

Betekenisconomie

Een existentiële benadering

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**Kenniscentrum
Business Innovation**

changemakers

Forget money and power – employees want meaningful work

“The more one forgets himself —by giving himself to a cause to serve or another person to love—the more human he is and the more he actualizes himself. Self-actualization is possible only as a side-effect of self-transcendence.”

– Viktor Frankl

Passion
Principles
Potential
Personality

Manifesting

Processing

Ben Ehrenreich / March 18, 2021

We're Hurtling Toward Global Suicide

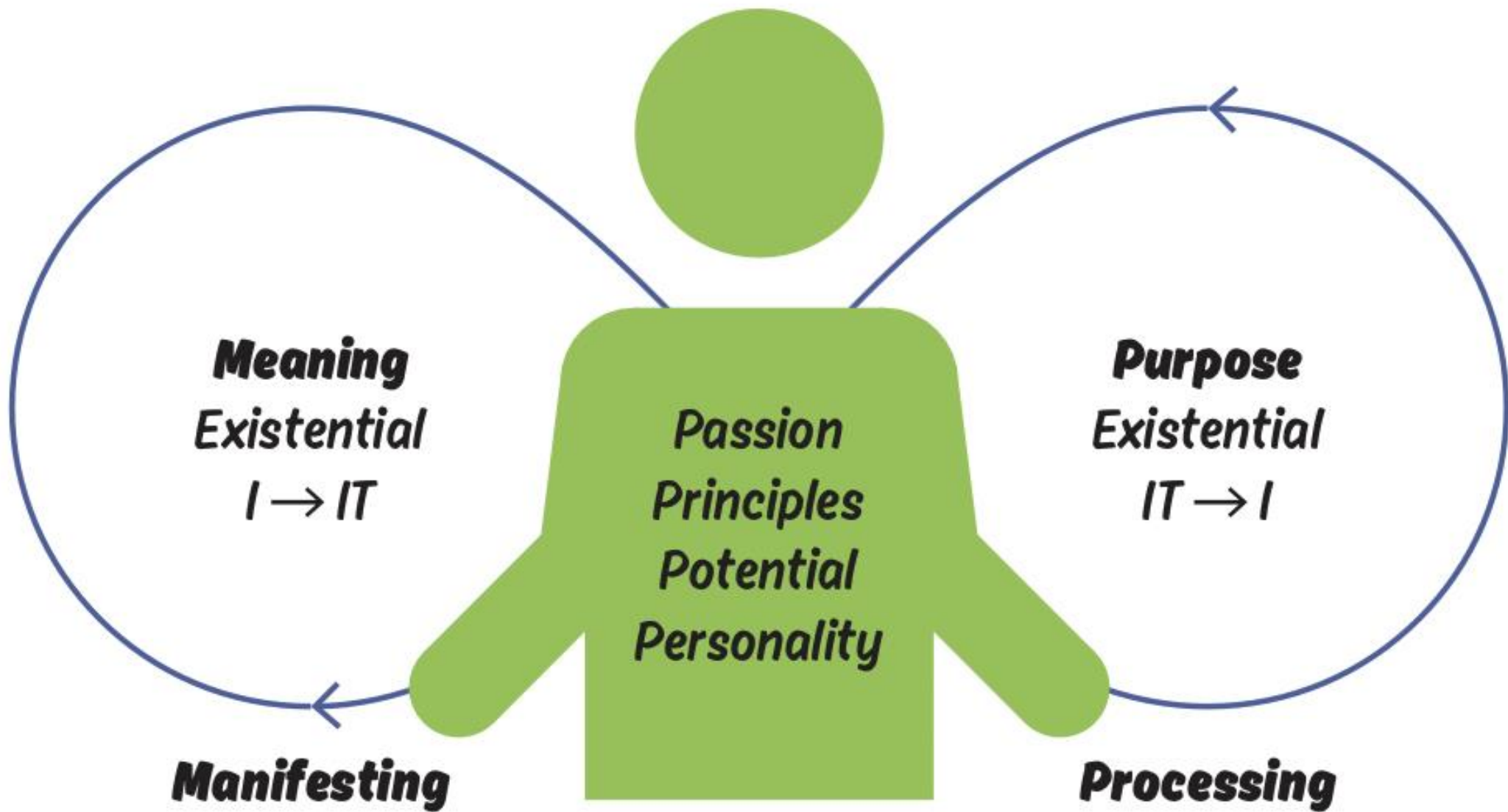
Why we must do everything differently to ensure the planet's survival

Global heating pushes tropical regions towards limits of human livability

Rising heat and humidity threatening to plunge much of the world's population into potentially lethal conditions, study finds

Top scientists warn of 'ghastly future of mass extinction' and climate disruption

Sobering new report says world is failing to grasp the extent of threats posed by biodiversity loss and the climate crisis



Debunking Economics

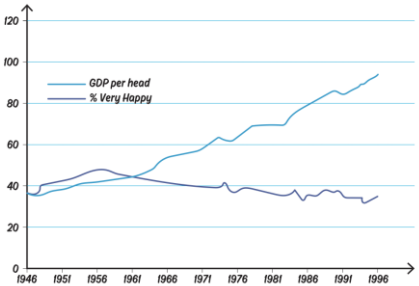
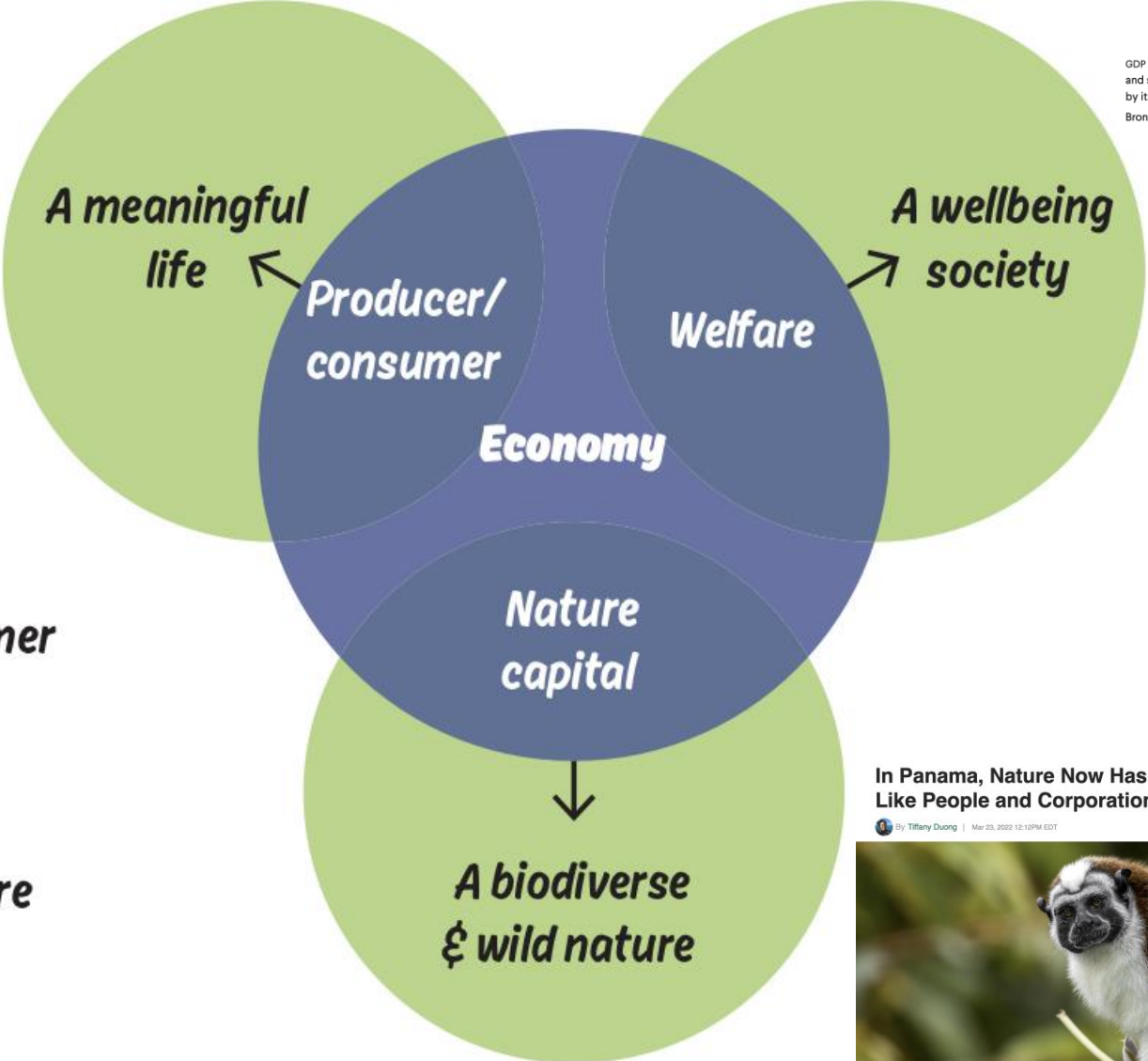
HOMO FLORENS

Towards a new image of humanity for the economy

The *Homo Florens* focuses on relational anthropology for contemporary economics. In economics, it is still common to suppose that people are rational beings with not much interest in the common good. This imaginary person in academic circles is known as *homo economicus*. While people certainly behave as such sometimes, many studies over the years have shown that there is much more to human nature and behavior. Collecting these studies, we aim to integrate their findings into a relational anthropology that heuristically conceives of people as both rational and relational. Our current hypothesis is that people are able to trust and, accordingly, are potentially able to search for meaning ("to have faith"), to long for the future ("to hope"), and to relate meaningfully to others ("to love"). Once properly developed, these qualities enable people to make decisions that serve the common good. If so, we think it is more accurate to typify the human being as a flourishing person – *homo florens*.

Thrive

- A thriving person is more than a producer or consumer*
- A thriving society is more than welfare*
- A thriving biosphere is more than natural capital*



GDP = Gross Domestic Product, which the total value of the annual amount of goods and services produced within a country, regardless of whether they are produced by its citizens.
 Bron: Layard, 2005

In Panama, Nature Now Has Rights Just Like People and Corporations
 By Tiffany Duong | Mar 23, 2022 12:10PM EDT



New Zealand river granted same legal rights as human being

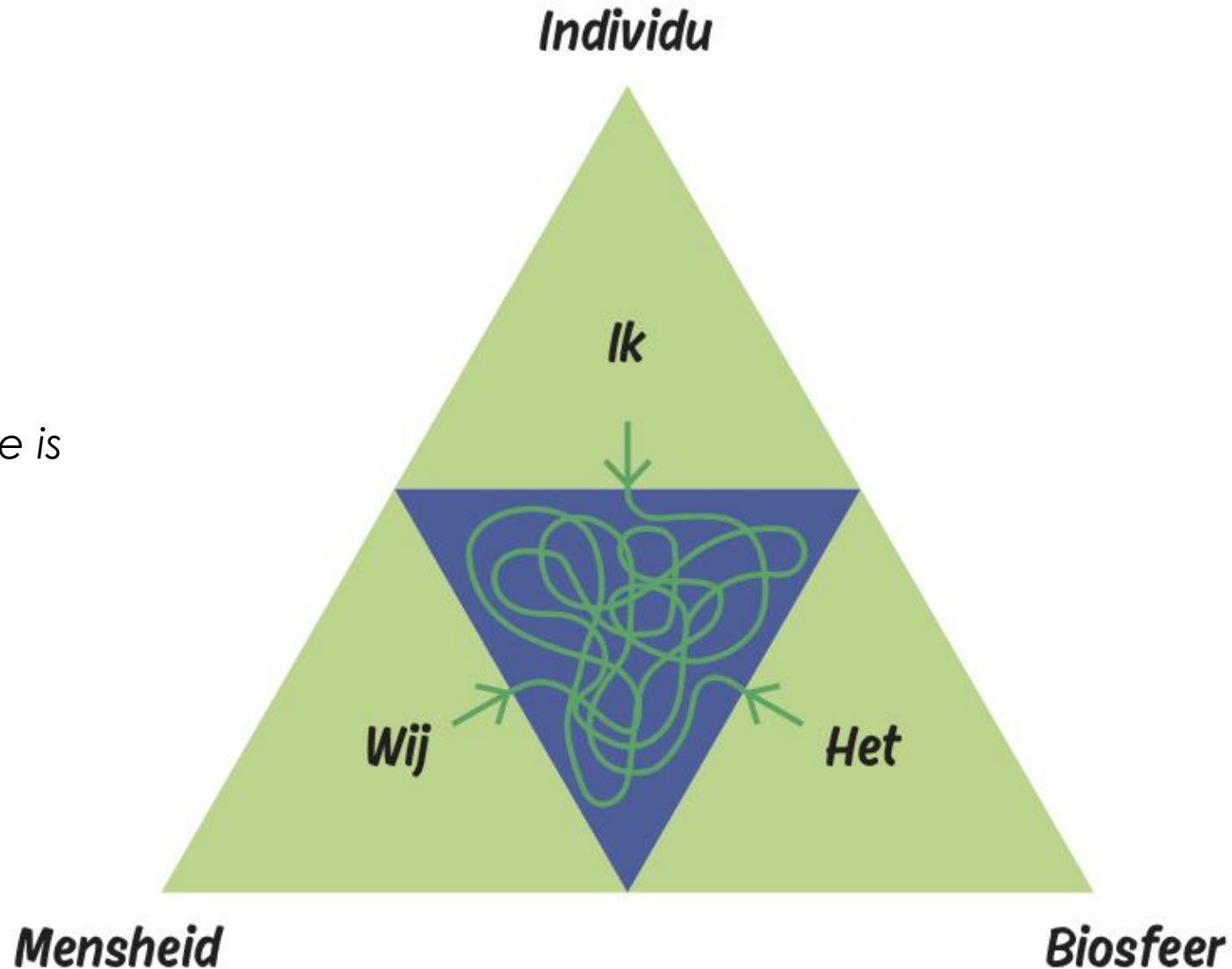
After 140 years of negotiation, Māori tribe wins recognition for Whanganui river, meaning it must be treated as a living entity



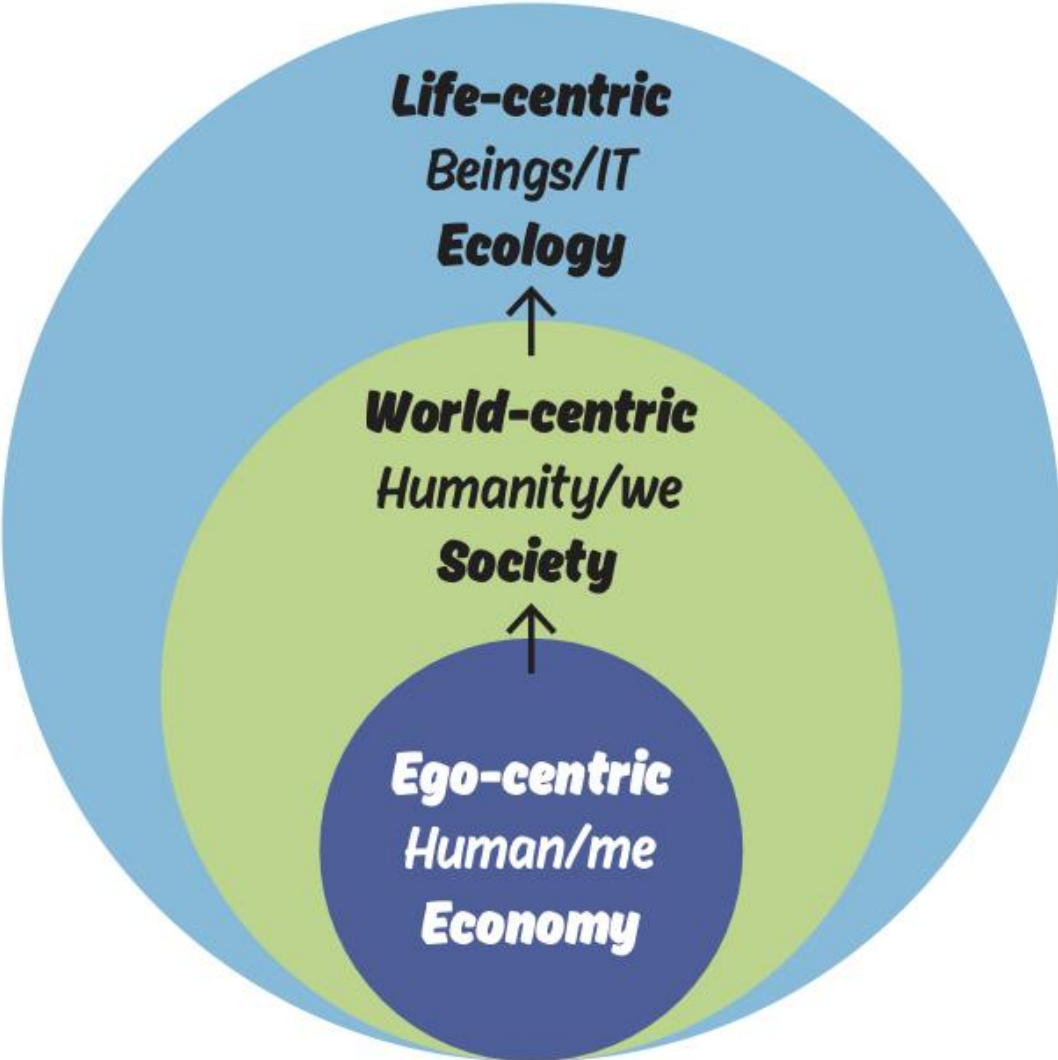
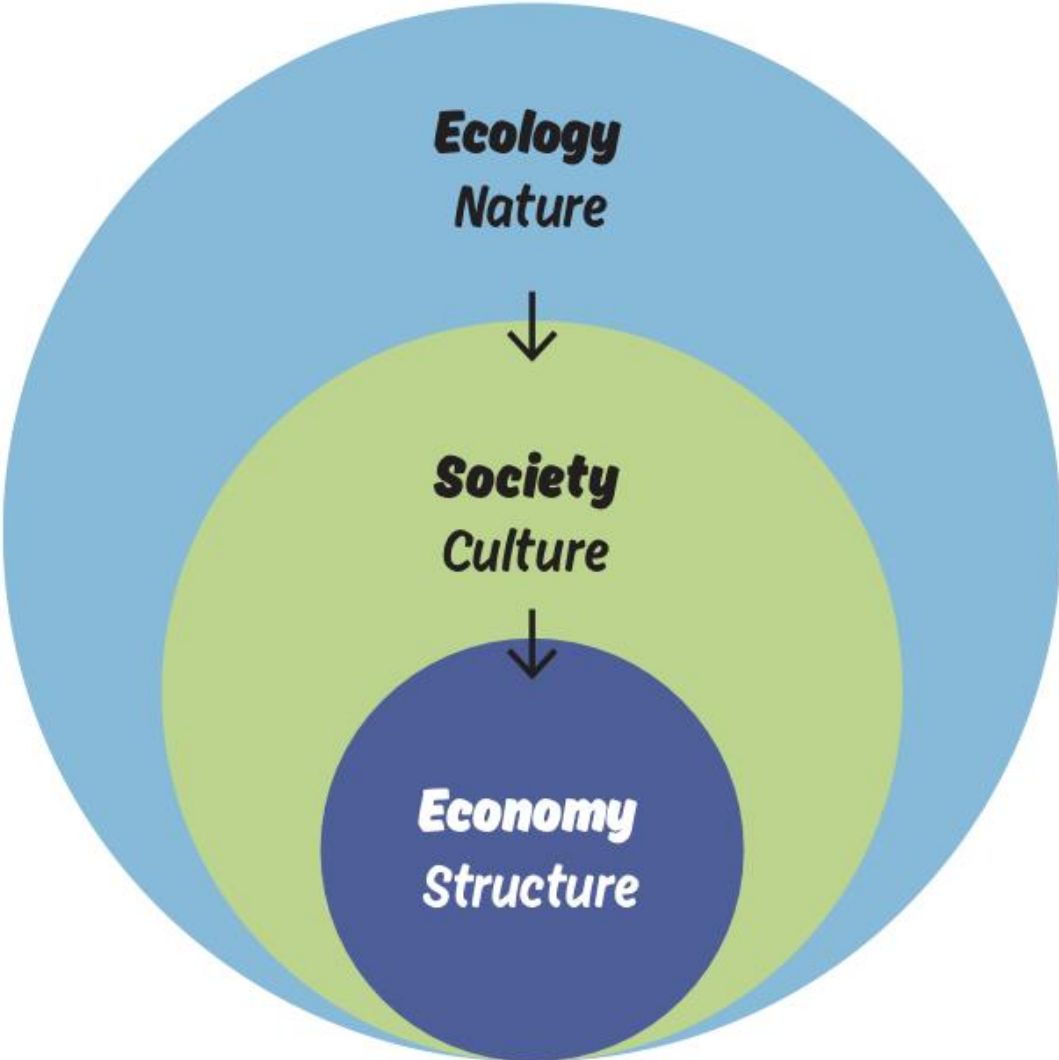
Nieuw Zelfbeeld: Verweven Wezen

*Ik ben
Omdat wij zijn
Omdat de Aarde is*

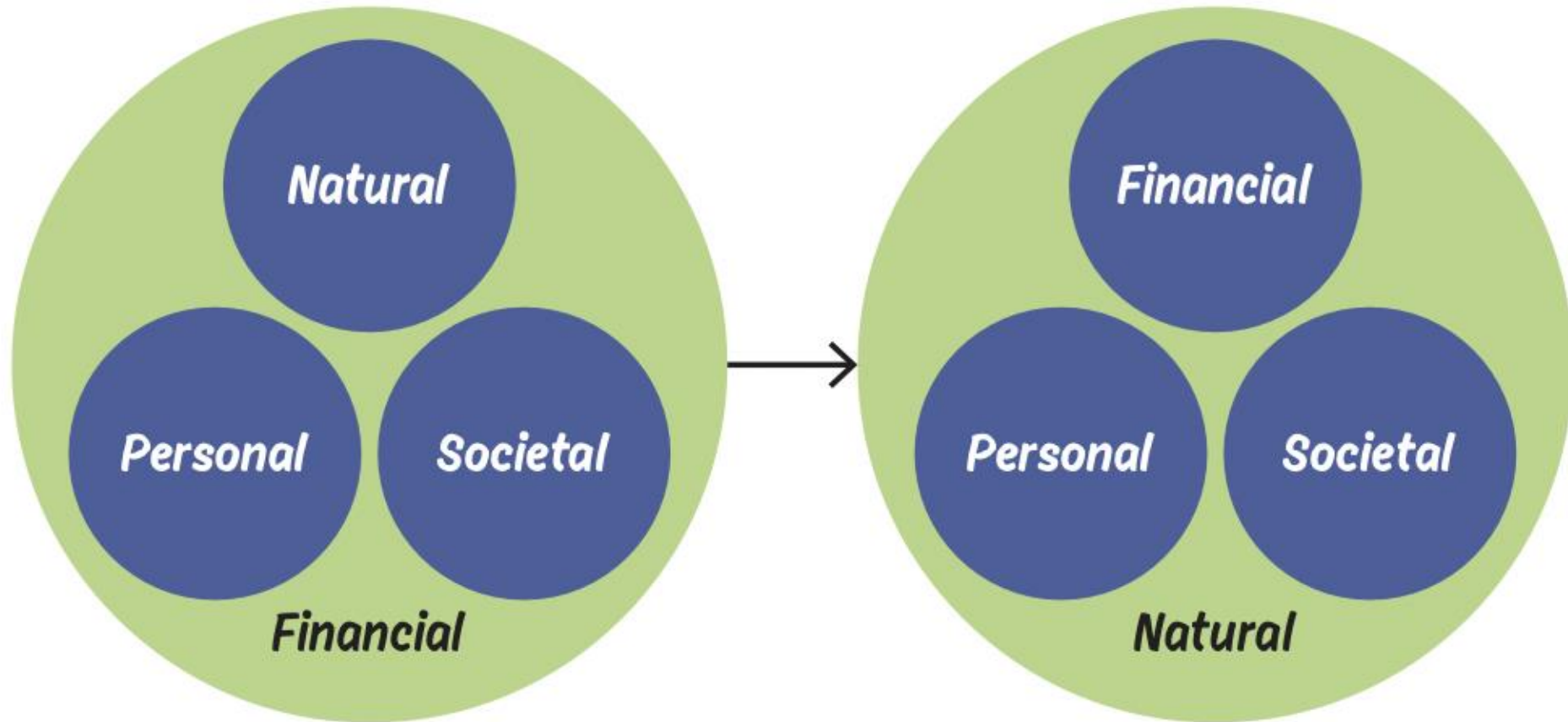
Ubuntu



Nieuw Wereldbeeld: Levenscentrisch



Nieuwe Samenlevingsbeeld: Ecologisch



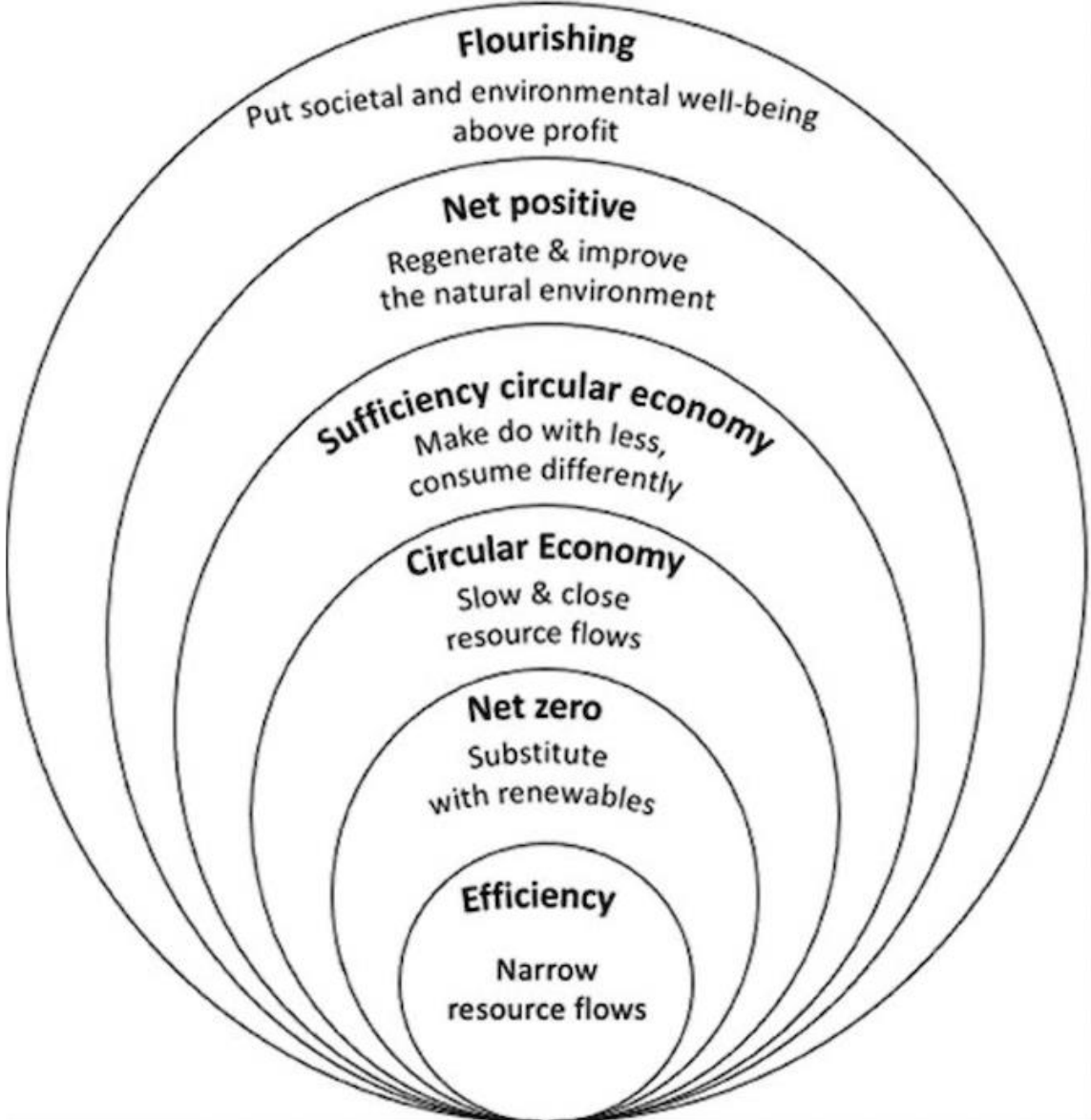
Nieuw Marktbeeld: Floreren

Bron: Prof. Nancy Bocken

Figuur 23 Maturation Matrix

		Incremental		Transformative	
		Unsustainable		Sustainable	
		Degenerative	Improving	Regenerative	Thriveable
Scale-linking	NANO	Philanthropy	Volunteerism	Restoration	Enhancement
	MICRO	Profit maximization	Corporate social responsibility	Regenerative business (net positive)	Thriveable business (gross positive)
	MESO	Shareholder primacy	Shared value	Value cycles	System value
	MACRO	Monocapitalism	Stakeholder capitalism	Multicapitalism; regenerative capitalism	ThriveAbility
	SUPRA	Collapse	Predatory delay	Regeneration	Flourishing

Bron: r3.0



Zelfbeeld



**Wederzijdse
afhankelijkheid**
Ik → WIJ

**Mensbeeld
Wereldbeeld**



Aansprakelijkheid
Ik = WIJ

Marktbeeld

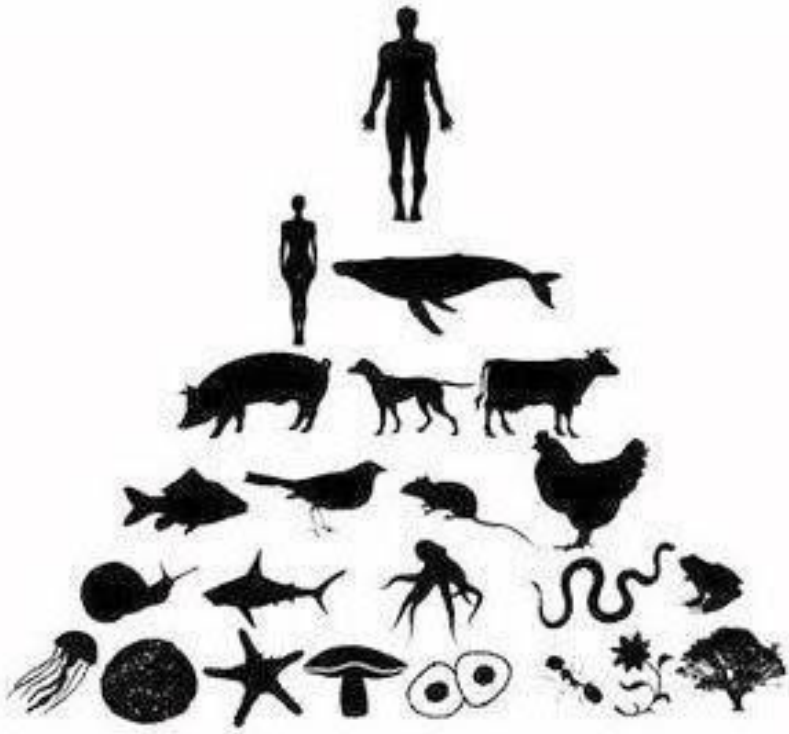


Constructiviteit
Ik ♥ WIJ

Dominieren-> Dienen



EGO



ECO



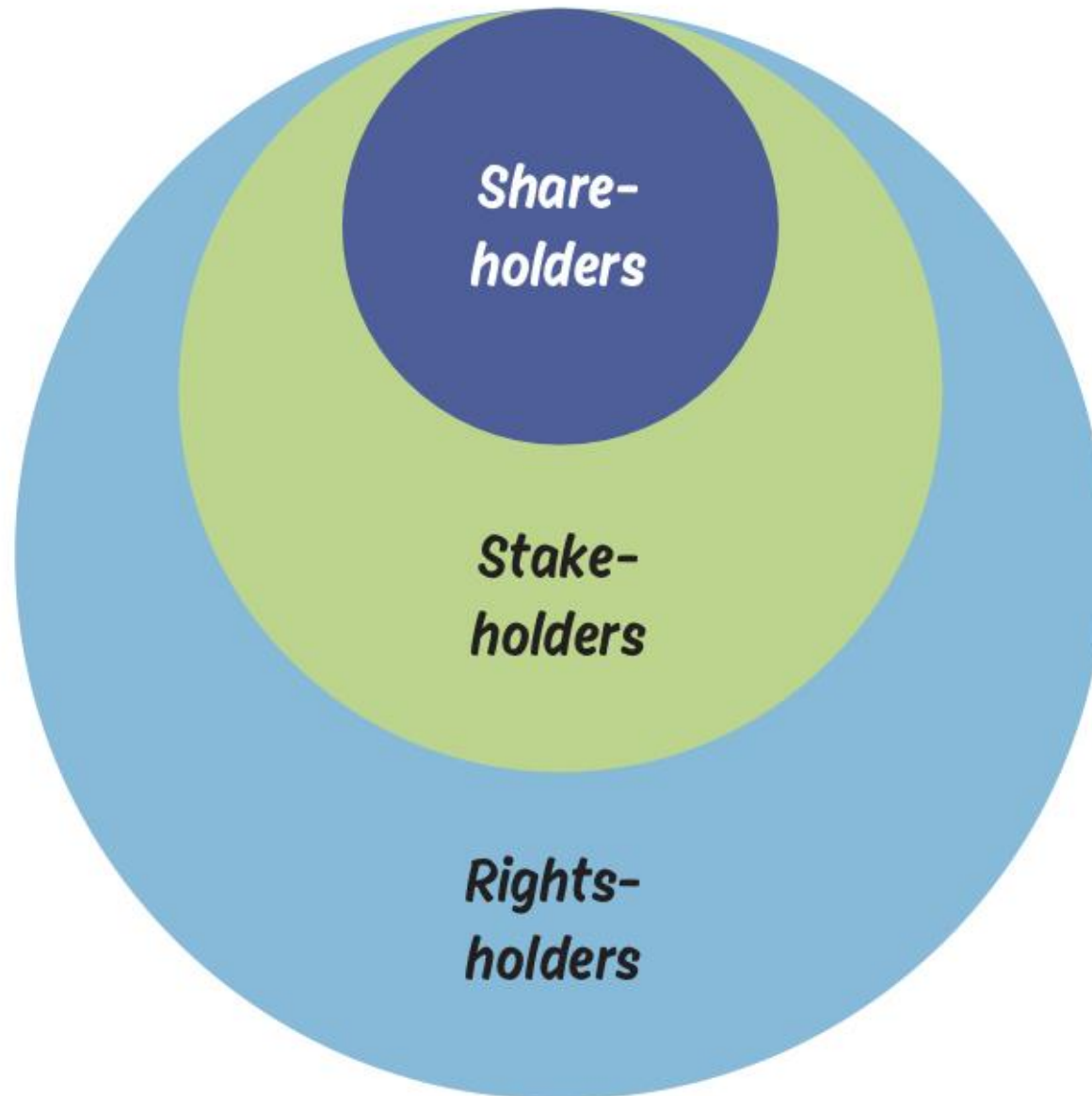
SEVA



Financiële Waarde -> Integrale Waarde

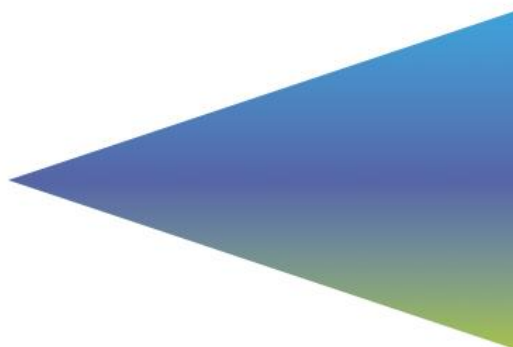


Shareholdership -> Rightsholdership



Inkomen -> Impact

Inkomen
Financieel



Financieel

Maatschappelijk

Persoonlijk

Impact
Totaal



**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



NATURAL ZONE

Designed for restoring the ecological
foundation and biodiversity

COMBINED ZONE

Designed for restoring the topsoil and delivering
low and sustainable economic productivity

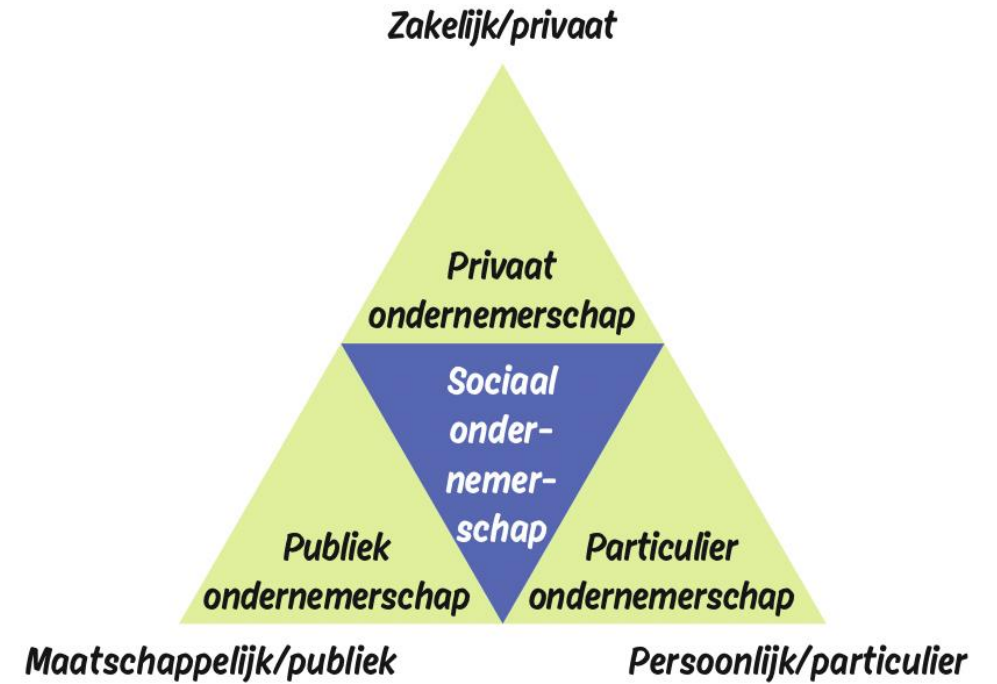
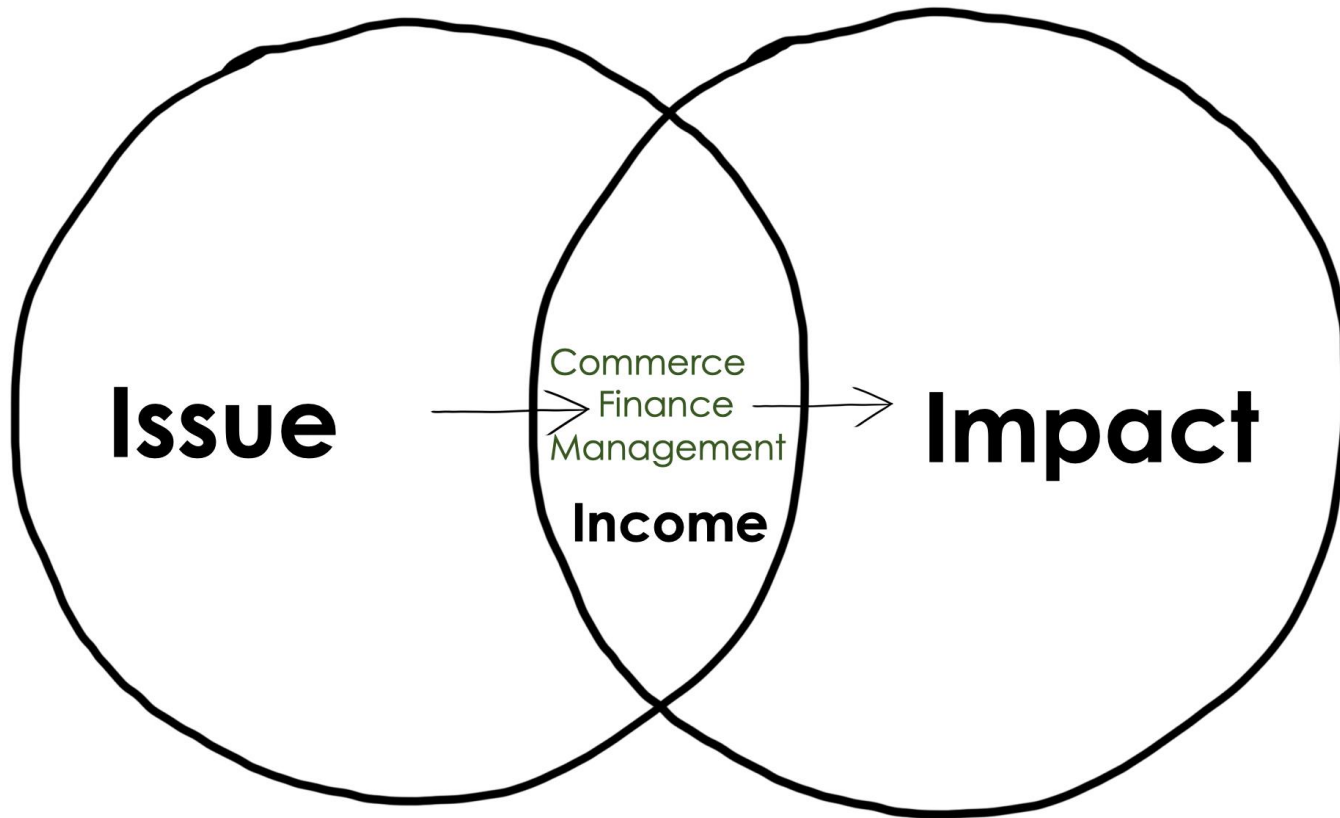
ECONOMIC ZONE

Designed for delivering high and
sustainable economic productivity

20

A long-term approach is important as it takes
approximately 20 years – or one generation –
to restore a landscape

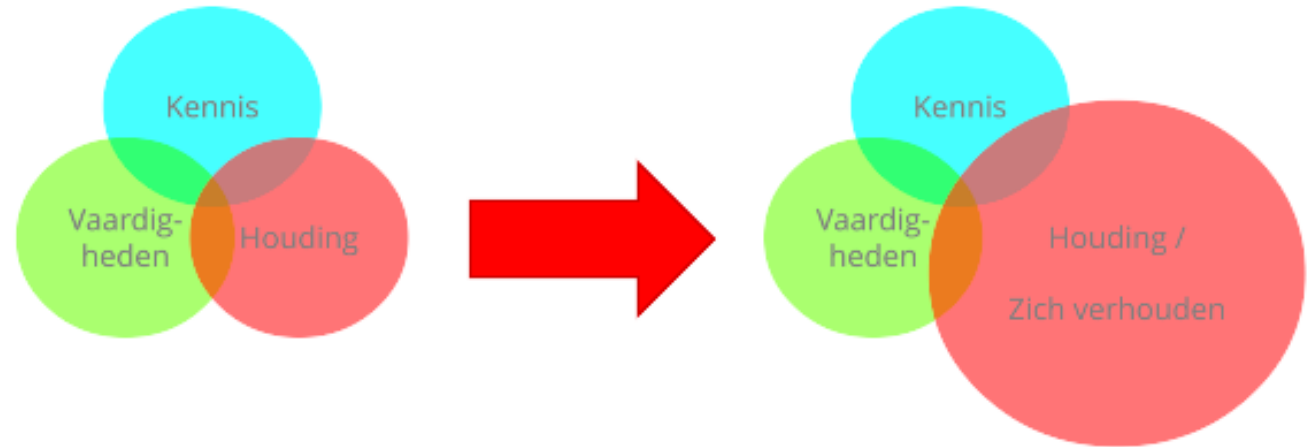
Onderneming -> Sociale Onderneming



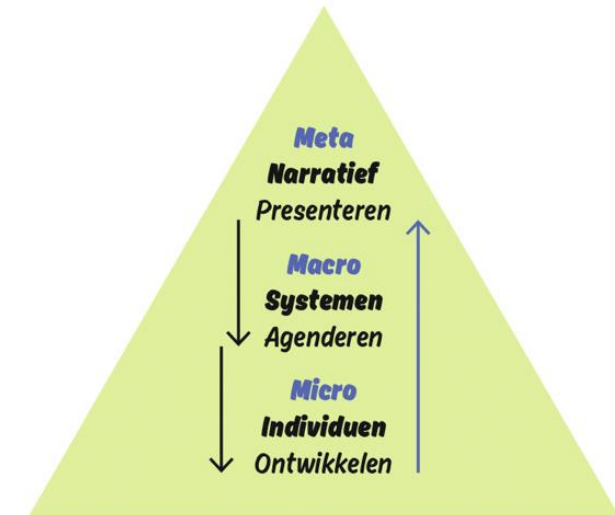
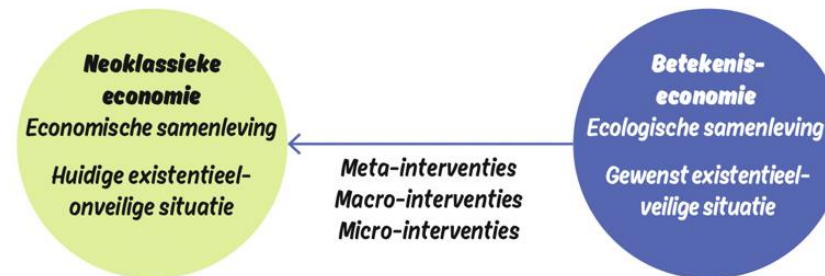
**Hoe transformeren we het
bedrijfsleven richting
Beteekeniseconomie?**

Learnings Fieldlab Betekeniseconomie

1) De hoofdrol van houding



2) De niveaus van interventie



Theory n

