

VCV

for Nyenrodeans all around the world

magazine

**A ticket
from the lottery**

**Getting to grips with
the real estate market**

**Helping
makes you wealthy**

Azadeh Pourzand

**Wealth is
something
trivial**



Improve the world...

Be the change you want, the phrase goes. Fredrik Knoeff (20070322), Jeroen Timmers (20030101), Nynke Doorenbos (20025504) and Nick van Dam (20050991) were. Each from their own background, in their own way, but with the same ideal. Looking after one another and the world.

Fredrik Knoeff (20070322)

Unexpected wealth

'A good job, own house, good car and the latest laptop were part and parcel of my life up to a year ago. A job as lawyer and then operational director of the office made it stressful but

comfortable. That was guaranteed by a good monthly wage slip. Everything your heart desires. But is that it?

After my (part-time) program at Nyenrode in 2010 (PtMSc-11) I decided to change the direction of my life. On the one hand I wanted to expand my knowledge and experience

and on the other be of significance for those who are less fortunate. In other words, I was looking for immaterial enrichment and a way to make sense of it all. VSO Nederland found a partner for me in Tanzania (Dodoma) where I now work with an income I could not get by on for a week in the Netherlands. Only the



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laptop reached Tanzania. I sold the house and car. I gave away the television and haven't missed it since.

Until the Fall of 2012 I am supporting a local NGO who works in combating poverty: prevention of HIV and Aids (Sharing Worlds Tanzania). An important part of its work is helping vulnerable



children who have lost one or more parents to HIV and Aids. In my work I emphasize self-sufficiency and sustainability by stimulating entrepreneurship among vulnerable groups. It soon became clear that wasn't going to be easy when I was designing training for developing mission, vision and core values. How do you explain this to people who struggle with writing and maths?

In an economy in which the average consumption per person is less than a Euro per day you need maximum creativity and flexibility. A Dutch woman on welfare is like a Goddess here, but that's not the most remarkable thing here as people get by somehow. I do get sad though when I see the level of the education. A hopeless mix of unmotivated teachers who don't even make the effort to visit their classrooms and a teaching method that suppresses the development of insight and the ability to think independently. The result is that producing a double-sided copied folder at the local copy shop is tricky for many.

Unexpectedly I came to the conclusion that I am rich. Not because I still have a bank account, but because thanks to my training I am able to make maximum use of my brain, be creative and have the chance to develop myself. And not just for myself. Also for around 15,000 vulnerable kids in Dodoma.'

Jeroen Timmers (20030101)

The answer: giving

'I recently returned from a trip around the world I started because my relationship had petered out and I saw my learning curve at work declining (strategy consultant). The world trip turned into a personal voyage of discovery. I returned home with two insights.

I believe that every individual and every organization has a choice: you either conform to the system and within that system do your best, or you change the world according to your own ideals. And: if you get rid of all the unnecessary things and return to the essence, what remains? My answer is simple: giving.

It seems that everyone is latently frustrated with how we do things at the moment. The focus on money, with all the associated consequences. Look at the financial crisis, for example, from which we're still suffering. At the same time, the same companies are role models for many people. Nowadays, companies determine what we like and how we behave for large proportions of the population.

There are initiatives to escape from this 'prison'. On an individual level, influenced by social media, for example. There is a growing group of people willing to exchange knowledge and services in music, software and other products.

Based on these insights I have decided to start changing the world with the initiative 'Giving is All we Have' from one that is focused

on money to one that assigns priority to the 'gift'. Starting with companies, for if there is somewhere something has to change it's there. Change there would have an exponential effect on society. There's also the realization that 'we' are our own company. And that means the change has to start with us.

When I got back from my trip I decided to give away my ticket for the pop festival Lowlands. I had bought it for EUR 300 but realized it's the ultimate exponent of how we do things. So I made a blog post and called NRC Next. What happened next was the

'We are our companies.'

ultimate proof that the strength of gifts works and I got lots of reactions. I give presentations and training sessions on how business operations will look in the 21st century, and which changes we will have to introduce in our Western model of thought accordingly. I am currently writing a book on the way society and the economy will look in the 21st century. This will be published globally in 2012. I'm also talking to lots of companies and am asking them to give via 'Giving is All we Have'.

In short - I have a clear mission: globally mobilizing the strength of the 'Gift' and I could do with all the help people are willing to give!