



RETAIL  
INNOVATION  
PLATFORM

# WELKOM!

Olifanten in de kamer: heikele kwesties voor de retail

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An elephant is standing in a living room with floral wallpaper and a wooden floor. The room is in a state of disarray, with a white chair overturned, a plate on the floor, and a small table tipped over. A floor lamp is visible on the left, and a framed picture hangs on the wall to the right. The scene is presented as a torn-out piece of paper.

Hoe ziet retail eruit in een economie die **krimpt** in plaats van groeit, waarin consumptie **afneemt** in plaats van toeneemt en waarin retailers **minder** in plaats van meer spullen gaan verkopen?

A surreal scene of an elephant in a living room. The elephant is standing in the center, with its trunk curled on the floor. To the left, a lamp with a beige shade stands on a wooden floor. In the background, a white chair is overturned. To the right, a white table is also overturned. The room has light-colored, vertically striped wallpaper and a wooden floor with a herringbone pattern. A brown semi-transparent box with white text is overlaid on the center of the image.

**Waarom gaan we deze  
vraag uit de weg?**

THINKING *the*  
UNTHINKABLE

it's easier to imagine the end  
of the world, than the end of  
capitalism.



zero  
books

MARK FISHER

# CAPITALIST REALISM

IS THERE NO ALTERNATIVE?

“There is no alternative”

# Het ondenkbare wordt onvermijdelijk



Instead of focusing on 'micro consumerist bollocks' like ditching our plastic coffee cups, we must challenge the pursuit of wealth and level down, not up

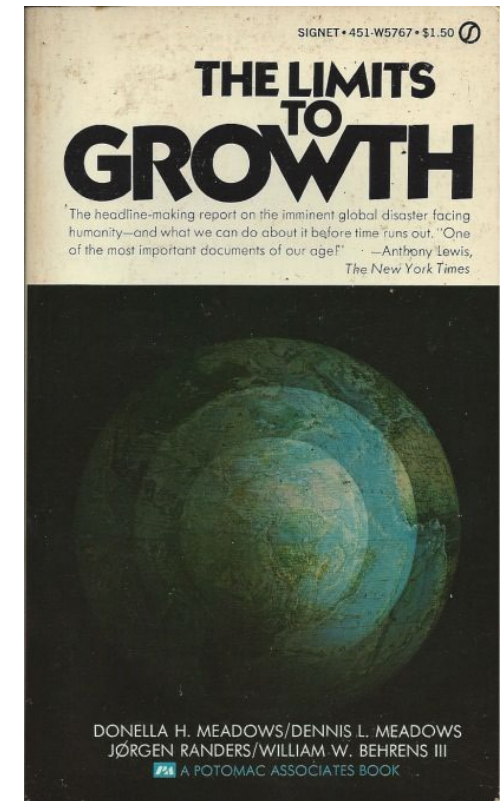
by [George Monbiot](#)

## Endless pursuit of economic growth is destroying our planet

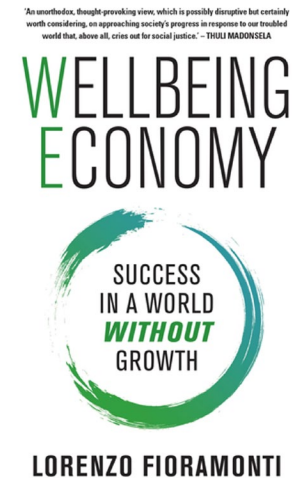
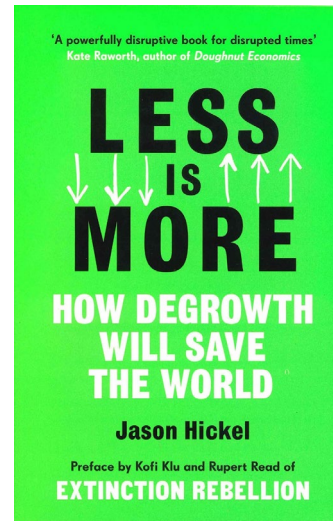
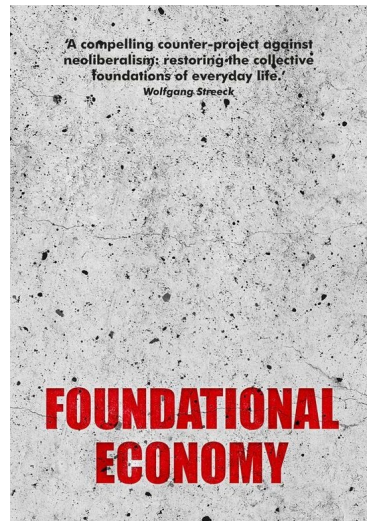
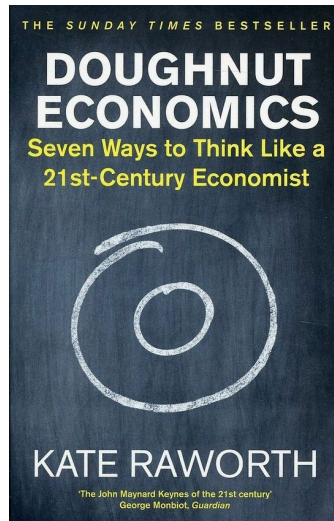
**Caroline Lucas MP** on how an obsession with GDP is driving the climate crisis, and **Oliver B Steward** on why it's time for a green new deal



📷 Caroline Lucas speaks at a climate emergency protest in London, 2019. 'Our life supporting system is being destroyed in front of our eyes.' Photograph: John Keeble/Getty Images



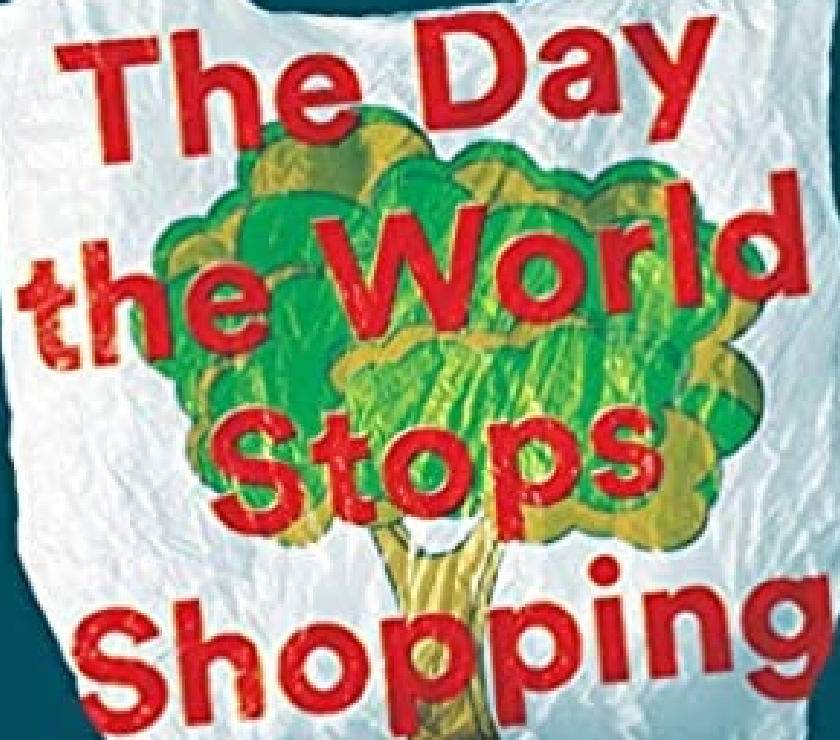
# Het ondenkbare verkennen



Hoe kunnen we de levens van zoveel mogelijk mensen verbeteren, zonder dat dit ten koste gaat van de planet?



HOW ENDING  
CONSUMERISM  
SAVES THE  
ENVIRONMENT  
AND  
OURSELVES



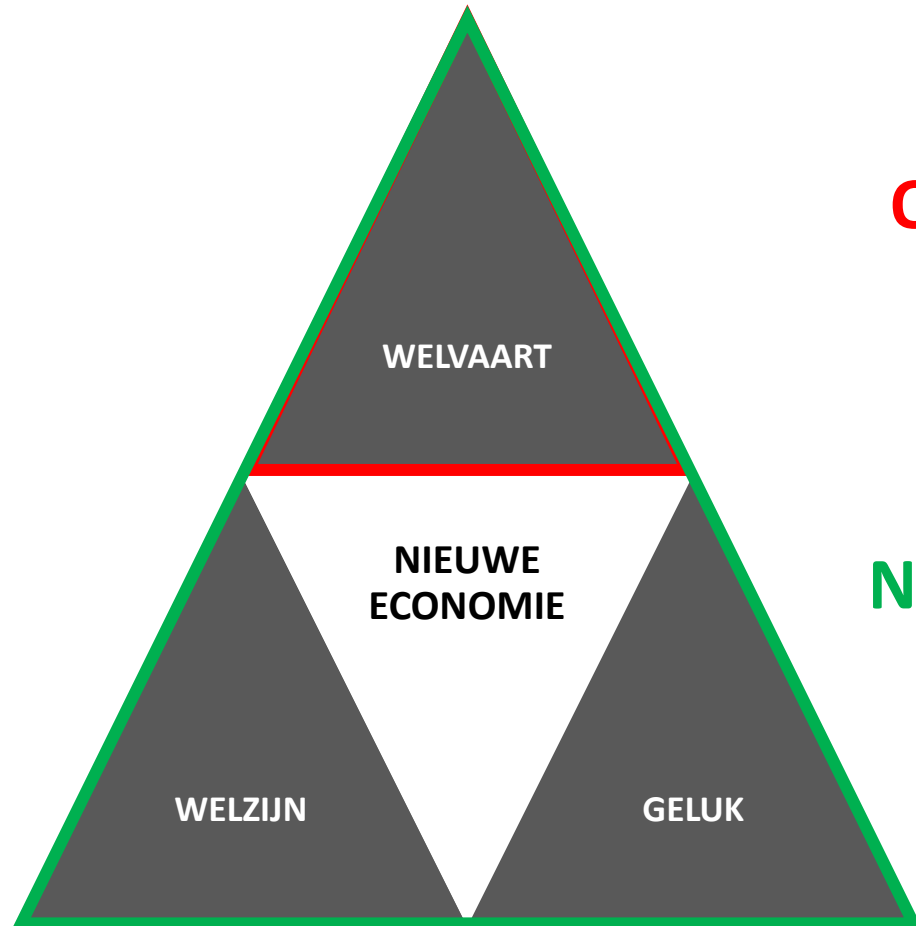
**The Day  
the World  
Stops  
Shopping**

J. B. MACKINNON

## Kern van onze nieuwe economie

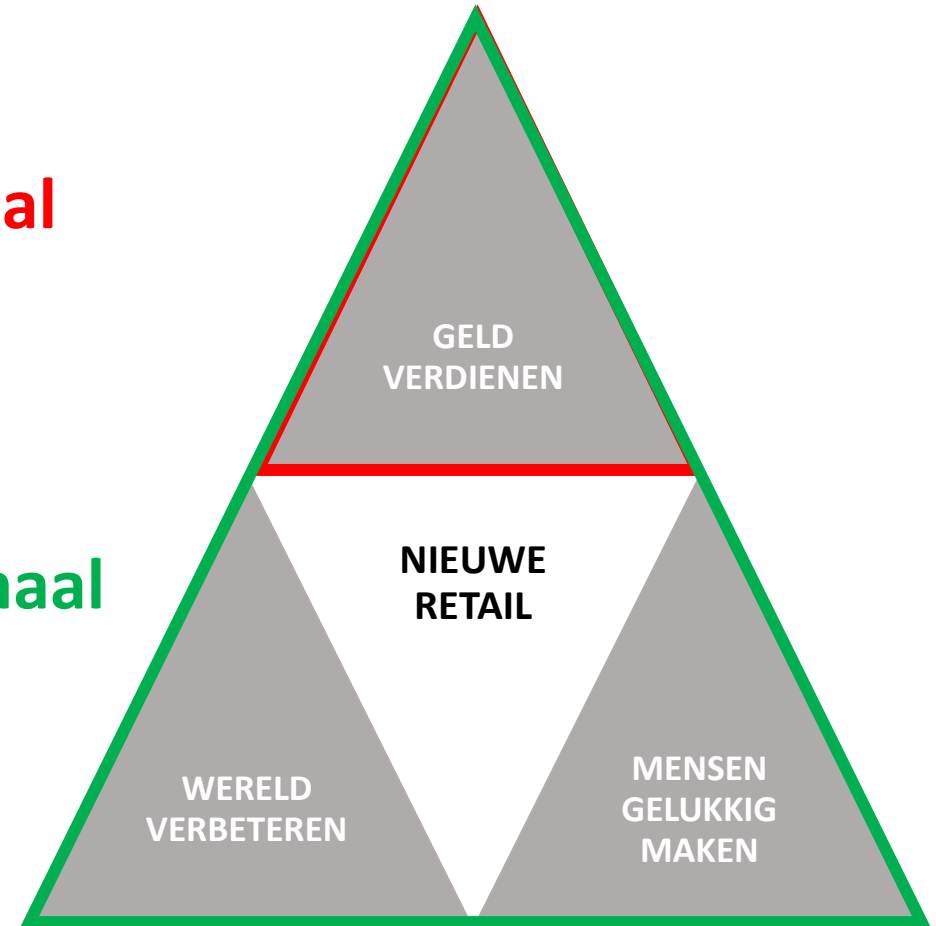
1. Mensen verdienen minder en kopen minder
2. Mensen hebben een overschot aan niet-commerciële tijd
3. Mensen spenderen meer (van die) tijd aan het voorzien in hun eigen behoeften

# Het nieuwe normaal



Oude normaal

Nieuwe normaal



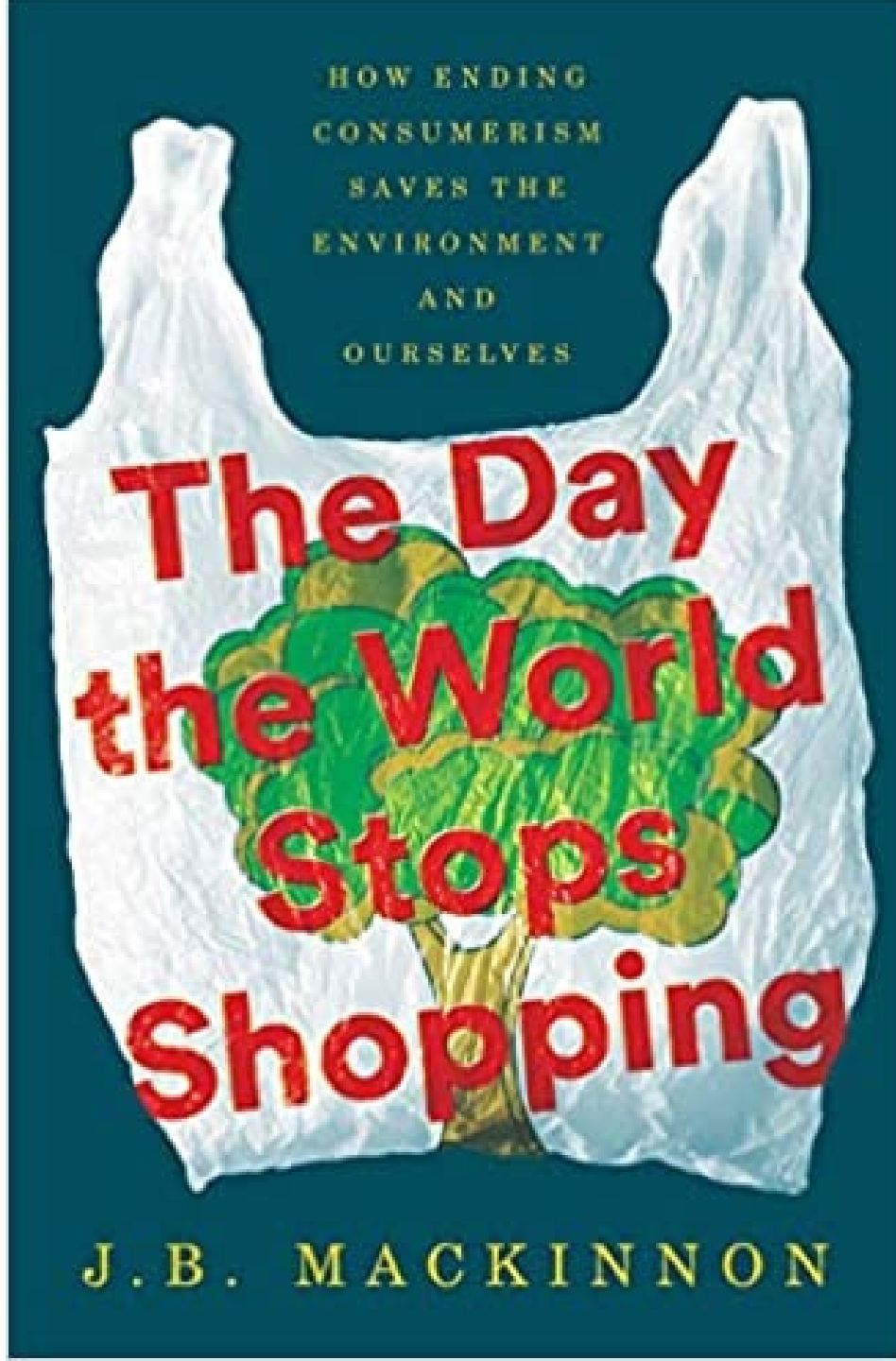
# Nog een paar olifanten

Van	Naar	Conflict
Marktprijzen	Echte prijzen (true pricing)	Geld verdienen tegenover wereld verbeteren  Geluk is dubbelzinnig
Maximaal mogelijke winst	Minimaal verantwoorde winst (Minimum viable profit)	
Producten gemaakt om snel kapot te gaan (Planned obsolescence)	Producten die zo lang mogelijk meegaan	
Reclame die consumptie aanjaagt	Reclame die consumptie afremt	
Destructieve concurrentie	Constructieve concurrentie	

Hoever komen wij?

THINKING *the*  
UNTHINKABLE

“The evidence suggests that life in a lower-consuming society really can be better, with less stress, less work or more meaningful work, and more time for the people and things that matter most. The objects that surround us can be well made or beautiful or both, and stay with us long enough to become vessels for our memories and stories. Perhaps best of all, we can savour the experience of watching our exhausted planet surge back to life: more clear water, more blue skies, more forests, more nightingales, more whales. Many people will see, in the day the world stops shopping, a world they want to live in. Others will see a dystopia” (p. 292)





# AFSLUITING SEMINAR EN NETWERKBORREL

Zaal HB202 | 2e verdieping | 16:25 uur