



**Welcome to the Weconomy**  
*How slow trends shape our future society*



**Lecture 1 – Chair Emile Francqui**  
**Free University Brussels – 28.03.18**

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Radboud Universiteit - Nijmegen

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**Nachhaltigkeit**  
**Hans Carl von Carlowitz (1645-1714)**



He wrote "Sylvicultura oeconomica, oder haußwirthliche Nachricht und Naturmäßige Anweisung zur wilden Baum-Zucht" (1713) the first book on forestry 'management' and is known as the creator of the word 'sustainable' (Nachhaltigkeitsbegriffs).

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**Sustainable Development**

"... sustainable development is not a fixed state of harmony, but rather a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are made consistent with future as well as present needs." (1987)



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## People, Planet and Profit (PPP)



Elkington, 1997

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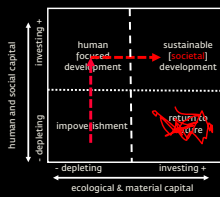
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## SD & EE ARE **NOT ENOUGH** NEED FOR **CHANGE**



© Thomas N. Gladwin - 'Mastering Strategy' - 2000

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**Re-think**  
TRANSITION ?

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**What is ...**  
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**at stake?**

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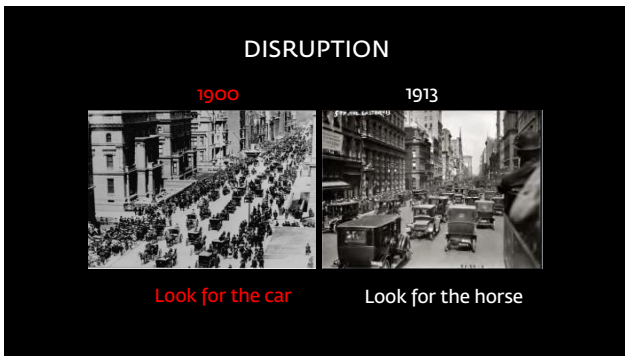
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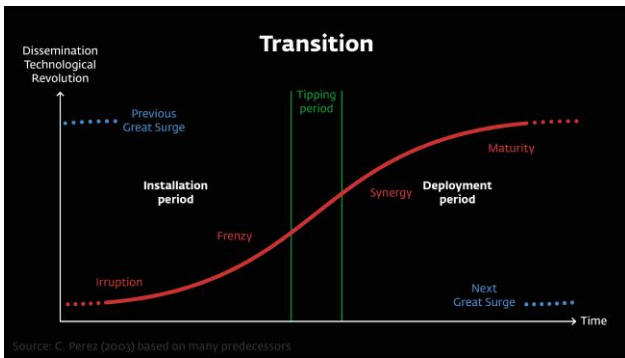
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### WHAT'S NEW ?

**PRESENT**

From hunting to farming  
From walking to horse-back  
From horse-back tot train  
From sailing to steamboats  
From coal to gas

**PRESENT**

From 'fixed' to 'mobile'  
From 'gas' to ...  
From linear tot circular ...

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### A TRANSITION ...

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**NEVER COMES ALONE .**

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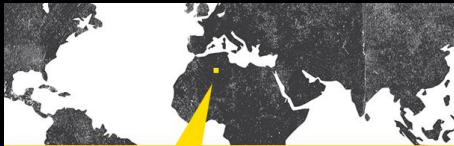
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### ENERGY



**DIT IS HET TOTALE BENODIGDE LANDOPPERVLAKTE  
OM DE HELE WERELD VAN ZONNE-ENERGIE TE VOORZIEN**

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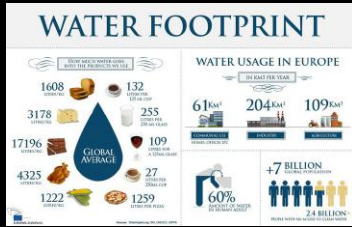
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### WATER



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### PLASTICS



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### WASTE



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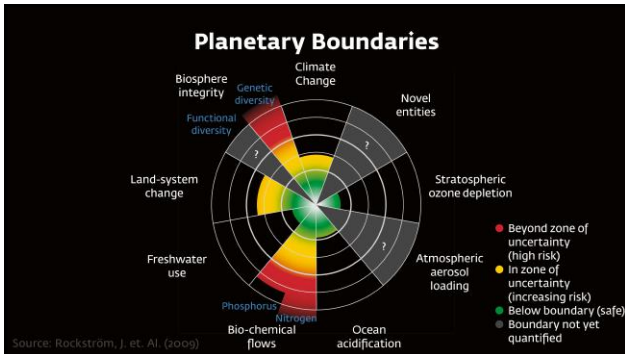
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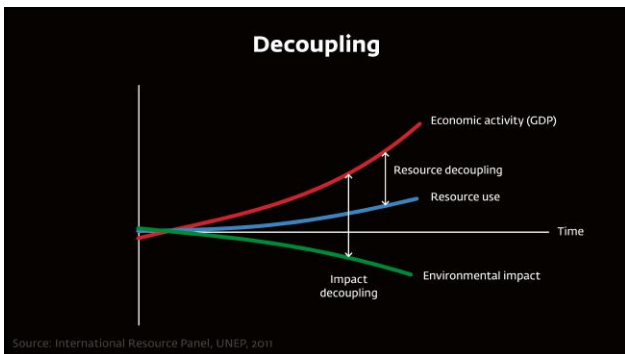
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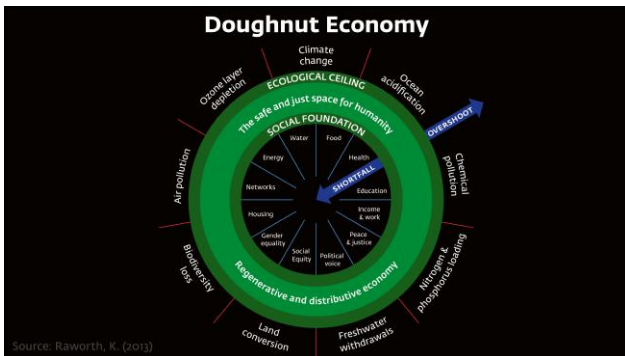
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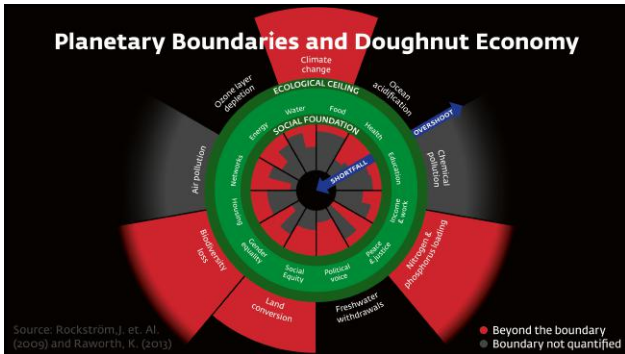
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**Impact of transition on ...**  
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**the ECONOMY.**

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**TRANSITION from ...**  
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**CENTRAL ORGANISATIONS to SMART NETWORKS**

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**TRANSITION from ...**  
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**PRODUCTS to SERVICIZATION**

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**TRANSITION from ...**  
**a linear economy**  
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**to a SUSTAINABLE ? economy**

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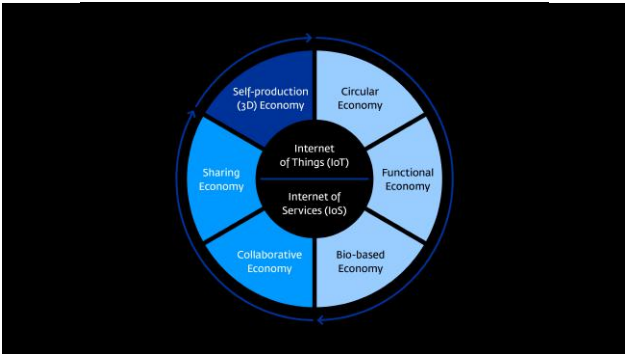
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### Society full of organisations



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### Business: **cause and cure**



"The debates address political and social issues that exceed the mandate and capabilities of any corporation, alone. At the same time, in the present global political and societal 'landscape', corporations are the only institutions with the resources, the technology, the global reach and ultimately the motivation to achieve SD through CSR."

Taken from: Stuart Hart, in: Elkington, J. (1999): Cannibals with Forks. Oxford (UK): Capstone Publishing

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### The **WEconomy**

Seven trends ...

- (1) Circular Economy
- (2) Functional Economy
- (3) Bio-based Economy
- (4) Collaborative Economy
- (5) Sharing Economy
- (6) 3D Do-it-Yourself Print Technology
- (7) Internet of Things (IOT)/Internet of Services

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### Fundamental questions

**VALUE CREATION**

How can we organize sustainability in the business proposition – not on top off?

**ENGAGEMENT & CONTRIBUTION**

How can business contribute to some of the many pressing societal problems?

**TRANSITION**

Given the urgency, how can we speed up the process of change?

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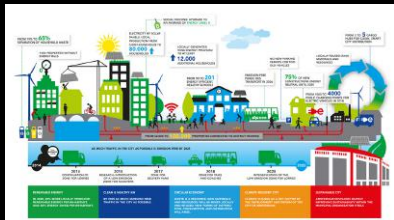
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### AMSTERDAM CIRCULAR ECONOMY



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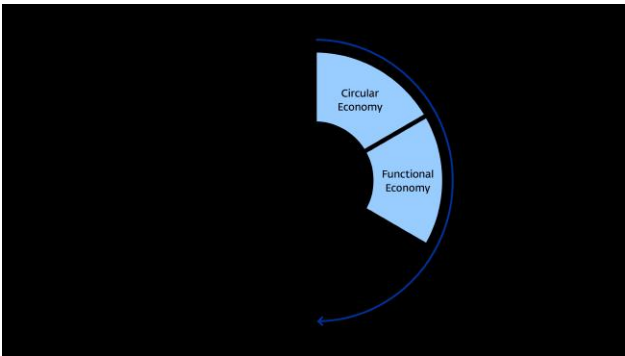
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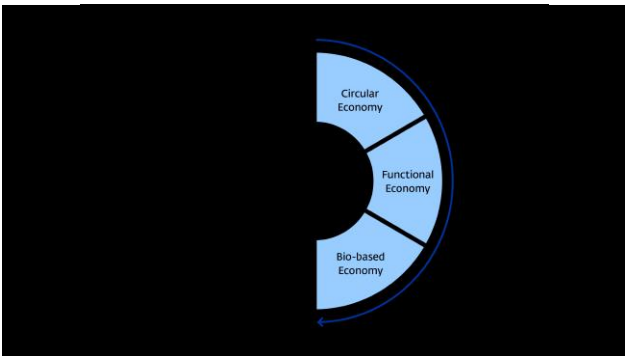
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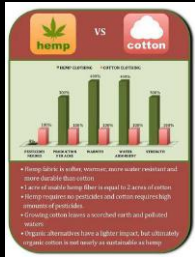
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### HEMP




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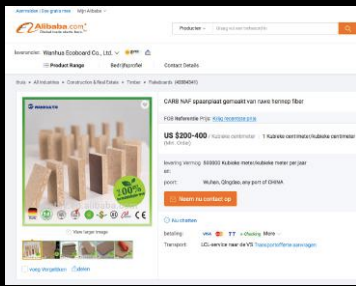
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### PLI-BOARD




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### POST PETROL CAR




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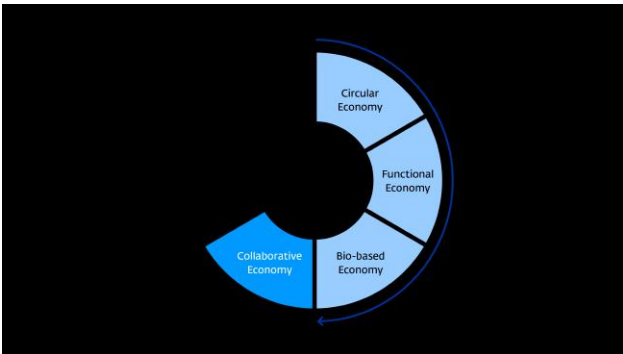
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### SHARED ASSETS B2B

A collage of four images illustrating asset sharing. Top left: Construction workers in safety gear. Top right: A green tractor in a field. Bottom left: A white semi-truck. Bottom right: A blue hot tub. Overlaid text includes 'FLOOW2 World's re-use button' with a globe icon, and 'ASSET SHARING IS YOUR NEW BUSINESS'.

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### BLA-BLA Car (FR)

An advertisement for Bla-Bla Car. It features a group of four people (two women and two men) smiling. Above them are four price tags: '\$220', '\$250', '\$250', and '\$250'. Below the group is a small image of a car. The text 'Bla Bla Car' is visible in the bottom right corner of the image.

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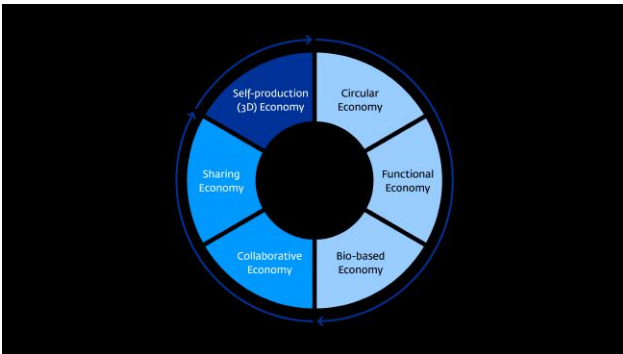
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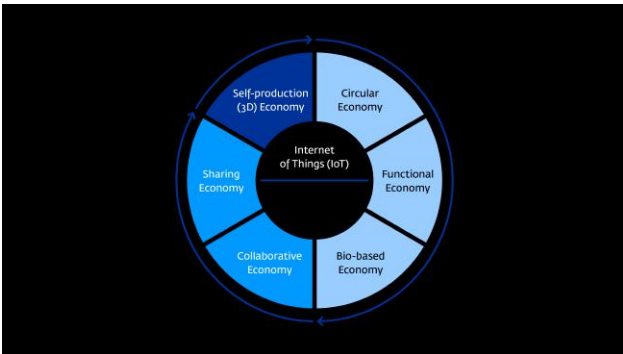
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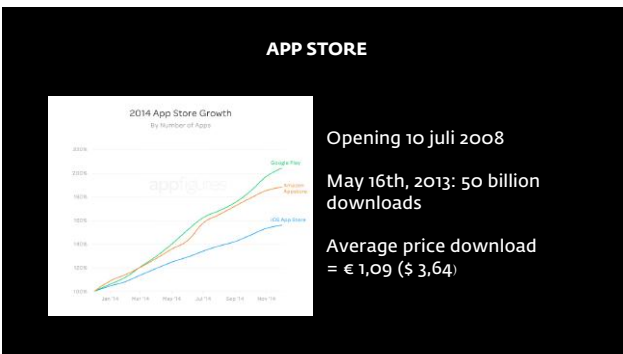
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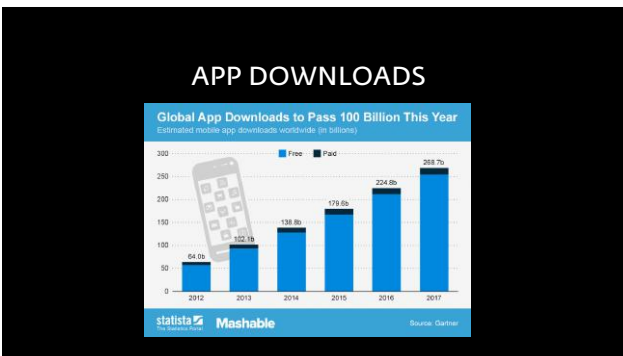
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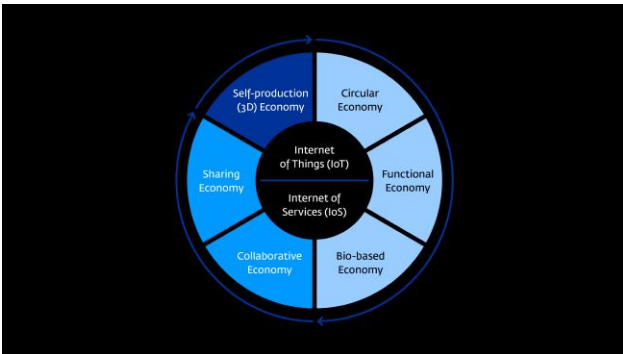
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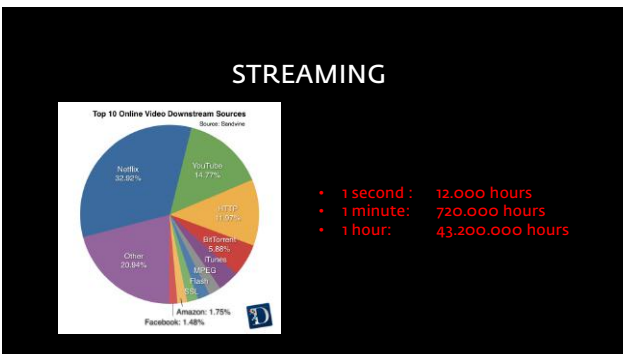
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### MOBILITY as a SERVICE

**KAMERA-EXPRESS.NL**  
DJI PHANTOM 3 ADVANCED  
€899  
AMSTERDAM | ARNHEM | BARNBICHT | BREDA | DEN BOSCH | DEN HAAG  
ENschede | ROTTERDAM | TILBURG | ZWOLLE | ANTWERPEN | 06-2737437

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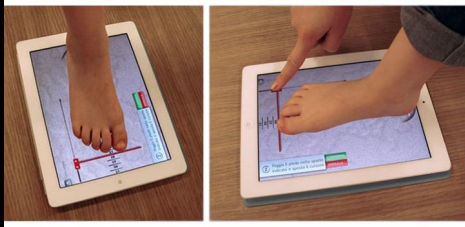
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### SHOE APP



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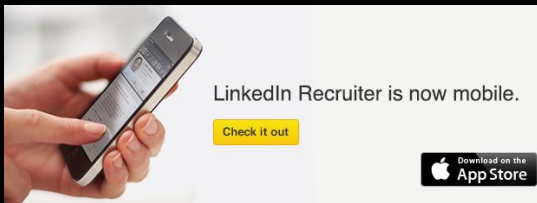
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### PERSONEL-APP



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**NEXT TIME**  
Impact of transition on ...  
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**BUSINESS MODELS.**

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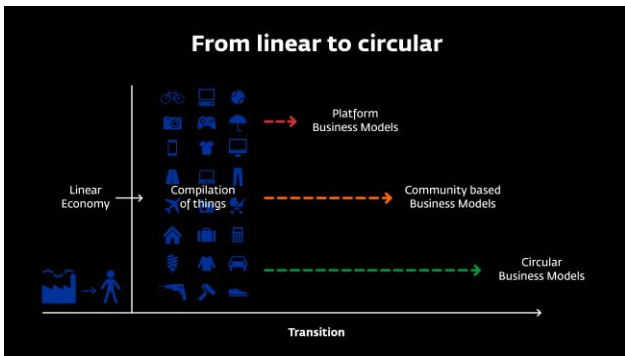
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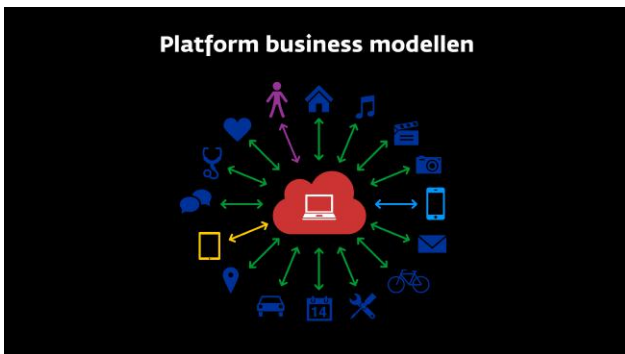
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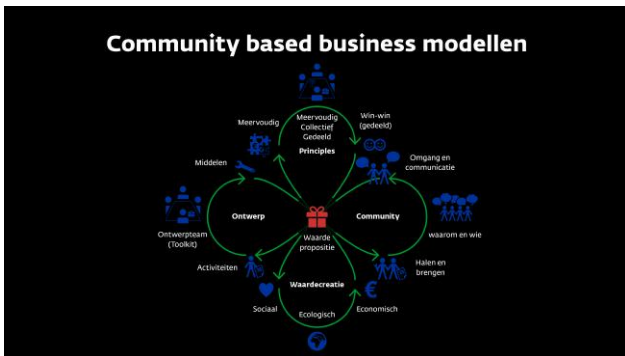
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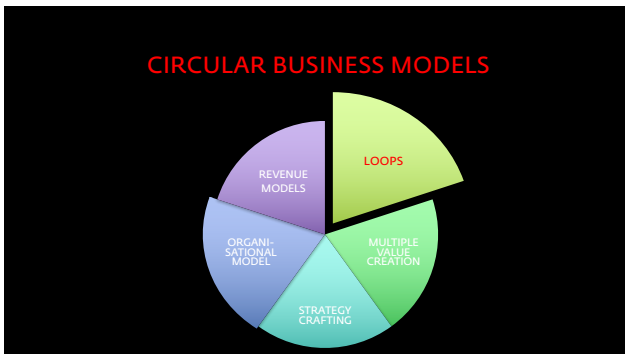
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### Changing the Business Model

- (1) Changing the nature of value-creation;
- (2) Building a community; configuration of stakeholders involved;
- (3) Focus on impact instead of 'profits';
- (4) Working with a broad scope of transactions;
- (5) Measuring 'profit' in various dimensions.

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### PUBLIC LECTURES

#### NEW BUSINESS MODELS (VUB)

- (1) Wednesday March 28th (afternoon)
  - WEconomy
- (2) Friday April 27th (afternoon)
  - Transition in Business Models
- (3) Friday May 18th (afternoon)
  - Hybrid Banking

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**Contact**

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🌐 [www.nieuwebusinessmodellen.nl](http://www.nieuwebusinessmodellen.nl)



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