

The future according to James Veenhoff

James Veenhoff is one of the founding partners of Fronteer, a strategy firm that concentrates on marketing strategy, brand development, business model creation and other value-driven innovations. He is also heavily involved in a project to transform the denim industry, called the House of Denim.



According to Nielsen the overall number of consumers willing to pay more for brands committed to a positive social and environmental impact continues to rise— reaching 66% in 2015. As James Veenhoff states ‘People are more aware of their part in the system and I cannot imagine that the existing paradigm will survive.’ Consumers want more new products on the market that are affordable, healthy, convenient, and environmentally friendly which can be challenging for companies. However ‘once we find ways of making sustainable practises more economical viable and consumer interesting it will be the new norm’. James thinks the key is to get slightly more sustainable options available to the masses without making the prices go up. ‘We at House of Denim belief that any move towards a cleaner, dryer and smarter industry is a good move.’

As Ms. Loehr writes in one of her posts ‘While “finding your purpose” may sound like a nebulous buzzword, it’s actually a viable way to revolutionize organizations and the workforce that powers them.’ James agrees with this as ‘more and more people want to come home and before they switch on Netflix they want to have a chat about things that matter to them’. But why is this

change happening now? James thinks it's because 'there is no denying anything anymore, everything is so visible and transparent these days.' At the same time it perhaps has to do with the evolution of the society and us as humans. Having now the tools for hyper connectivity and big data, some of us are moving into hyper connected state in which you know that you are responsible for the environment. Another important development to mention is the fact that the enterprise is being recognized as a mechanism for change, rather than NGO's or the government funding something.

'I am convinced, having a sense of purpose is going to be one the key drivers' says James. 'There is this huge pressure to not only make money but to be successful in your own terms.' Which is confirmed by Gallup who state that 'for this generation a job is about more than a pay check, it's about purpose'. This results in a shift in how young adults see brands, as they are actively seeking for brands that have a purpose dimension. 'I think you can see a shift in who is aspirational or who is cool. Who do people want to see speaking at Ted or who people want to work for? I think that this is changing, the definition of premiums and the face of what success will look like.'

Oct 27th, 2016