De Betekenisiseconomie
Het Nieuwe Normaal
Kees Klomp
Purpose is the business buzzword of 2018. Here's why.
“Millenials want to work for organizations that focus on purpose - not just on profit”
This generation will change our world—
for good.
Engagement

sociale of morele betrokkenheid bij anderen.
The ethics economy
It's the Economy stupid!

The Earth is in a death spiral. It will take radical action to save us

*George Monbiot*

Climate breakdown could be rapid and unpredictable. We can no longer tinker around the edges and hope minor changes will avert collapse.

- Since 2015, the richest 1% has owned more wealth than the rest of the planet.
- Eight men now own the same amount of wealth as the poorest half of the world.
- Over the next 20 years, 500 people will hand over $2.1 trillion to their heirs – a sum larger than the GDP of India, a country of 1.3 billion people.
- The incomes of the poorest 10% of people increased by less than $3 a year between 1988 and 2011, while the incomes of the richest 1% increased 182 times as much.
- A FTSE-100 CEO earns as much in a year as 10,000 people in working in garment factories in Bangladesh.
- In the US, new research by economist Thomas Piketty shows that over the last 30 years the growth in the incomes of the bottom 50% has been zero, whereas incomes of the top 1% have grown 300%.
- In Vietnam, the country’s richest man earns more in a day than the poorest person earns in 10 years.

Humans just 0.01% of all life but have destroyed 83% of wild mammals – study

Groundbreaking assessment of all life on Earth reveals humanity’s surprisingly tiny part in it as well as our disproportionate impact

Every time we destroy a patch of rainforest, this changes the future of Earth’s geology. So far, we have transformed more than 50 per cent of Earth’s land area for our own purposes. Deforestation, farming, drilling, mining, landfills, dam-building and coastal reclamation are all having widespread effects on sedimentary processes, disrupting how layers of rock are laid down, which will be detectable thousands of years in the future.

Climate change? Try catastrophic climate breakdown

The message from the IPCC report is familiar and shattering: it’s as bad as we thought it was
Just 100 companies responsible for 71% of global emissions, study says

A relatively small number of fossil fuel producers and their investors could hold the key to tackling climate change.

US bosses now earn 312 times the average worker's wage, figures show

Astronomical gap between the pay of workers and bosses exposed in report on earnings of America's top 350 CEOs.
SOCIETAL NEEDS EXTEND BEYOND TRADITIONAL DEFINITIONS OF CORPORATE RESPONSIBILITY AND SUSTAINABILITY
Sustainability is not Enough: We Need Regenerative Cultures

By Daniel Christian Wahl, originally published by Insurge Intelligence
Duurzaamheid

Compliance
Maatschappelijk verantwoord ondernemen

Dienstbaarheid

Contribution
Wereldverbeterend ondernemen
Unilever's sustainable brands grow almost 50% faster than rest of business

Unilever has once again announced an impressive performance from its "sustainable living" brands, a category that has grown from 18 to 25 brands in the last year.

Albert Heijn gaat de route van Tony’s Chocolonely wagen bij inkoop van cacao voor eigen mark Delicata - dat wordt wel iets duurder

Danone's North America business hits key social, environmental milestone

* DanoneNow has reversed itself and says it has been certified as a B Corporation promoting social and environmental performance.
* While some stakeholders may worry that big changes to become more environmentally friendly will increase costs, Denver North America's larger suppliers have seen the opposite happen.

Brazil's Natura Cosmetics Now the World's Largest B Corp

What's Next for Tom's, the $400 Million For-Profit Built on Karmic Capital

Please enhance your understanding of the values and principles behind social entrepreneurship through articles and news stories.
CONSTRUCTIVE ENTREPRENEURSHIP

CREATING SHARED VALUE

CORPORATE SOCIAL RESPONSIBILITY

CAUSE RELATED MARKETING
SHAREHOLDER VALUE
Business is all that matters: companies privatize gains while socializing losses.

SHARED VALUE
Business comes first: negative impacts are justified by 'doing good' elsewhere.

SYSTEM VALUE
Business in no way hinders — and ideally accelerates — the transition to a prosperous future for all.
Nieuwe Beginselen

Minimum Viable Profit

benefit corporation

- has a corporate purpose to create a material positive impact on society and the environment.
- redresses fiduciary duty to require consideration of non-financial interests when making decisions.
- reports on its overall social and environmental performance using recognised third-party standards.

PROBLEMEN BEDREIGINGEN

OPLOSSINGEN KANSEN
Nieuwe Modellen

**Blended**

**Regenerative**

**Pay as you can**

**Thrash to Cash**

**Product as a Service**

**Bottom of the Pyramid**

**Cooperative**

**Buy 1 Give 1**
Nieuwe Aanpak

- Persoonlijk behoefte
- Nut
- 'Meaningful'

- Maatschappelijk belang
- Noodzaak
- 'Purposeful'

Venn-diagram met overlappende set van 'Persoonlijk behoefte' en 'Maatschappelijk belang', resulterend in 'Meaningful' en 'Purposeful'.
Chocolade blijft consument verleiden, snoep minder populair

De consument heeft zijn suikerconsumptie in de afgelopen jaren flink terugschroefd. Het aantal snoepwinkels is sinds 2005 met een kwart gedaald. De verkoopwaarde van chocoladerepen nam echter in de afgelopen vijf jaar met bijna 20 procent toe. Sommige chocoladeproducten, zoals repen met een hoog cacaopercentage en een laag suikersaldo, worden in toenemende mate geassocieerd met de stijgende populariteit van bewuste voedingsmiddelen.

![Diagram](image)

**Persoonlijk behoefte**

- Nut
- 'Meaningful'

**Maatschappelijk belang**

- Noodzaak
- 'Purpose ful'

SLAVE FREE CHOCOLATE
Nieuwe Markten

Fair
FAIRPHONE
msyee

Renewables

Korte Ketens
Willem & Drees
VAN DE BOER UIT DE BUURT

Vervuiling

Vega(n)
THE DUTCH WEEDBURGER

Cause
EARTH
MARIE- STELLA-MARIS

Organic
eosta
natura BRASIL

Verspiling

Belcampo
MEAT CO.

Circulair

Inclusiviteit

Delen

Sungevity
NEDERLAND

i-did
FREITAG

Specialisterren
DE BESTE TESTERS

Brouwerij
DE PRAEL

Peerby
SnappCar
Nieuwe Waarde
Nieuwe Skills