

Welkom in de Betekeuiseeonomie!

Kees Klomp, 20 Februari 2019.



It's the economy stupid!



Nieuw Bewustzijn



Nieuwe Ethiek



COWSPIRACY

NETFLIX

ROTTEN



The ethics
economy



Randstad research shows workers strongly prefer companies that support good causes.

Every worker wants an employer to be strong and healthy but what about being a good corporate citizen as well? As it turns out, an overwhelming majority of working adults prefer their employer to have a strong corporate social responsibility policy and a workforce whose diversity reflects its markets, according to a recent Randstad study.

It's no secret that employees prefer organizations that support a diverse number of social causes. After all, we all want to belong to groups doing good for our communities and society at large. As it turns out, nearly 80% of working-age adults around the world say they only want to work for a company with a strong corporate social responsibility program, according to the Randstad Q3 Workmonitor Report. Conducted in 34 countries through interviews with more than 13,000 working adults, the report gauges attitudes and behaviors of workers in major industrial markets.



SOCIETAL NEEDS EXTEND BEYOND TRADITIONAL DEFINITIONS OF CORPORATE RESPONSIBILITY AND SUSTAINABILITY

TOP FOUR BRAND BEHAVIORS THAT CORRELATE TO CONSUMERS' SOCIETAL NEEDS


Takes a stand on the issues I care about most

Uses its resources to **drive change** in the world

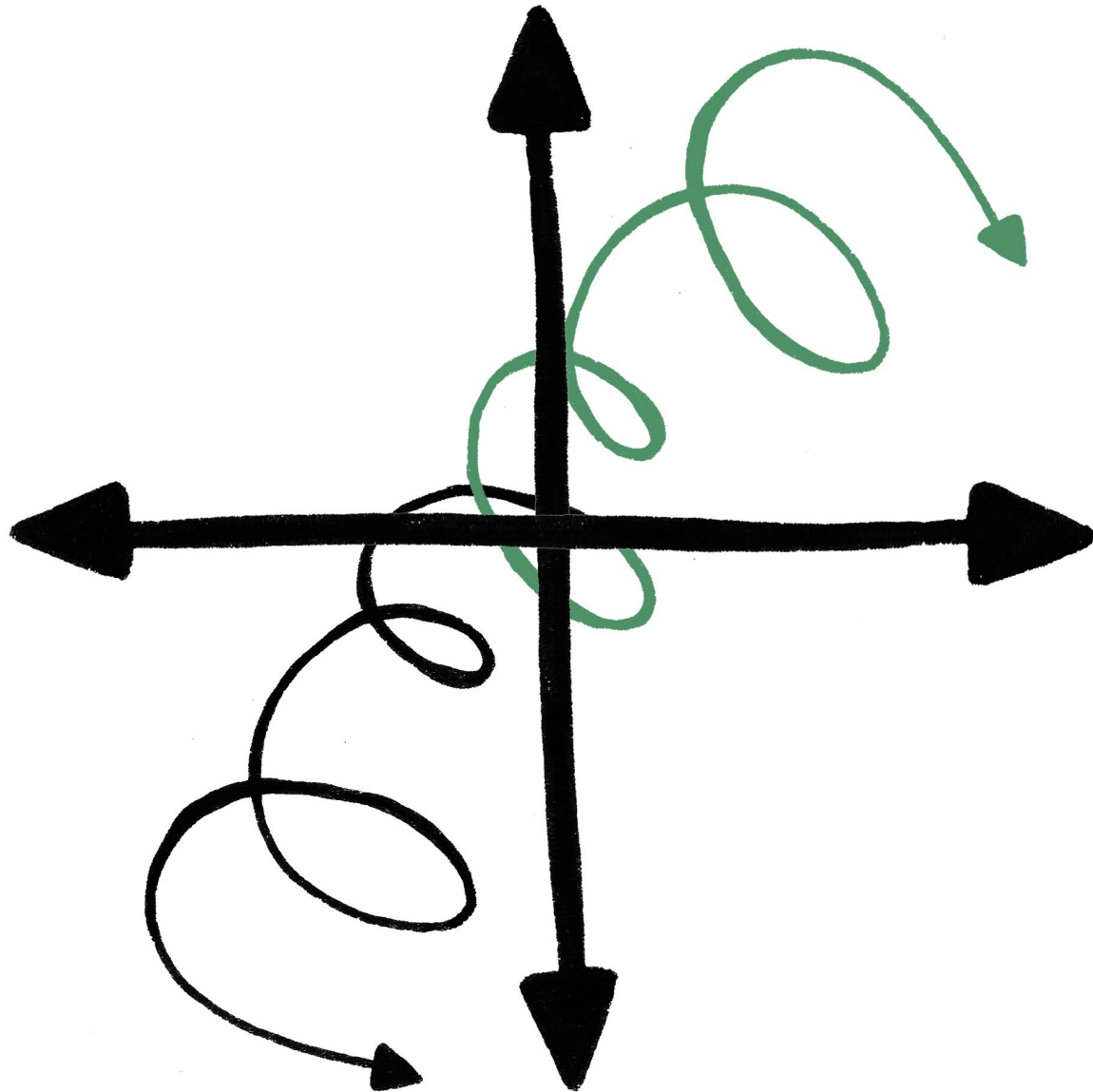
Invites people to be a **part of the development and refinement process** for products or services

Lets people know the **company's mission and vision** for the future



A group of young people are celebrating at sunset. They are silhouetted against a bright, golden sky. One person in the center is holding a large, glowing orb above their head. The overall mood is joyful and energetic.

“Millennials want to work for organizations that focus on purpose - not just on profit”



REGENERATIVE
RECONCILIATORY
RESTORATIVE

SUSTAINABLE
GREEN
CONVENTIONAL
PRACTICE

COMPLIANCE

MAATSCHAPPELIJK VERANTWOORD
ONDERNEMEN

MINIMALISEREN SCHADE

CONTRIBUTION

WERELDVERBETEREND ONDERNEMEN

MAXIMALISEREN BIJDRAGE

TIPPING POINT

BETEKENISLOOS

BETEKENISVOL

PROFIT⁺

PROFIT⁺

PROGRESS⁻

PROGRESS⁺

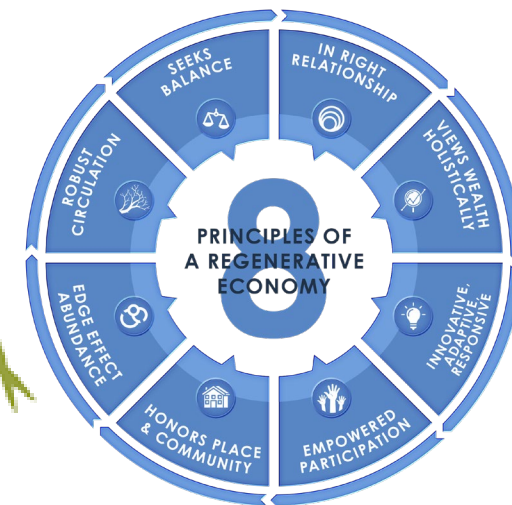
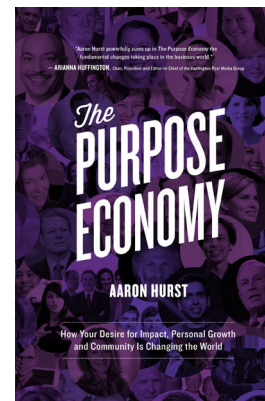
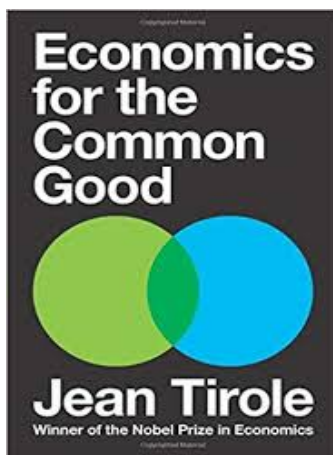
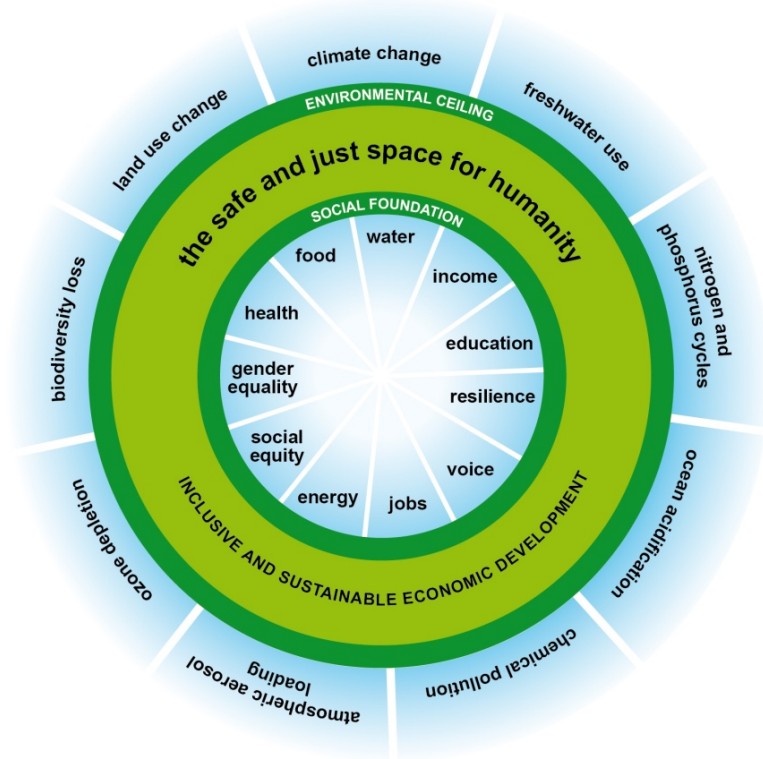
DESTRUCTIEF

DUURZAAM

DIENSTBAAR



Nieuwe Economie



ECONOMY FOR THE COMMON GOOD

An economic model for the future

"Buddhist Economics will give guidance to all those who seek peace, fairness, and environmental sustainability."
 —JEFFREY D. SACHS, author of *The Age of Sustainable Development*

BUDDHIST ECONOMICS
 An Enlightened Approach to the Dismal Science
 CLAIR BROWN, Ph.D.

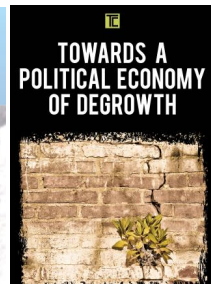
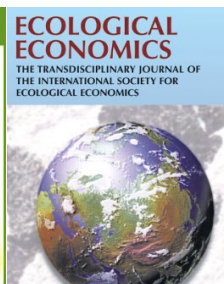
VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
STAKEHOLDER				
A: SUPPLIERS	A1 Human dignity in the supply chain	A2 Solidarity and social justice in the supply chain	A3 Environmental sustainability in the supply chain	A4 Transparency and co-determination in the supply chain
B: OWNERS, EQUITY- AND FINANCIAL SERVICE PROVIDERS	B1 Ethical position in relation to financial resources	B2 Social position in relation to financial resources	B3 Use of funds in relation to the environment	B4 Ownership and co-determination
C: EMPLOYEES	C1 Human dignity in the workplace and working environment	C2 Self-determined working arrangements	C3 Environmentally friendly behaviour of staff	C4 Co-determination and transparency within the organisation
D: CUSTOMERS AND BUSINESS PARTNERS	D1 Ethical customer relations	D2 Cooperation and solidarity with other companies	D3 Impact on the environment of the use and disposal of products and services	D4 Customer participation and product transparency
E: SOCIAL ENVIRONMENT	E1 Purpose of products and services and their effects on society	E2 Contribution to the community	E3 Reduction of environmental impact	E4 Social co-determination and transparency

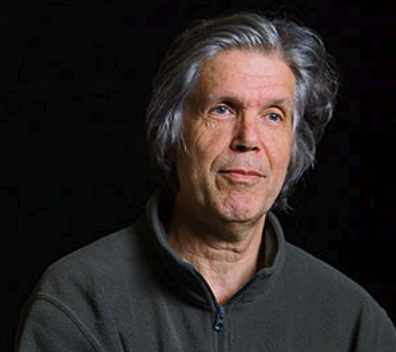
Philosophy of the "Sufficiency Economy"

Middle Path
Moderation
Due Consideration

Sufficient Protection from Internal & External Shocks

Knowledge / **Moral Fiber**
 Great care/Technical know-how / Methodology / Honesty/Patience / Diligence/Wisdom / To portion Out





Change
Makers

Release Potentials
CHANGE
≡MAKERS≡
BE THE CHANGE YOU WANT TO SEE

-CHANGE-
-MAKERS-

changemaker



**CHANGE
MAKERS**

CHANGEMAKER
changemakers®



PROBLEMEN
BEDREIGINGEN

OPLOSSINGEN
KANSEN

~~DUURZAAMHEID~~ DIENSTBAARHEID

Nieuwe Businessmodellen



Minimum Viable Profit



Blended



HEILIGE
ROTTERDAMSE
BOONTJES
KOFFIE

Pay as you can



Regenerative



Thrash to Cash



Buy 1 Give 1

Bottom of the Pyramid

The Embrace Infant Warmer is



Product as a Service



Cooperative



TOMS



One for One

Nieuwe (Groei)Markten

Fair

FAIRPHONE

Korte Ketens

Willem & Drees
VAN DE BOER UIT DE BUURT

Vervuiling



Vega(n)



Cause

EARTH WATER

MARIE-STELLA-MARIS
DRINK WATER GIVE WATER

Renewables



BELCAMPO
MEAT CO.

Verspiling

DE VERSPIJINGS
FABRIEK



Organic

eosta
where ecology meets economy



Circulair

KROM
KOMMER

Inclusiviteit

Delen



i-did

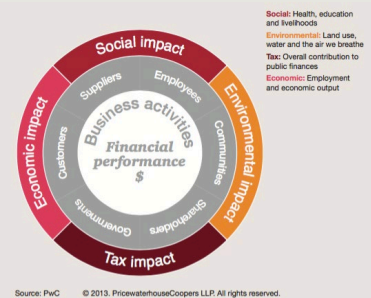


SPECIALISTERRN
DE BESTE TESTERS



Nieuwe Waarde

Figure 6: What is TIMM?

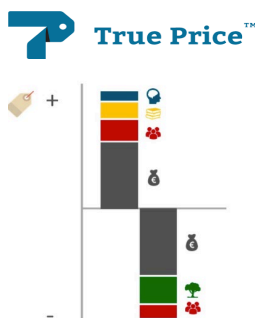


KPMG
cutting through complexity

INTRODUCING KPMG TRUE VALUE

A tool to connect corporate and societal value creation

Companies today are increasingly expected to make a net positive contribution to society. Simply making a profit is no longer enough.



Schaal van betekenis



BENEFIT = PROFIT X PROGRESS



RETURN OF INSPIRATION

Giving people hope and a sense of purpose



RETURN OF SOCIAL CAPITAL

Bringing back jobs, business activity, education and security



RETURN OF NATURAL CAPITAL

Restoring biodiversity, soil and water quality



RETURN OF FINANCIAL CAPITAL

Realizing long-term sustainable profit

benefit corporation

- NOUN: 1. has a corporate purpose to create a material positive impact on society and the environment.
2. redefines fiduciary duty to require consideration of non-financial interests when making decisions.
3. reports on its overall social and environmental performance using recognized third party standards.

To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.

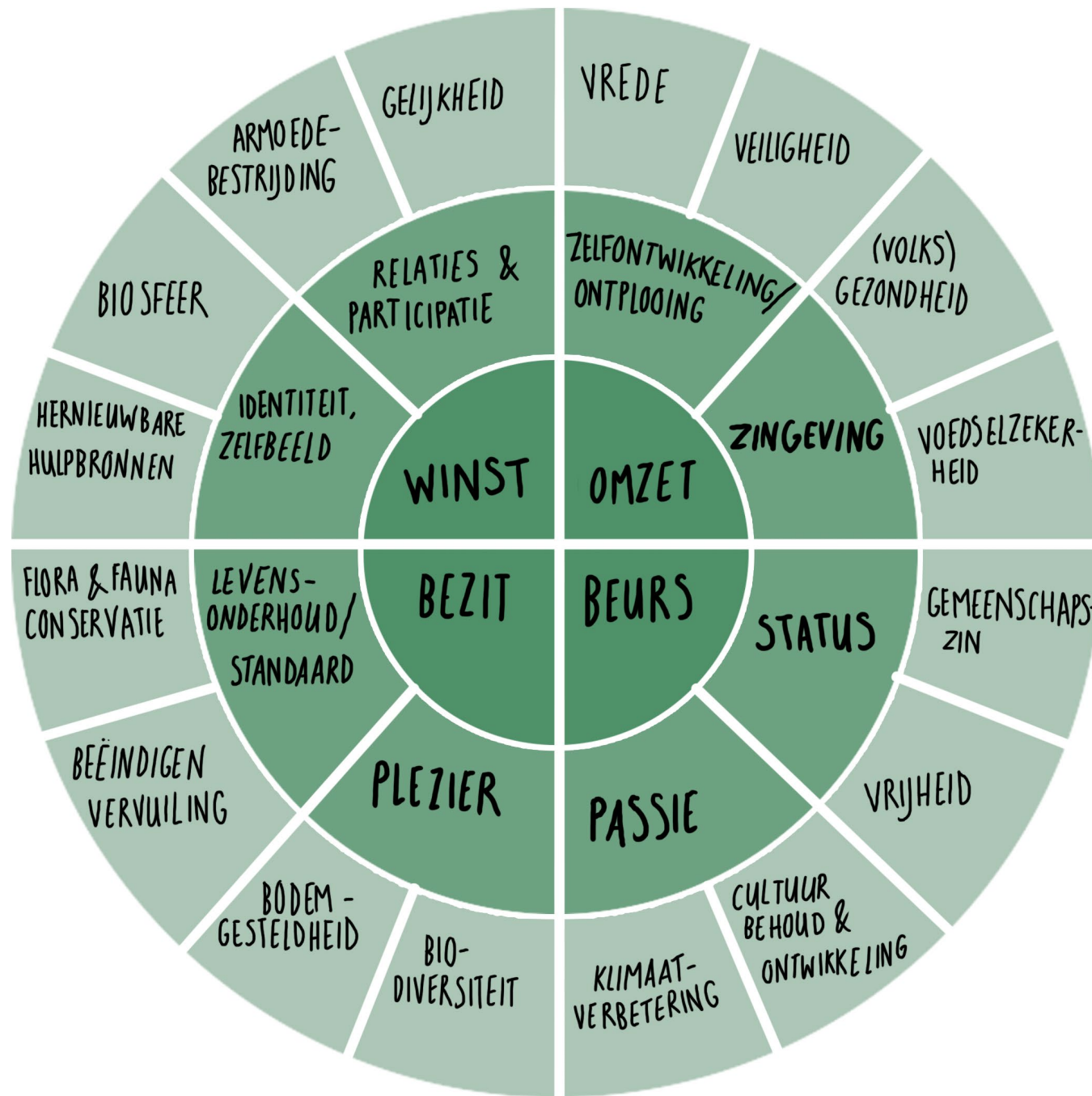
LAURENCE D. FINK
Chairman & Chief Executive Officer

BLACKROCK



PEOPLE USING BUSINESS AS A FORCE FOR GOOD





 **ZAKELIJKE WAARDE:**
→ WELVAART

 **PERSOONLIJKE WAARDE:**
→ WELBEVINDEN

 **MAATSCHAPPELIJKE WAARDE:**
→ WELZIJN