

Amber Westerborg

**Director of
Sustainability
& Impact**



Short bio

A driven thought leader in impact and sustainability, Amber Westerborg is responsible for The Social Hub's ambitious green and social change agenda as Director of Sustainability and Impact.

With an optimistic outlook and naturally engaging manner, Amber has taken big strides in the world of corporate social responsibility (CSR) over a career packed with thoughtful strategies, altruistic agendas and life-changing initiatives. Formerly Customer Success Manager at GoodUp, she's created CSR and engagement strategies for companies including Unilever, Deloitte, DLL and Accenture, and offered sustainable direction for innovative tech startups at ING. Today, she lends her credentials and expertise to The Social Hub, overseeing the group's agenda on positive social impact and sustainability in the built environment.

Expertise

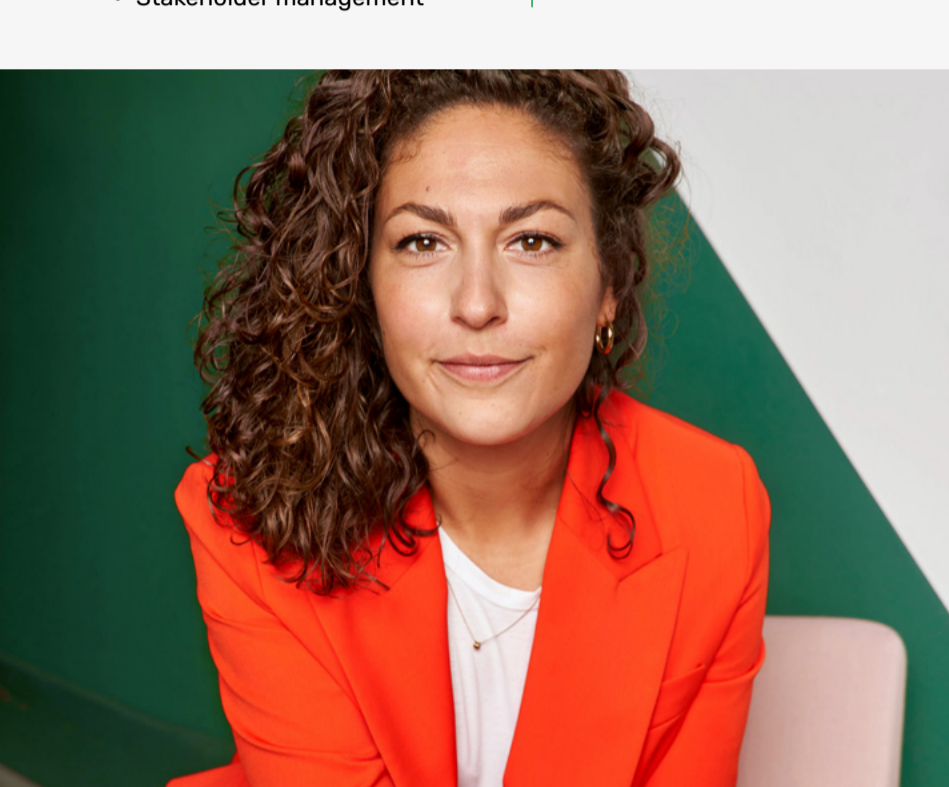
- Corporate social responsibility
- Community engagement
- Behaviour change
- Stakeholder management

Languages

- Dutch, native
- English, fluent
- French, basic

Qualifications

- BSc. Human Geography & Urban Planning
- Msc. International Development Studies



“We have figured out how we want to leave our mark on the world, and what our positive contribution looks like. Now we get to think bigger and bolder – to do more.”

Long bio

Mastermind behind The Social Hub's ambitious agenda on positive social impact and sustainability in the built environment, Amber Westerborg has been thinking green as Director of Sustainability and Impact since 2019.

As far back as Amber can remember, she wanted to make a difference. As a young child, she would watch charity challenges and fundraisers on television, captured by incredible displays of bravery and resilience. She was inspired by the impact so few could have on so many and saw that tangible changes happen when people act with purpose. It was obvious this was going to be her path. Fast forward to today – past two degrees, numerous job roles and uncountable social impact initiatives – and this sense of altruism and purpose remains her guiding light. Combined with instinctive empathy, infectious enthusiasm and a naturally engaging manner, Amber brings it all to The Social Hub as Director of Sustainability and Impact, where she oversees the group's ambitious agendas on positive social impact and sustainability in the built environment.

A Dutch native, Amber's journey into the world of corporate social responsibility (CSR) began after gaining a bachelor's degree in Human Geography and Urban Planning from the University of Amsterdam, quickly followed by a master's in International Development Studies from the same institution. She landed her first job soon after, freelancing as Project and Community Manager at the 1% Club (now GoodUp) – an organisation that believes if you contribute 1% of your time, money or knowledge you can change the world for the better. Two of her standout projects included the Cheetah Fund, which supported young African entrepreneurs, and The Student Battle, challenging students to act as social entrepreneurs on real-life business cases. Around the same time, she worked with ING as a freelance Project Manager, gaining valuable knowledge on the operations of tech startups and intrapreneurship, before accepting a permanent role at GoodUp as Customer Success Manager, where she focused on increasing employee engagement for CSR policies for the likes of Accenture and Unilever.

This allowed Amber to work as a consultant on in-depth strategies, facilitations and workshops for these companies, but didn't always allow her to see them come to life. That's when she decided to become a CSR manager herself – and when she found The Social Hub. “In 2019, nothing had been set in stone; the company was still young, developing and future focused. There was a lot to mould, and that was exciting.” Indeed, The Social Hub represented the perfect blend of education and experience for Amber, where she could leverage her understanding of built environments and urban planning while also focusing on social and environmental impact initiatives.

Her first year at the company was defined by research and learnings, getting to grips with existing processes and understanding where infrastructure could make a difference. Today, it's all much clearer. “We have figured out how we want to leave our mark on the world, and what our positive contribution looks like. Now we get to think bigger and bolder – to do more. We've gone from ‘if’ to ‘when’ and that's confirmation of The Social Hub's commitment to tackling social issues and contributing positively to the environments in which it lives. Ultimately for us, it's a journey.”

In the coming years, Amber will ensure that The Social Hub's footprint remains the focus of the company's sustainability strategy. Ongoing projects include becoming a zero-waste company, sustaining Science Based Targets to reduce carbon emissions in line with the Paris Agreement, developing futureproof buildings, increasing diversity and inclusivity in the workforce, and using certifications, such as BREEAM, to benchmark and monitor efforts.

Like any journey, it's one that's sure to take twists and turns – a mindset that Amber and The Social Hub share wholeheartedly. With the group aiming to have 65 fully operational properties open by 2026, it's also a journey of opportunity; where real conversations can be had, and real differences can be made. This potential is something that will certainly benefit from Amber's passion and drive for positive impact, as, undoubtedly, will the world.

Speaker engagements

Amber is an experienced speaker and moderator, hosting the TSH Unravels podcast, TSH Talks, social change initiative and moderating panel topics on sustainability, feminism, the circular economy and moderating and inclusion at events including Dutch Design Week, International Talent Event Amsterdam and Horecava.

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The Social Hub

The Social Hub is a leading hybrid hospitality concept designed to welcome students, tourists, neighbours and entrepreneurs under one roof.

From hotel, student and extended stay rooms to coworking spaces, auditoriums, gyms, event spaces and social initiative programmes, The Social Hub connects passionate people and builds purposeful communities in 16 locations across Europe and counting.

