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We are reaching the limits of keeping our planet habitable. Over the next few decades, the production of food plays a critical role in reaching sustainability targets. That's why it's important to move to a more sustainable economic model in agriculture.

B Lab is a non-profit organisation supporting the growth of the B Corp movement. B Corp is focused on certifying and engaging businesses to improve their impact on people and the planet.

For B Lab Europe, Van Den Brink is responsible for the strategic growth across the European markets of the B Corp movement across the European markets. To date, the B Lab community includes over 4,000 B Corps in over 70 countries and 150 industries.

Van Den Brink grew the movement by supporting companies in their B Corp journey. Then through impact management, he was able to educate and inspire others to transform intentions into actions. And now, he has a coordinating role overseeing European business development efforts.

With a background in Environmental Economics and Entrepreneurship from Wageningen University & Research, Van Den Brink understands the need for economic system changes and the role of business in an economy that creates value for all stakeholders. He is inspired by progress, whether small with the people and companies he works with, or major breakthroughs in the positive impact we can achieve as a collective.