



Together with KING Software, we are taking steps towards a sustainable future.



## Sustainability with Patrick de Veer: “ ESG reports are not an end in themselves, it’s about leaving something behind for the next generation.”

5 - 6 min | 11 May 2023

Sustainability is an increasingly important topic for companies. It is not only a way to contribute to a better world, but also to be future-proof. On June 8, KING Software organizes a [customer day](#) where information is given about software solutions and Power BI. The topic of sustainability will also be discussed, with keynote speaker Patrick de Veer, founder of Greenaumatic and partner of KING Software. We asked him about his vision on sustainability, the role of accountants in the sustainability journey and how software helps us to reduce CO2 emissions.

[Greenaumatic](#) is a company specializing in ESG Management. It was founded in 2020 by Patrick de Veer, two years after he felt that his work no longer matched what he wanted to achieve. After a period of reflection, it became clearer than ever that he wanted to use his skills for a better world: "I found out that my work in software license management was not what I wanted to leave behind when I had to look back at the end of the ride," he says. With Greenaumatic, he helps companies to become more sustainable step by step, with the help of easily accessible ESG reports. An ESG report highlights aspects of sustainability and social responsibility, such as the organization's impact on the environment, dealing with employees, and community engagement. This has allowed Patrick to combine his interest in sustainability with his knowledge of software, which is the ideal mix for him.

**"Sustainability as a concept is so broad that we have to make it specific"**



If we look at sustainability as a container concept, it is so broad that it needs to be made more specific. According to Patrick, the economic and ecological model in which we live is no longer consistent. He sees that the economy is based on eternal growth, while the laws of nature have limitations. "It would be great if we could press a button and suddenly have a completely new system, but with major changes there is also a lot of uncertainty. That is why sustainability for me also means that you have to approach it positively and approach it step by step. I myself was very negative about the subject for a while. I felt like we weren't moving fast enough. But if you can't enthuse people, you won't achieve anything."

For Patrick, sustainability means leaving something behind for the next generation in the long term. There is no one definite definition, but for him it means that we are working towards a new system that is more focused on the longer term. "It may seem like a long road, but once you start, you discover that it's also a lot of fun to work on. I see that happening mainly at companies," he says.

## **Sustainability out of interest or necessity?**

When it comes to the sustainability journey, there is a lot to discover. "You also really see that companies get excited because they have successfully tackled one part, then they immediately want to move on to the next. Once you start, for example with that CO2 reduction, you also see other parts more clearly. In the example of the transport company, this can be a collaboration with others to combine trips and thus consume less fuel. The entrepreneur becomes very resourceful and suddenly thinks about several parts, from his building to his staff. This creates a cool snowball effect," he says.

The market seems to be embracing this vision, especially in the last two years. Sometimes this also stems from the need to continue to exist in a changed environment. For example, companies in the manufacturing industry, transport and construction sector are increasingly concerned with sustainability. The regulations that have been in place for large companies since 2017 ensure that this trickles down the entire chain. "Let's say I'm a transport company and my customer says: 'I'm part of a total chain and I have to report my CO2, if you're not going to do that, I'll have to look for someone else in the long run'. Then all of a sudden it gets closer, we see that happen much more often," he says.

## **The important role of accountants in sustainability strategies**

Greenaumatic helps companies set up and implement sustainability strategies. Patrick also likes to take on the role of advisor. The ESG reports they make are used to substantiate sustainability initiatives, for example for financing, but are not the end goal, according to him. Greenaumatic wants to use the available financial and non-financial data to create sustainability data and insight, so that the impact can be better understood by the customer. Patrick also sees an important role for

accountants in this, especially when it comes to coordinating the initiatives and giving advice.



There is also an assurance aspect that the auditor can provide by giving an opinion on the quality of ESG reporting. Entrepreneurs and accountants work closely together in this area. At large companies, accountants often have a controlling role, but at smaller companies, the help of their accountant is often called in instead of a consultancy firm.

That is why the role of accountants is so important. "I think some companies thought ESG would blow over, but now it's clear that's not the case. More and more accounting firms are embracing ESG and the question is no longer why, but how. That is where the collaboration with KING Software plays an important role."

The collaboration with KING Software is simple for Patrick, but very important: "Your [financial software](#) already provides a lot of data that you can use. For entrepreneurs, especially when it comes to sustainability, it is not clear why they should do something with it. It's too big and too abstract. If, based on financial information such as fuel costs, energy costs, gas costs, we can already give an indication of: 'this is what your emissions are and this is the financial impact on your company' then it becomes a lot more tangible", he explains.

## **Integration of sustainability and financial data: The collaboration between Greenaumatic and KING Software**

Patrick sees the future of sustainability as bottom-up. Not only large companies have influence, but it is precisely the smaller companies that can make the difference. "If all 25 million SME entrepreneurs in Europe do a little, in addition to the big companies, we can really achieve something," he says. By working with SMEs, Patrick wants to help more people to achieve more with smaller steps. The ESG reports offer a standard that is recognizable to everyone, because we can all read it in the same way. "To achieve the change, we need to translate the right data into the right information and get it in the right place." According to him, this is also the future of the collaboration between Greenaumatic and KING Software: integration. "We want to expand this further so that companies can see everything where they are used to working."

We can't ignore it anymore; Sustainability is a topic that can no longer be ignored in our society. It is a subject that affects us all, because we are all part of this world. Companies that integrate sustainability into their business operations and processes are not only more future-proof, but also contribute to a better world for the next generations. Greenaumatic helps companies to integrate sustainability into their business operations and processes. According to Patrick and us, the collaboration with KING Software is a step in the right direction towards a sustainable future for companies and the world. Of course, we are very proud of that.

**Are you a KING Software customer and do you use KING Finance, KING Accountancy, KING ERP and/or KING WMS? [Then come to KING Connectivity in Doorn on 8 June.](#) During his keynote, Patrick will talk more about the practical aspects of ESG reporting and how you can use sustainability data for a future-proof company.**