



Joint Press Release

SMU and Royal DSM affirm commitment to educate the next generation of leaders in sustainability

DSM SMU collaboration to offer experiential learning courses on sustainability and nutrition improvement from next academic year

Singapore, 11 October 2019 (Friday) – Singapore Management University (SMU) and Royal DSM (DSM), a global science-based company active in Nutrition, Health and Sustainable Living announced a partnership that will provide experimental learning opportunities for SMU students through the University's award-winning SMU-X pedagogy. The announcement was made in conjunction with the SMU Visionary Series lecture on 10 October 2019 by DSM CEO Mr Feike Sijbesma, who spoke on the topic 'Enabling financial success with sustainability as a business driver'.

Over the course of three years, the partnership will see DSM and SMU collaborate, running one SMU-X Overseas course focusing on sustainability and one SMU-X course on nutrition improvement, both of which will be offered at the SMU Lee Kong Chian School of Business (LKCSB) from Academic Year (AY) 2020-2021. The 15-week credit-bearing courses are part of the business school's Sustainability major.

The learning opportunities will focus on the topic of sustainability and address a combination of select United Nations Sustainable Development Goals (UNSDGs) and nutritional challenges that face the world economy today. Sustainability is a core value of DSM, it's both a responsibility and a business driver expressed in its "Purpose led, Performance driven" strategy.

Pieter Nuboer, President DSM Nutritional Products, Asia Pacific, said, "Climate change and nutrition security for all are two of the biggest issues of our time. APAC is home to around 500 million undernourished people, including more than half of the world's malnourished children. Climate change is already impacting daily life, often where people are most vulnerable. We are in real and present danger of not achieving any of the 17 Sustainable Development Goals, yet partnerships like this one between SMU and DSM, we are confident can help accelerate much needed progress.

DSM has been at the forefront of developing science-based solutions to tackle some of the world's toughest social and environmental issues for more than 15 years and we are committed to investing in both the expertise and funding in education to shape the next generation of leaders to drive purpose-led innovation."

SMU-X is an experiential learning framework pioneered by the University in 2015. Students, under the guidance and mentorship of faculty and industry partners, tackle real-world, multi-disciplinary challenges by taking on projects from public and private organisations as well as NGOs. In 2017, SMU ramped up its offering of SMU-X courses to give every SMU student the opportunity to take at least one SMU-X module during their university education. Riding on its initial success, the University has also expanded its partnerships to include SMU-X Overseas projects, which give students a realistic experience working with partners abroad, and/or managing regional and global projects in their future workplace.

The DSM-sponsored SMU-X Overseas course on sustainability will include a two-week overseas exposure and immersion experience at one of DSM's operations within Asia. Guided by a faculty advisor, student project teams will work with mentors from DSM to tackle actual challenges faced by the organisation. In the process, students will gain first-hand experience and insights into the workings of a global business committed to sustainability. During the overseas immersion towards the end of the course, teams will present their findings and recommendations to DSM's management for their consideration.

The DSM-sponsored SMU-X Nutrition Improvement Challenge course will be offered for three years starting from AY2020-2021 and will address one nutrition improvement challenge per AY. DSM experts will mentor and provide insights and expertise on nutritional and social issues, Applied Nutrition Science, innovation, and advocacy, as students tackle business challenges focused on the UNSDGs.

With its science-based technology and expertise, DSM has been offering high quality, affordable and innovative nutritional solutions in the developing world through staple foods fortification, reducing food loss and waste, and micronutrient supplements, making tangible, measurable impacts along the value chain.

Professor Gerard George, Dean of SMU LKCSB, said, "Sustainable business is a necessity for our continued prosperity, but the operational challenge remains how to transition from the current business model to a more sustainable one. We are honoured to be partnering DSM – one of the world's most sustainable organisations – to learn from their experience, so we can develop the next generation of managers and entrepreneurs driven by purpose and sustainability."

Specifically, the two new courses which will be co-developed with DSM will enhance LKCSB's Sustainability major. As specialists in sustainability, our graduates will be better prepared to act on sustainability strategies and contribute to a sustainable Singapore and the region."

SMU has enjoyed a close and robust friendship with Royal DSM through the years. Mr Pieter Nuboer, President, DSM Nutritional Products, Asia Pacific, currently sits on the Advisory Board of LKCSB, and Mr Pradeep Pant, DSM Supervisory Board Member, was a former Advisory Board member of LKCSB. DSM has also supported the appointment of SMU Visiting Professor Simon Zadek as the DSM Senior Fellow in Partnership and Sustainability in May 2016.

- End -

Enclosures:

- Annex 1 - Fact Sheet on SMU-X
- Annex 2 – Fact Sheet on SMU Visionary Series and Lecture by Mr Feike Sijbesma
- Event photos (with captions)

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

About Royal DSM

DSM – Bright Science. Brighter Living.™

Royal DSM is a purpose-led global science-based company in Nutrition, Health and Sustainable Living. DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders. DSM delivers innovative business solutions for human nutrition, animal nutrition, personal care and aroma, medical devices, green products and applications, and new mobility and connectivity. DSM and its associated companies deliver annual net sales of about €10 billion with approximately 23,000 employees. The company is listed on Euronext Amsterdam. More information can be found at www.dsm.com.

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Annex 1

Fact Sheet: About SMU-X

What is SMU-X?

- SMU-X is an experiential learning framework where students tackle real-world challenges by taking on projects from corporate, non-profit and government-sector organisations. Pioneered at SMU in 2015, it represents a paradigm shift which focuses on learning as opposed to teaching, as well as a mind-set shift to get the University to collaborate both internally and with its external stakeholders.
- SMU-X has been lauded by global accreditation body Association to Advance Collegiate Schools of Business (AACSB) as an ‘innovation that inspires’.
- The SMU-X curriculum combines academic with **experiential learning** through the **heavy use of projects** from partner organisations. SMU-X courses challenge students to use their knowledge and skills to recommend solutions through **interdisciplinary approaches**. Partner organisations and faculty are involved in **active mentoring** so that students benefit most out of this deep relationship.
- The result is a **tripartite learning loop** – students get a better understanding of what it means to use theory learnt outside the classroom; our faculty learn how real-world adapts theories; and our partners deepen their own learning through the findings and recommendations by SMU faculty and students. This inculcates in all parties the value of continuous learning which is imperative given today’s rapidly changing economic conditions.
- In 2017, the University ramped up its offering of SMU-X courses to give every SMU student the opportunity to take at least one SMU-X module during their university education. Riding on the success, SMU is now expanding its partnerships to give students the opportunity to engage in SMU-X projects with companies and NGOs *outside* Singapore.
- These **SMU-X Overseas** projects will give students a realistic experience working with partners abroad, and/or managing regional and global projects in their future workplace. In the next two years, SMU plans to offer SMU-X Overseas modules in Indonesia, Laos, Taiwan, Thailand, The Philippines and Vietnam

Latest statistics

- As of October 2019, the University has conducted 70 unique SMU-X and SMU-X Overseas modules (equivalent to 300 course-runs) together with more than 450 partners since the pedagogy was introduced in 2015. More than 8,500 students have benefitted from the award-winning pedagogy and delivered about 1,500 projects with partners from the public sector (11%), private companies (73%) and NGO (16%).
- In the current Academic Year 2019-2020, at least 45 SMU-X and SMU-X Overseas modules will be offered and another 2,800 students are expected to partner with organisations across all sectors.

Annex 2

Fact Sheet: SMU Visionary Series and Lecture by Mr Feike Sijbesma

About the SMU Visionary Series

- Inaugurated in June 2019, the SMU Visionary Series is presented by SMU Lee Kong Chian School of Business, is an opportunity to hear from eminent leaders who have demonstrated the power of ideas to change attitudes, societies and the world as we know it.
- The Series features some of the most transformational and globally impactful industry players and thinkers from different spheres of influence, who will share their unique business insights and lift lessons that will stimulate ideas for a better marketplace and society.
- The second edition of the Series held on 10 October 2019 at SMU featured Royal DSM Chairman, Mr Feike Sijbesma, who spoke on the topic 'Enabling Financial Success with Sustainability as a Business Driver'. Mr Sijbesma is the designated Global Climate Leader for the World Bank, and the CEO of the Managing Board of DSM.





Lecture by Mr Sijbesma on 10 October 2019

- *Synopsis:* In the context of a fast-changing global economic and geopolitical landscape, businesses are increasingly facing challenges in balancing the expectations of making a profit while making a difference. Founded as a Dutch coal mining company 117 years ago, Royal DSM has transformed into a science-based global leader in nutrition, health and sustainable living, recognized for creating values across three key dimensions of people, planet and profit simultaneously. DSM has demonstrated that it is possible to combine financial and sustainable business by using its scientific and innovation power to tackle some of the world's greatest challenges.
- *About the Speaker:* Feike Sijbesma is the designated Global Climate Leader for the World Bank, and the CEO of the Managing Board of DSM — one of the world's most sustainable organisations. A biologist by training, Sijbesma will share his belief in future-proofing businesses by aligning financial, social and sustainable elements to ensure game-changing and long-term success. Sustainability is heavily embedded in DSM's core businesses, aligning with UN Sustainable Development Goals. Today, +/- 63% of DSM's sales come from products and solutions that have a better environmental and social impact

Annex 3

Event photos (with captions)

Note: For photo credit: please use 'Singapore Management University' or 'SMU'.

<p>Photo 1</p> 	<p><u>Caption:</u></p> <p>Mr Feike Sijbesma delivering his Lecture on 'Enabling Financial Success with Sustainability as a Business Driver' at the SMU Visionary Series held on 10 October 2019</p>
<p>Photo 2</p> 	<p><u>Caption:</u></p> <p>Mr Feike Sijbesma (L) taking questions from SMU students, as moderator, Professor Gerard George (R) looks on.</p>
<p>Photo 3</p> 	<p><u>Caption:</u></p> <p>Mr Feike Sijbesma (L) taking questions from SMU students, as moderator, Professor Gerard George (R) looks on.</p>
<p>Photo 4</p> 	<p><u>Caption:</u></p> <p>Celebrating the SMU-DSM partnership. L-R:</p> <ul style="list-style-type: none">• Mr Pieter Nuboer, President DSM Nutritional Products, Asia Pacific• Professor Timothy Clark, SMU Provost• Mr Feike Sijbesma, CEO, Royal DSM• Professor Gerard George, Dean, SMU Lee Kong Chian School of Business