



An enthusiastic Olga Keijser showing a colleague the *IMPACT25* booklet.

Olga Keijser

Sustainability Manager in the Spotlight

By Conchita de Koning – Coloríginz

Meet Olga Keijser, sustainability manager at Coloríginz and OZ-Hami. She ensures that purchases made by DFG's various wholesale companies satisfy FSI certification requirements, and enables both sustainability and transparency.

What motivates you in your role as sustainability manager?

"My mission, as CSR manager, is to bring transparency to the supply chain both inside and outside Coloríginz. I'm driven by the thought that my efforts can contribute to a better world, through Coloríginz following a responsible course of action."

What are your biggest challenges?

"My main challenge is finding the right balance between fulfilling long-term sustainability goals and how we go about our day-to-day work. I don't see sustainability as an 'extra', but as an integral part of our identity and decision-making process. Measuring progress and reporting on it are complex tasks, and adhering to regulations such as the recent ban on glitter in our products requires ongoing effort."

How do you make sure goals are achieved?

"Good cooperation with colleagues is essential to achieving our goals. I keep the right people informed and formulate plans together with them. I then ensure coordinated implementation and regularly monitor progress. I also work with other CSR managers in the sector to achieve sector-wide goals."

Do you have a message you'd like to share with your colleagues on this subject?

"Sustainability is not an obligation, but an opportunity for positive change. Everyone can take part in initiatives such as reducing waste, supporting charity projects and encouraging growers to become certified. Creating awareness and training employees about sustainability is an ongoing process."

"Together, we strive for a more sustainable future that we can be proud of."

How do you go about getting your colleagues to embrace sustainability?

"I regularly share information and keep everyone informed about successes and progress. For example, I organise training and engagement sessions designed to ensure sustainability is properly integrated into the way we work."