUN
- SUPREMELY ENERGY AND SPACE EFFICIENT
- PROVEN EASY TO INSTALL TECHNOLOGY
- ATTRACTIVE SUBSIDIES
- 100% SUSTAINABLE
- ZERO EMISSIONS

smart  
energy solutions

[www.solarus.com](http://www.solarus.com)

**SOLARUS**

We Are Our Technology

smart  
energy solutions



**SOLARUS**

**ALL-IN-ONE  
HOT WATER & ELECTRICITY  
SOLUTION**

- 100% SUSTAINABLE
- SUPREMELY EFFICIENT
- ZERO EMISSIONS
- LEAST SPACE USAGE
- PROVEN TECHNOLOGY
- GUARANTEED SERVICE

smart  
energy solutions

[www.solarus.com](http://www.solarus.com)

smart  
energy solutions

# 100% RENEWABLE HOT WATER SOLUTION



smart  
energy solutions

---

Saving the planet – saving you money

**V-HUB**

design agency

**CLIENT** / CREATIVE RETAIL FOOD BRAND (THE NETHERLANDS)



**EXPO & EXHIBITION**

/ brand roll-out into leaflets & hand-outs

/ stand design

/ digital & print marketing material



FRESH TASTEMAKER MIX

# Fofo

THE TASTE MAKERS

*Cook with me!*

100% SENSATIONAL



AND READY TO COOK, SLICED AND READY TO USE. FLAVOR OR SINGLED-UP MIXES.



THE FRESH ONIONS AND GARLIC SUSTAINABLE PACK



100% SENSATIONAL

# Fofo

THE TASTE MAKERS

*Cook with me!*

FRESH TASTEMAKER MIX



100% SENSATIONAL

with

# Fofo

*Bite*



THE FRESHEST ONIONS, GINGER, AND GARLIC IN A SUSTAINABLE PACK.

# Fofo

FRESH



100% SENSATIONAL

*Cook with me!*

# Fofo

THE TASTE MAKERS

FRESH TASTEMAKER MIX



*Bite*



100% SENSATIONAL

*Cook with me!*

# Fofo

THE TASTE MAKERS



*Bite*



AND READY TO COOK, SLICED AND READY TO USE. FLAVOR OR SINGLED-UP MIXES.

faia  
THE TASTE MAKERS

faia™  
THE TASTE MAKERS



INNOVAT





**faia**  
THE TASTE MAKERS

**WATERMAN**  
ESTABLISHED IN 1838

saWari

Roussel

Biohoney

ING SPACES  
R CONTROL.

IT STORAGE AND RIPENING ROOM EQUIPMENT  
SYSTEMS  
LIVE AND FOAM BLIPPERS  
& PRECISE UNITS

TIGHT  
LIFT SECTIONAL DOORS  
LIFT PANEL DOORS  
LIFT FLUX DOORS



**V-HUB**

design agency

**CLIENT** / TOP ROOIBOS EXPORT COMPANY (SOUTH AFRICA)

**AFRICAN DAWN**™ *estate*

**EXPO & EXHIBITION**

/ brand roll-out into leaflets & hand-outs

/ banner designs

/ digital & print marketing material





**V-HUB**

design agency

**CLIENT / BRAND NAME (WORLD WIDE)**

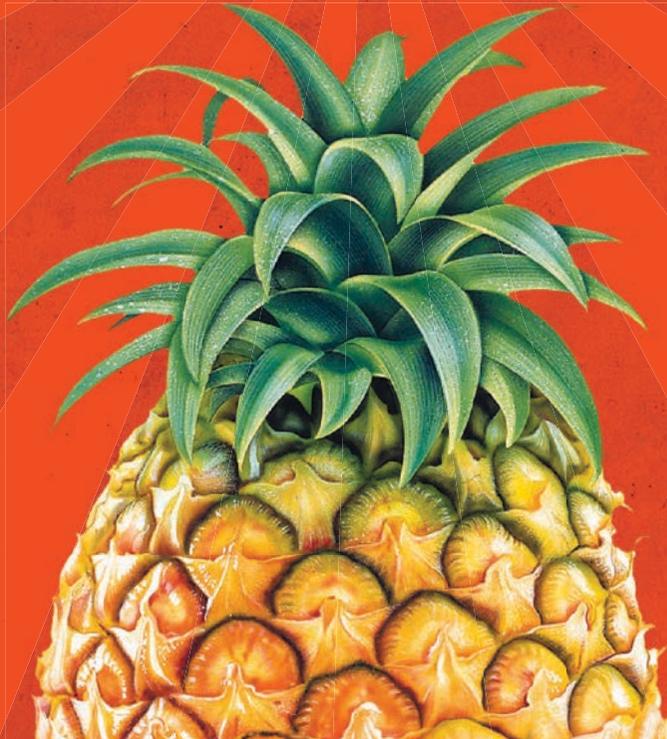
**BonSweet**

**EXPO & EVENTS**

/ brand roll-out in brochure, flyers, leaflets & hand-outs

/ stand, banner & backdrop design

/ digital & print marketing material





I'M VERY  
SWEET  
**BonSweet**  
PRODUCT OF  
COSTA RICA

I'M VERY  
SWEET  
**BonSweet**  
BLUE  
PRODUCT OF COSTA RICA

I'M THE  
BEST  
**BonSweet**  
BLACK  
PRODUCT OF COSTA RICA

PRODUCT OF COSTA RICA  
**BonSweet**  
CROWNLESS

**BonSweet**  
SELECT  
JUICY & SWEET

DIAMANTE  
**BonSweet**  
SUPERIOR  
QUALITY



I'M VERY  
SWEET  
**BonSweet**  
BLUE  
PRODUCT OF COSTA RICA



I'M VERY  
SWEET  
**BonSweet**  
THE ORIGINAL PINEAPPLE



**BonSweet**  
SELECT  
JUICY & SWEET



**V-HUB**

design agency

**CLIENT** / PRODUCE EXPORT COMPANY (WORLD WIDE)



**EXPO & EVENTS**

/ brand roll-out in brochure, flyers, leaflets & hand-outs

/ stand, banner & backdrop design

/ digital & print marketing material



# CoolFresh

International BV

*Freedom of Fruit*  
\*Being good by staying natural\*

# CoolFresh

International BV

23 23

STARS IN EYES

## PISTACHIOS

- One of the lowest calorie nuts
- One of the lowest fat nuts
- One of the highest fiber nuts
- One of the highest phytoesterol nuts
- One of the most nutrient dense nuts
- One of the highest antioxidant nuts



**MUER**  
PACKAGING



- ### Freedom of Fruit Supply Lines
- Greenes
    - Mexico
    - South Africa
    - Peru
    - Argentina
    - Turkey
    - Egypt
  - Apples & Pears
    - South Africa
    - Chile
    - Argentina
    - China
  - Stonefruit
    - South Africa
    - Turkey
    - Argentina
    - Chile
  - Olives
    - South Africa
    - Chile
    - Argentina





**V-HUB**  
design agency

**CLIENT** / EXPO AND MARKETING BRAND

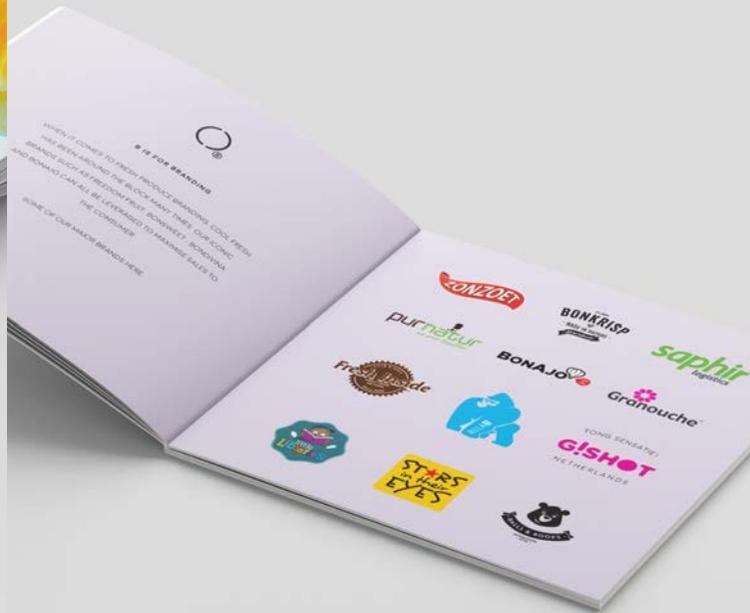


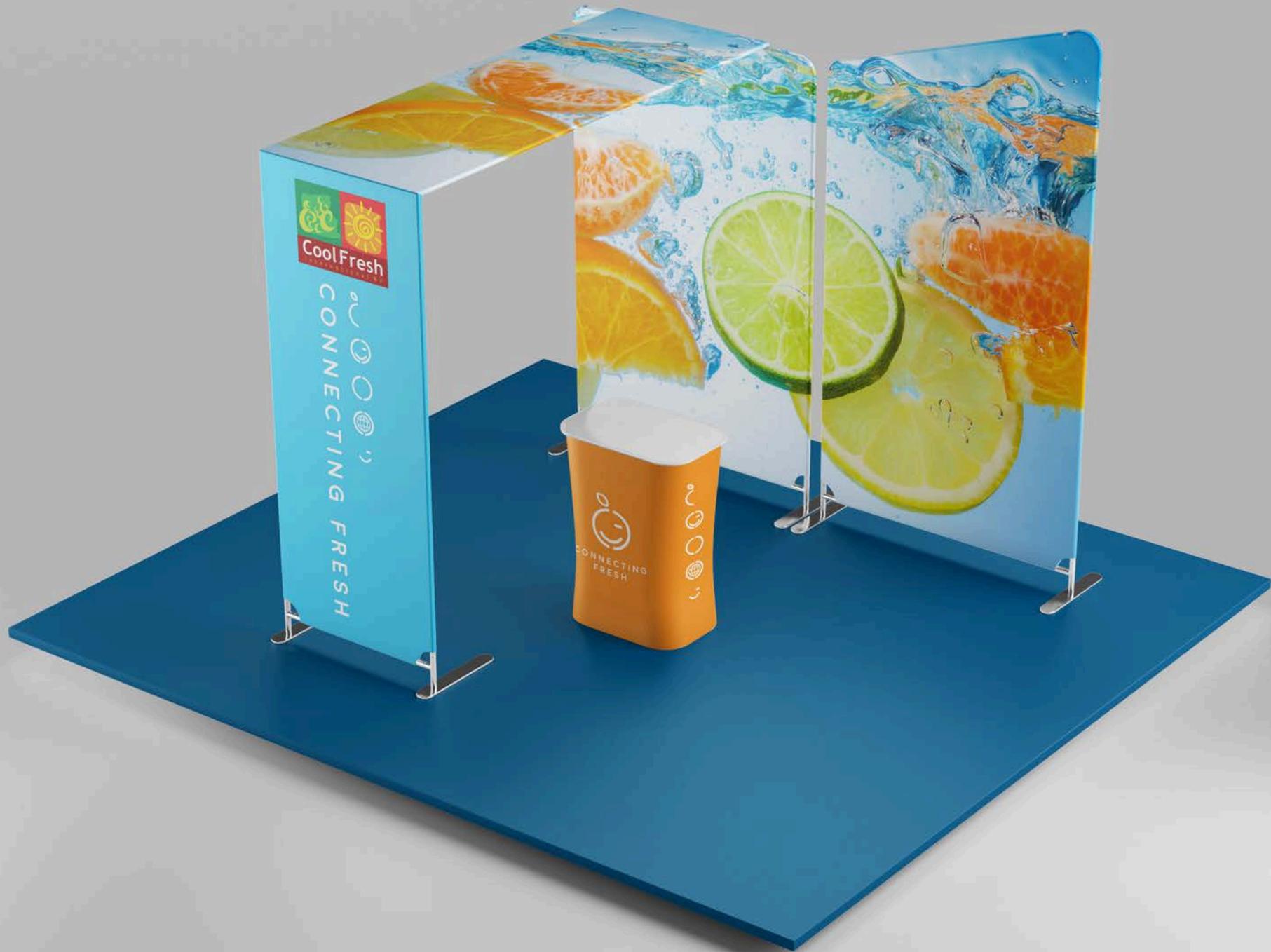
**CONNECTING  
FRESH**

**EXPO & EVENTS**

- / brand roll-out in brochure, flyers, leaflets & hand-outs
- / stand, banner & backdrop design
- / digital & print marketing material







**V-HUB**

design agency

**CLIENT** / TRILOGI GROUP OF COMPANIES

**TGC**

*State-of-the-art in Logistics development*

**EXPO & EVENTS**

/ brand roll-out in brochure, flyers, leaflets & hand-outs

/ stand, banner & backdrop design

/ digital & print marketing material



State-of-the-art in  
Logistics development



**V-HUB**

design agency

**CLIENT** / STARS IN THEIR EYES (THE NETHERLANDS)



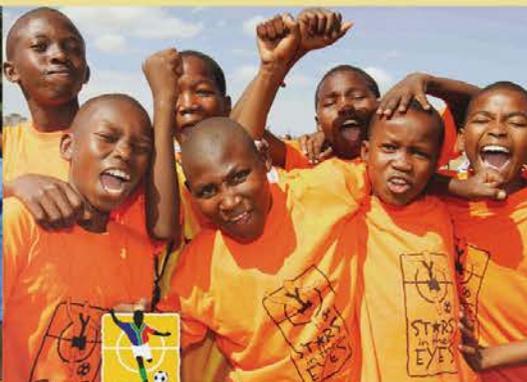
**EXPO & EVENTS**

/ brand roll-out in brochure, flyers & leaflets

/ banner & backdrop design

/ digital & print marketing material

Giving them a life filled with possibilities



Word ook supporter van Stars in their Eyes,  
de beste voetbalclub ter wereld!

• 100% uit de lokale gemeenschap  
• 100% uit de lokale gemeenschap



**STARS**  
in their  
**EYES**

Giving them a life filled with possibilities

Stichting Stars in their Eyes, Postweg 10, 2010 EA Amsterdam, Nederland  
t +31 (0) 20 615 200 f +31 (0) 20 615 201 e info@starsinthereyes.nl w www.starsinthereyes.nl

Rechts vanaf zie je het de Stichting Stars in their Eyes op  
het moment dat ze de lokale gemeenschap van het voetbal  
t +31 (0) 20 615 200 f +31 (0) 20 615 201 e info@starsinthereyes.nl w www.starsinthereyes.nl



Giving them a life filled with possibilities

**STARS**  
in their  
**EYES**

**STARS**  
in their  
**EYES**

JUN  
.10



# Stars Nieuwsbrief

## Reis Nederlandse Coaches naar Zuid-Afrika

Op 2 maart zijn de Nederlandse coaches teruggekeerd van een intensief maar indrukwekkend bezoek aan Zuid-Afrika. De coaches hebben veel afspraken gehad met hoogwaardigheidsbekleders om het werk van Stars in their Eyes onder de aandacht te brengen. Verder hebben zij "hun" gemeenschappen ontmoet en trainingen gegeven.

### Hieronder zijn enkele quotes te lezen:

*He said he never thought that he will have the honor of meeting white people in his small house! He gave the Dutch guys some stories from the history of Mosselbay.*

*They in return were also amazed that this guy accepted them after all his bad experiences with white people in the past! It felt that the time was standing still during this emotional bonding visit! One cannot describe it in words! You have to witness, feel and experience it.*

*Uit het reisverslag van Kerlien Klaassen*

### Sportgala de Bataven

De Bataven heeft zijn jaarlijkse sportgala georganiseerd waar de sportman en het sportteam van het jaar gekozen werden. Het thema van deze avond was Afrika.

Niek Verhoeven is namens de Bataven naar Zuid-Afrika geweest.

Tijdens het gala vertelde hij over zijn reis en over de gemeenschap Hawston waar de Bataven aan "getwind" is. Hij kwam tevens met een leuk initiatief want op de website van de Bataven kan men biedingen doen op een wedstrijd die gebruikt wordt tijdens het WK Voetbal. Ook kan men nog bieden op een gesigeneerd shirt van het team van Zuid-Afrika.



*We stelden voor om op een naastgelegen veld een aantal voetbalcourts te maken. We liepen in eerste instantie tegen een mentaliteit aan van "dat moet de Gemeente/anderen doen". Toen wij echter doorzette en zelf begonnen werd dat werk direct uit onze handen genomen. Wij mochten/hoefden het niet te doen. Zij gingen zelf aan het werk.*

*Banden vinden is geen probleem, die liggen overal in het wild. Uit het reisverslag van Leo Rauch en Hans Penas*

*Even later ondervind ik de gevolgen van het uildelen van hesjes, ballen en kleine presentjes: een uur lang handtekening en kleine kinderarmoesjes uildelen. Het is waar: voetbal kan mensen dichterbij elkaar brengen. Een dag niet gevoetbald is een dag niet geleefd. Dat is de lijfspreuk die past bij de Afrikaanse jeugd in Hawston.*

*Uit het reisverslag van Niek Verhoeven*

### Media

Tijdens de reis naar Zuid-Afrika zijn cameraploegen van RTV Rijnmond en Mambapoint.tv meegeweest.

De beelden zijn terug te zien via de volgende links:  
<http://www.rtvrijmond.nl/Homepage/>  
TV Gemist@details (rond 13.30 minuten)

<http://mambapoint.tv/>



*...ve had the privilege of...  
...derful Dutch lecturers such as Nico...  
...the, Jan Derks, Rob Klein, Ad Derksen...  
...the "stars" of Kenya: the late Peter Se...  
...ts, Saimi Ali, Arthur Apoyo... All peop...  
...tural in changing our lives!*

*...elieve that in addition to...  
...tical coaching skills which are taught...  
...ponent gives community coaches a g...  
...ch face disadvantaged communities. E...  
...hills topics (leadership, anti-aggressio...  
...drugs and anti-alcohol) into the Worl...  
...ive instruments which inspires them t...  
...on.*

*...y, the Stars in their Eyes...  
...mmunity coaches (all tra...  
...WorldCoach program, pres...  
...otball for Development" pro...  
...173 villages in 6 South Afr...*

- WESTERN CAPE (94)
- EASTERN CAPE (42)
- NORTHERN CAPE (17)
- UTENG AND TSWANE (11)
- AZULU (3)
- RTHWEST (6)

*...MAIN TO COMMITTED TO DOING WH...  
...IDERFUL GAME OF FOOTBALL TO AS...  
...US, BUT AS NORMAN VINCENT PEAL...  
...E YOURSELF IN SOMETHING BIGG...  
...UR ENERGY FOR FOOTBALL DEVEL...*

*...s endless as the list of people...  
...stars. To the Royal Nederlands...  
...tball Association, the Royal Dut...  
...Sport in the Western Cape, the...  
...ation in the Northern Cape, the...  
...y politicians and officials who...  
...have risen to the challenge, a...*

*...Director, Stichting Stars in their Eyes...  
...ainthereyes.nl*

*Zelf een bijdrage voor deze...  
...Bijvoorbeeld vanuit contacten m...  
...meld dit aan [nic@starsinthereyes.nl](mailto:nic@starsinthereyes.nl)*







**various  
illustration styles,**

for getting your ideas over from  
storytelling, infographics to  
step by step and advertising...





# TRADITIONAL MAIL VS EMAIL

TRADITIONAL MAIL IS ADDRESSED WITH THE RECIPIENT'S NAME, STREET ADDRESS, CITY, STATE OR ZIP CODE AND AREA CODE.

## ADDRESS

EMAIL ADDRESSES ARE ALWAYS WRITTEN IN STANDARD FORM BUT THEY LOOK QUITE DIFFERENT FROM TRADITIONAL MAIL.

AN EMAIL ADDRESS INCLUDES A USERNAME, THE @ SYMBOL, AND THE EMAIL PROVIDER'S DOMAIN. USUALLY, THE USERNAME IS A SHORT NUMBER AND SHOWS PARTS OF A NAME.

## TRADITIONAL MAIL VS EMAIL

**ADDRESS**

TRADITIONAL MAIL IS ADDRESSED WITH THE RECIPIENT'S NAME, STREET ADDRESS, CITY, STATE OR PROVINCE, AND AREA CODE.

FOR EXAMPLE, IT WILL USUALLY LOOK SOMETHING LIKE THIS:

ELAN M. CASAROSA  
202 CEDAR LANE  
BELLVILLE, 7550  
CAPE TOWN

**DELIVERY**

TRADITIONAL MAIL IN A SEALED ENVELOPE OR PACKAGE IS DELIVERED TO A HOME OR POST OFFICE BOX BY MAIL CARRIER.

**TIME**

TRADITIONAL MAIL DELIVERY COULD TAKE ANYWHERE BETWEEN A COUPLE OF DAYS, TO A COUPLE OF WEEKS, DEPENDING ON WHERE IT'S BEEN SENT.

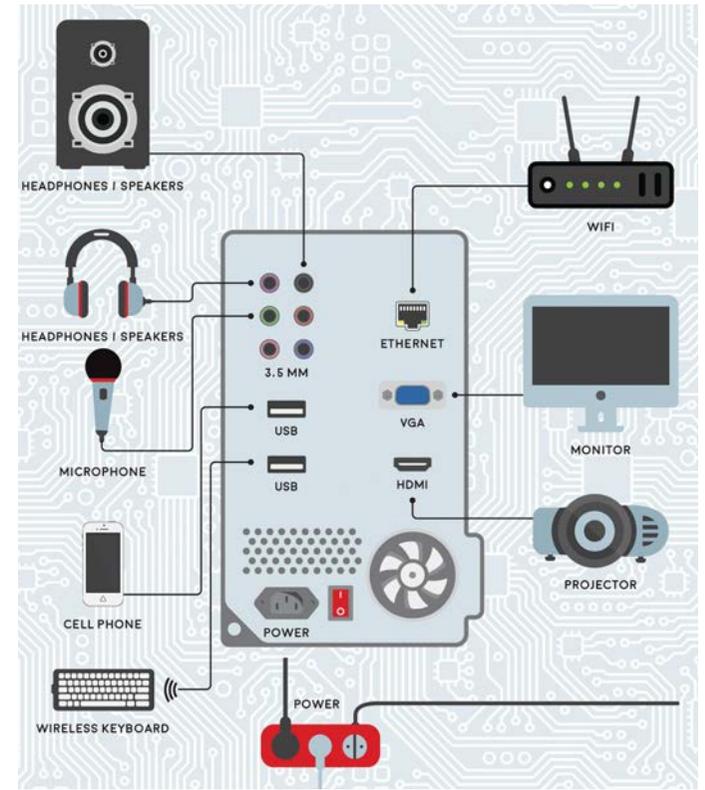
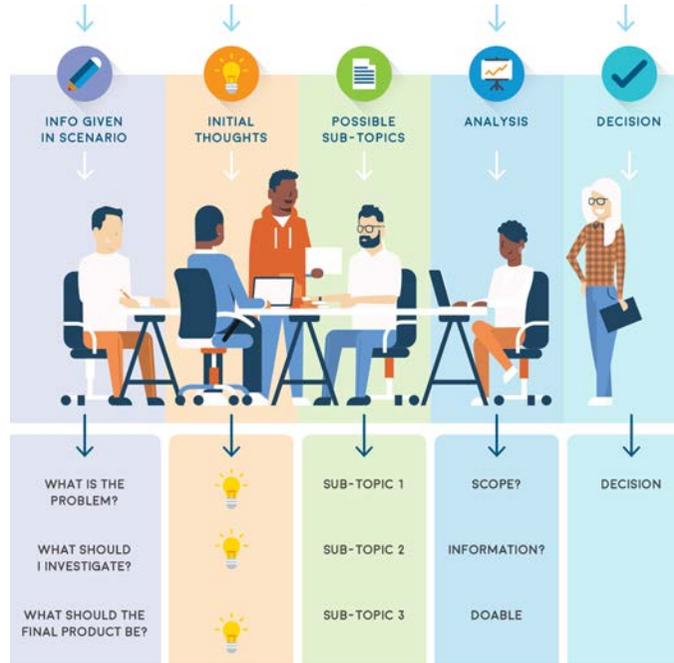
**EMAIL ADDRESSES ARE ALWAYS WRITTEN IN STANDARD FORMAT, BUT THEY LOOK QUITE DIFFERENT FROM TRADITIONAL MAIL.**

AN EMAIL ADDRESS INCLUDES A USERNAME, THE @ (AT) SYMBOL, AND THE EMAIL PROVIDER'S DOMAIN. USERNAMES OFTEN INCLUDE NUMBERS AND SHORTENED VERSIONS OF A NAME TO CREATE AN UNIQUE EMAIL ADDRESS, AND WILL USUALLY LOOK SOMETHING LIKE THIS:

EMCASAROSA2@GMAIL.COM

**EMAIL IS DELIVERED ELECTRONICALLY ACROSS THE INTERNET. IT IS RECEIVED BY THE INBOX OF AN EMAIL SERVICE PROVIDER LIKE GMAIL, YAHOO OR OUTLOOK.**

**EMAIL IS DELIVERED INSTANTLY, OR USUALLY WITHIN A FEW MINUTES.**



## POOR ERGONOMICS

THE FOREARMS ARE HANGING BELOW THE LEVEL OF THE DESK. THIS CAN CONTRIBUTE TO SHOULDER PAIN.

THE MONITOR IS TOO HIGH AND THE SPINE IS HUNCHED. THIS CREATES UNNECESSARY SPIN PRESSURE.

THE FEET ARE RAISED OFF THE GROUND FOR PROLONGED PERIODS. THIS CAN LEAD TO LOWER BACK PAIN AND SORE ANKLES.

THE BACK OF THE CHAIR IS TOO LOW TO OFFER BACK SUPPORT. THIS CAN CONTRIBUTE TO STRESS IN THE BACK.

## GOOD ERGONOMICS

THE TOP OF THE MONITOR IS ALIGNED WITH THE LEVEL OF THE EYES. THIS KEEPS THE NECK STRAIGHT.

THE SHOULDERS ARE NOT HUNCHED. THEY ARE UPRIGHT AND RELAXED.

THE BACK OF THE CHAIR IS ADJUSTED TO SUPPORT THE LOWER BACK.

THE ARMS ARE HELD COMFORTABLY WITH LOWER ARMS AT 90 DEGREES TO THE UPPER ARMS. THEY ARE ALL AT THE SAME HEIGHT AND A MOUSE AND KEYBOARD ARMRESTS ARE USED TO SUPPORT THE LOWER ARMS.

THE SEAT HEIGHT IS ADJUSTED SO THE FEET RESTING FLAT ON THE FLOOR.

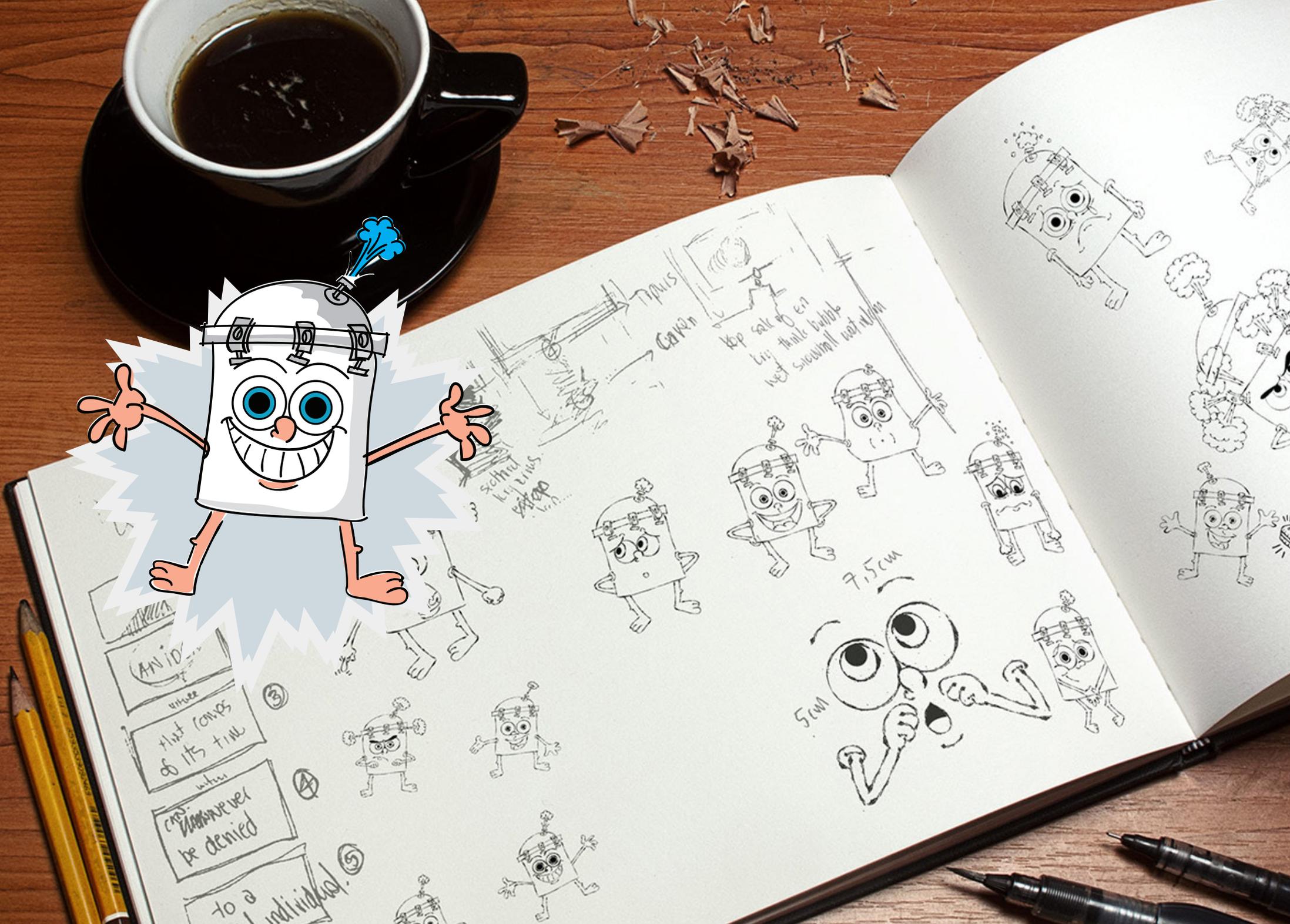
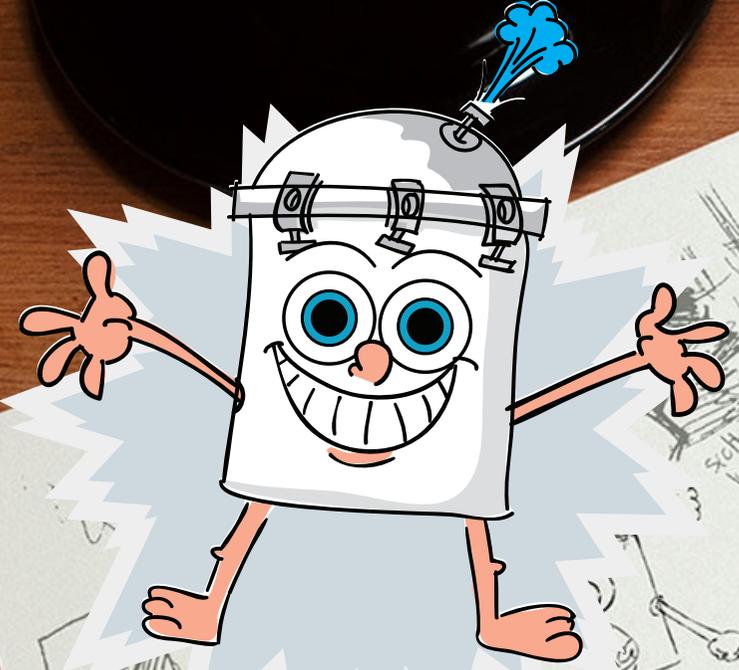


## 5 WAYS TO PREVENT DATA LOSS FROM THEFT

- DO NOT LEND PORTABLE STORAGE DEVICES TO PEOPLE
- NEVER LEAVE YOUR BACKUP STORAGE DEVICE CONNECTED TO YOUR COMPUTER
- USE A FREE ONLINE BACKUP SERVICE FOR YOUR MOST IMPORTANT FILES

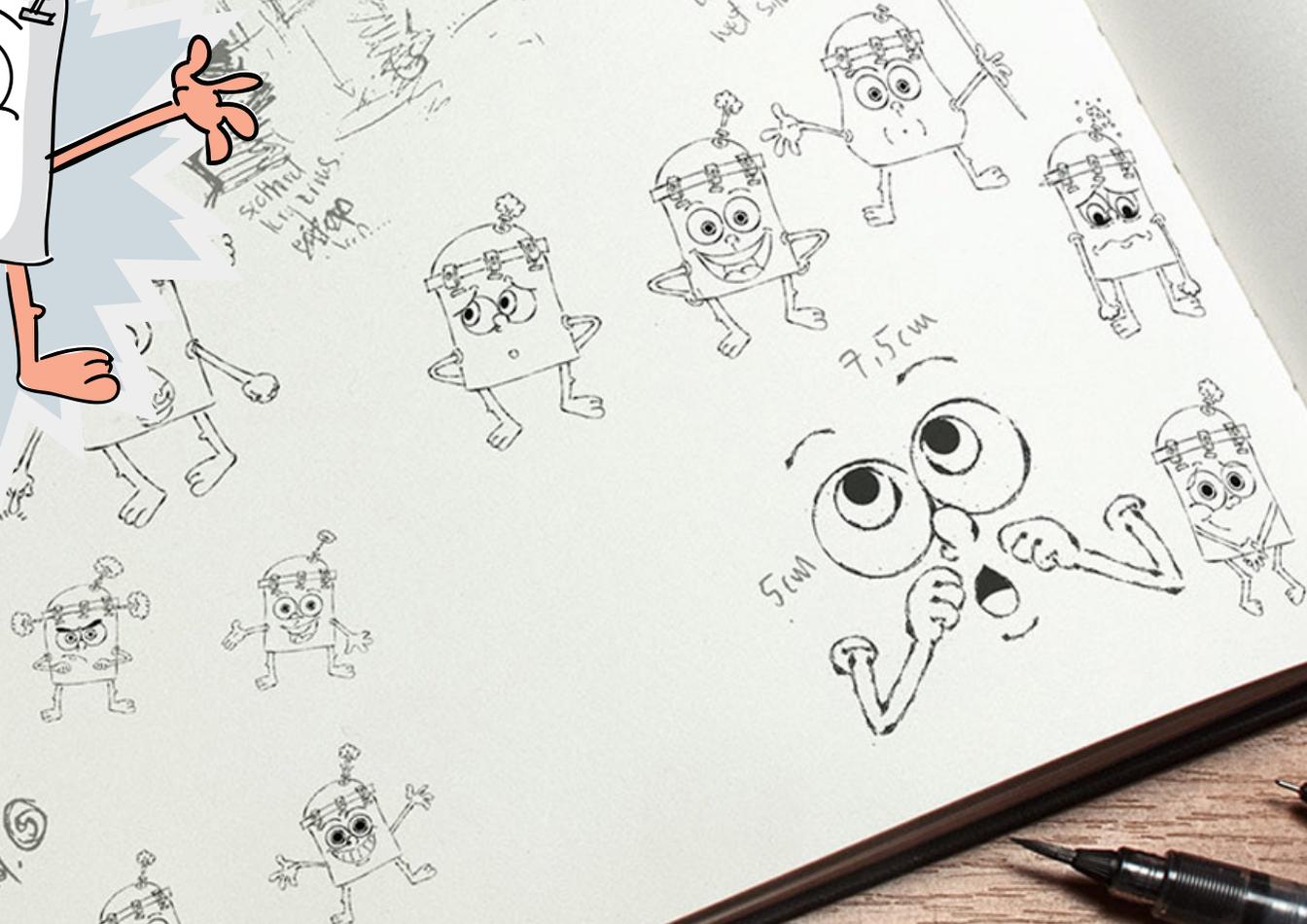
IF YOU HAVE NO CHOICE, MAKE A NOTE ON YOUR PHONE SAYING ON WHICH DAY AND TO WHOM YOU LENT THE DEVICE

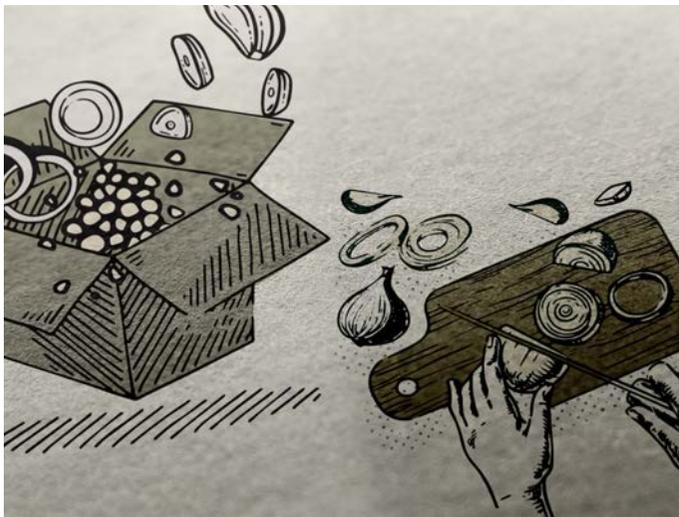
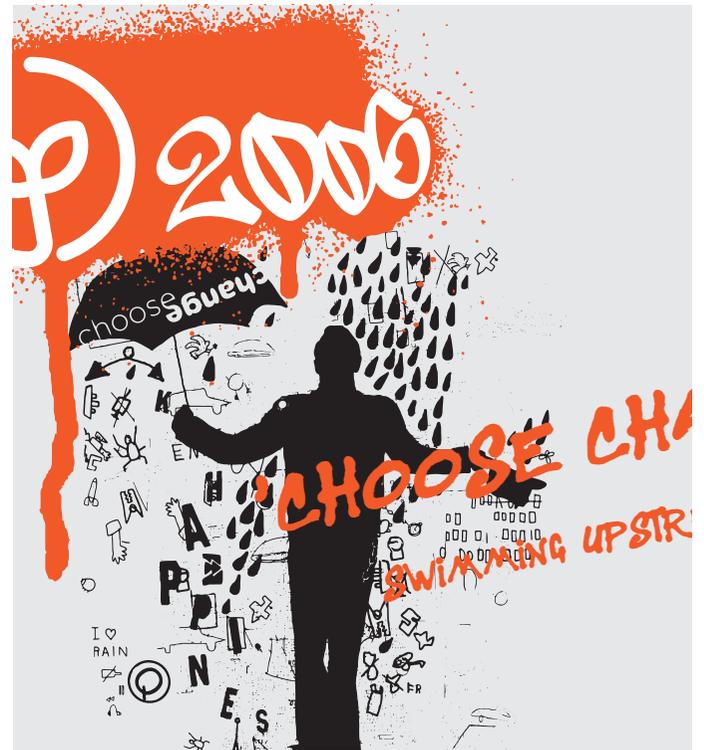
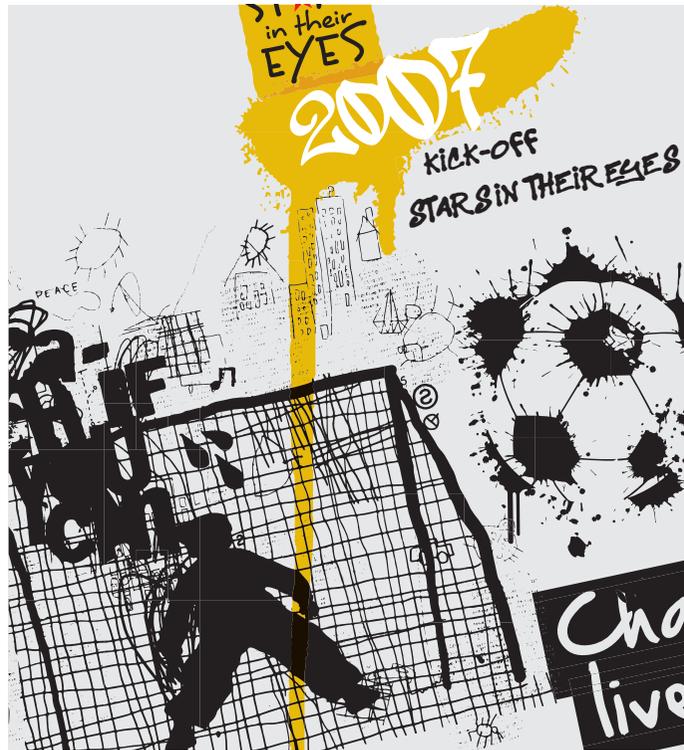
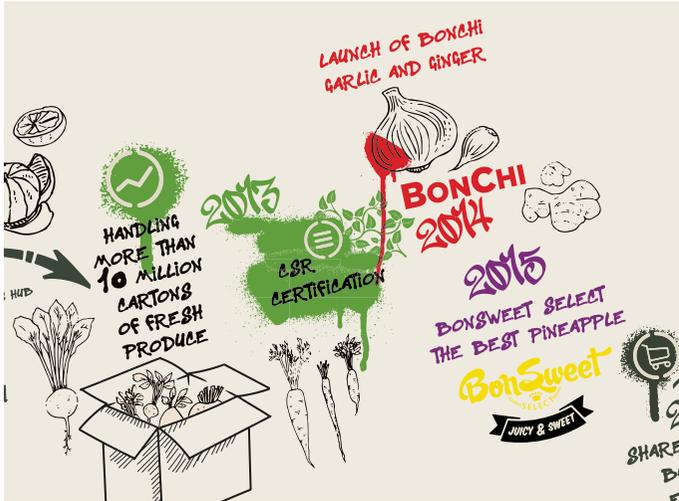
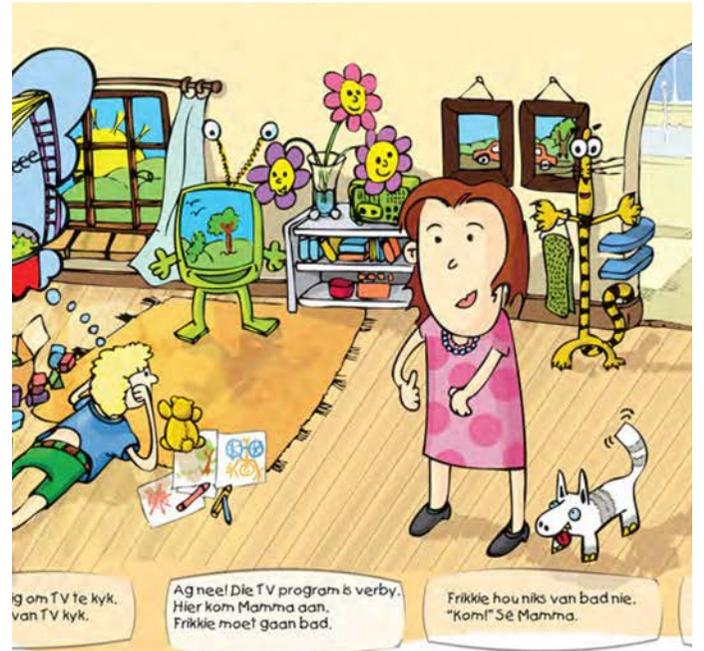
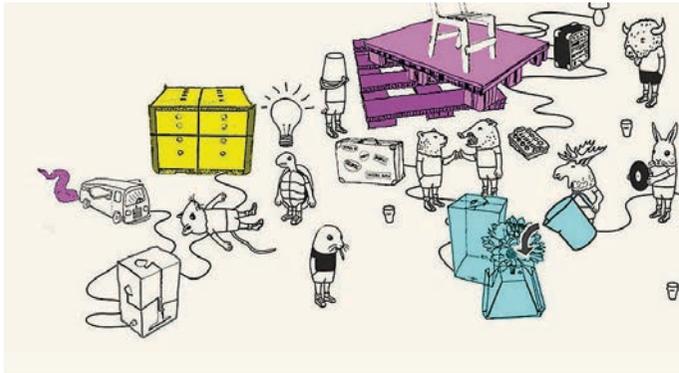
DO NOT BROWSE ANY EXTERNAL HARD DRIVE



7 plus  
 7 minus  
 Kp salk 10 en  
 Lij: thule babbie  
 met snowball wat rijk  
 5cm  
 7,5cm

ANID...  
 where  
 Hut romps  
 & its title  
 when  
 mas. ~~...~~ never  
 be denied  
 to a  
 individual.







### Active Cell Cooling™

Solar PV cells become less efficient as they heat up. We want to ensure that our efficiency remains stable by reducing the cell temperature. Active Cell Cooling™ accomplishes this by using water to draw heat away from the solar PV cells.



### Maximum Reflector Concentration™

Maximum Reflector Concentration™ technology is our solution: a curved mirror – technically an asymmetrical parabolic trough – reflects as much concentrated sunlight onto the receiver as possible, no matter the sun's angle.

provides less energy during collected and ensure that customized for complicated systems by 10 to 14%.



ELECTRICITY



HEAT



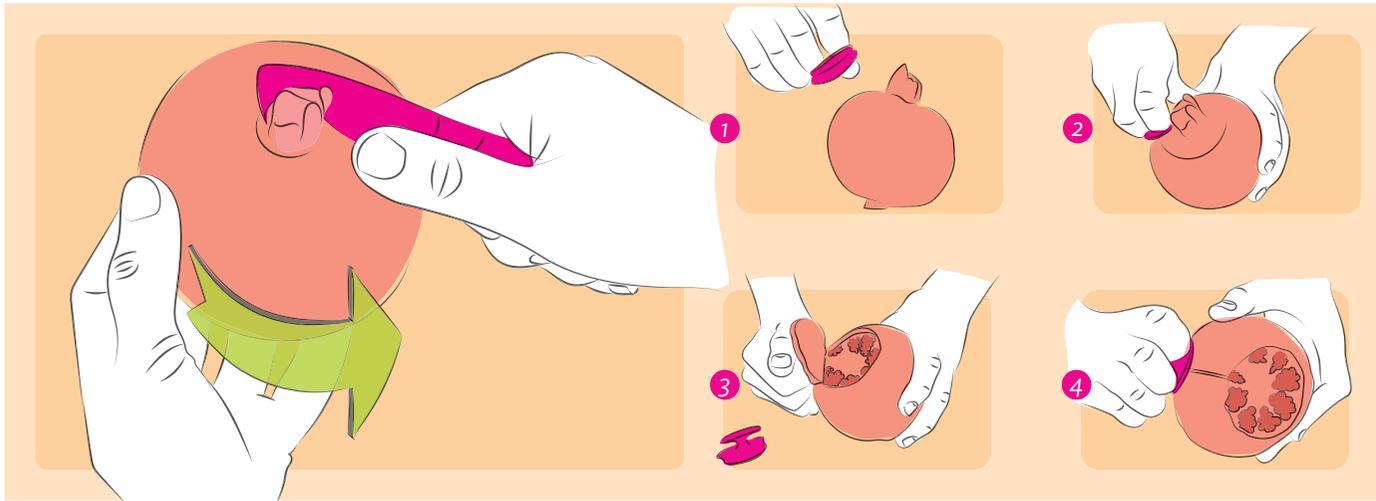
COOLING

current applications

The PowerCollector™ provides six solutions for various applications. Today our heat, electricity and cooling are currently various applications available. One of our flagship projects in Sweden is a hospital where they use PowerCollector™ for an operation room to generate electricity, heat and cooling currently working on the first prototype applications in the field of desalination. In this stage there are also applications in the pipeline for purification and storage.



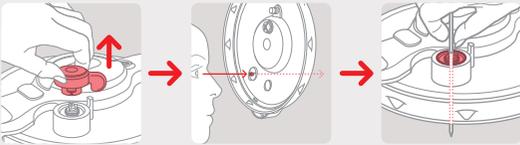
### WHAT IS OUR...



VEILLEZ À RESPECTER LES NIVEAUX DE REMPLISSAGE :



VÉRIFICATION DE LA SOUPAPE DE FONCTIONNEMENT AVANT CHAQUE UTILISATION :



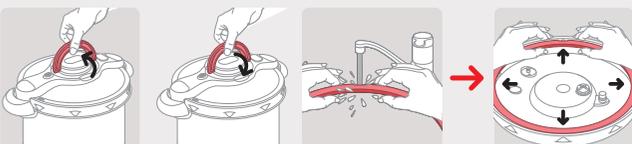
Vérifiez que le trou d'évacuation n'est pas obstrué.

VÉRIFICATION DE LA SOUPAPE DE SÉCURITÉ AVANT CHAQUE UTILISATION:



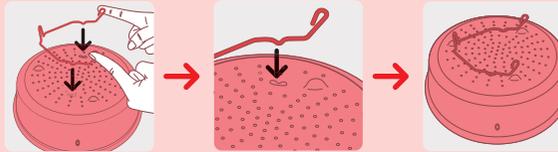
Vérifiez que le piston de la soupape de sécurité soit mobile (appuyez plusieurs fois ce piston avec l'index).

EN CAS DE DIFFICULTÉ POUR OUVRIR OU FERMER LE PRODUIT :



PASSEZ LE JOINT SOUS L'EAU ET REMETTEZ-LE DANS LE COUVERCLE SANS L'ESSUYER.

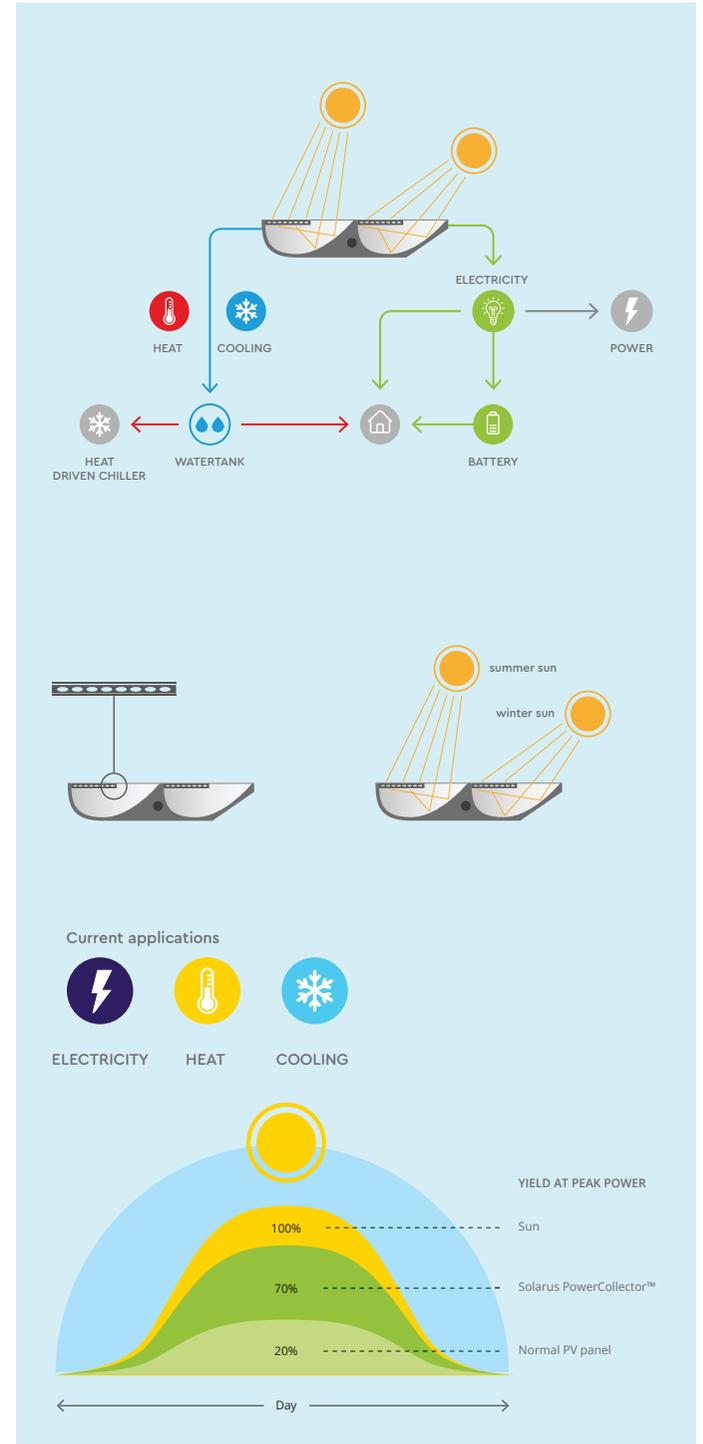
POSITIONNEMENT DU TRÉPIED SUR LE PANIER :



À LA FIN DE LA CUISSON EN MODE »AUTOCUISEUR« :



SE METTRE EN POSITION DÉCOMPRESSION.



WMO GENDER ACTION PLAN

CLIMATE RATIONALE  
METHODOLOGIES, GFCS, NFCS,  
CLIMATE SERVICES REPORT

SECTORAL CLIMATE SERVICES,  
CLIMATE RATIONALE

CATALOGING HIGH IMPACT  
EVENTS, MHEWS

ANNUAL CLIMATE STATEMENT, GHG  
BULLETIN, PROJECTION MODELS  
(CMIP, CORDEX), GCOS INPUT

INTEGRATED GREENHOUSE GAS  
INFORMATION SYSTEM (IG<sup>2</sup>IS),  
GHG BULLETIN

STATE OF THE CLIMATE INDICATORS,  
COOPERATION WITH  
THE IPCC TASK TEAM ON GST

WMO CHALLENGES - WMO REQUIREMENTS - STRATEGIC OBJECTIVES

NATIONAL ADAPTATION

NATIONALLY DETERMINED CONTRIBUTIONS (NDCs)

RESEARCH & SYSTEMATIC OBSERVATION (WMO), COP, CMA

WARSAW INTERNATIONAL CONTRIBUTION (WIP), SBSTA, SBI, COP, CMA

RESEARCH & SYSTEMATIC MECHANISM (NDCs), SBSTA, SBI, COP, CMA

GREENHOUSE GAS DATA INTERFACE - SBSTA

GLOBAL STOCKTAKE - SBSTA

GLOBAL STOCKTAKE (GST)

GLOBAL STOCKTAKE (GST)



WEBSITES, APPS, MICROSITES /6

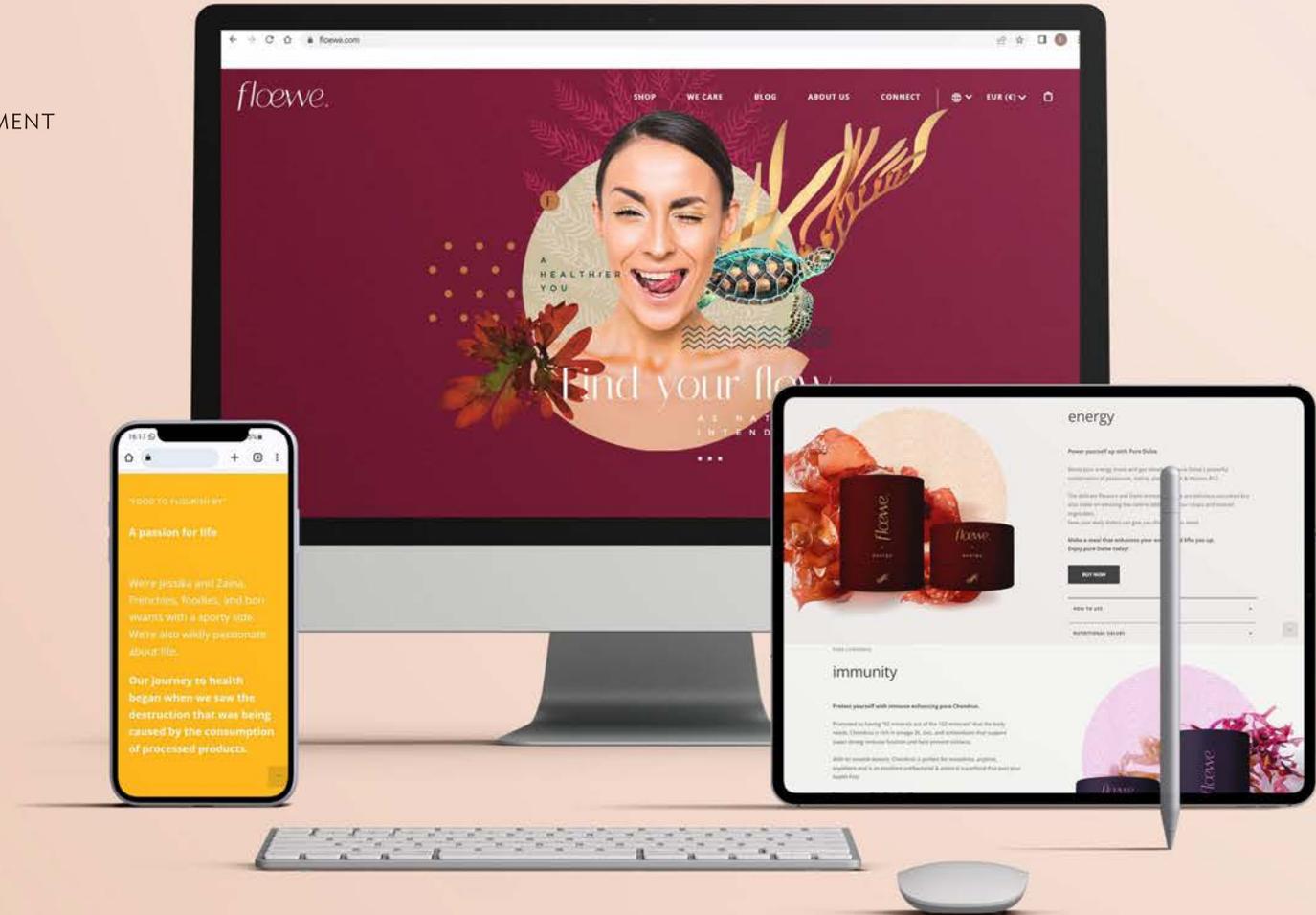
**V-HUB**  
design agency

**CLIENT /** RETAIL FOOD (FRANCE)

floewe®

ART DIRECTION - UX/UI - WEB DESIGN/DEVELOPMENT  
/ e-commerce

**FLOEWE.COM**



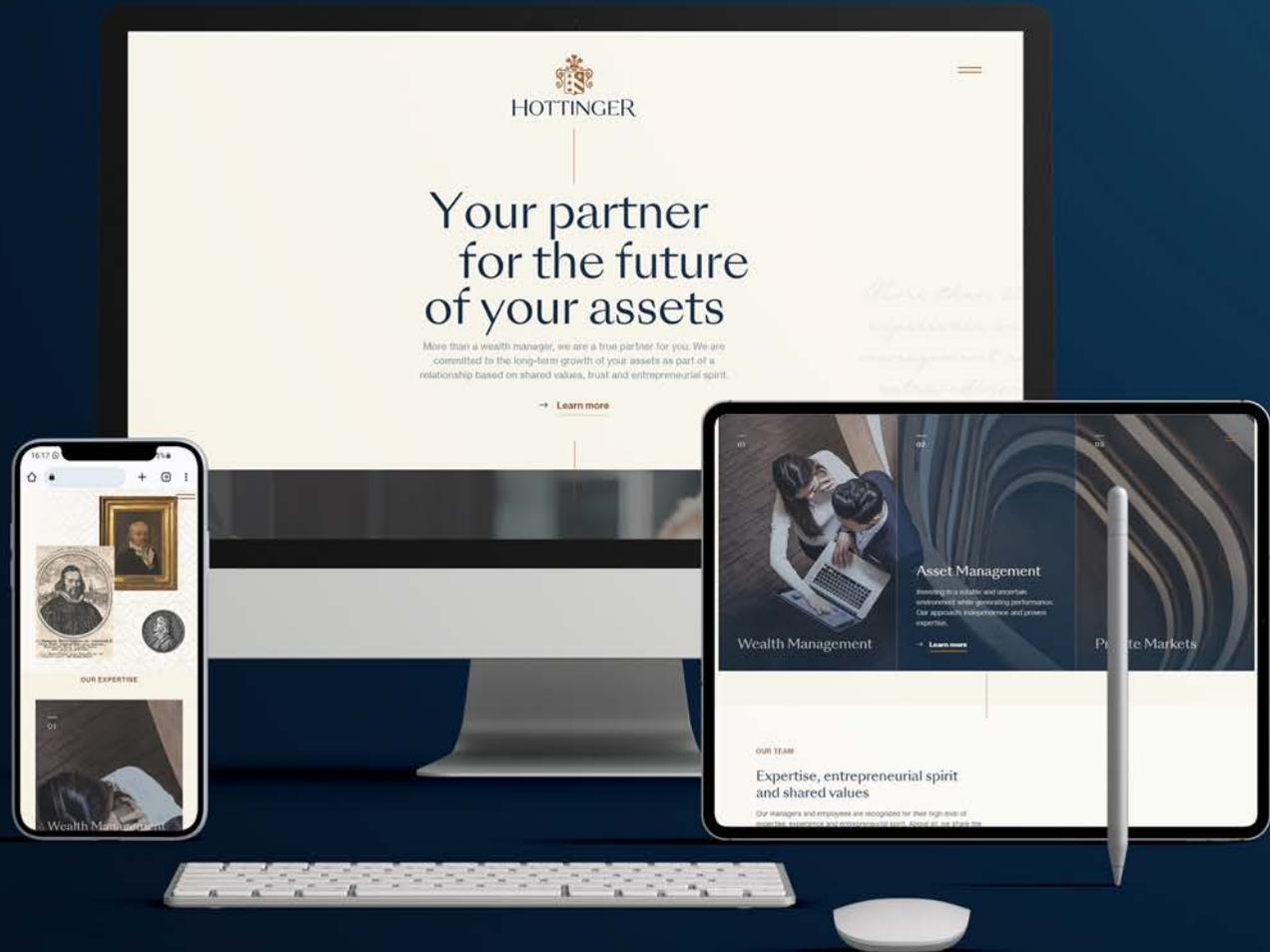
**V-HUB**  
design agency

**CLIENT / WEALTH MANAGERS (SWISS)**



ART DIRECTION  
/ corporate

**HOTTINGER-AG.CH**



V-HUB

design agency

CLIENT / SUSTAINABILITY STUDIO (NETHERLANDS)

# ximmered

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

[NJIMMERSED.NL](http://NJIMMERSED.NL)



V-HUB

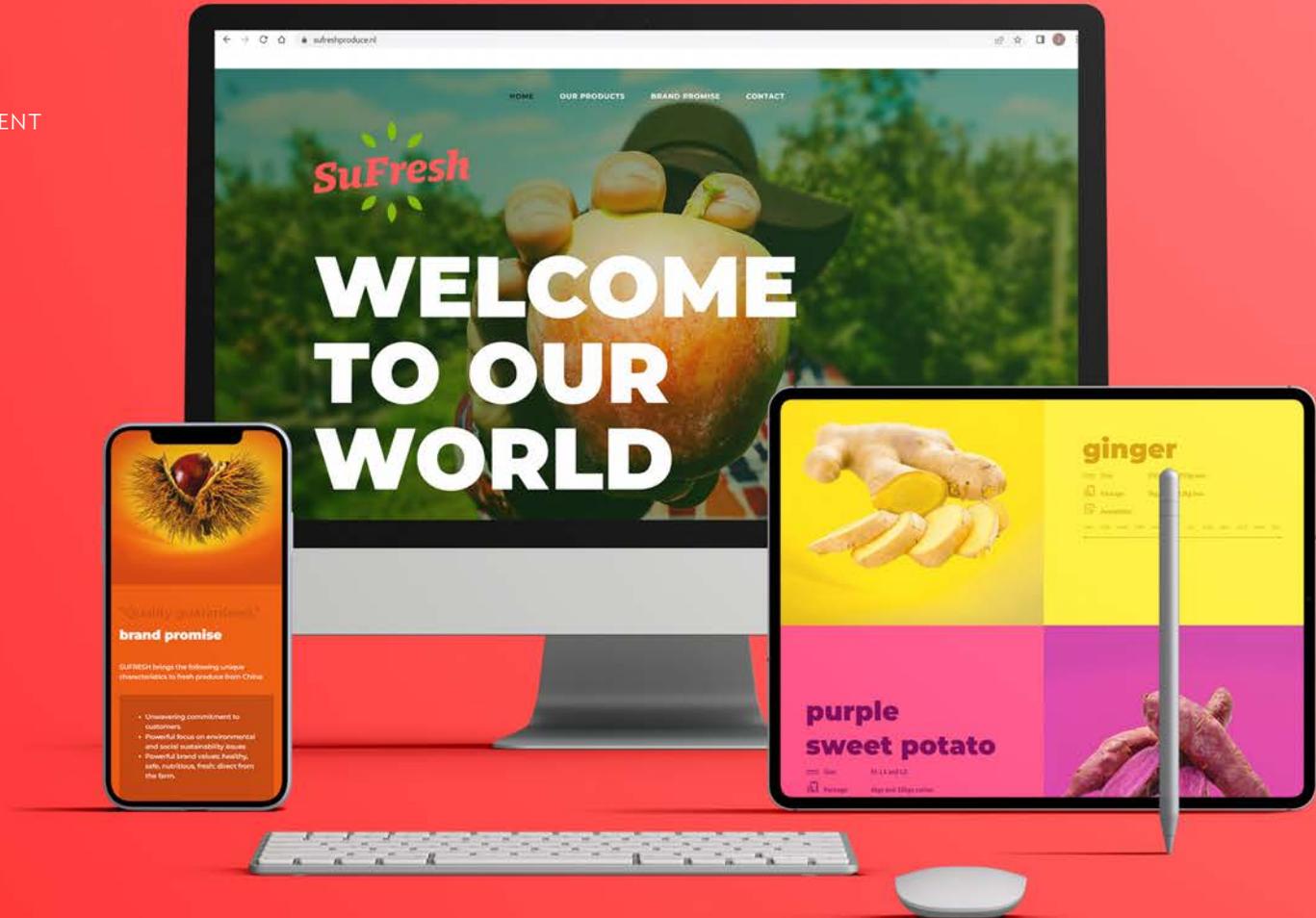
design agency

CLIENT / RETAIL PRODUCE (CHINA)



ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ retail

SUFRESHPRODUCE.NL



V-HUB

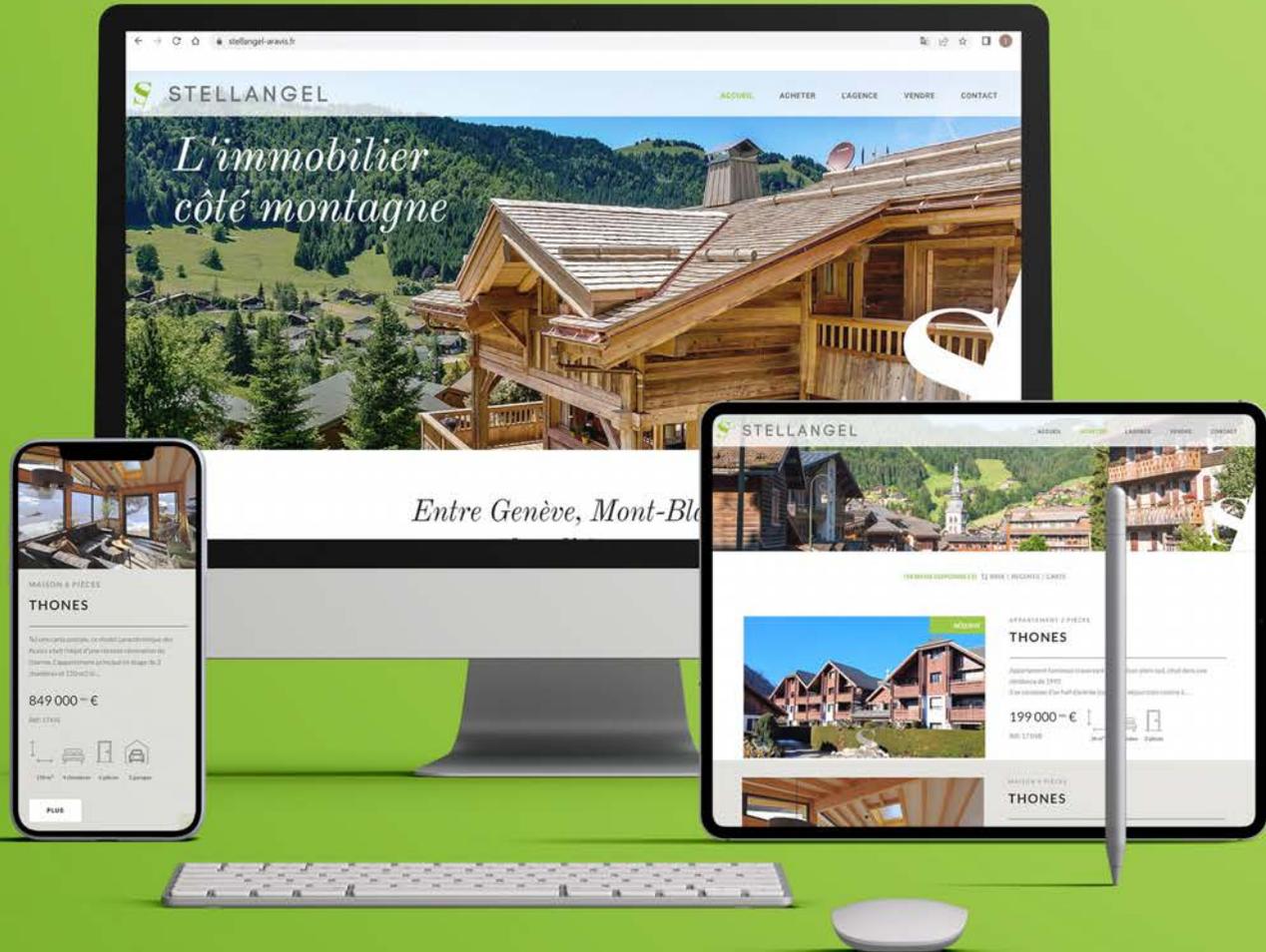
design agency

CLIENT / PROPERTY AGENCY (FRANCE)



ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ agency

**STELLANGEL-ARAVIS.FR**



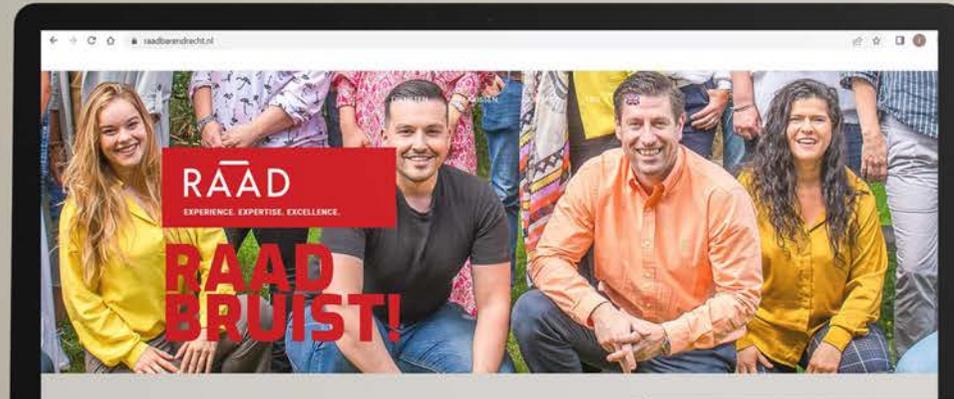
**V-HUB**  
design agency

**CLIENT / FINANCIAL (NETHERLANDS)**

# RĀAD

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**RAADBARENDRECHT.NL**



**GEDEGEN  
KENNIS  
OPGEDAAN IN**



**V-HUB**

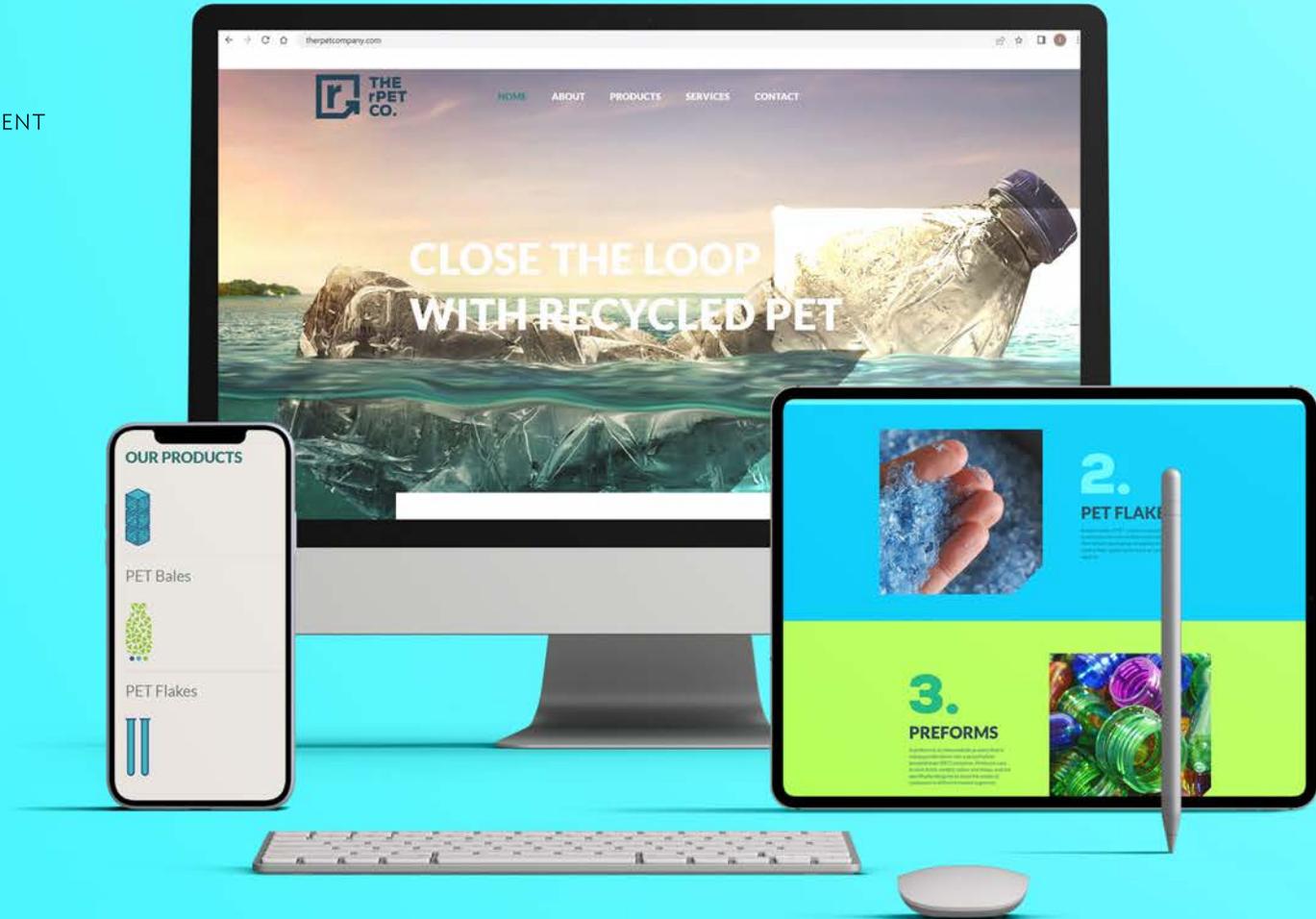
design agency

**CLIENT / SUSTAINABILITY (SOUTH AFRICA)**



ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**THERPETCOMPANY.COM**



**V-HUB**

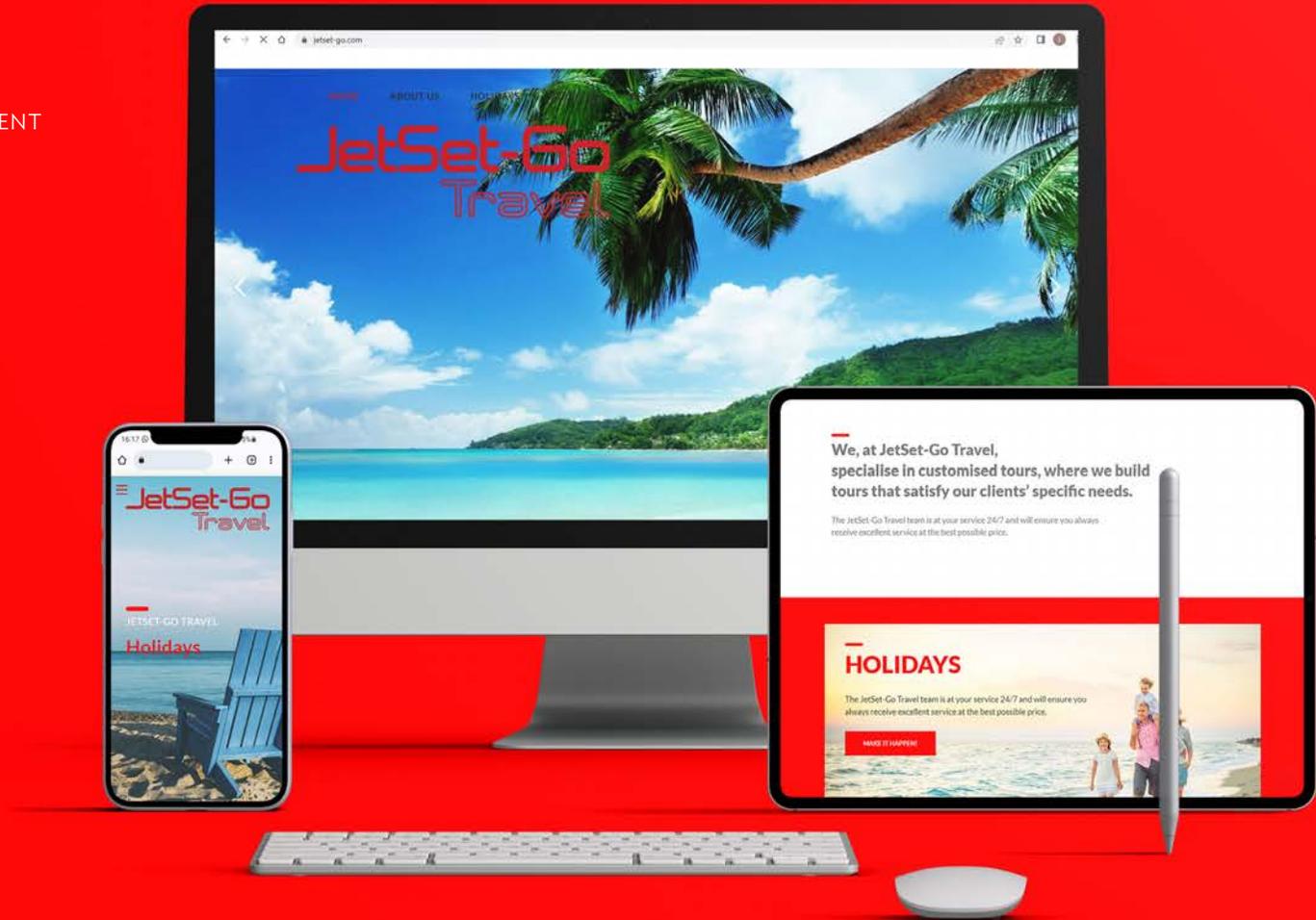
design agency

**CLIENT / TRAVEL AGENCY (SOUTH AFRICA)**

# JetSet-Go

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ agency

**JETSET-GO.COM**



V-HUB

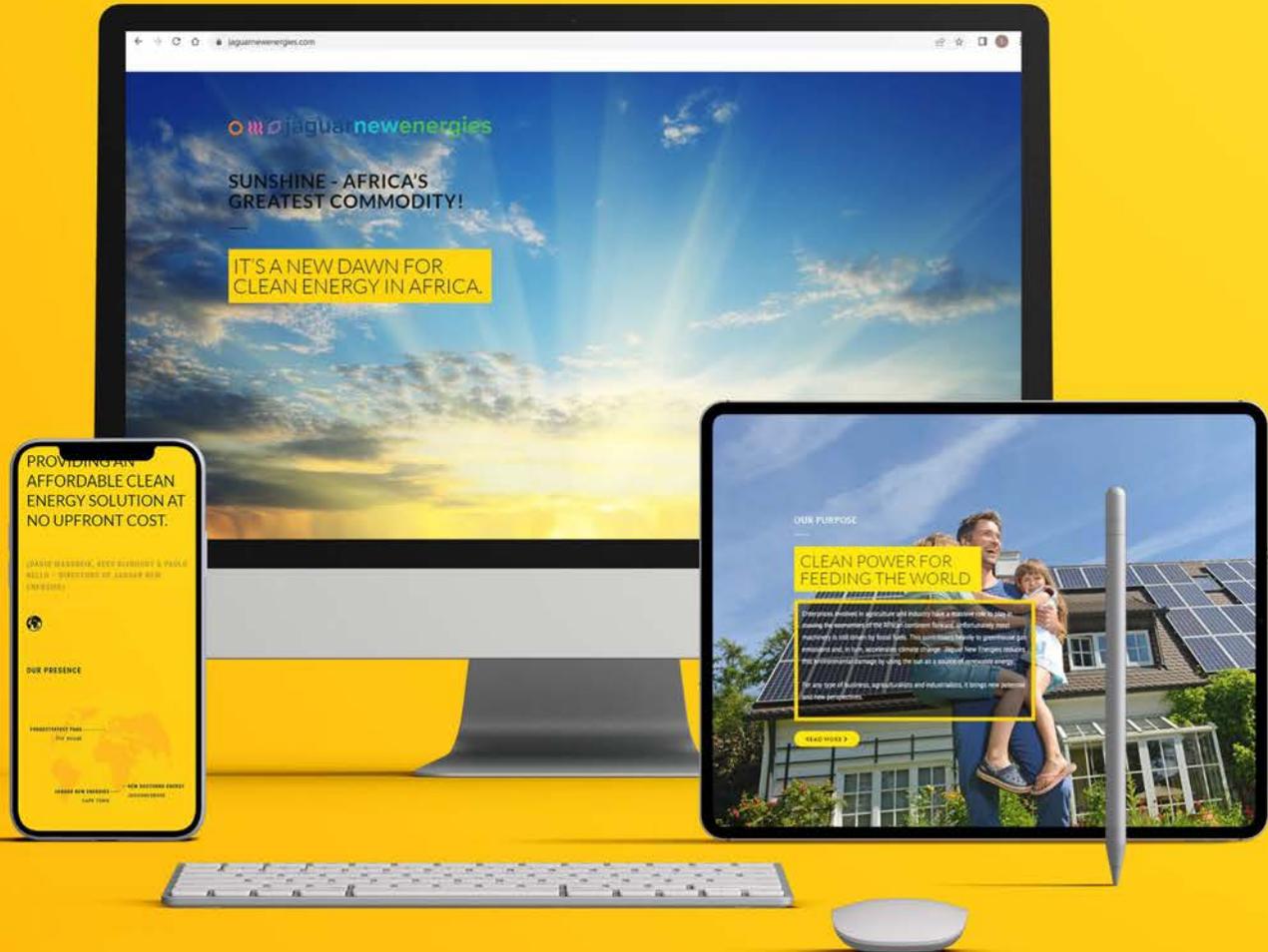
design agency

CLIENT / RETAIL (NETHERLANDS)

 jaguarnewenergies

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**JAGUARNEWENERGIES.COM**



**V-HUB**  
design agency

**CLIENT /** RETAIL PRODUCE (GLOBAL)



**JAGUAR FRESH**

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**JAGUARTHEFRESHCOMPANY.COM**



V-HUB

design agency

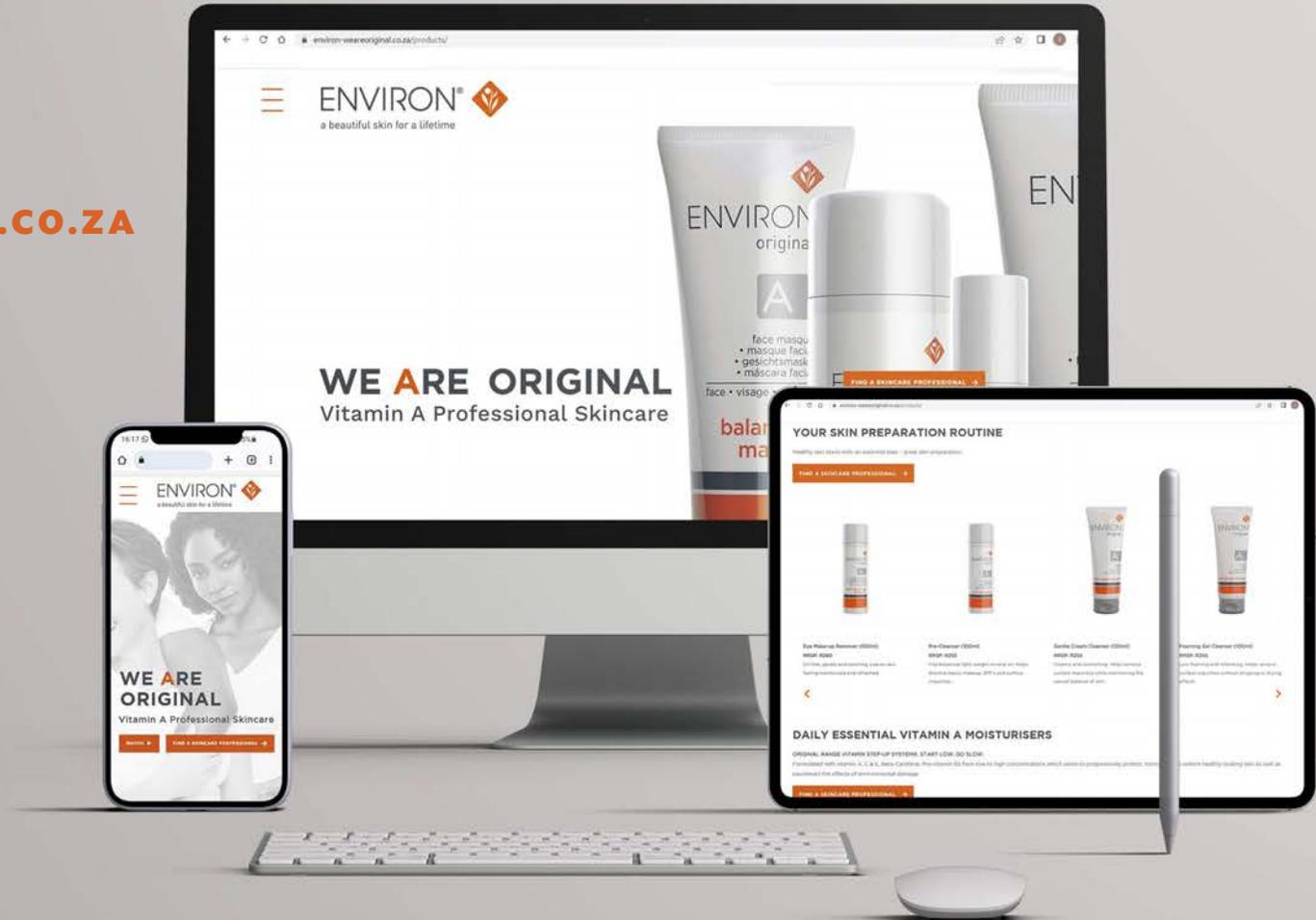
CLIENT / RETAIL COSMETICS (SOUTH AFRICA)

ENVIRON® 

ART DIRECTION - UX/UI - WEBDESIGN

/ retail promotional micro-site

**ENVIRON-WEAREORIGINAL.CO.ZA**



**V-HUB**  
design agency

**CLIENT /** RETAIL PRODUCE (NETHERLANDS)



ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**SAWARIFRESH.COM**



**V-HUB**  
design agency

**CLIENT /** CHAMBER OF COMMERCE NETHERLANDS-TÜRKIYE



ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ trade

**KVKNEDERLANDTURKIJE.NL**



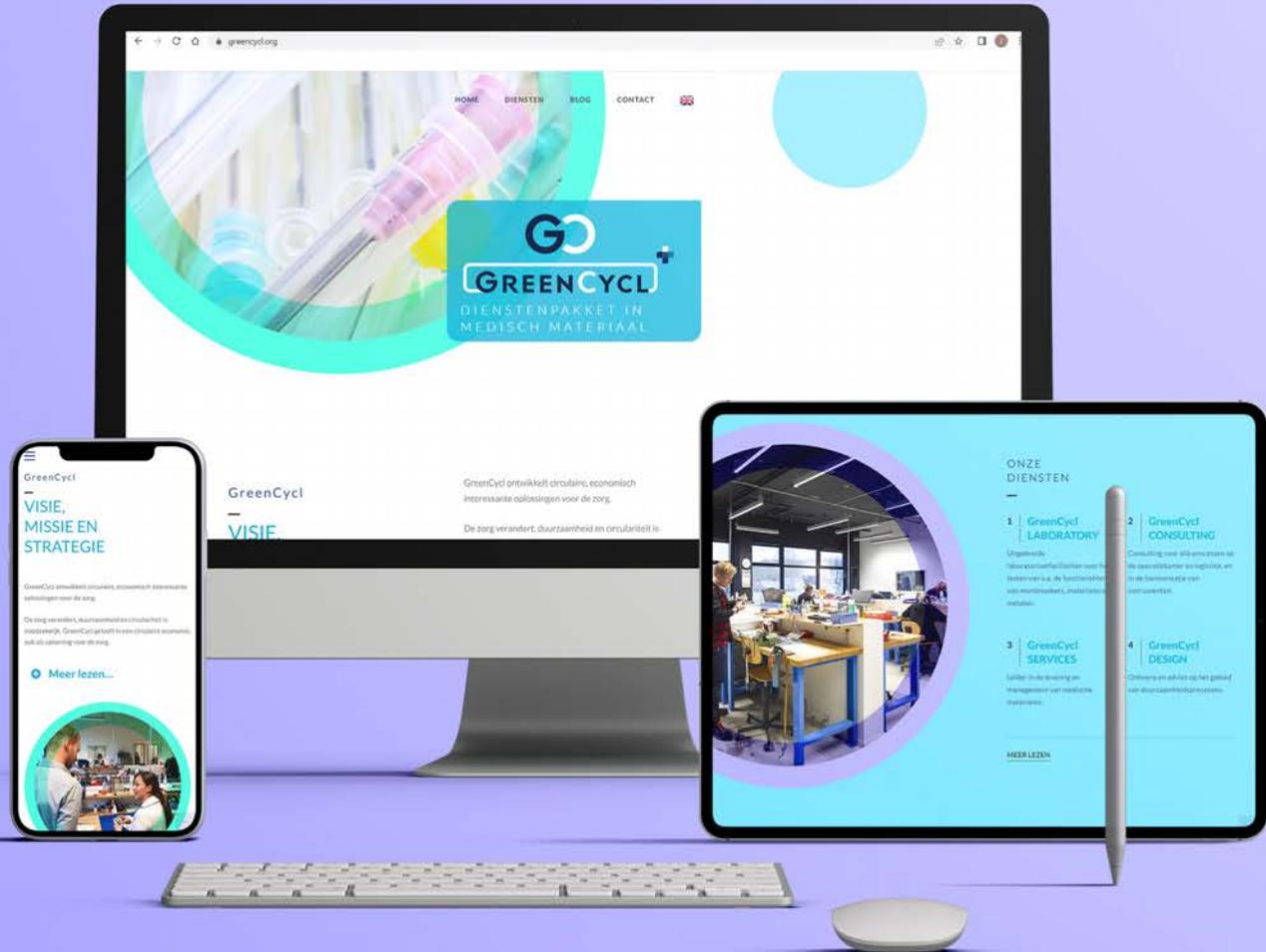
V-HUB  
design agency

CLIENT / MEDICAL (NETHERLANDS)

# GREENCYCL

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**GREENCYCL.ORG**



V-HUB

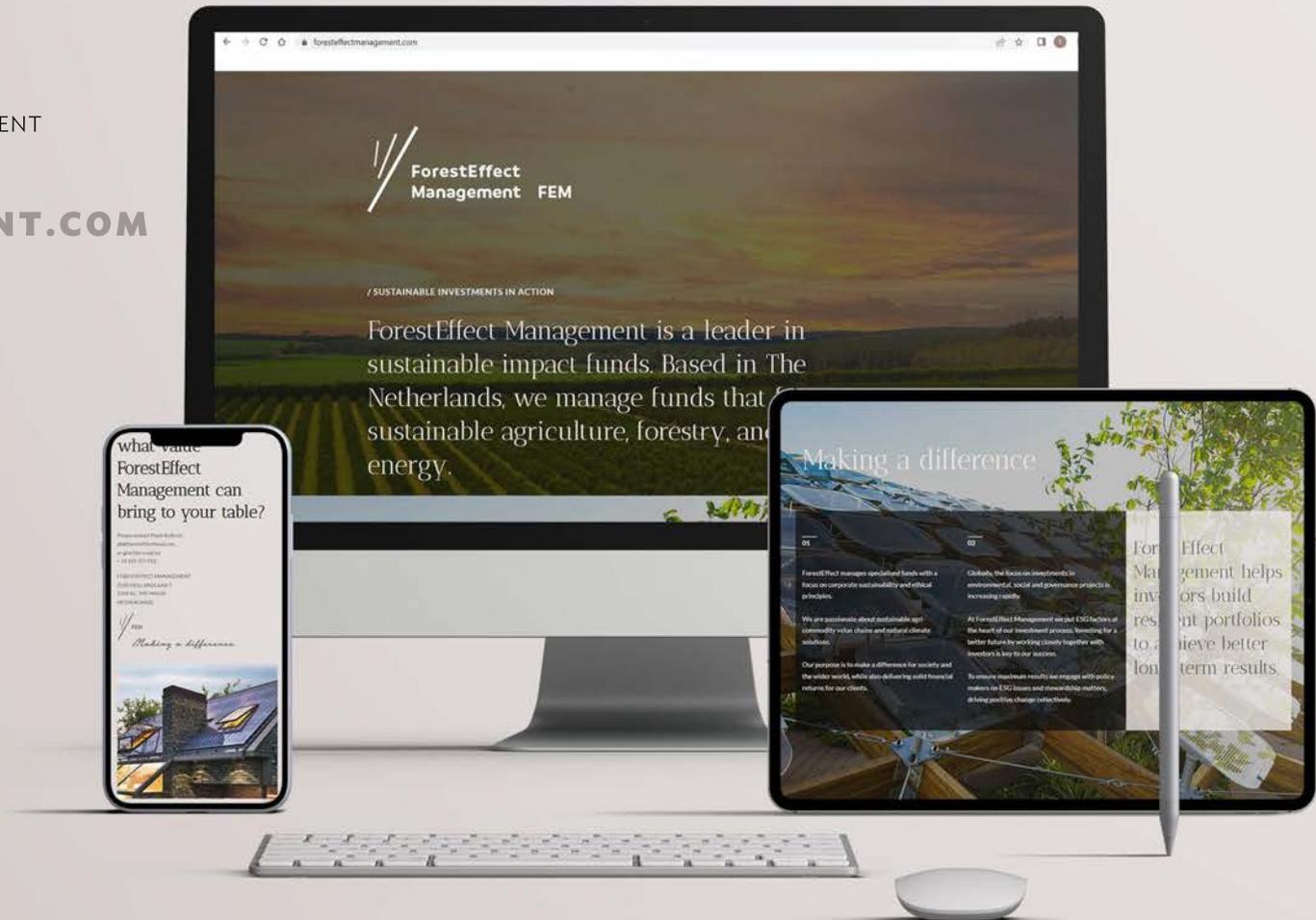
design agency

CLIENT / FINANCIAL (NETHERLANDS)



ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

FORESTEFFECTMANAGEMENT.COM



**V-HUB**  
design agency

**CLIENT /** RETAIL PRODUCE (GLOBAL)

Banex

UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**BANEXGROUP.COM**



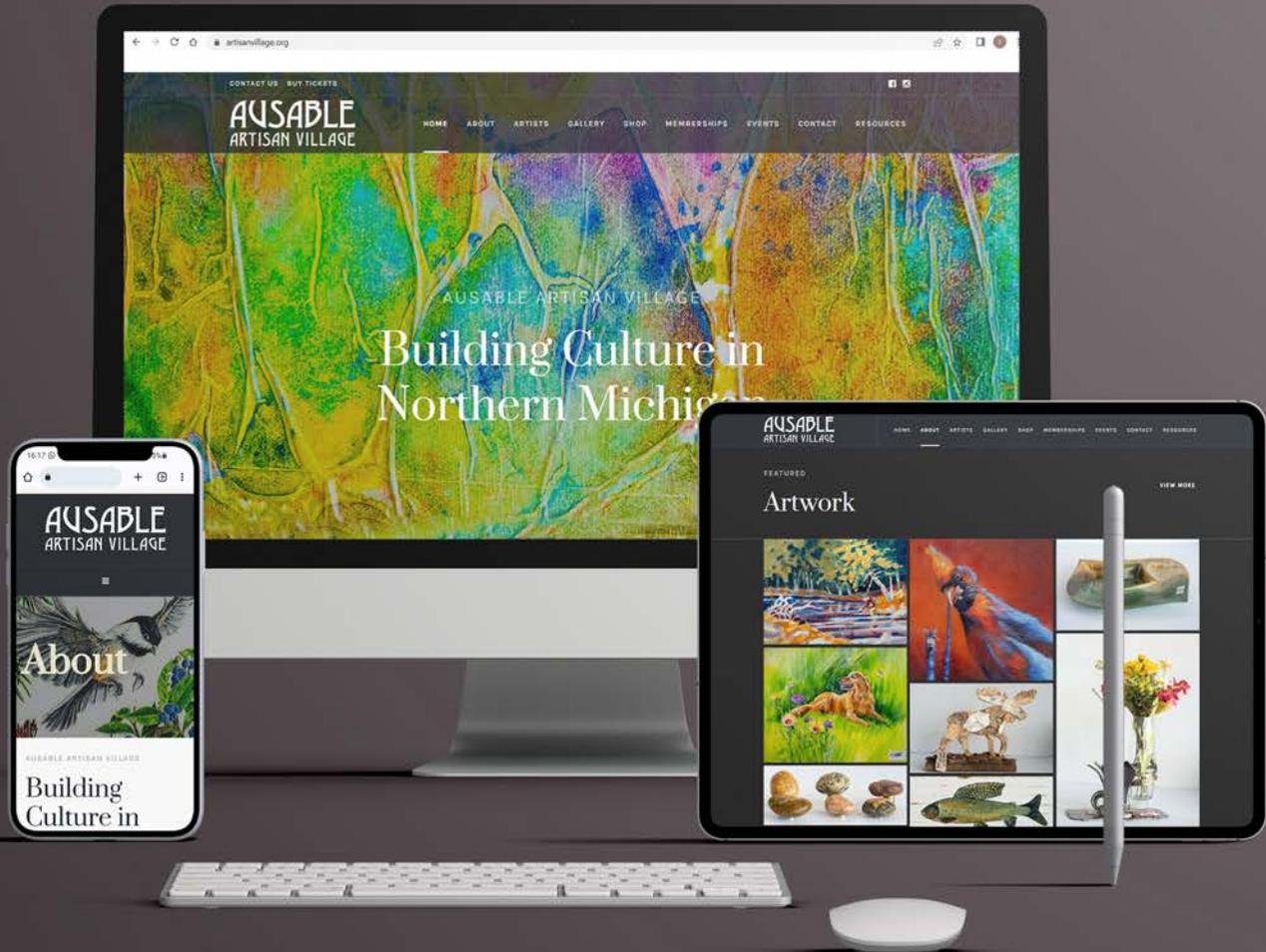
**V-HUB**  
design agency

**CLIENT / ART GALLERY (USA)**

# ARTISAN VILLAGE

WEBDESIGN  
/ corporate

**ARTISANVILLAGE.ORG**



V-HUB

design agency

CLIENT / RETAIL (SOUTH AFRICA)

AFRICAN DAWN™ *estate*

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

AFRICANDAWN.COM



**V-HUB**

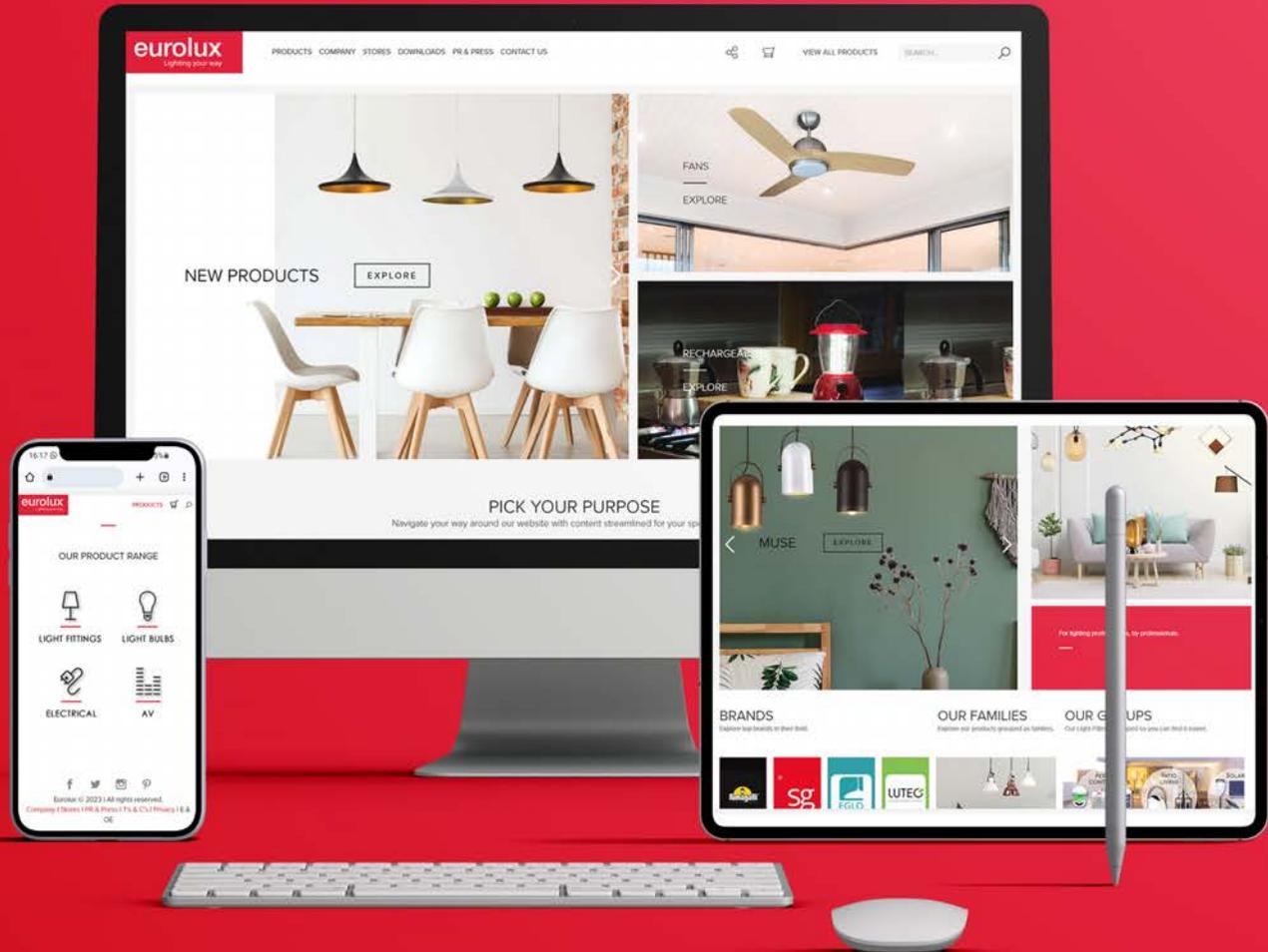
design agency

**CLIENT / RETAIL (SOUTH AFRICA)**

**eurolux**  
Lighting your way

ART DIRECTION - UX/UI - WEBDESIGN  
/ e-commerce

**EUROLUX.CO.ZA**



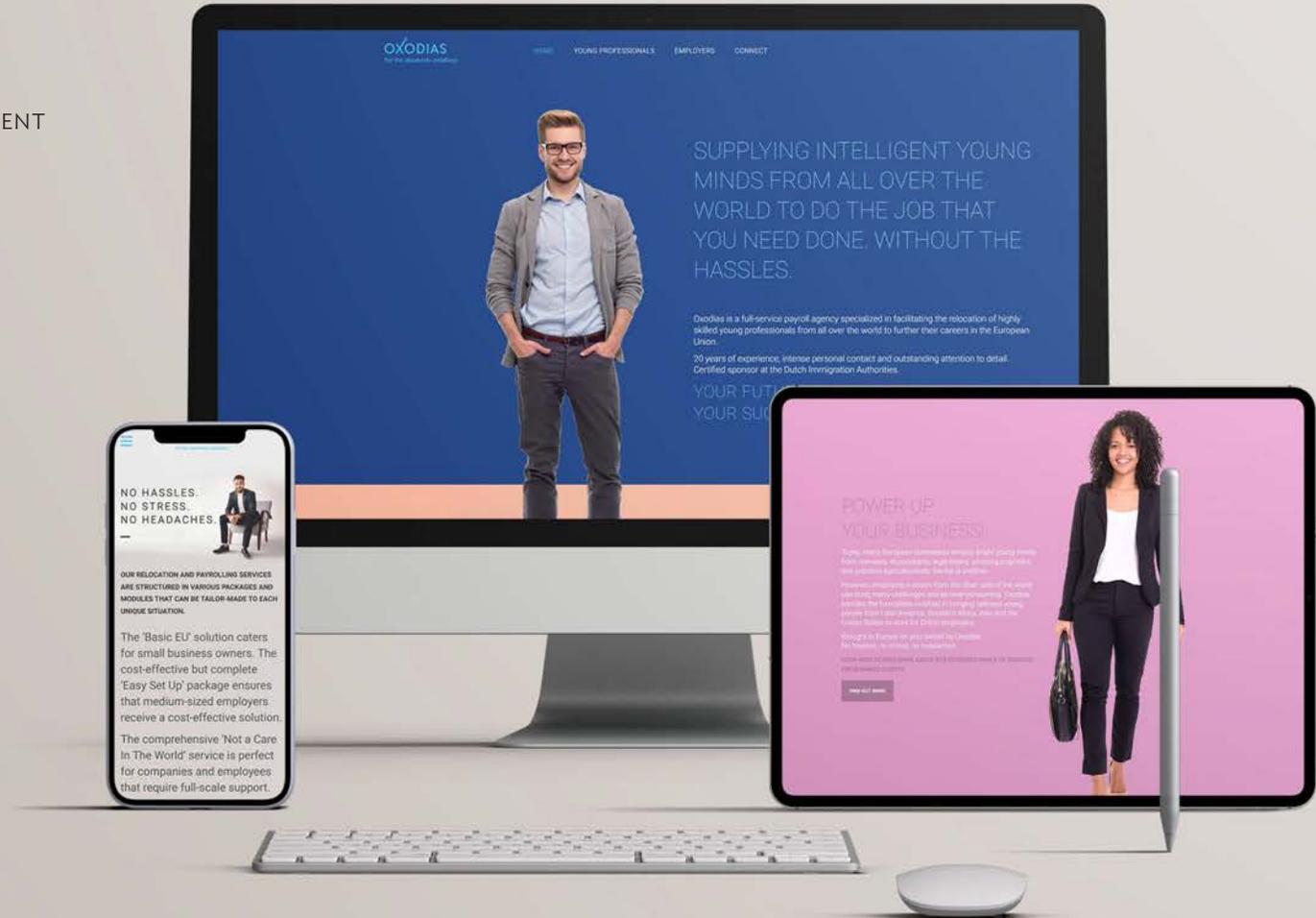
V-HUB  
design agency

CLIENT / FINANCIAL (GLOBAL)

# OXODIAS

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

OXODIAS.COM



V-HUB

design agency

CLIENT / RETAIL PRODUCE (GLOBAL)

punatur

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT  
/ corporate

**PURNATUR.NU**



V-HUB

design agency

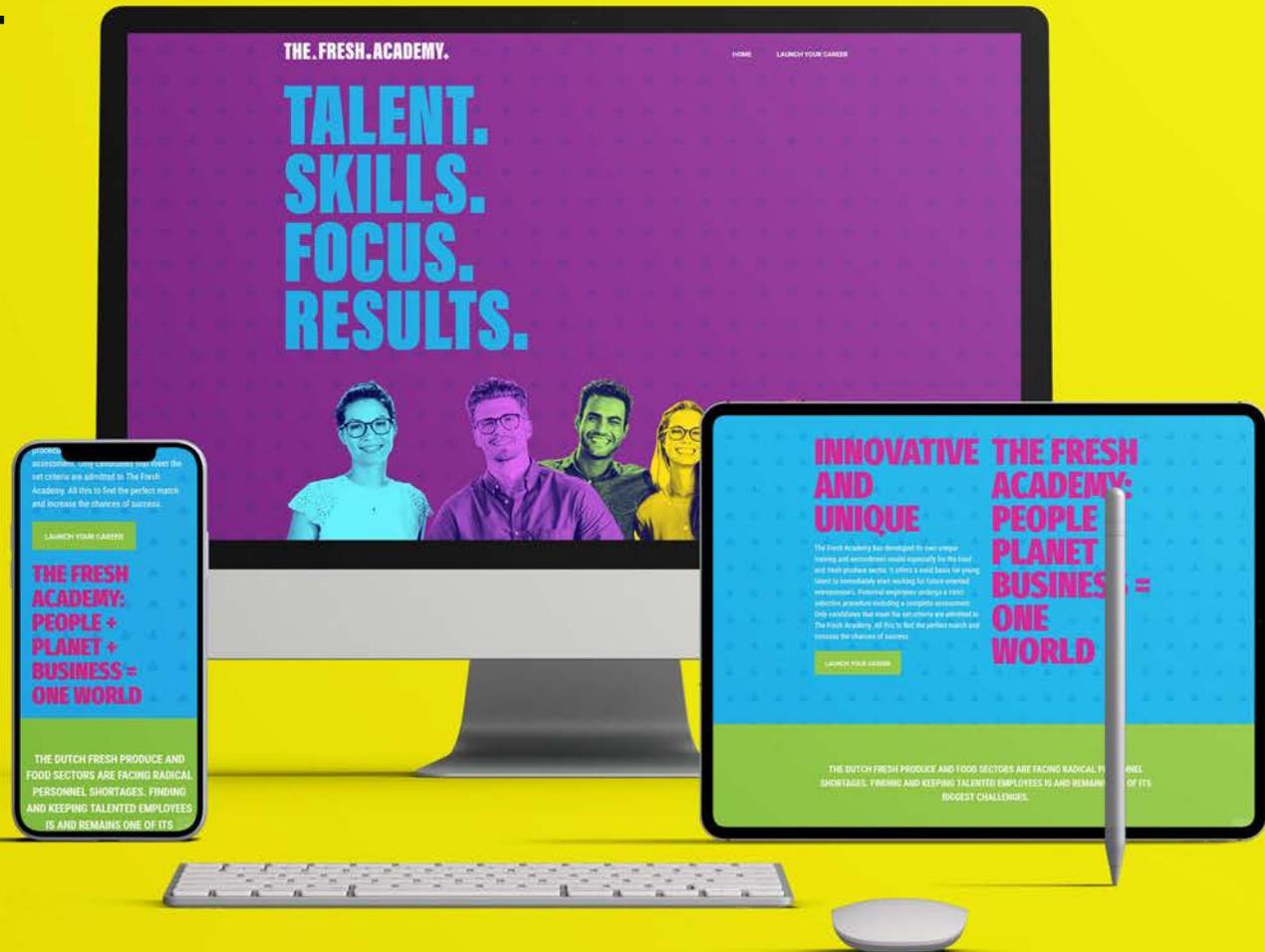
CLIENT / TRAINING (GLOBAL)

# THE.FRESH.ACADEMY+

ART DIRECTION - UX/UI - WEBDESIGN/DEVELOPMENT

/ corporate training - microsite

**THEFRESHACADEMY.NL**



**V-HUB**  
design agency

**CLIENT** / E-HAILING APP (SOUTH AFRICA)

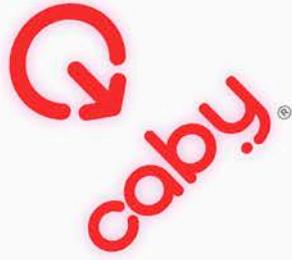
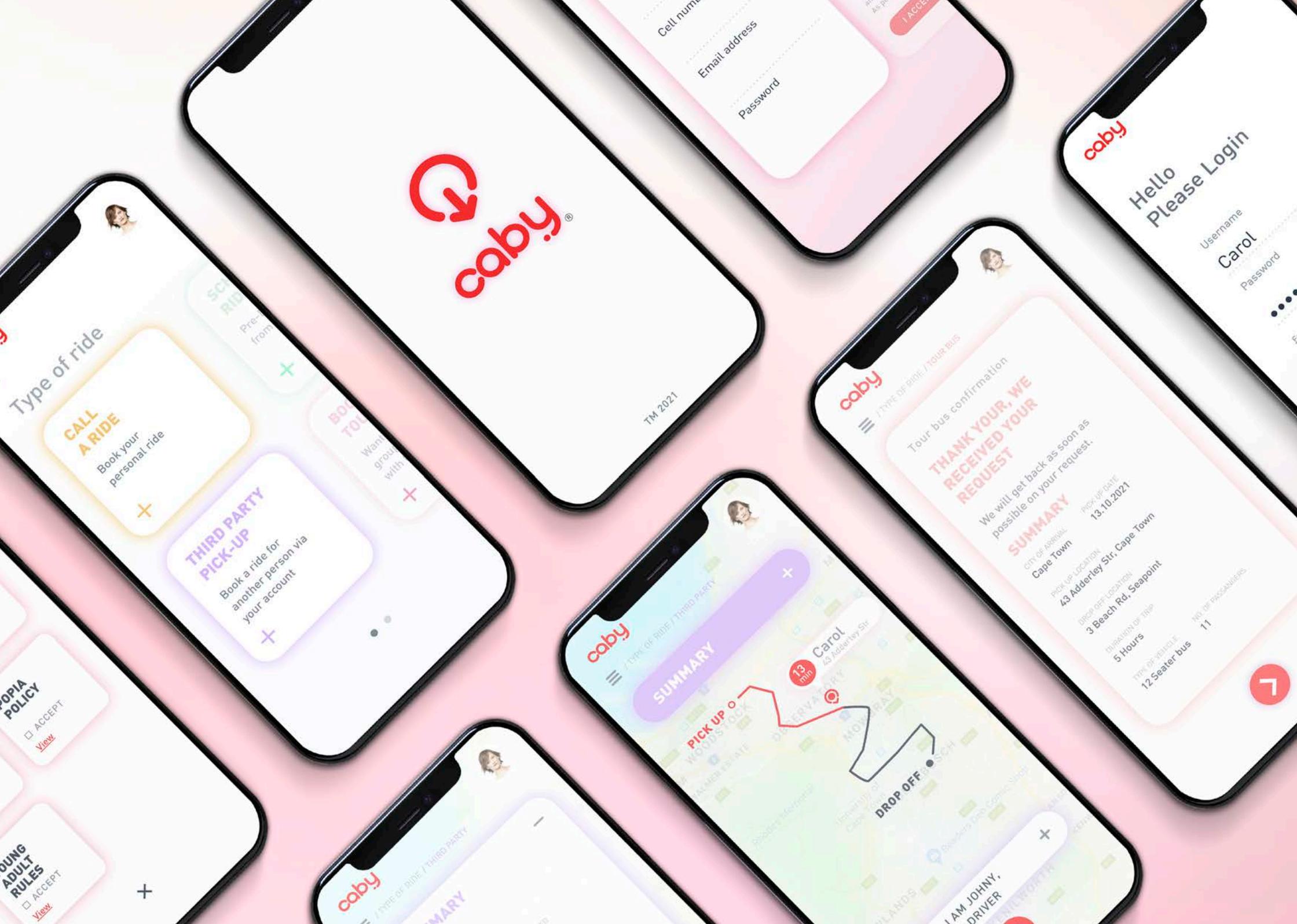


**DESCRIPTION**  
ART DIRECTION - BRAND - UX/UI

*Develop the brand and APP look&feel for this e-hailing company.*

*/ corporate training*





caby

Hello  
Please Login

Username  
Carol  
Password

TM 2021

caby

Thank you for your request  
**THANK YOU, WE RECEIVED YOUR REQUEST**  
We will get back as soon as possible on your request.

**SUMMARY**

**CITY OF FORMER:** Cape Town  
**PICK UP LOCATION:** 43 Adderley Str, Cape Town  
**DROP OFF LOCATION:** 3 Beach Rd, Seapoint  
**DURATION OF TRIP:** 5 Hours  
**TYPE OF VEHICLE:** 12 Seater bus  
**NO. OF PASSENGERS:** 11  
**PICK UP DATE:** 13.10.2021

caby

**SUMMARY**

**PICK UP** 13 min  
Carol  
43 Adderley Str

**DROP OFF**

I AM JOHNY,  
DRIVER

7

ACCEPT  
View

ACCEPT  
View



## Courses

All Courses

All Courses  
**UPR Resources Library**

Lessons 0 | Free

**UPR Resources Library**  
Access a rich collection of valuable resources about the UPR.

All Courses  
**Key Actor's Roles**

Lessons 0 | Free

**Key Actors' Roles**  
Understand the roles of each stakeholder in the UPR process.

All Courses  
**UPR Resources Library**

Lessons 0 | Free

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All Courses  
**Upr Info Library**

Lessons 0 | Free

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Lessons 0 | Free

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Lessons 0 | Free

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All Courses  
**Upr Info Library**

Lessons 0 | Free

**Upr Info Library**



# **e-learning introduction,**

to develop transformative learning  
experiences that upskill and  
empower people for the present and  
the future by utilising  
electronic resources.





# What do human rights mean for companies?

## Training on the Code of Conduct - Course 1



- ✓ Respect Human Rights
- ✓ Actions to take to fulfil respon



**E-LEARNING CONTENT CREATION**

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**WEBSITE / APP DEVELOPMENT**

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**DIGITAL VISUAL ENHANCEMENT**

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**AUDIO VIDEO PRODUCTION**

**WHAT**

**WE**

**DO**



CCS  
Construction Skills Centre

Welcome you to this course:

**Candy** Candy® Essential Skills  
Construction Estimating & Valuations

The full course takes approx.  
180 minutes to complete

LEARNING MANAGEMENT SYSTEMS

# LMS DEVELOPMENT

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**E-LEARN**

**ING**

**SPECIAL**

**TIES**

EFFECTIVE APPROACH

**WE WORK WITH SUBJECT MATTER  
EXPERTS TO DEVELOP E-LEARNING  
CONTENT APPLYING INSTRUCTIONAL  
DESIGN PRINCIPLES**

---

ENHANCE YOUR LEARNING

**IMPLEMENT (AR/VR)  
COURSES EMPOWERED VIA VIDEOS  
GAMIFICATION**



**TREAT EVERYBODY  
WITH RESPECT**

ANALYSIS

**ANALYSIS OF THE ORGANIZATION'S  
GOALS, STAFF'S GOALS AND THE  
PROBLEMS THAT NEED TO BE SOLVED**

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**CONTENT**

**DESIGN**

**METHO**

**DOLOGY**

DESIGN

**CREATION OF THE COURSE  
OR TRAINING STRUCTURE**

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DEVELOPMENT

**PRODUCTION OF ALL ASSETS  
NEEDED FOR THE COURSE**

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IMPLEMENTATION

**INSERTION OF ALL COURSE ELEMENTS IN  
THE LMS AND COURSE SETTINGS' SETUP**

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EVALUATION

**COLLECTION OF FEEDBACK AND  
MEASUREMENT OF SUCCESS**

