



## The gap in the market

A new perspective on work in the Netherlands leads to:

**Personal gain:** more passion, compassion and creativity at work

**Social profit:** room to continue to develop

**Economic profit:** higher productivity through technological and social innovation

If this appeals to you, then it is good to know that in the new economy (circle) a number of things work differently than you are used to.

- Abundance (stuff, time, knowledge) is used instead of scarcity
- It's not about ownership, it's about access (to platforms, systems, people)
- There is no hierarchy: everyone can add value Altruism (putting in brackets: selfless giving) is centuries old, but existing economic models do not know what to do with it.

Wikipedia is the first organization worldwide to work in this way. In the Netherlands, Seats2Meet and Buurtzorg are examples of leaders in the new economy. In addition, informal movements such as Permanent Beta show that you can organize work without a budget, paperwork and sponsors. More traditionally organized companies such as Interface and DSM also show that idealism and professionalism can be combined if you know how to connect people-planet-profit. All good things come in threes.

Fact: 20-30% of all economic activities are not reflected in the figures, because they are not based on a financial transaction.