



**Maarten Ten Houten, Sustainability Manager, Global Commerce, Heineken, Netherlands**

Maarten started in 1992 to work at the IVAM Environmental Research in Amsterdam where he did studies on EcoDesign, environmental and financial feasibility assessments of product and product systems.

In 1995 he joined the Productcentrum of TNO he here managed projects on sustainable innovations, EcoDesign and environmental & financial assessments.

From 2001 tot 2007 he has worked for the Sustainability Centres of Philips Consumer Electronics as Senior Sustainability Advisor. Main topics are: Strategic advising & policy making, implementation of EcoDesign, benchmarking, Green Marketing and Sustainability awards, Chemical management over the supply chain.

Since Sept 2007 he has transferred to Philips Lighting product division where he holds a similar position, as Sustainability Director. Working on EcoDesign, Chemicals, Carbon Footprinting, green sales, green portfolio & product management.

In 2011 Maarten joined Heineken as Global Commerce Sustainability Manager, global responsible for 6 work streams in "Brewing a Better Future" Program: Green Packaging, Green Cooling, Green Distribution, Responsible Consumption, Green Activation and Carbon Footprint modelling.