

# Livinglab of the Purpose economy



European Union  
European Regional  
Development Fund

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# What is the startingpoint?

③ Methods

Social innovation

Design as innovative enabler

Open innovation

Testing grounds

Living labs

② National top clusters with international potential

LIFE SCIENCES & HEALTH

BIOBASED

LOGISTICS

MAINTENANCE

① International top clusters

HTSM

CHEMISTRY & MATERIALS

AGROFOOD AND T&U

# Regional Innovation Strategy

③  
Methods



②  
National top clusters with international potential

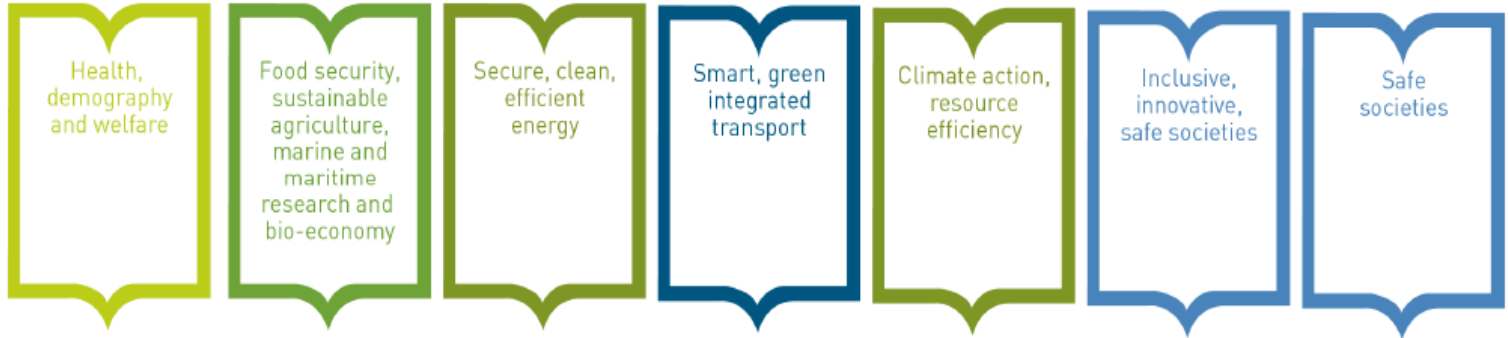


①  
International top clusters



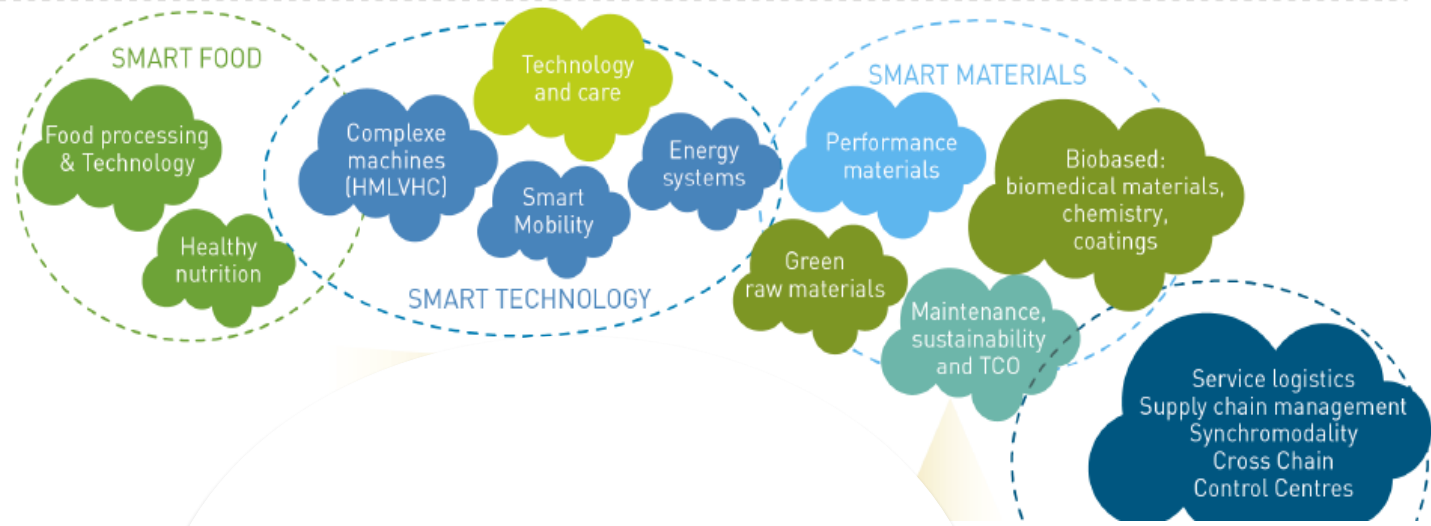
# Solutions for societal challenges?

## ⑥ Challenges



## ⑤ Innovative opportunities

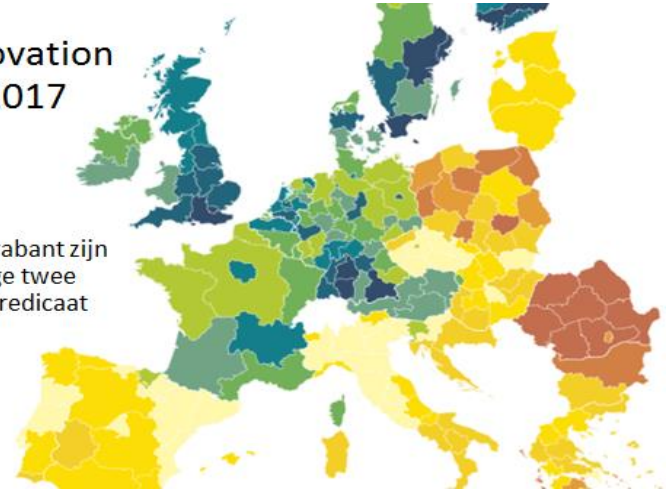
(Examples, not exhaustive!):



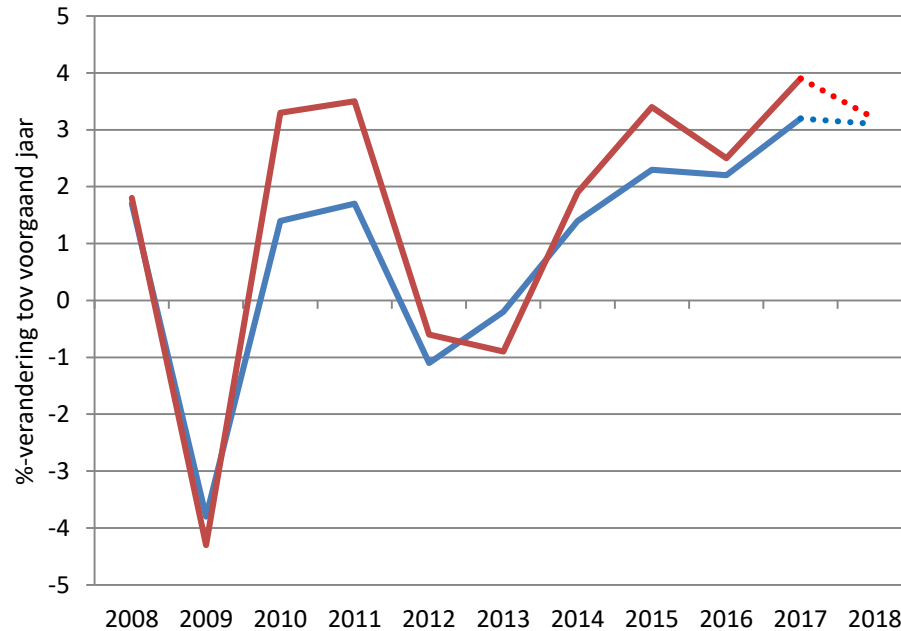
# What is the current situation?

## Regional Innovation Scoreboard 2017

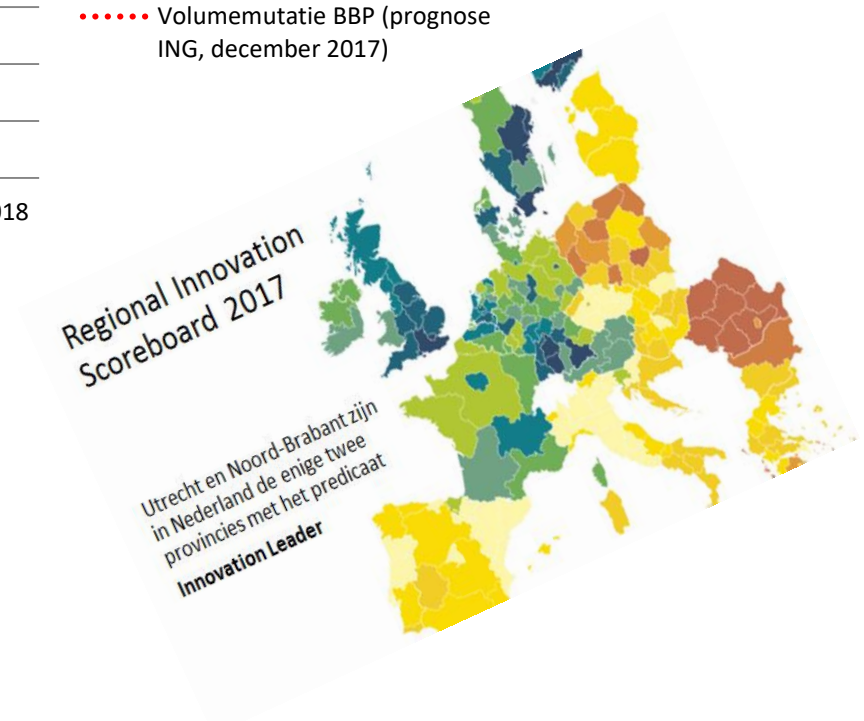
Utrecht en Noord-Brabant zijn in Nederland de enige twee provincies met het predicaat **Innovation Leader**



# Flourishing economy

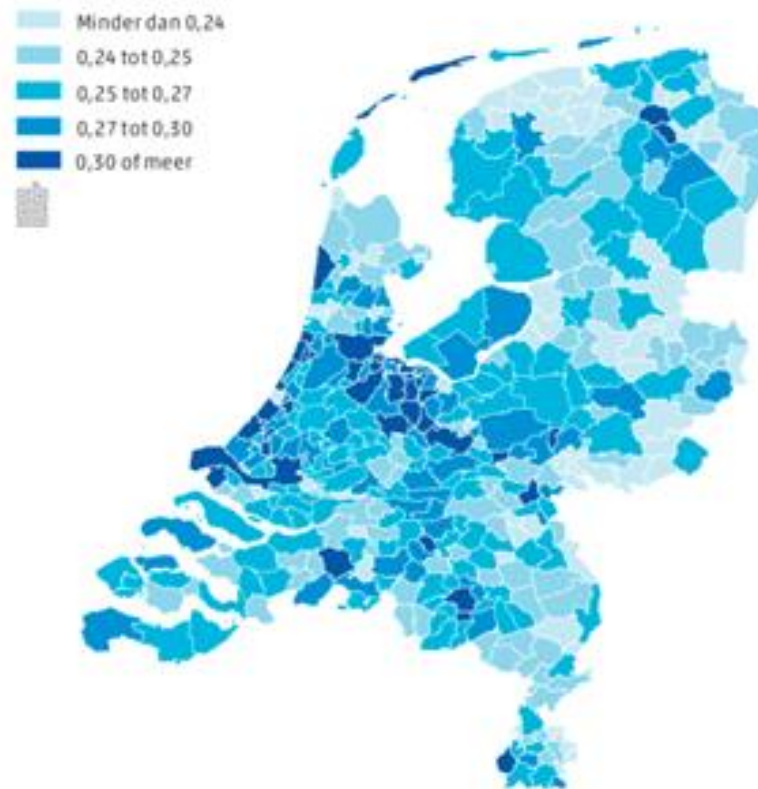


- Volumemutatie BBP Nederland (CBS)
- Volumemutatie BBP Noord-Brabant (CBS)
- ⋯ Volumemutatie BBP (prognose CPB, december 2017)
- ⋯ Volumemutatie BBP (prognose ING, december 2017)

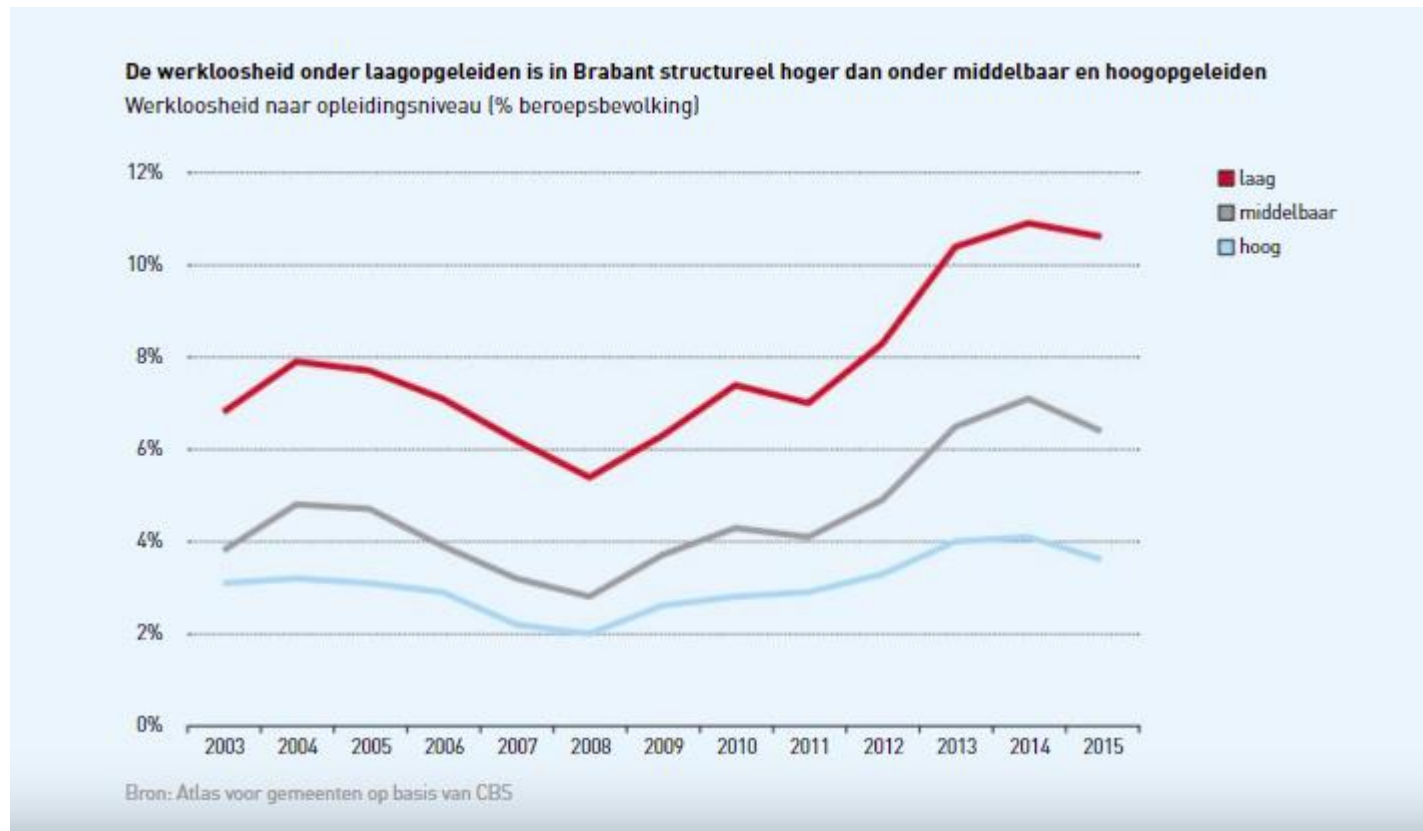


# Gap between higher and lower incomes

## 8.5.1 Inkomensongelijkheid (Gini-coëfficiënt) per gemeente, 2013



# Group of lower educated people without a job is growing





# 43% of citizens: less resilient

## Totaal Brabant



### Persoonlijke hulpbronnen



#### Vertrouwen (tamelijk veel/heel veel)

Sociaal vertrouwen	67%
Maatschappelijk vertrouwen (score)	82
Politiek vertrouwen	37%
<b>Vertrouwen totaal (score)</b>	<b>90</b>



#### Identiteit (% redelijk/sterk verbonden)

Binding buurt/wijk	43%
Binding woonplaats	58%
Binding provincie	57%
Binding Nederland	70%



#### Veranderingsbereidheid (5 puntsschaal) 3,1



#### Gezondheid % (zeer) goed 74%



#### Geluk % (heel) gelukkig 92%

### Veerkracht

Wel veerkrachtig	57%
Bijna veerkrachtig	31%
Niet veerkrachtig	12%

sociale

veer

kracht



### Sociale hulpbronnen



#### Participatie

Lidmaatschap vereniging	68%
Mantelzorg gegeven	27%
Burenhulp gegeven	27%
Vrijwilligerswerk gedaan	36%
Ingezet voor leefomgeving	20%



#### Sociale contacten (5 puntsschaal) 3,3



#### Digitale contacten (5 puntsschaal) 3,2



### Hulpbronnen omgeving



#### Cohesie (5 puntsschaal) 3,3



#### Aanwezige voorzieningen totaal 83%



#### Mobiliteit (totaal kilometers per persoon per dag) 30



#### Welvaart en welzijn (MDI score) 45

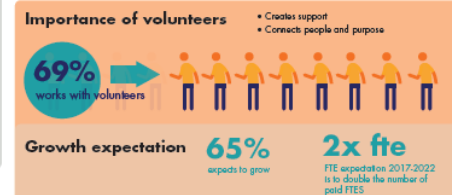
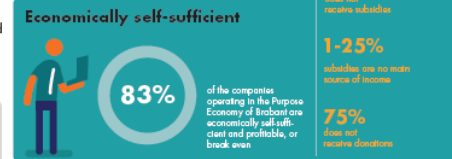
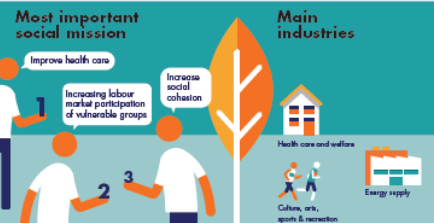
# There are solutions!

## Purposeful Brabant Survey of the Purpose Economy

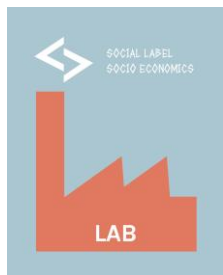
### Provincie Noord-Brabant

The Purpose Economy is a bottom-up movement of entrepreneurs and initiators that are intrinsically motivated to create a better world, working together with other parties.

#### Main categories



# Health solutions in Purpose economy





Het Elzeneindhuis  
slowcare



# Broad range of Purpose economy

## Main categories



Social initiatives



*Sustain themselves mainly through subsidies and donations, and generate some income from the market.*



*Focus on social value*



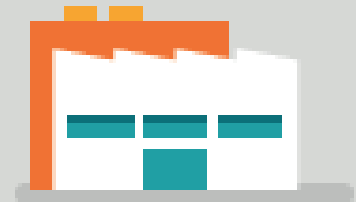
Social enterprises



*Business model based on offering products/services*



*Social and financial value in balance*



CSR companies



*Business approach partially aimed at addressing the social issue*



*Focus on economic value*

# Purposeful Brabant

## Survey of the Purpose Economy

### Provincie Noord-Brabant

The Purpose Economy is a bottom-up movement of entrepreneurs and initiators that are intrinsically motivated to create a better world, working together with other parties.

#### Main categories

 <b>Social initiatives</b>	 <b>Social enterprises</b>	 <b>CSR companies</b>
<p>€ Sustain themselves mainly through subsidies and donations, and generate some income from the market.</p> <p>☀ Focus on social value</p>	<p>€ Business model based on offering products/services</p> <p>☀ Social and financial value in balance</p>	<p>€ Business approach partially aimed at addressing the social issue</p> <p>☀ Focus on economic value</p>
<p><b>375</b> companies surveyed</p>	<p><b>82%</b> key driver: solve the social issue</p>	<p><b>84%</b> be an example for society</p>

#### Most important social mission

- 1 Improve health care
- 2 Increasing labour market participation of vulnerable groups
- 3 Increase social cohesion

#### Main industries

- Health care and welfare
- Culture, arts, sports & recreation
- Energy supply

#### Most common legal form

- 25% Limited Company
- 21% Foundation
- 18% Cooperative

#### Economically self-sufficient



**83%** of the companies operating in the Purpose Economy of Brabant are economically self-sufficient and profitable, or break even

- 50% does not receive subsidies
- 1-25% subsidies are no main source of income
- 75% does not receive donations

#### Importance of volunteers

- Creates support
- Connects people and purpose

**69%** works with volunteers



**Growth expectation** **65%** expects to grow

**2x fte** FTE expectation 2017-2022 is to double the number of paid FTEs

#### Obstacle to growth

**76%** believes that access to more [growth] capital would allow them to have more impact

#### Opportunities for local/regional policy bodies to strengthen Purpose Economy of Brabant:



**THE GLOBAL GOALS**  
For Sustainable Development

- 1 Measure prosperity in a broad sense
- 2 Increase access to [growth] capital
- 3 Breakdown silos within the policy bodies

# Recommendations for policymakers

## Opportunities for local/regional policy bodies to strengthen Purpose Economy of Brabant:

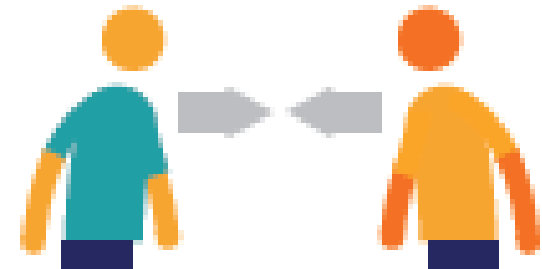


**THE GLOBAL GOALS**  
For Sustainable Development

**1** Measure prosperity  
in a broad sense



**2** Increase access  
to [growth] capital



**3** Breakdown silos  
within the policy bodies

# How to use the Livinglab?





# Society is the living lab:

Policymakers need to learn from and with stakeholders to know better

- what is needed,
- which role they have to play,
- how to improve the policy instruments

How to do it?

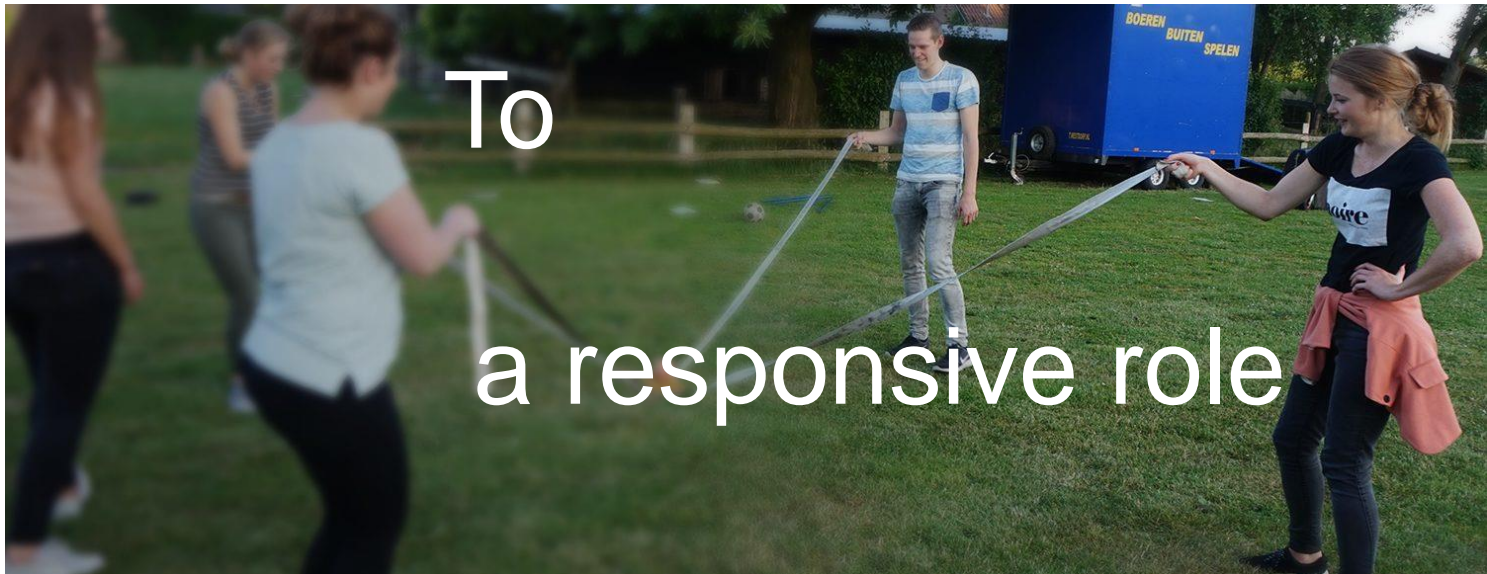
- leave the building and go for adventure!



From  
a governance role

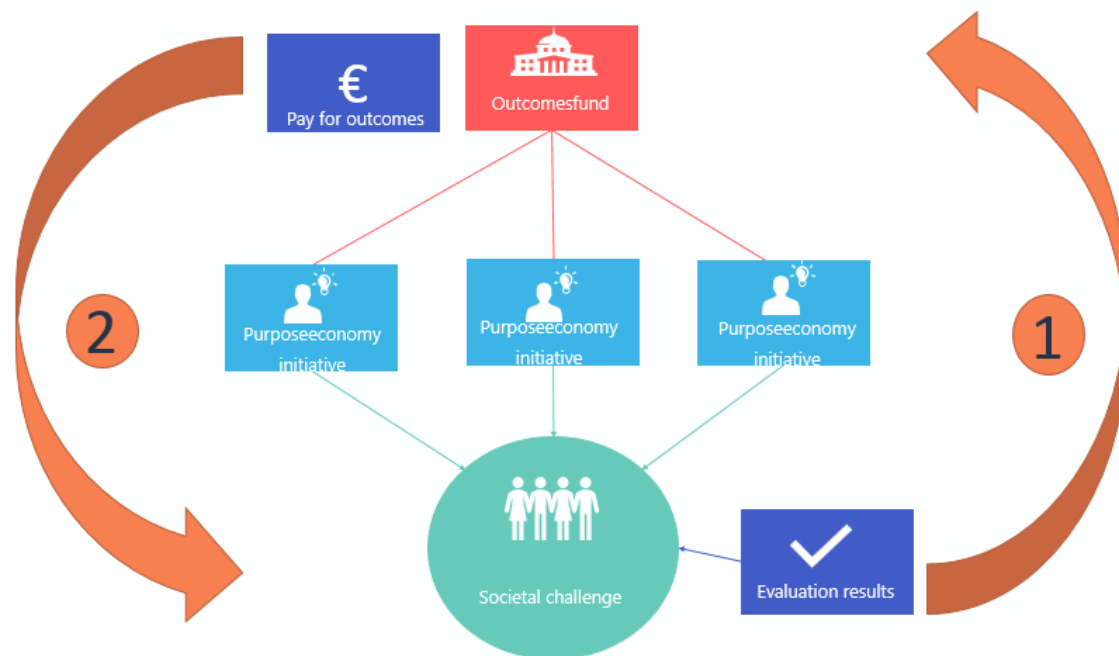


To  
a responsive role



# Concrete example: Outcomes fund

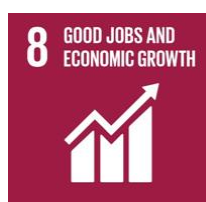
An outcomes fund is a private/public financing tool that pays for results, based on the principles of a social impact bond



The intermediar brings partners together



Private investors will be involved to pre-finance until the results will be achieved



# Conclusion:

## 1. Turn the policy-instrument upside-down!

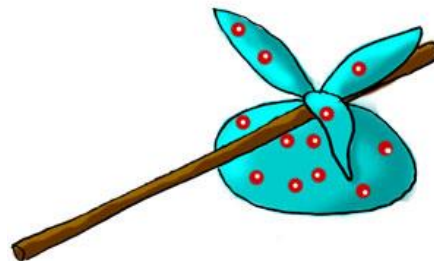
Take the challenges in society as a startingpoint

## 2. Leave the building and go for adventure!

Society is a living lab for policymakers

## 3. Look for the purposedriven entrepreneurs!

Use the strenght of the economy to solve issues in society



Questions?  
Suggestions?

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