

Betekenisconomie

De opkomst van ethische kwaliteit

Kees Klomp, lector Betekenisconomie



**Kenniscentrum
Business Innovation**

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.³
- Eight men now own the same amount of wealth as the poorest half of the world.⁴
- 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.⁵
- 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.⁶
- A FTSE-100 CEO earns as much in a year as 10,000 people in working in garment factories in Bangladesh.⁷
- 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%.⁸
- In Vietnam, the country's richest man earns more in a day than the poorest person earns in 10 years.⁹

Photo: AP Wire
Inequality Is Rising Across the Globe — and Skyrocketing in the U.S.
By Paul Krugman, NY Times



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

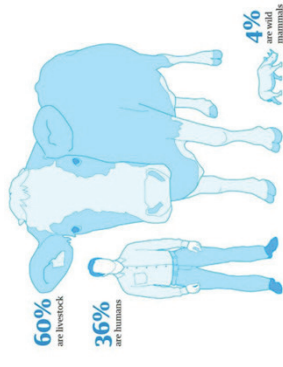
Humans just 0.01% of all life but have destroyed 83% of wild mammals - study

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



Earth has lost a third of arable land in past 40 years, scientists say

Experts point to damage caused by erosion and pollution, raising major concerns about degraded soil amid surging global demand for food



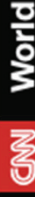
Every time we destroy a patch of rainforest, this changes the future of Earth's geology. So far, we have transformed more than 50 per cent of Earth's land area for our own purposes. **Deforestation**, farming, drilling, mining, landfills, dam-building and coastal reclamation are all having widespread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

Richest 1% on target to own two-thirds of all wealth by 2030

World leaders urged to act as anger over inequality reaches a 'tipping point'

Two-thirds of bird species in North America could vanish in climate crisis

Continent could lose 389 of 604 species studied to threats from rising temperatures, higher seas, heavy rains and urbanization

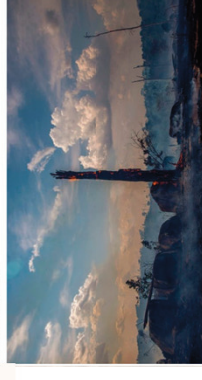


We are destroying rainforests so quickly they may be gone in 100 years

John Vidal

Amazon rainforest 'close to irreversible tipping point'

Forecast suggests rainforest could stop producing enough rain to sustain itself by 2021



Rising sea levels threaten hundreds of millions -- and it's much worse than we thought

Betekeniseconomie?

(Meta)

**Betekeniseconomie is
existentiële economie**

Existenteel - Het

'High likelihood of human civilisation coming to end' by 2050, report finds

Over-conservative climate scenarios mean we could face 'world of outright chaos', says analysis authored by former fossil fuel executive and backed by former head of Australia's military

Harry Cockburn | Wednesday 05 June 2019 13:26 | comments



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CLIMATE | OPINION

We Are Living in a Climate Emergency, and We're Going to Say So

It's time to use a term that more than 13,000 scientists agree is needed

By Mark Fischetti on April 12, 2021

Ben Ehrenreich / March 18, 2021

We're Hurting 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

ENVIRONMENT

Why biodiversity loss hurts humans as much as climate change

A UN-backed report says a million species are at risk of extinction, and warns biodiversity loss and failure to conserve ecosystems has catastrophic effects on people as well as nature.



Climate change: IPCC report is 'code red for humanity'



Economics' failure over destruction of nature presents extreme risks

New measures of success needed to avoid catastrophic breakdowns

What does the UN biodiversity review recommend?



UN-backed report says a million species are at risk of extinction, and warns biodiversity loss and failure to conserve ecosystems has catastrophic effects on people as well as nature.

Existential - Viktor

EVER MORE PEOPLE
TODAY HAVE THE
MEANS TO LIVE, BUT
NO MEANING TO LIVE
FOR.

QUOTEID.COM
Viktor E. Frankl
Austrian Psychologist

“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

The **meaning of life**, or the **answer to the question: "What is the meaning of life?"**, pertains to the significance of living or existence in general. Many other related questions include: "Why are we here?", "What is life all about?", or "What is the purpose of existence?"

THE SOLE MEANING
OF LIFE IS TO SERVE
HUMANITY

The meaning of
life is to
give life
meaning.

Viktor E. Frankl

MAN'S SEARCH FOR MEANING VIKTOR E. FRANKL

Meaning, rather than
happiness, should be
your goal.

Emily Esfahani Smith

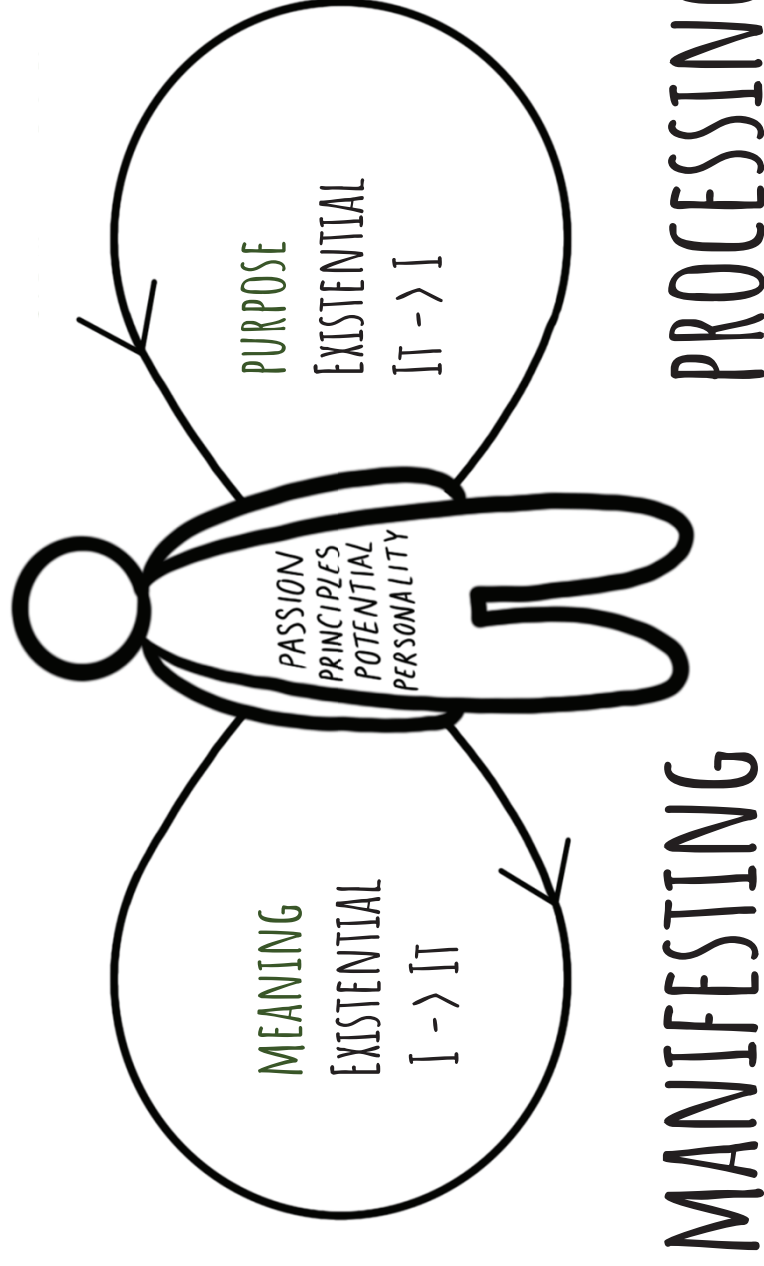
Having a sense of meaning in life
is good for you – so how do you
get one?

February 13, 2019 1:16am GMT

The Importance of "Meaning" in Life

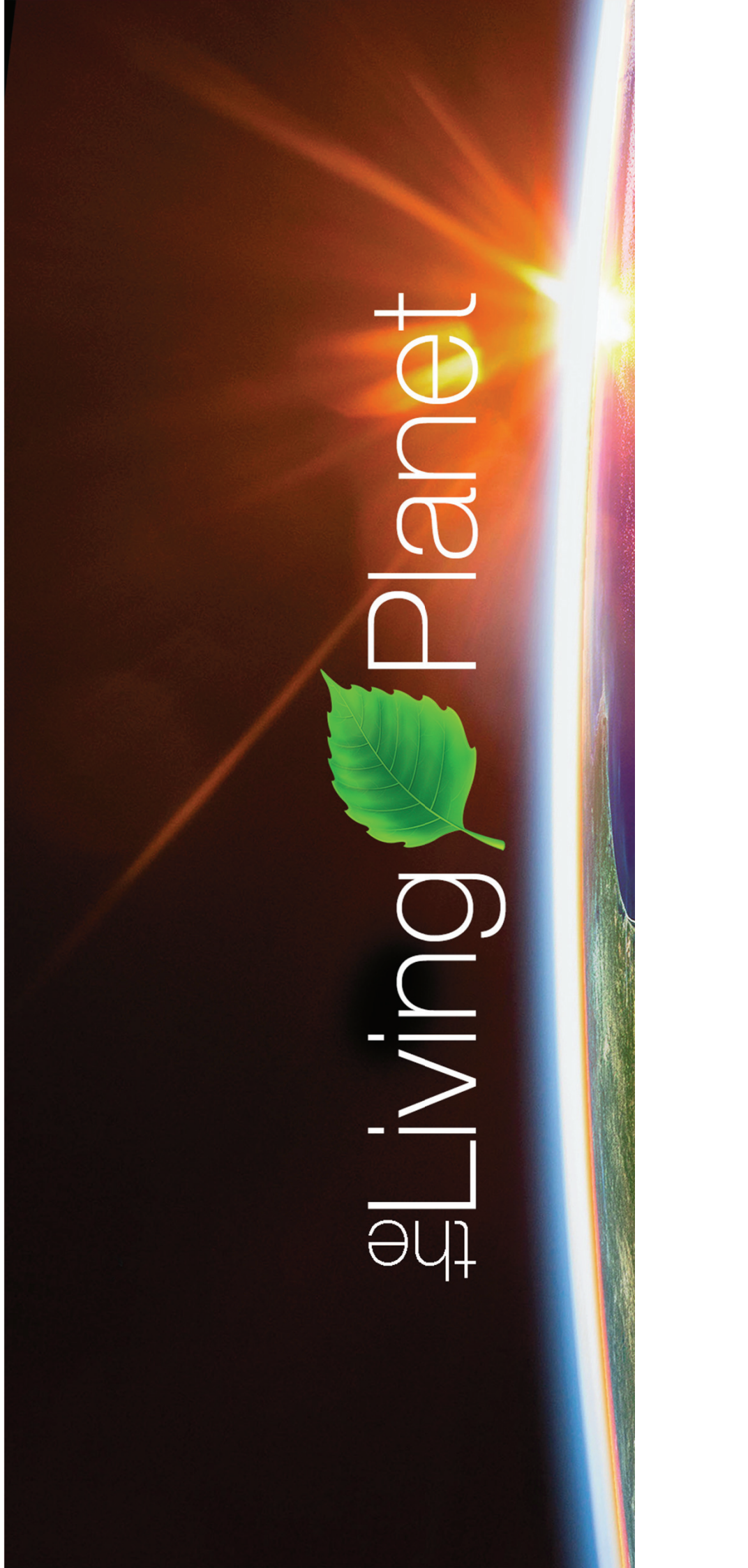
Why do humans crave a sense of meaning?

The Existential Economics Process



**A Sense of Purpose =
Recognizing You are a Part of a Living System**

the Living Planet



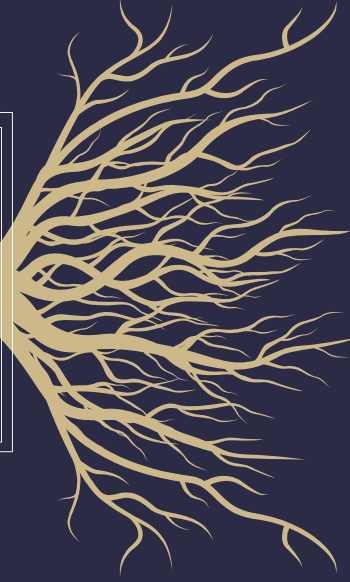
A Sense of Meaning = A Sense of Serving Coexistence



(Macro)

**Betekeniseconomie is een
economie waarin
beslissingen worden bepaald
door existentiële
marktmechanismen**

BUSINESS BIBLIOTHEEK



**KEES KLOMP &
SHINTA OOSTERWAAL**

WITH CONTRIBUTIONS OF AMONGST OTHERS KATE RAWORTH,
CHARLES EISENSTEIN, CLAIR BROWN, CHRISTIAN FELBER,
DANIEL C. WAHL, HELENA NORBERG-HODGE EN JOE BREWER

THRIVE

**FUNDAMENTALS FOR
A NEW ECONOMY**



Levenscentrisch

“Without ecology there can be no economy and no society.”

– World Economic Forum

