

A man with a beard and a light-colored vest over a white shirt is speaking on a stage. He is holding a small object in his right hand and gesturing with his left. The background is dark with blue lighting.

ABOUT

WALTER FAAIJ

Walter Faaij (1984) is corporate anthropologist and founder of Green Culture Lab. Talks, writes and consults on sustainability, corporate culture and culture change. Researched the social impact of climate change on Greenland. Guides leaders of companies and organizations in embedding sustainability in their corporate culture.

In 2010 Walter lived in Greenland for three months. He witnessed the impact of climate change on society. Spoke with tough, independent people and fishermen no longer able to provide for their families. Who don't know who to feed their children. Because the ice melts, the sea warms and the fish travels north.

Walter believes the transition to a sustainable society is first and foremost about people. Sustainability is not just a challenge of new policies, business cases or technological innovations, but about a collective mindshift, behavioral change and a culture change.

Culture change is best compared to building a movement. That requires an attractive narrative of change, green rebels, viral change and the power of peer-to-peer influence. Brave and vulnerable conversations. Finding new solutions while challenging and thus reordering the order.





OVER

WALTER FAAIJ



Walter is an experienced keynote speaker on in-company or open events. Is skilled in facilitating brave dialogues and campfire sessions. Guided over 25 culture programs (both culture assessments and culture change). Has clients ranging from multinationals to startups, from hospitals to schools and housing corporations. From engineering firms and energy service companies to research institutes and NGO's. From municipalities to regional and national authorities.

Walter co-authored [Antropoloog Gezocht](#) (translated in English [Anthropologists Wanted](#)). Was a guest editor in a book on [Restorative Justice](#) with the chapter *Why we need to have better conflicts to build a better world*. And finally, Walter is proudly associated to [Human Dimensions](#), founded by renowned corporate anthropologist Jitske Kramer.

