

# 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.<sup>3</sup>
- Eight men now own the same amount of wealth as the poorest half of the world.<sup>4</sup>
- 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.<sup>5</sup>
- 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.<sup>6</sup>
- A FTSE-100 CEO earns as much in a year as 10,000 people in working in garment factories in Bangladesh.<sup>7</sup>

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%.<sup>8</sup>

In Vietnam, the country's richest man earns more in a day than the poorest person earns in 10 years.<sup>9</sup>

## 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

Inequality Is Rising Across the Globe — and Shocking in the U.S.



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.

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

Wealth index 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

**CNN** World



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

**Betekenisconomie?**

(Meta)

**Betekenisconomie is  
existentiële economie**

# Existentiell - Het

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

**'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

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CORONAVIRUS THE SCIENCES MIND HEALTH TE

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

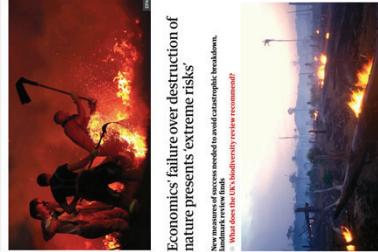
It's time to use a term that more than 13,000 scientists agree is needed

By Mark Fischetti on April 12, 2021



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.



Economics' failure over destruction of nature presents 'extreme risks'  
New measures of success needed to avoid catastrophic breakdown.



The Delapalga review urges the world's governments to come up with a different form of national accounting that can take into account the depletion of natural resources. Photography: Bryan Berry/ Images

## Existential - Ik

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

quoteHD.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

# MAN'S SEARCH FOR

# MEANING VIKTOR E. 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

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

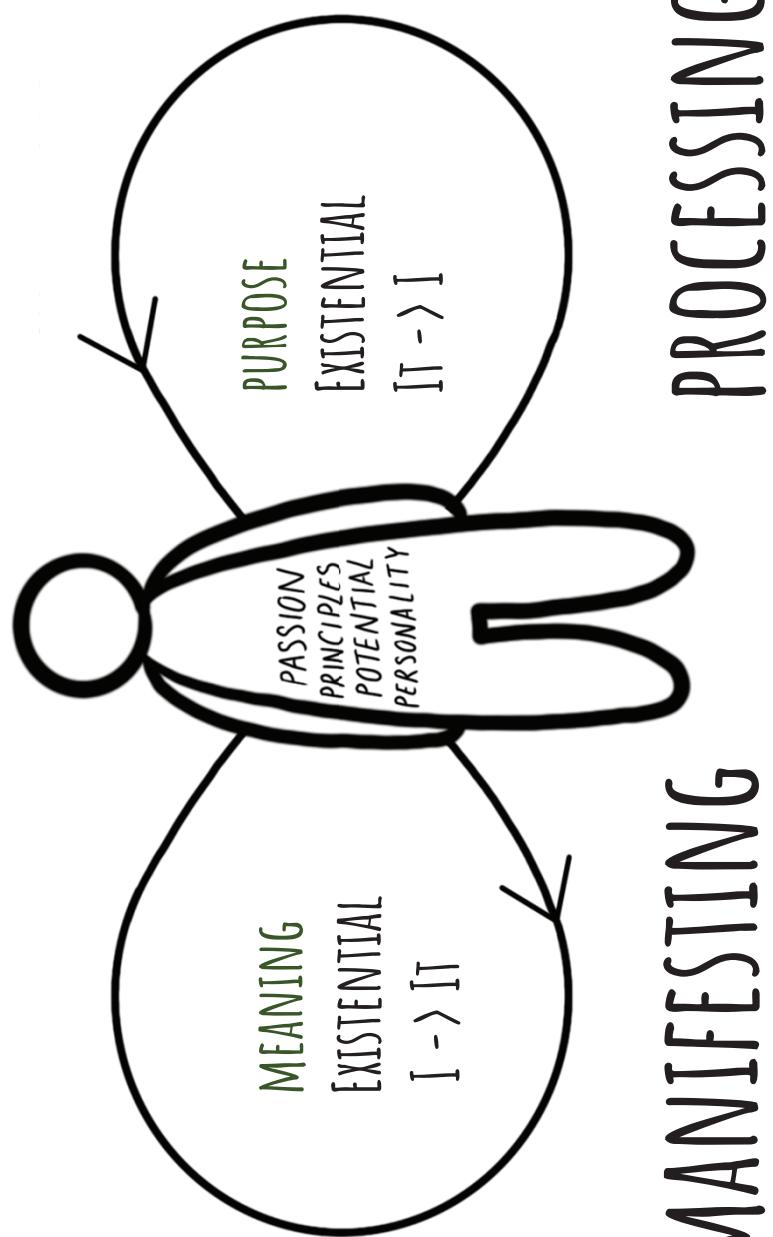
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## The Importance of "Meaning" in Life

Why do humans crave a sense of meaning?

Emily Esfahani Smith

# The Existential Economics Process

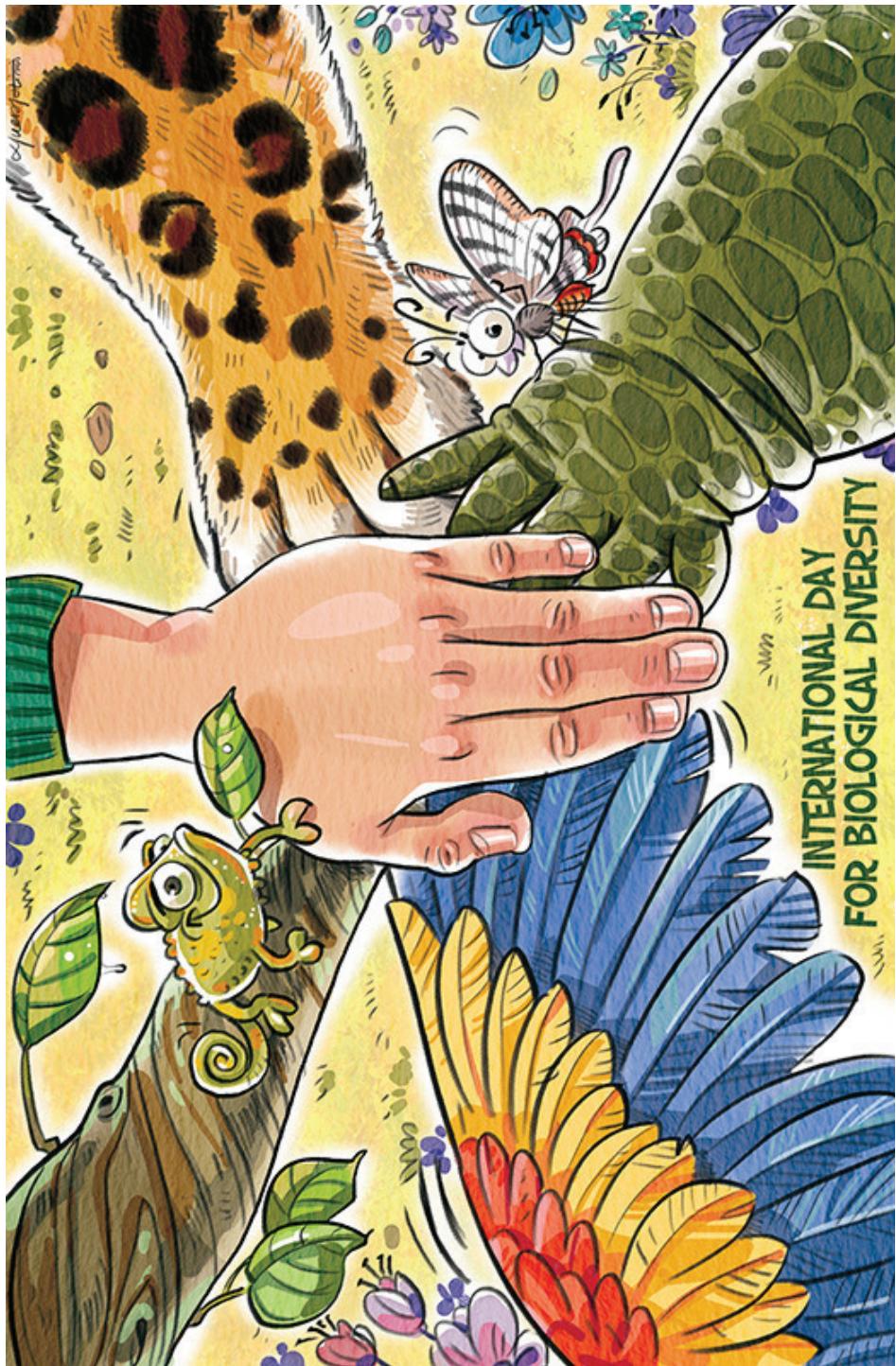


**A Sense of Purpose =  
Recognizing You are a Part of a Living System**

The Living Planet



# A Sense of Meaning = A Sense of Serving Coexistence



(Macro)

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

BUSINESS BIBLIOTHEEK

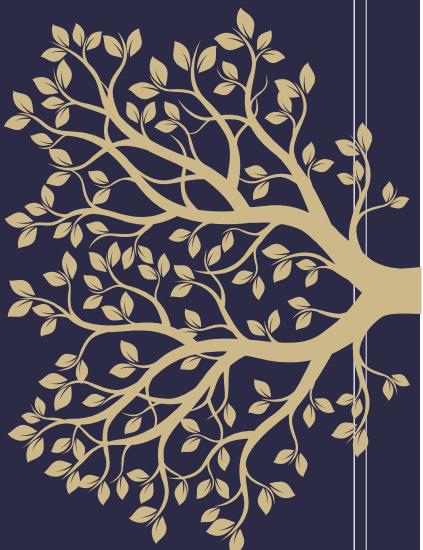


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# THRIVE

FUNDAMENTALS FOR  
A NEW ECONOMY



# Lebenszentrisch

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

*– World Economic Forum*

