

WELCOME

2050

2040

Once Upon a Future

Transition to Net Positive

2025

Inspiration by Ruud Veltenaar

2023

Werkspoorakademie
November 23rd, 2023

2022

Retreat? Revolt? Or...

RESET by Reimagine and Redesign?

*"Everything will be okay in the end
And if it's not okay, it's not the end..."*

RUUD.

Inspirator of transformation

- ❖ Philosopher
- ❖ TEDx-speaker
- ❖ Author
- ❖ Faculty member Nyenrode (SLP)
- ❖ UN SDG-ambassador
- ❖ Chair Global Ethical Charter
Beyond Bretton Woods

Background:

- ❑ Business Leader
- ❑ Serial Entrepreneur
- ❑ Impact Investor



LATEST BOOK



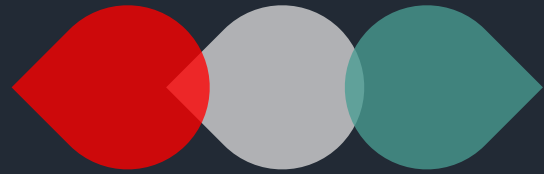
WEBSITE



▲

Story about Us

Independent but NOT neutral



NO

Not a story about things you'd like to hear

YES

But a story about things you should know



Form profit to value creation



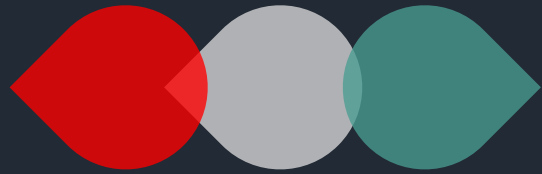
NATIONALE PURPOSE DAY

19 April 2023. 't Spant Bussum



In the context

Independent but NOT neutral



PROSPHERITY

Ownership

WELL BEING

Sharing and co-using



De 6 pijlers van toekomstbestendigbouwen.nl

Duurzame, toekomstbestendige woningbouw bestaat uit 6 thema's:



Circulariteit



Natuurinclusiviteit en
biodiversiteit



Klimaatadaptatie



Energie



Duurzame mobiliteit



Gezonde leefomgeving



DESIRES

Before we start

*"Love is an irresistible desire to be
irresistibly desired."*





Before we start...

A few remarks



START





NON-COMMERCIAL

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Relevant content

Before we start

Know your BIAS

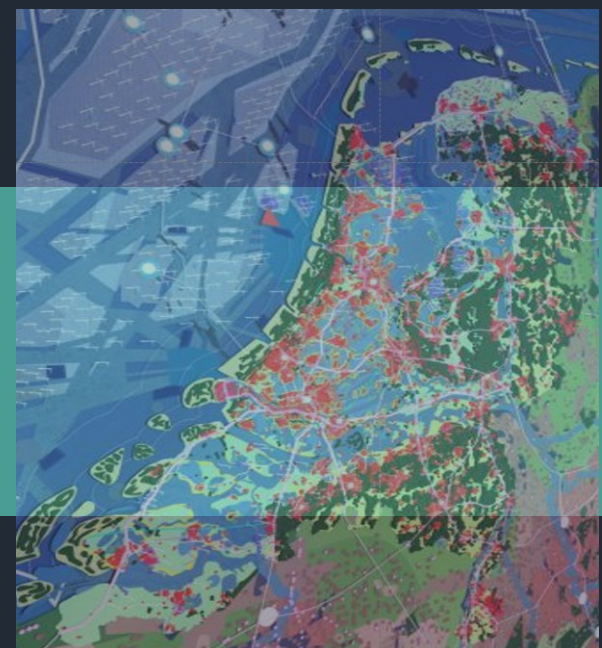
"I don't believe it's humanly possible to be free of bias"

Own People First

"In these troubled times we live in, we should remain vigilant and see through populist arguments."

Address the Elephants

"One morning I shot an elephant in my pyjamas. How he got into my pyjamas I'll never know."





16052411420

3. Links to sources

Before we start

Full copy in PPT

"I wear the same outfit or, at least, a different copy of it almost every day"



Reliable sources

"If you are a reliable, honest inspirator, sources will open up and trust you and share good information"



Inspiring information

"Leadership is inspiring people. Management is keeping the trains running on time"





QUESTIONS

Before we start

*"There are years that ask
questions and years that answer.*

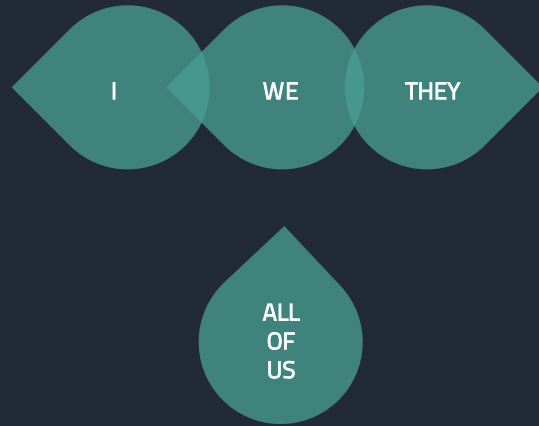
What do you think?"





Copy presentation

Simple copy paste and share



Wachtwoord:
12870964523





Flip thinking

Dutch art to see the world differently

Transforming problems into opportunities

With this way of thinking you look at reality the way it is, and you focus on what you can do with it.

Use the crises or problem's energy to create something new.





MORAL CRISIS

Misinformation leading to fear



▲
Flip thinking^(omdenken)

Transforming lives with modernistic approach

▲
Beliefs, values, sympathies, drives

Gains power and impact



ONDERSTROOM

Powerful Under Stream

Etgar Keret





Economy first?

All for one economy

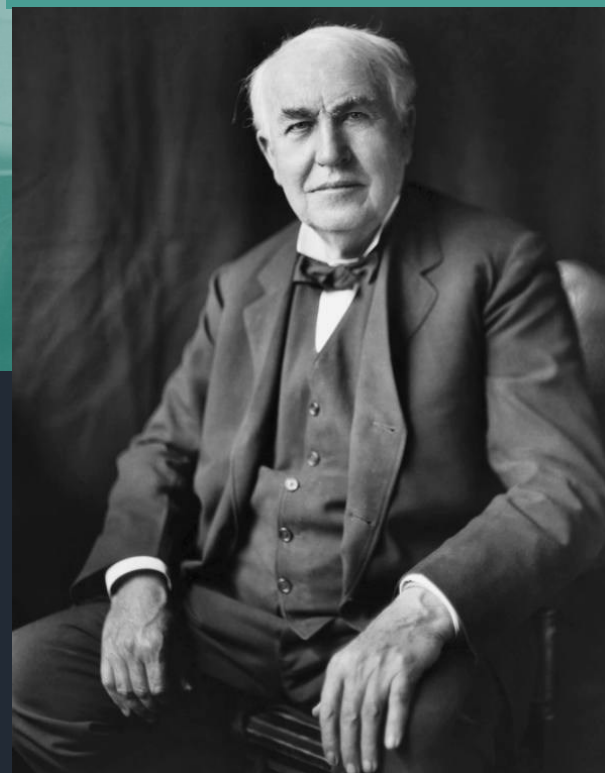


Flip thinking^(omdenken)

Transforming lives with modernistic approach

World view

The most dangerous worldview is the worldview of those who have not viewed the world

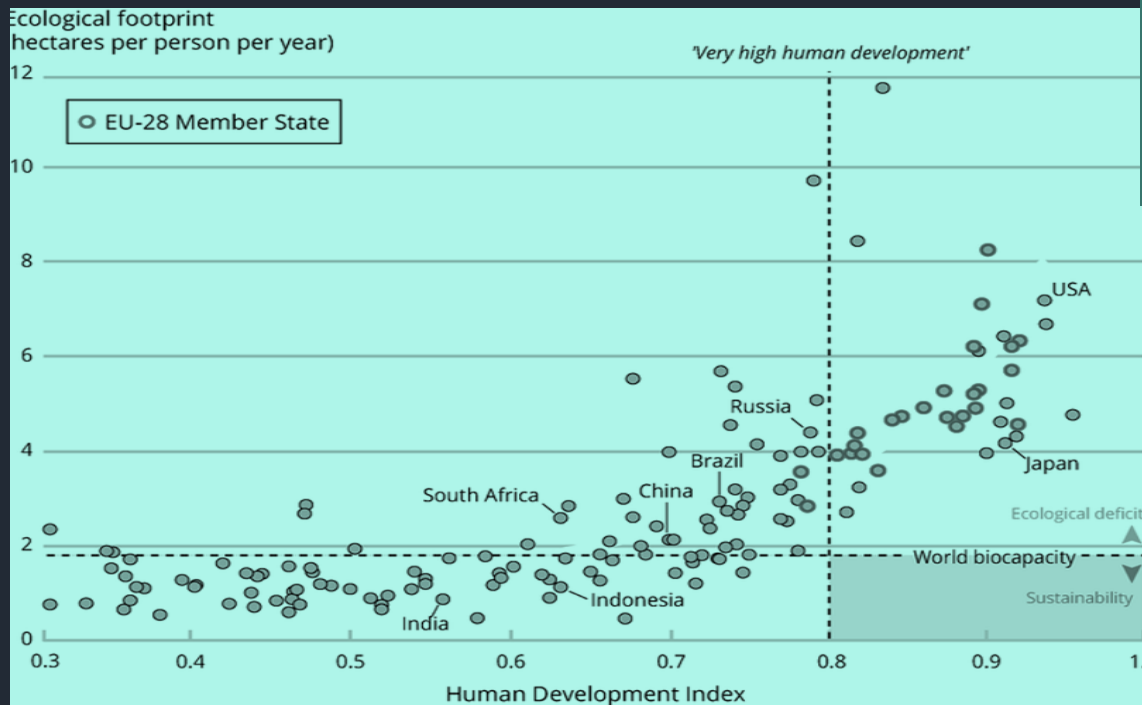


Flip thinking^(omdenken)

Transforming lives with modernistic approach

Debunking myth

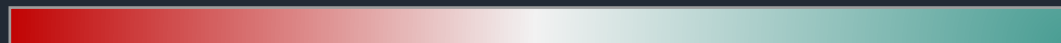
What do you think



0

FULLY
DISAGREE

10

FULLY
AGREE

Economic growth is of vital importance for future humanity?

REFLECTION

Transitions are a time for reflection, and a time for looking forward.

OPINION

Opinion is the medium between knowledge and ignorance





PERFECT STORM

Resilience & compassion needed



Beliefs, values, sympathies, drives

Gains power and impact



ONDERSTROOM

Powerful Under Stream

Gains power and impact



de Volkskrant



AD.nl

<https://www.ad.nl> › dordrecht › directie-van-chemours...

Directie van Chemours geeft geen krimp tijdens hoorzitting

5 jul 2023 — Geen krimp gaf de directie van **Chemours** woensdag tijdens de hoorzitting in de Tweede Kamer over de gezondheidsproblemen in Dordrecht.



Dordrecht.net

<https://www.dordrecht.net> › nieuws › chemours-probe...

Chemours probeerde toekomstige claims van gemeentes ...

1 sep 2023 — Chemiebedrijf **Chemours** heeft geprobeerd met de gemeenten Dordrecht, Sliedrecht, Papendrecht en Molenlanden een zaak over pfas-schade te schikken ...

Oasen in beroep tegen PFAS-lozingen door Chemours

2 oktober 2023

Op deze pagina

Iedere PFAS-lozing is teveel Integrale beoordeling noodzakelijk Goed en betrouwbaar drinkwater

Meer informatie



Telegraaf

<https://www.telegraaf.nl> › financieel › sidderen-in-de...

Sidderen in de bestuurskamer om vrees vervolging

1 dag geleden — Dat is een gevolg van nieuwe wetgeving, aangiftes tegen **bestuurders** van Tata en **Chemours** en maatschappelijke druk, zo blijkt uit een rondgang ...

Ruben Schilt lekte geheime raadsdocumenten over Chemours: ‘Ik weet dat ik een jaar cel kan krijgen, maar mijn geweten is belangrijker’

Het was explosief nieuws: chemiebedrijf Chemours heeft geprobeerd te schikken met de vier gemeenten die het bedrijf verantwoordelijk houden voor schade door pfas-lozingen. Het was geheime informatie, die door PvdA-medewerker Ruben Schilt werd gelekt. ‘Dit was zo ondemocratisch.’

Michael Persson 14 september 2023, 13:13

Powerful Under Stream

Gains power and impact

fd. Mijn nieuws Net binnen Beurs v



5 nov 17:23

3 nov 12:00

Rabobank financierde honderden illegale ontbossers in Brazilië

In het kort

- Rabobank verstrekke honderden leningen aan boeren die zich schuldig maken aan illegale ontbossing in Brazilië.
- Dit gaat lijnrecht in tegen het beleid van de bank, die stelt een 'nultolerantiebeleid' te hanteren.
- Dat blijkt uit onderzoek van het FD, dat tienduizenden Rabo-leningen vergeleek met data van de Braziliaanse milieu-autoriteit.
- Rabobank weegt milieusancties tegen klanten anders dan de autoriteiten.

Wereld Natuur Fonds in gesprek met Rabobank over samenwerking vanwege financiering illegale ontbossers

In het kort

- Het Wereld Natuur Fonds gaat in gesprek met Rabobank over de al langer bestaande samenwerking.
- Aanleiding is de onthulling van het FD dat Rabobank in Brazilië honderden illegale ontbossers financierde.
- Ondertussen dringen politici aan op Europese wetgeving die financiering van ontbossers moet tegengaan.

FLIP THINKING

Understanding the news



Europees Parlement wil 'ecocide' strafbaar stellen in Europees recht

Donderdag 06 april 2023

Delen!



De Europese Unie zet belangrijke stappen in de erkenning van 'ecocide', de meest ernstige categorie van milieumisdrijven, als misdrijf in het Europees recht. Op 29 maart 2023 sprak het Europees Parlement haar steun uit voor het opnemen van 'ecocide' in de herziene richtlijn milieucriminaliteit van de Europese Unie.

Overheid.nl

De wegwijzer naar informatie en diensten van alle overheden
MijnOverheid.nl

Menu

Home / Consultatie

Printen

Wet Strafbaarstelling Ecocide

Consultatie gesloten Recht



In het kort

Met dit wetsvoorstel beoogt de initiatiefnemer een nieuwe norm in het strafrecht te introduceren: dat het milieu een intrinsieke waarde heeft en dat de ernstige aantasting van dat milieu, door een menselijk handelen of nalaten, strafbaar moet worden. Om het handhaven van deze nieuwe norm mogelijk te maken, wordt in het Nederlandse strafrecht het begrip 'ecocide' geïntroduceerd: de strafbare en ernstige aantasting van het milieu door (potentieel) schadetoebrengeend handelen of nalaten. Daartoe wordt het plegen van ecocide als autonoom strafbaar feit opgenomen in het Wetboek van Strafrecht.

FLIP THINKING

Understanding the news



12 sept 15:54 • Aangepast op 12 sept 18:50

'Golf aan klimaatclaims dreigt voor bedrijfsleven door nieuwe EU-richtlijn'



Orla McDonald, Rutger Betlem

In het kort

- Per 2024 moeten bedrijven in detail rapporteren over hun impact op het klimaat en de leefomgeving.
- Deze informatie is voer voor milieuorganisaties om rechtszaken aan te spannen, zeggen advocaten.
- Klimaatzaken zijn sowieso een stuk populairder sinds de gewonnen procedure tegen Shell in 2021.
- Een lobby tegen de nieuwe wetgeving zal waarschijnlijk weinig uithalen.

Change of Era?

What do you think



0

FULLY
DISAGREE

10

FULLY
AGREE



We don't live in an era of change but in a change of era?

REFLECTION

Transitions are a time for reflection, and a time for looking forward.

OPINION

Opinion is the medium between knowledge and ignorance



17 SDGs

What makes the SDGs unique?

ECONOMY

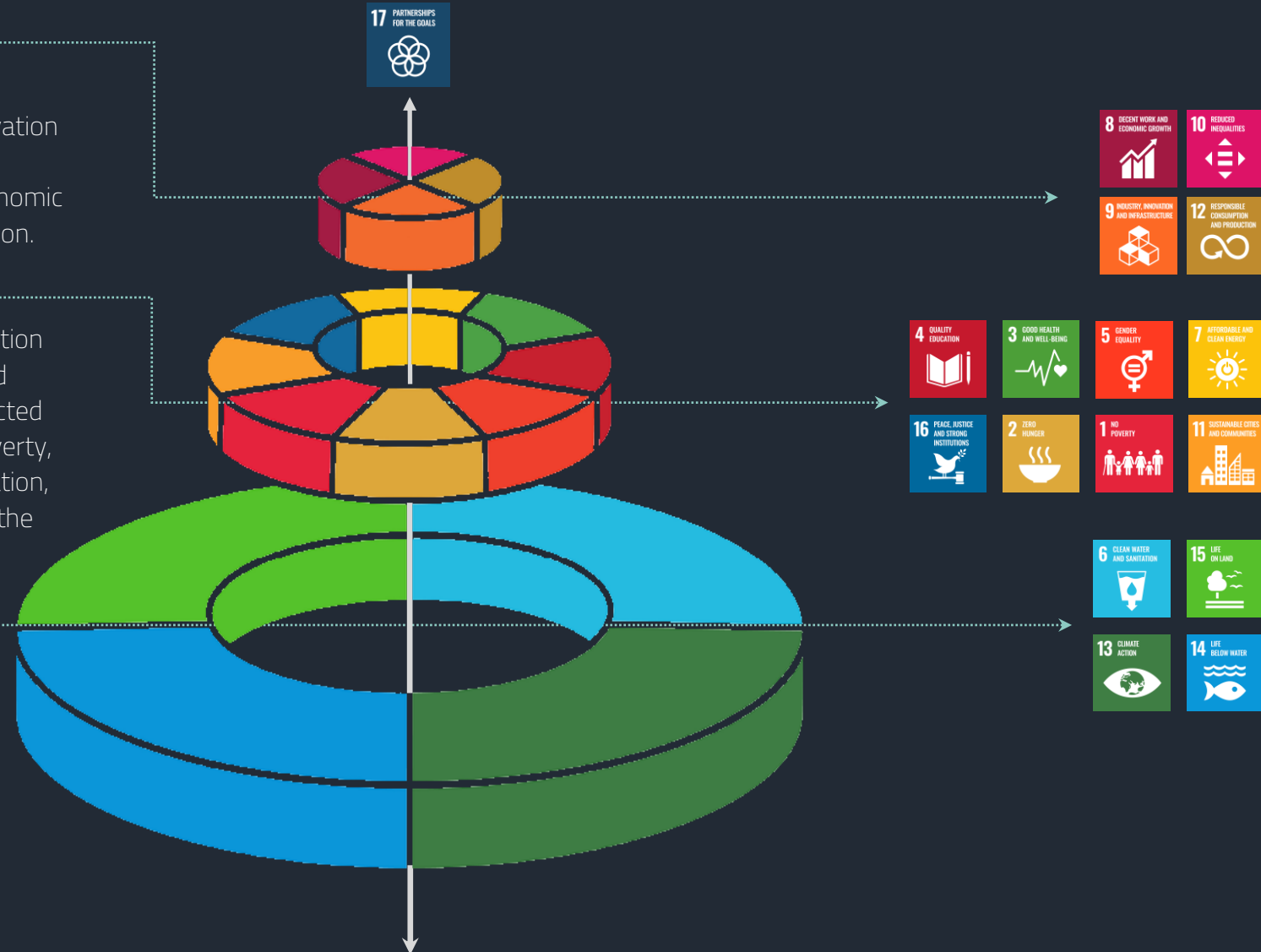
Building on the biosphere and society, the economic goals direct attention towards industry, innovation and infrastructure; reduced inequalities, responsible consumption and production; and decent work and economic growth that is decoupled from environmental degradation.

SOCIETY

The goals addressing societal issues, call for the eradication of poverty, and improvement of social justice, peace and good health. Social development depends upon a protected biosphere. In addition, the goals on clean energy, no poverty, zero hunger, peace and justice, sustainable cities, education, gender equality and good health are the foundation for the goals related to the economy.

BIOSPHERE

Protecting the biosphere is an essential precondition for social justice and economic development. If we do not achieve the goals related to clean water and sanitation, life below water, life on land, and climate action, the world will fail to achieve the remaining goals.



03

02

01

RUTGER
BREGMAN

'DIT MAG JE
NIET MISSEN'
Helga van Leur

HET WATER KOMT

EEN BRIEF AAN ALLE
NEDERLANDERS



de
Correspondent



Letter to all Dutch

Struggle for morality

Net Zero & dividend?



Onbeperkt toegang

Log in



- Macht
- Samenleving
- Economie**
- Cultuur
- Leven
- Klimaat
- Tech
- Identiteit
- Onderwijs
- Wonen



Hoe bedrijven worstelen met hun morele kompas

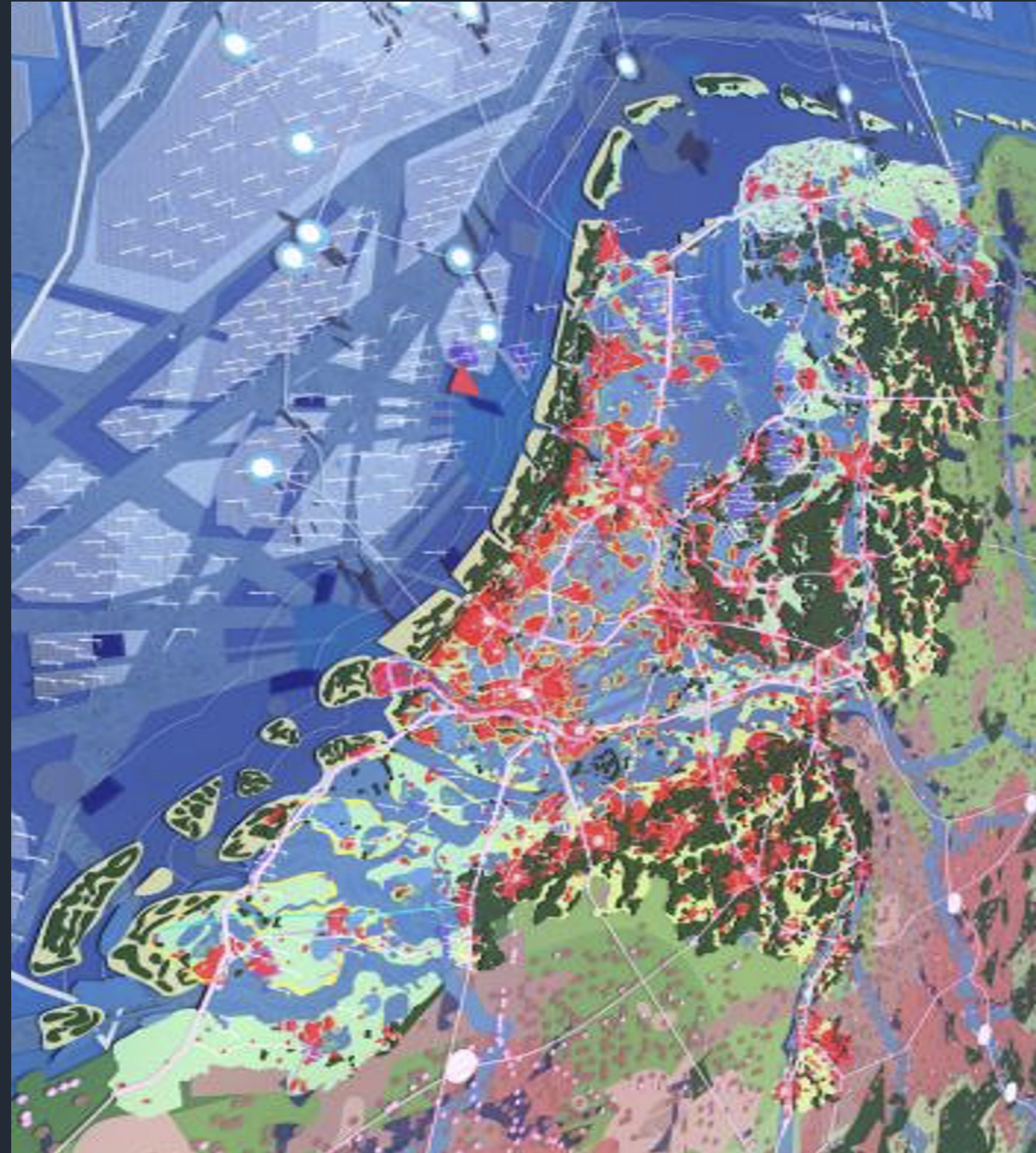
| Rondgang woensdag 5 oktober



Flip thinking^(omdenken)

Transforming lives with modernistic approach

1. Wadden Islands off west coast protect against tropical storms with high sea level
2. Used for hydrogen storage and solar and wind energy production
3. Marine floodplains, green heart becomes Blue Polder
4. Historic cities are being diked and new neighborhoods float in blue heart
5. Kantstad: a concentrated urbanization with lots of nature and greenery, emerges on higher ground in the East





Flip thinking

Call for moral leadership



CREATING OPEN MIND

I believe in an open mind, but not so open that your brains fall out.

An open mind is always reachable and prerequisite to an open heart.



AFM: klimaatrisico's moeten ingeprijsd worden in de prijs van koopwoningen

Klimaatschade In de vraagprijs van een woning wordt nu amper rekening gehouden met mogelijke verzakkingen of waterschade door klimaatverandering, ziet de AFM. De toezichthouder stelt dat een speciaal klimaatlabel zou kunnen helpen.

Sjoerd Klumpenaar, Eva Smal • 7 november 2023

**AFM**

Verdiepende analyse

Summary

Don't look up

1. Physical climate risks: significant and growing impact housing market
2. Foundation and flood risks virtually not priced in
3. Harmful financial consequences buyers and owners
4. Many houses virtually underwater

Inprijzen klimaatrisico's op de woningmarkt

Risico's voor (potentiële) woningeigenaren en mogelijke oplossingsrichtingen



Change of Era?

A few remarks



Beliefs, values, sympathies, drives

Gains power and impact



ONDERSTROOM

Powerful Under Stream

Gains power and impact



de Volkskrant

ms

Topverhalen vandaag

Opinie

Cultuur & Media

Podcasts

Foto

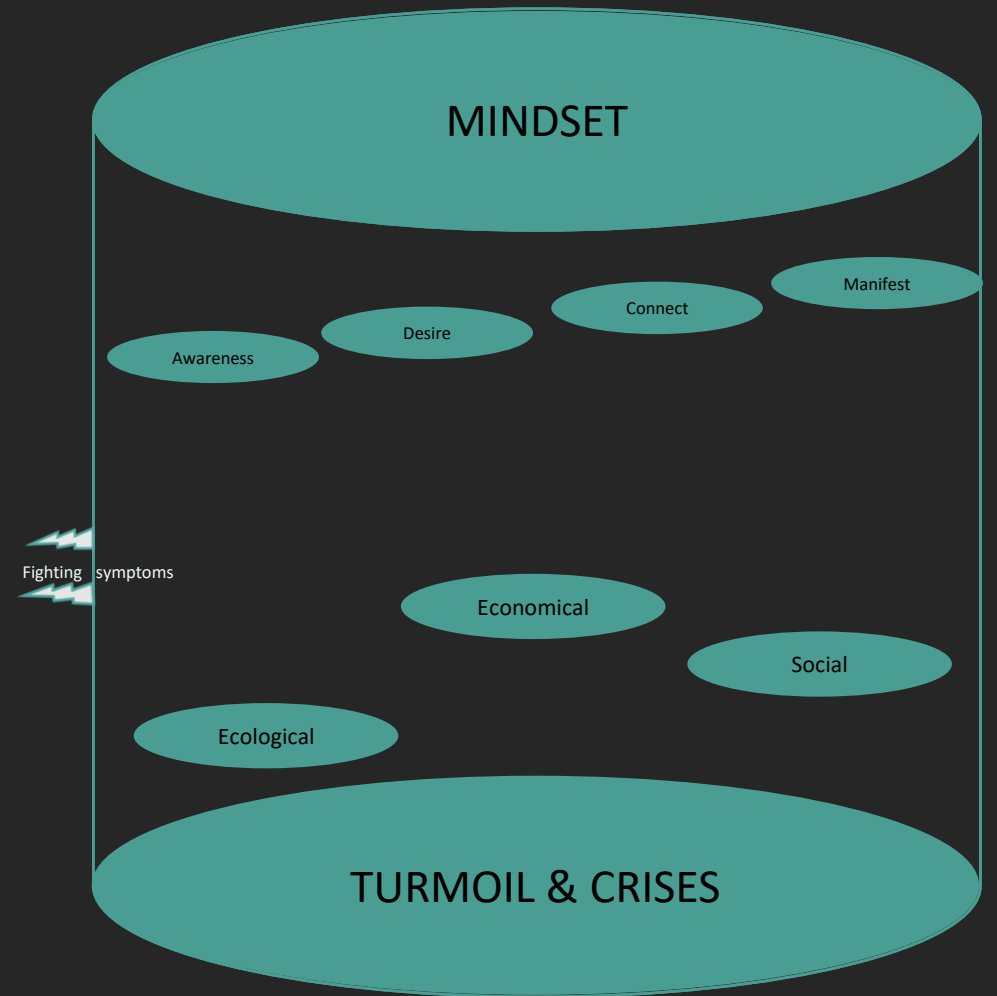
NIEUWS

Bewoners Tuvalu krijgen klimaatasiel in Australië, eilandengroep ernstig bedreigd door stijgende zeespiegel

Australië zal de inwoners van Tuvalu asiel bieden. De eilandengroep in de Stille Oceaan, met een bevolking van ruim elfduizend inwoners, wordt ernstig bedreigd door klimaatverandering. Jaarlijks komen maximaal 280 Tuvaluanen in aanmerking voor asiel in Australië.

Daan de Vries 10 november 2023, 11:37

Model from 'Once Upon A Future'



Drivers perfect storm

Three inevitable divides



1. TRANSFORMATION



2. SEVERE CRISIS



3. SYSTEM COLAPSE

Three Tracks - One Destination

Inevitable tracks to a better world: Protopia



Transition for Good

Creator or victim of your circumstances



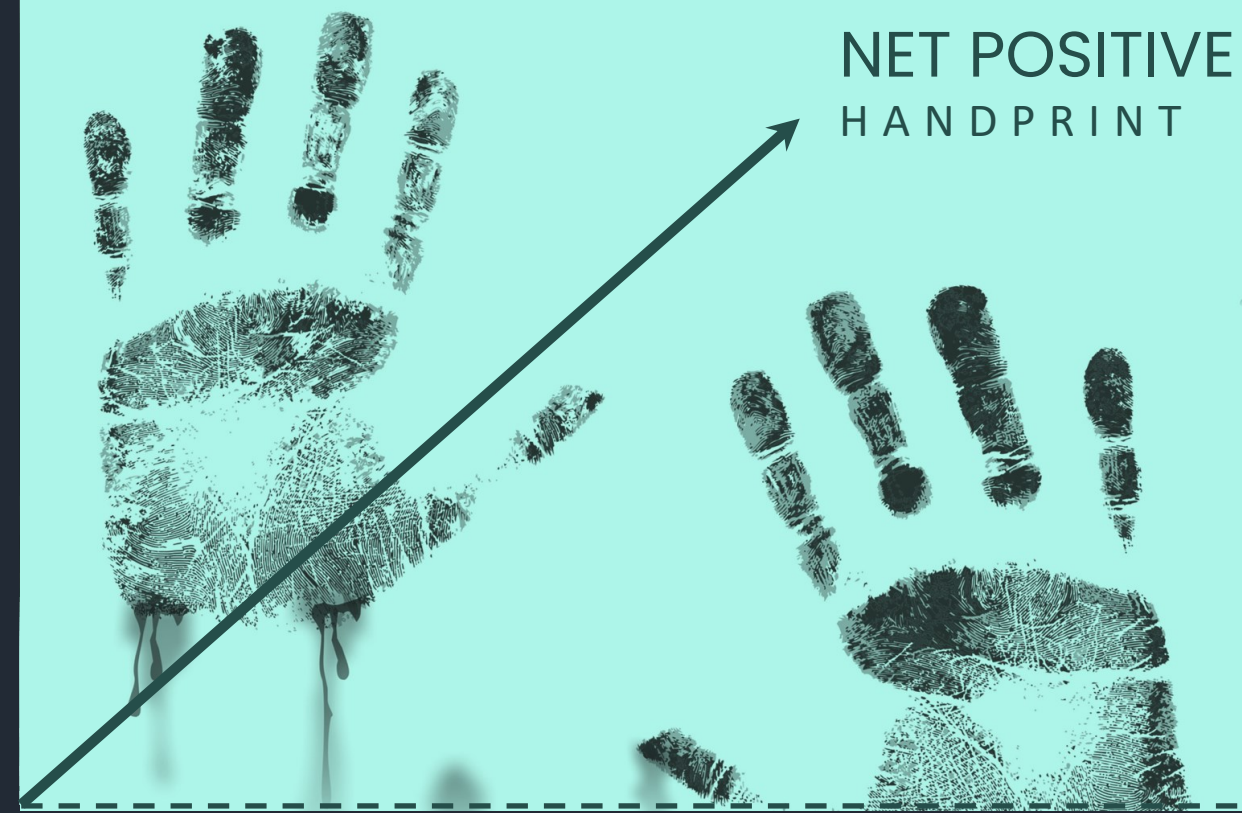
(R)evolution
transition to a new era



NET ZERO
FOOTPRINT



NET POSITIVE
HANDPRINT



0

DFRNT MDL

What is the right track?

1. MORE GREEN

- ❖ Reduce collateral damage

2. MORE SUSTAINABLE

- ❖ Transition Net Zero

3. NET POSITIVE

- ❖ Creating better world, by creating value from value



End of era

If we don't tackle climate, everything else is academic

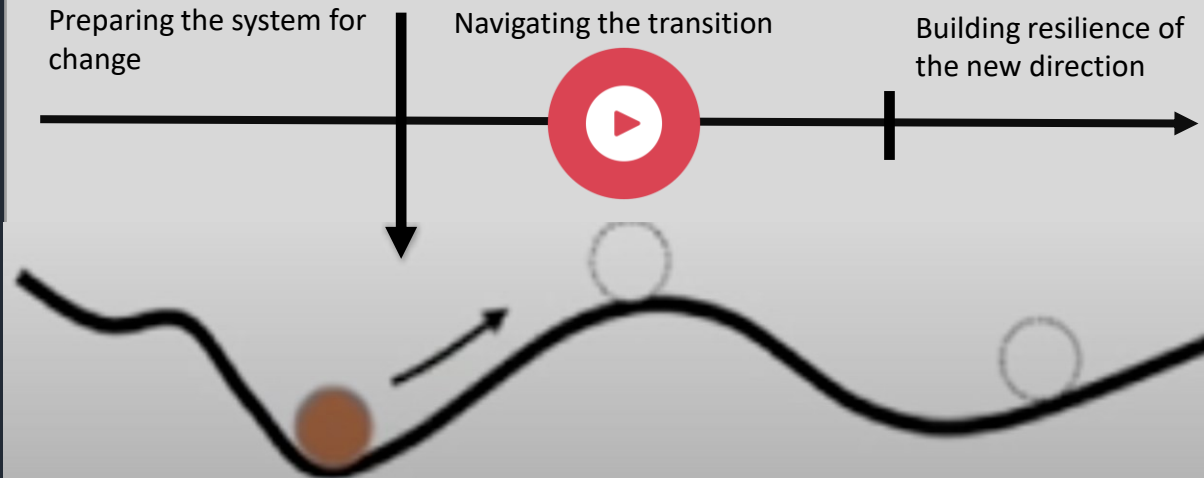


We are wandering about in this ominous era without knowing where we should be heading or what we are doing to the earth

The fact that "we do not know who humans have been, who they are and who they will be" makes us feel profoundly disorientated



WINDOW OF OPPORTUNITY



Planetary boundaries

Dynamics of people and the planet

Stockholm Resilience Centre

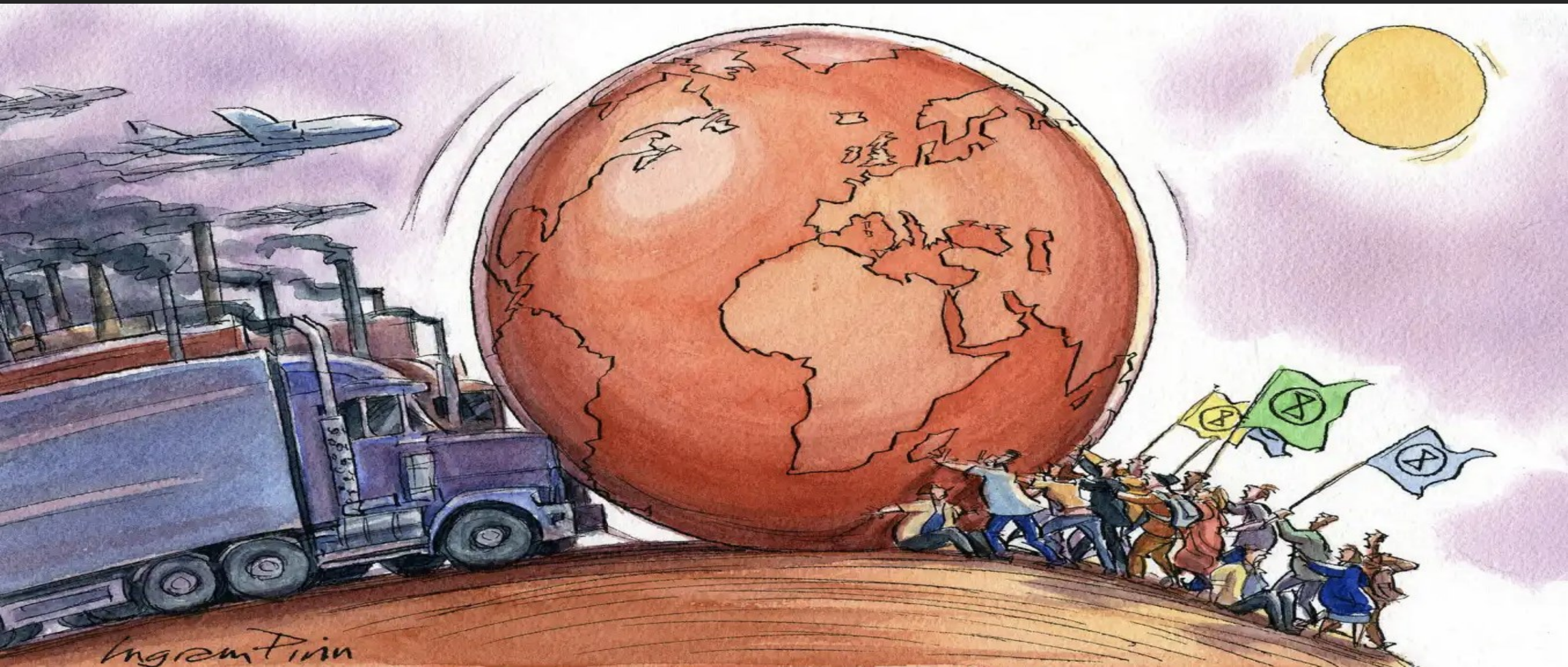


Human growth has strained the Earth's resources, but our advances also give us the science to recognize this and change behaviour. Research has found nine "planetary boundaries" that can guide us in protecting our planet's many overlapping ecosystems.





▲
Climate tipping points
With inevitable impact





Definition

Earth Overshoot Day marks the date when humanity's demand for ecological resources and services in a given year exceeds what Earth can regenerate in that year.



Earth Overshoot Day

Where the only specie that attacked nature
- and won.



Bring in Self

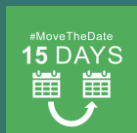
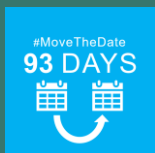
Proof you truly care



Take a Step

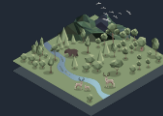
To move the date

www.footprintcalculator.org



Move the date projects

Solutions to move the date



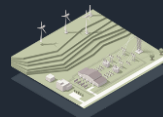
PLANET

How we help nature thrive



CITIES

How we design and manage cities



ENERGY

How we power ourselves



FOOD

How we produce, distribute and consume food



Population

How many of us there are



Structure

If it is to be, it is up to me

CONTEXT

DEMOGRAPHICS

POVERTY

SYSTEM TRANSITION

INEQUALITY

CLIMATE CHANGE

LOSS BIODIVERSITY

MORAL

LEADERSHIP

SCARCITY

TECHNOLOGY
(GEO)POLITICS

PURPOSE

Facilitator sustainable habitat
Within planetary boundaries
Strengthen nature and social cohesion

NON-NEGOTIABLE VALUES

CLIMATE

NATURE

SOCIETY

CUSTOMERS

EMPLOYEES

SUPPLIERS

SHARE-HOLDERS

VALUE CREATIONE

“VERLANGENVERSTRENGELING”

RESILIENCE

COMPASSION

FAIR SHARING

FRAMES

ECOLOGICAL

SOCITAL

FINANCIAL



Netherlands in 2050

Four scenarios living environment



Planbureau voor de Leefomgeving

Ruimtelijke Verkenning 2023

Vier scenario's voor de inrichting van Nederland in 2050

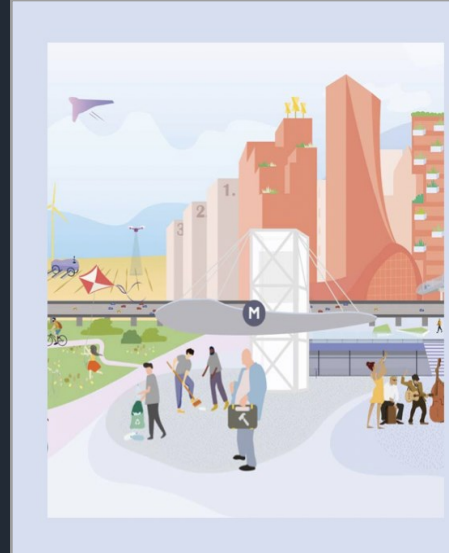
Netherlands in 2050

Four scenarios living environment



MOND

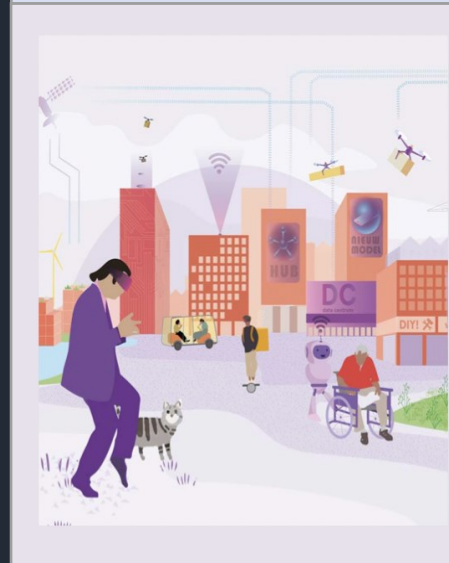
GLOBAL ENTERPRISING



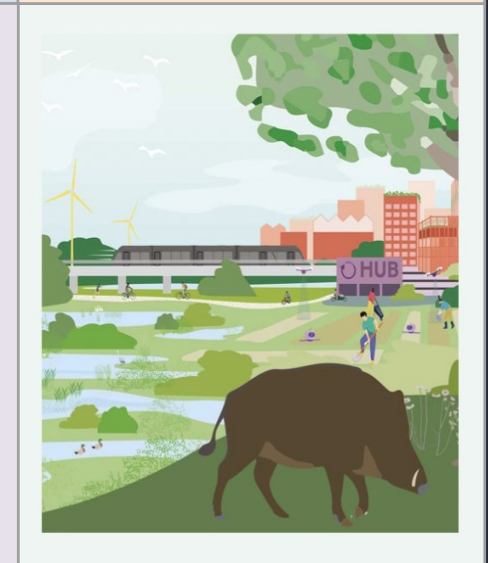
REGIONALLY ROOTED



FAST DIGITAL WORLD



NATURE INCLUSIVE



GROEN LAND

REGIONAAL GEWORTELD

NATURE INCLUSIVE



Scenario 2050

Nature inclusive

Society

Economy

Patterns environment

NATURE INCLUSIVE



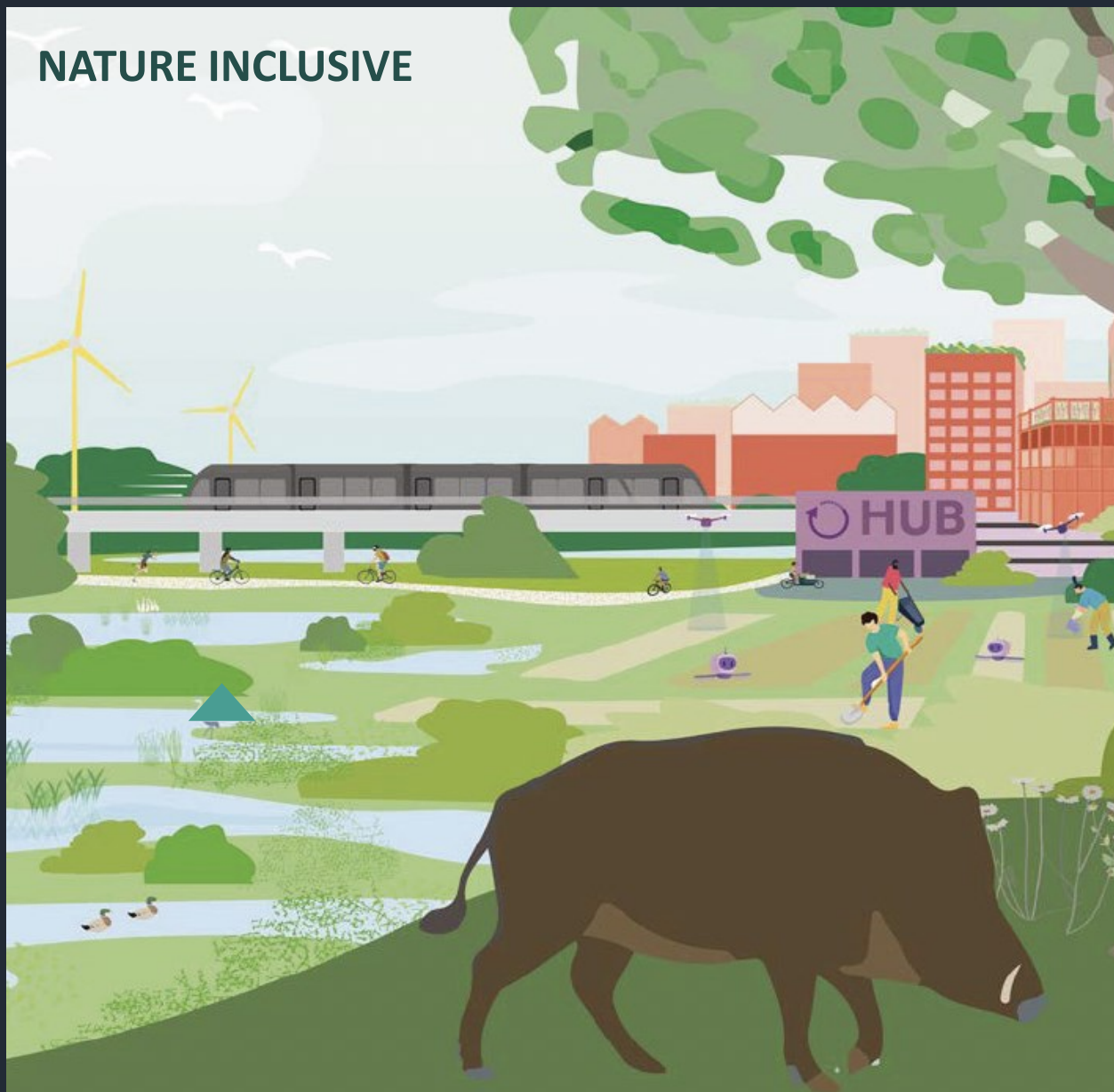
Scenario 2050

Nature inclusive

Society

- People see themselves as part of nature
- Prioritizing nature and the environment
- Natural solutions more important than technological opportunities
- Social innovation leads to inequality reduction
- Consumer freedom restricted by true pricing and possibly also by personal planetary budget

NATURE INCLUSIVE



Scenario 2050

Nature inclusive

Economy

- 'Post-growth' economy focused on reducing materials use and redistributing wealth
- Central government does what is needed in times of crisis, promote collective interest
- Detax more what is good for planet and people's
- Tax heavily what is harmful to the planet and everything that lives on it, including 10 billion people

NATURE INCLUSIVE



Scenario 2050

Nature inclusive

Patterns environment

- Formation of bead strings for networks for public transport, energy, cycling and walking
- Water gets enough space and protection of major cities and important heritage
- Building much more concentrated in Randstad, larger regional cities and around transport and infrastructure (energy) hubs

NATURE INCLUSIVE

Scenario 2050

Nature inclusive

Climate adaptation

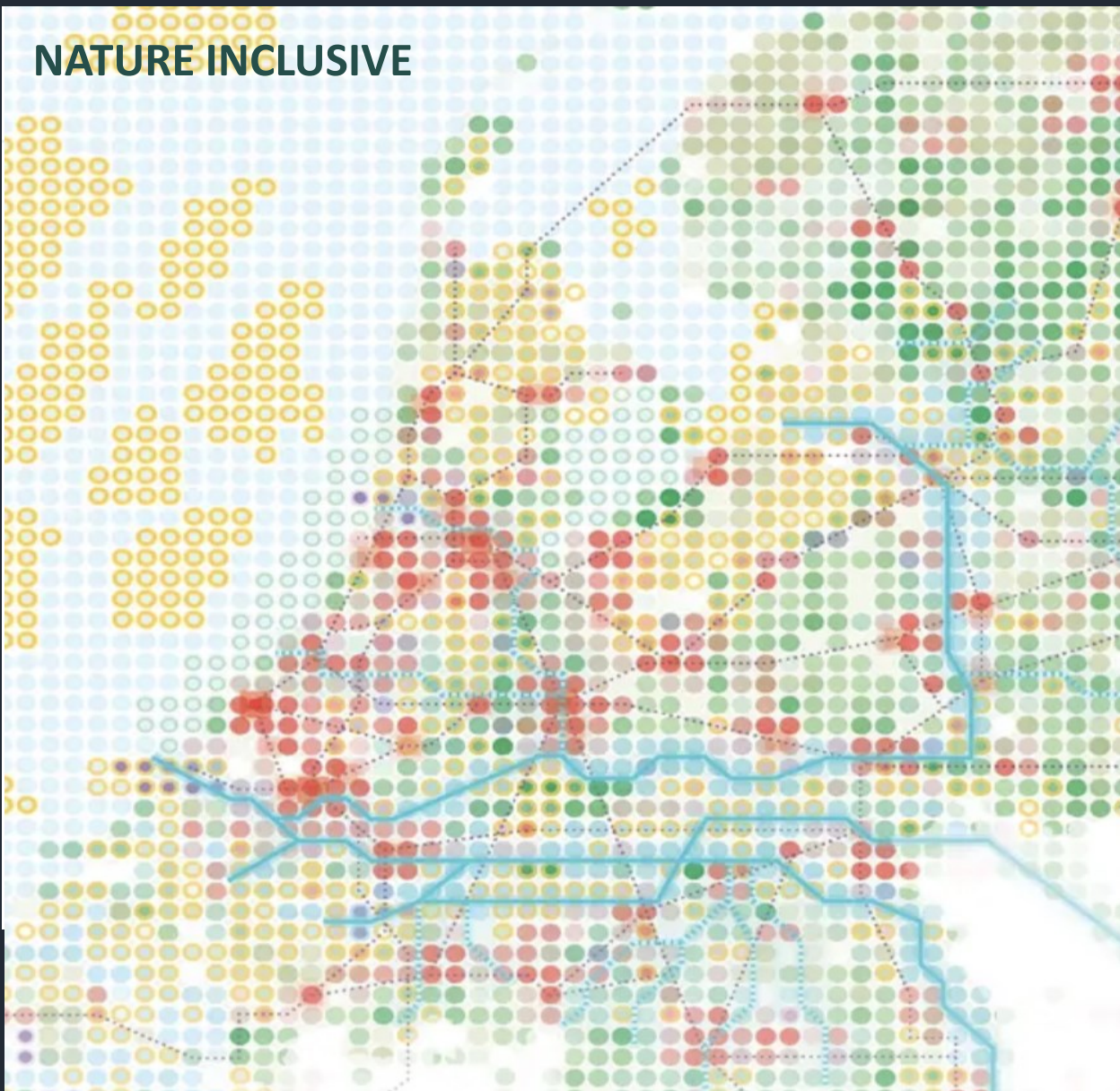
Climate mitigation

Regenerative economy

Cities and regions

Rural areas

NATURE INCLUSIVE



Scenario 2050

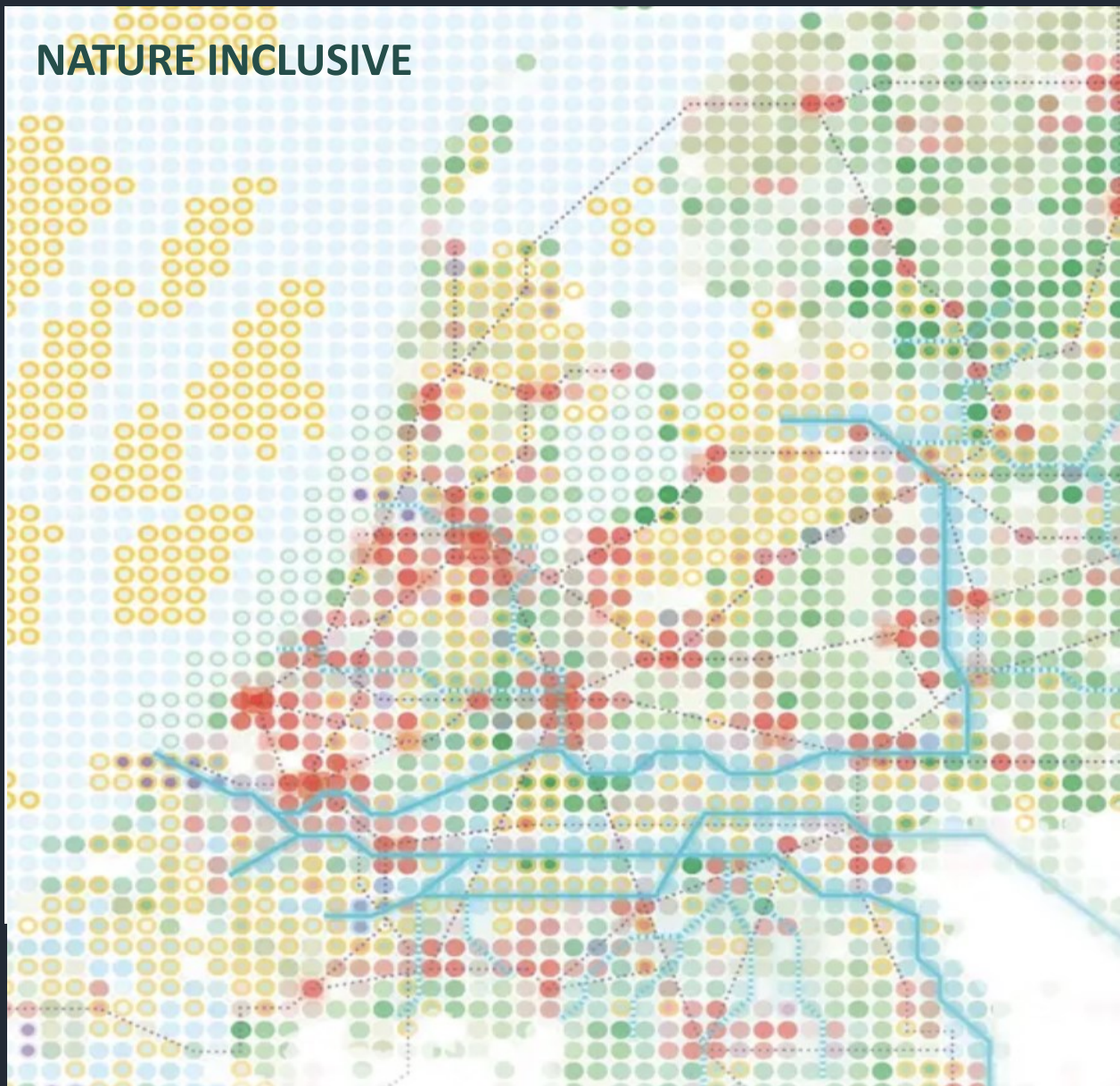
Nature inclusive

Climate adaptation



- Much more space rivers (and the sea)
- Multi-purpose and floodable levees
- End of water supply for agriculture
- Blue-green veining (water and nature) of rural and built-up areas
- No construction areas on slack/wet soils

NATURE INCLUSIVE



Scenario 2050

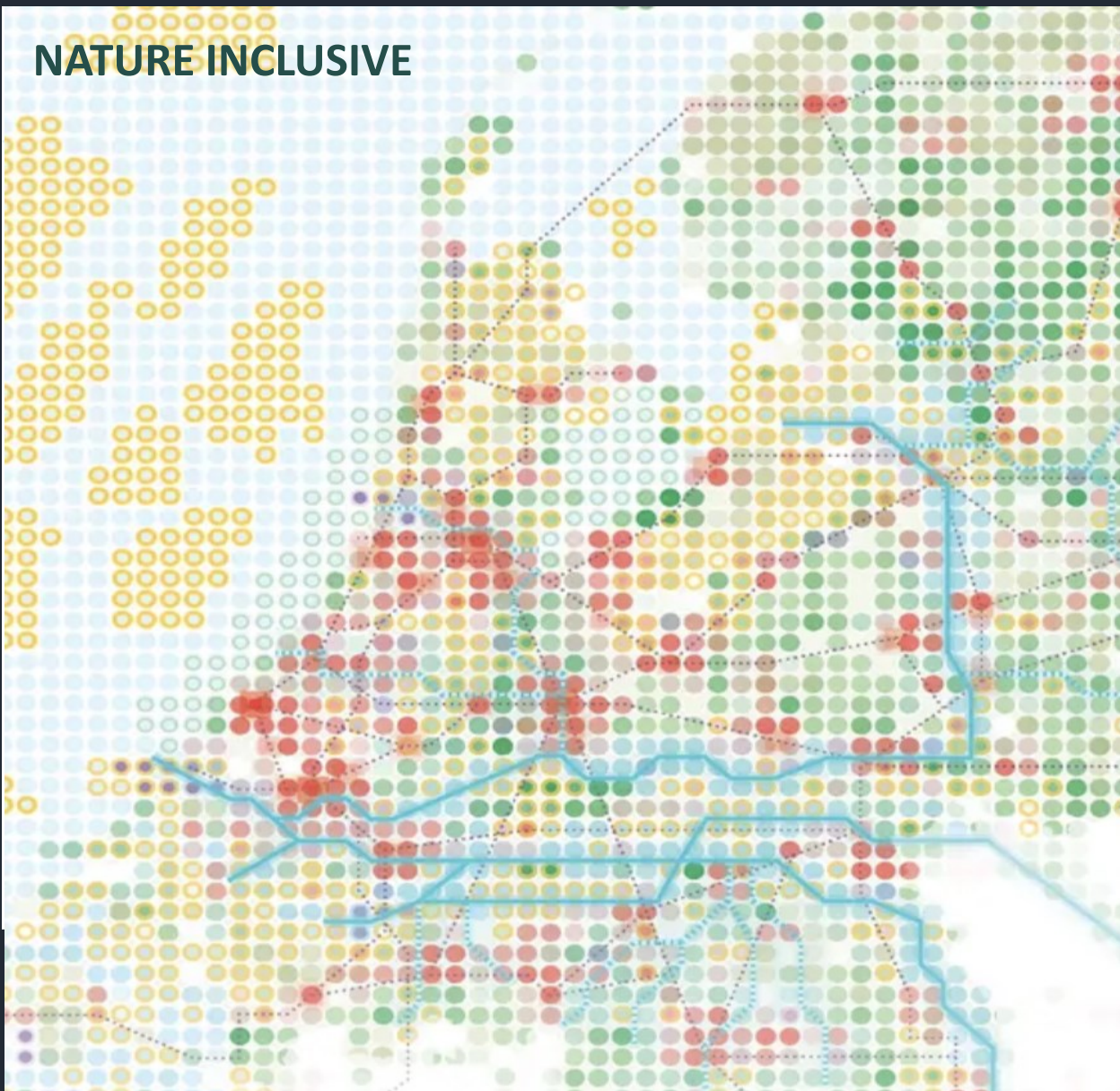
Nature inclusive

Climate mitigation



- Significant decrease in energy demand
- Democratization of energy (production, storage, microgrids and backup)
- Rapid growth of geothermal for heating
- 200 GW solar power on land
- 12 GW wind energy on land and 70 GW offshore
- >50% reduction of livestock

NATURE INCLUSIVE



Scenario 2050

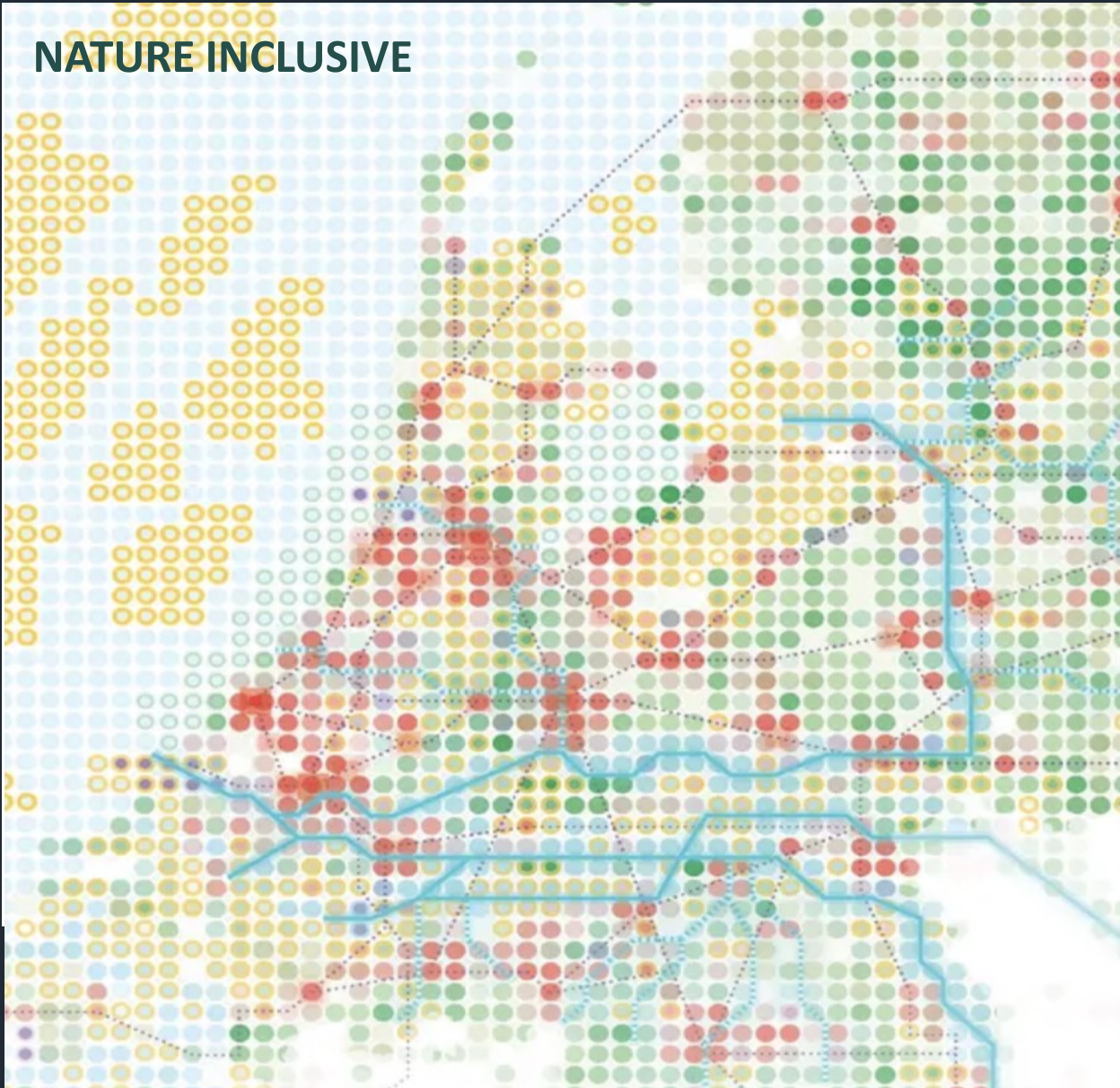
Nature inclusive

Regenerative economy



- 40% decline use resource due huge decline of consumption and sharing economy
- Less recycling, more emphasis re-use/repair
- More substitution by bio-based raw materials
- Occupancy of industrial sites decreases due to shrinking material consumption
- Less and smaller (international) distribution centers

NATURE INCLUSIVE



Scenario 2050

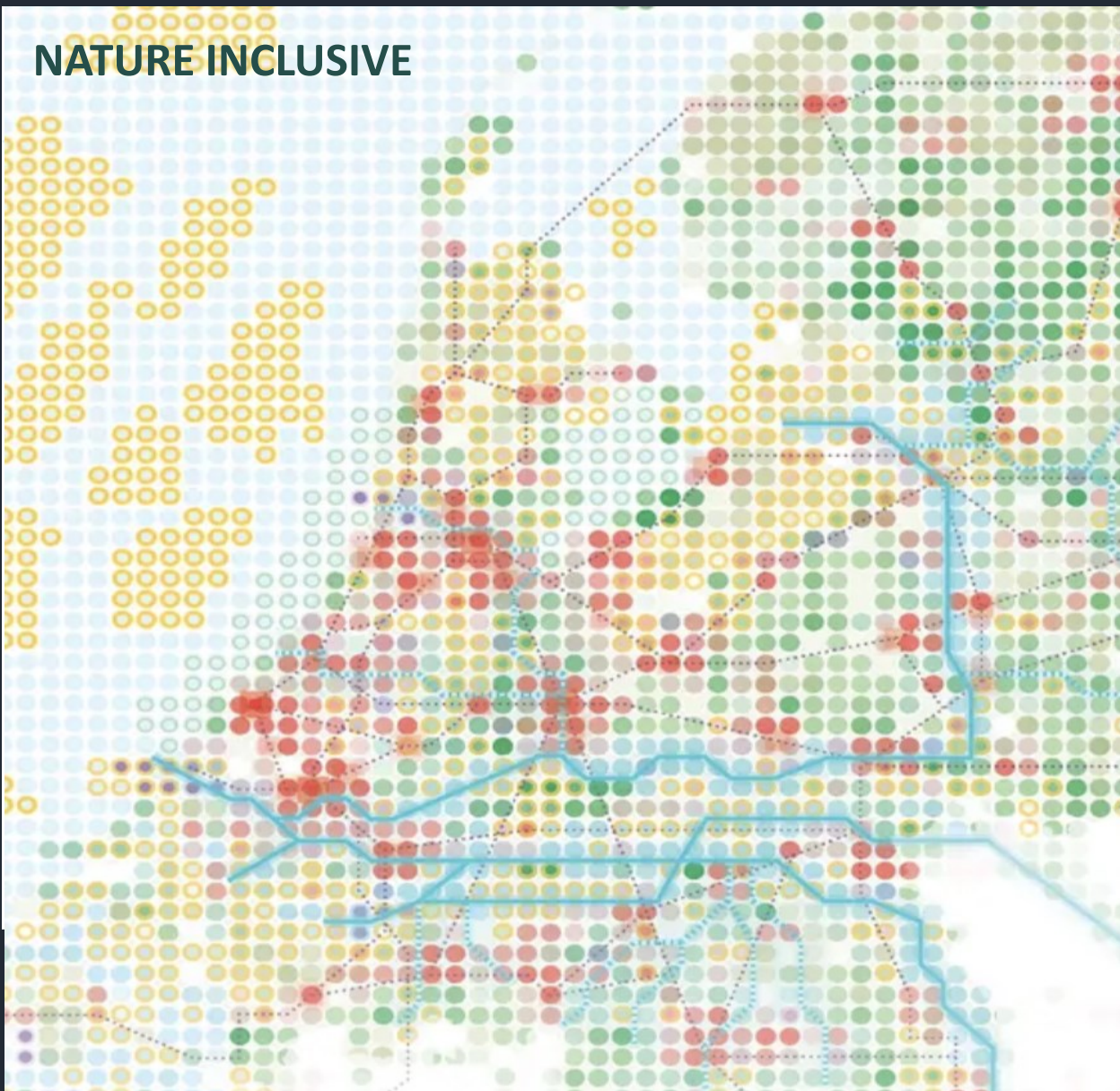
Nature inclusive

Cities and regions



- Optimal use of cities and smaller houses and apartments
- Proximity is central; mixture of functions at district, neighbourhood and building level
- Transit-oriented development: urban development around public transport hubs
- Integration of red, green and blue (buildings, nature and water)
- Number of homes will increase by > 2 million
- Urban area will grow by 350 km²

NATURE INCLUSIVE



Scenario 2050

Nature inclusive

Patterns environment



- Agriculture is nature-inclusive, carbon-neutral, circular and organic
- Intensive livestock farming has virtually disappeared
- Greenhouse horticulture is smaller, climate neutral and mixed with other businesses
- Nature has been expanded by 150,000 ha on top of the national Nature Network
- Limitation of groundwater withdrawals in parched areas

Reflections and take-away's

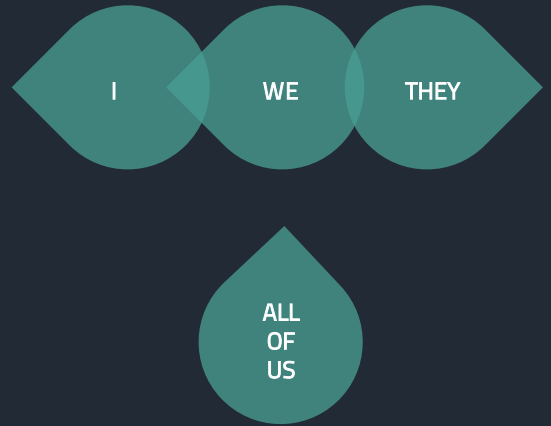
What's in it for US (including ME)



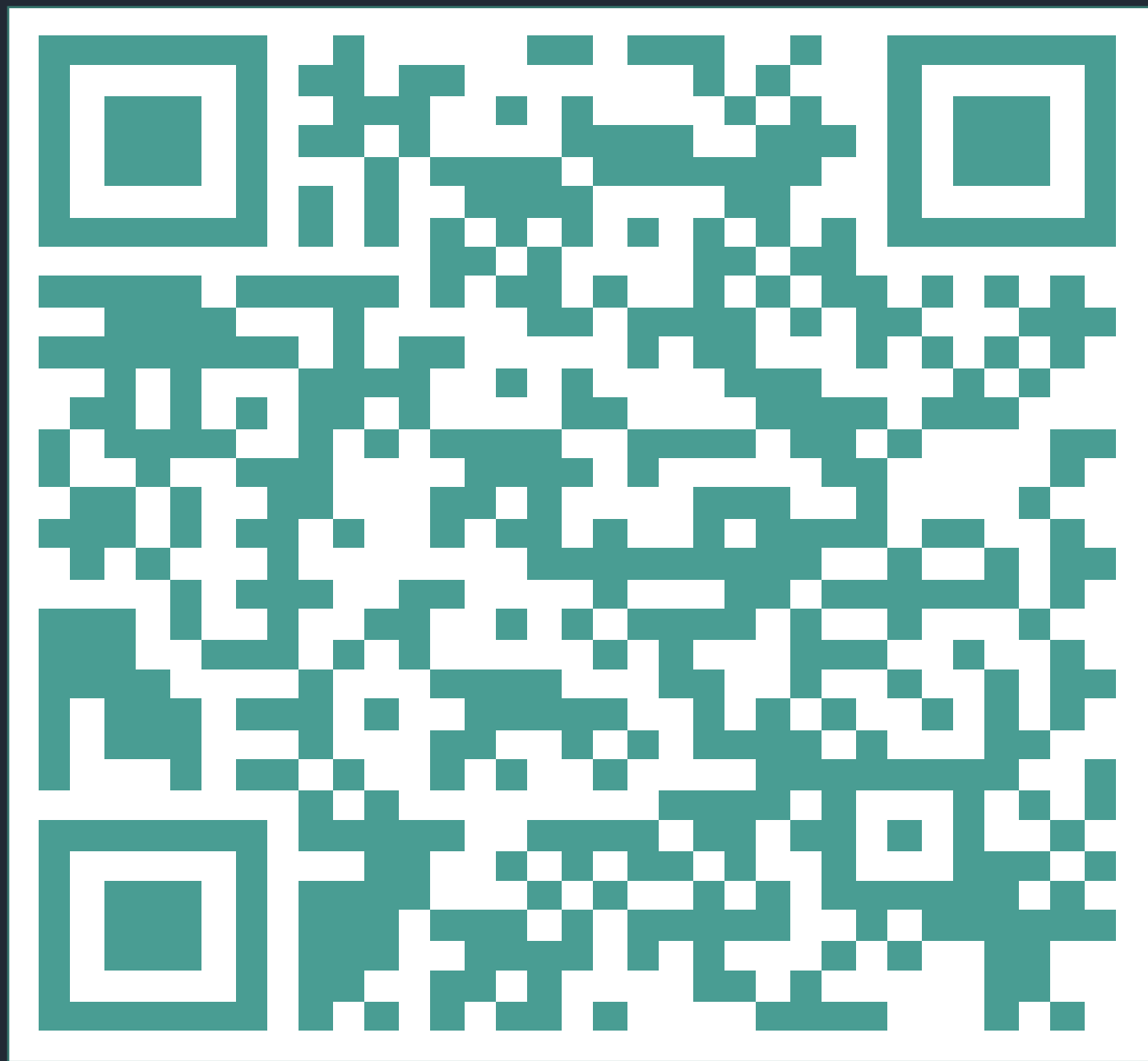


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Wachtwoord:
12870964523



Principle 01



End of an era

paradigm
shift

Mega unravelling

We live in a time of social, economic and ecological unravelling

evidable
signs

Something is dying & ending

All around us are signs that our whole way of living, consuming and producing is already passing into history

live
with it

Something new is being born

We will face this reality, honestly and learn how to live with it

"We must unhumanise our views a little,

And become confident

As the rock and ocean

That we are made from"

VERLANGENVERSTRENGELING

Start with the world

Creating a better world is not a job,
nor work or a project

It's not done from Monday until Friday
And between 9:00 AM and 5:00 PM

It's a life style. A philosophy you take
to bed and wake up with

"Improve Yourself, Start With The World"





Principle 02



We are the solution

We reject our limiting beliefs that the converging crisis of our time can be reduced to a series of symptoms that can be resolved with exponential technologies, eco-modernism, party ideologies & politics and/or government regulations.

The solution lies in a different way of connecting; with nature, with others and with ourselves

Most eminent questions

Fulfilling a huge and very relevant ambition



WHO ARE YOU?



WHERE ARE YOU?



WHAT DO YOU WANT?



Most eminent take-away

If not you, WHO?



Namasté

If it is to be, it is up to me

If It Is to Be,
It Is Up to Me

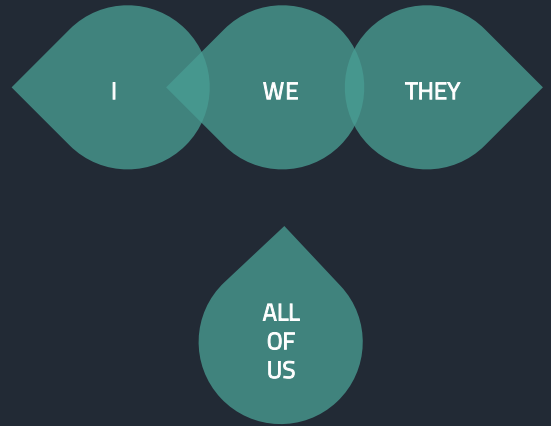


THERE IS ALWAYS HOPE



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RUJD.

Progressor and inspirator of transformation



MORE INFO

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