



A new perspective

“Work is an activity that you undertake for others and that is valued in money or kind”.

The Netherlands has always been enterprising. With 40% we are the world champion of part-time and flexible working and that percentage is still rising. One in two Dutch people also do voluntary work. AND If informal care is included, the percentage would be even higher. By using this advantage and focusing on technological and social innovation, the Netherlands can become a leader in an economy in which prosperity and well-being go hand in hand. It creates space for the development of a flexible, innovative and effective work structure that is attractive to all workers, the government and the business community. (Start new sentence:.) It provides the opportunity to...because it is possible to earn the income in much less time.

Look at the life hack. The context is Europe and you put the Netherlands on the center spot (+). What is the 20% with which the Netherlands makes the difference compared to the other countries? What do you notice?

The new economy (circle) is already in full development worldwide, but it is most visible close to your home: at the neighborhood level. The development manifests itself in many guises: network economy, sharing economy, circular economy, platform economy, talent economy, gig economy and weconomy. With the caveat that there is rarely a win-win-win situation.