



The 8th way to Think

like a 21st Century Economist

'INCORPORATE LOVE IN ACTION'

going to the roots

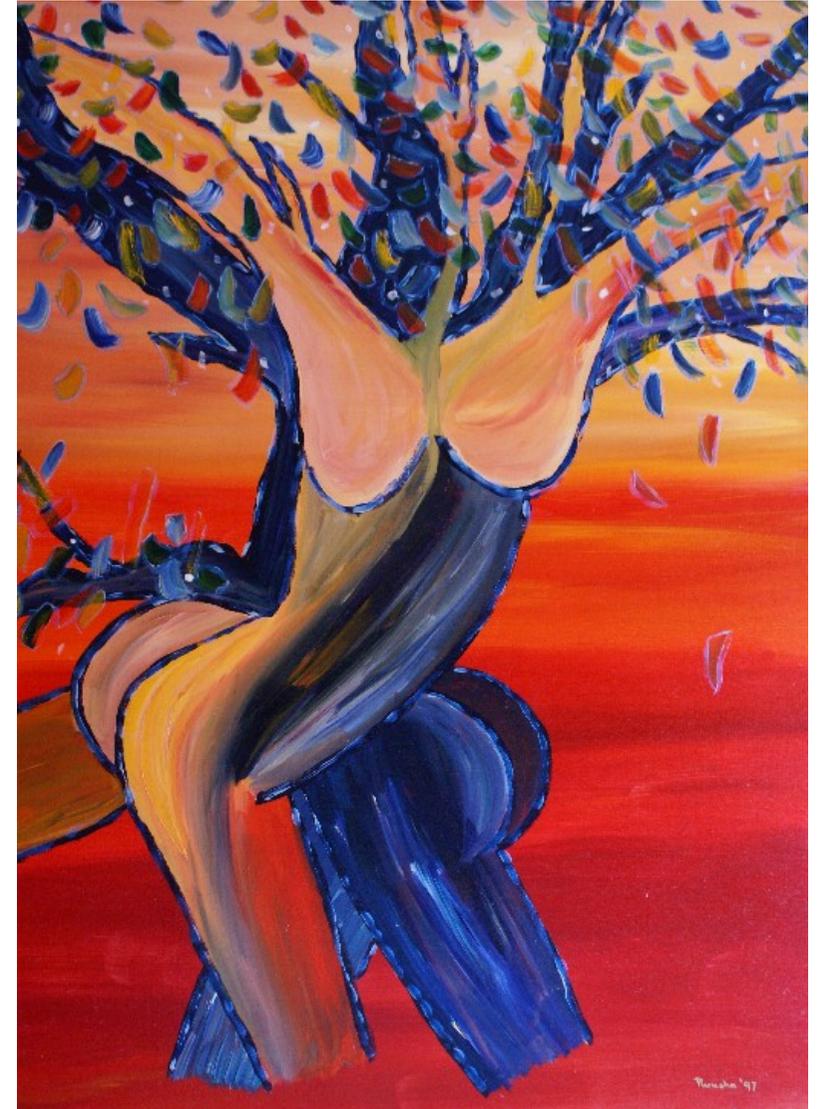
LOVE

*'Love is strong as a rock
and transparent as the air you breathe*

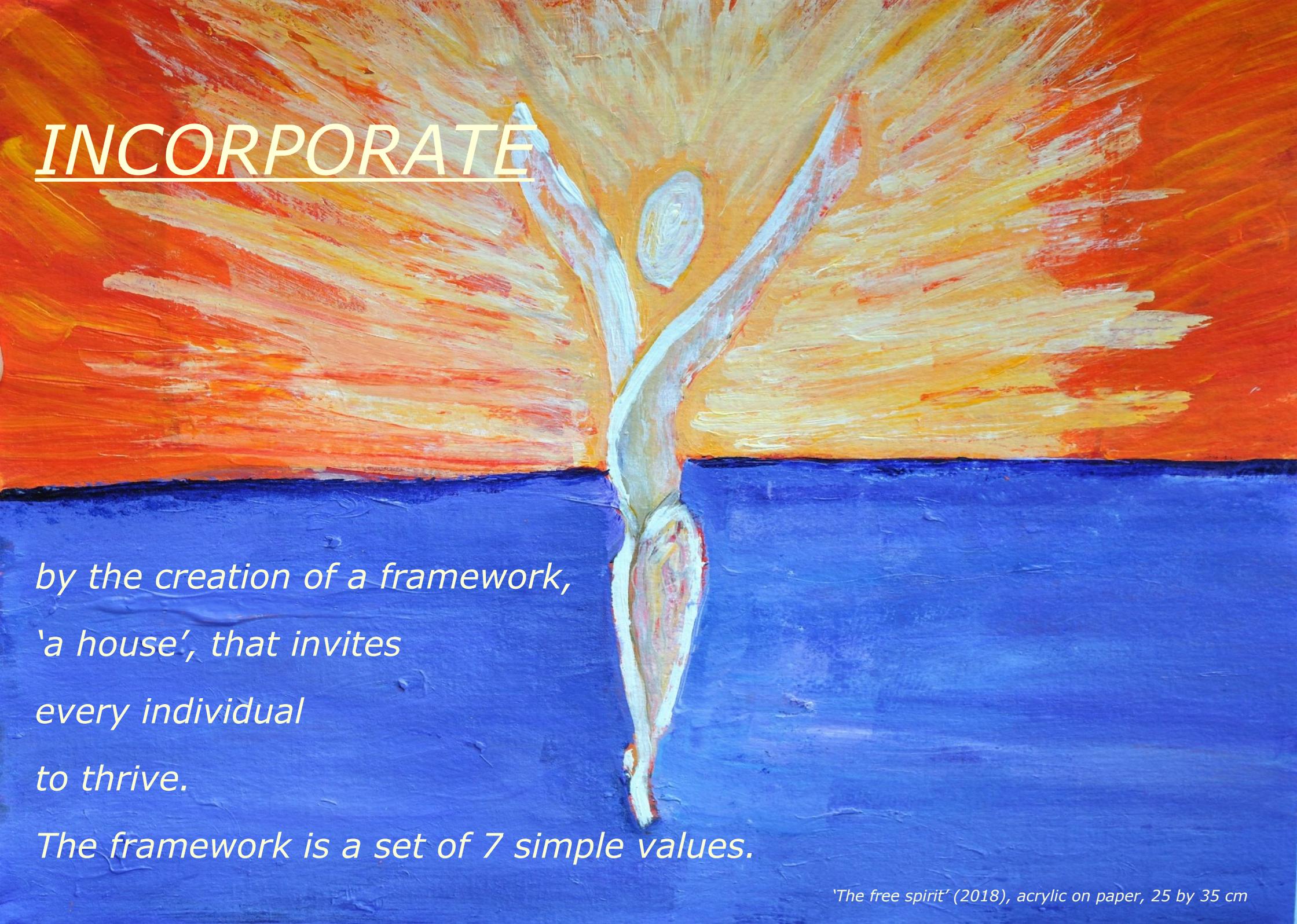
*Love is selfless
and yet, without love the self dies'*

from the poem 'LOVE' by Purusha Geelen - van de Graaf

Without LOVE no LIFE.



INCORPORATE



*by the creation of a framework,
'a house', that invites
every individual
to thrive.*

The framework is a set of 7 simple values.



VALUES

Relationships are ruled by trust, honesty and fairness.

Serving human interest.

Each individual contributes to his/her personal experience.



VALUES

A permanent learning process through self-reflection will be nurtured by mutual understanding.

Personal freedom for each individual to model his/her personal life and health.

Expertise and introspection are equally important as leading principles.

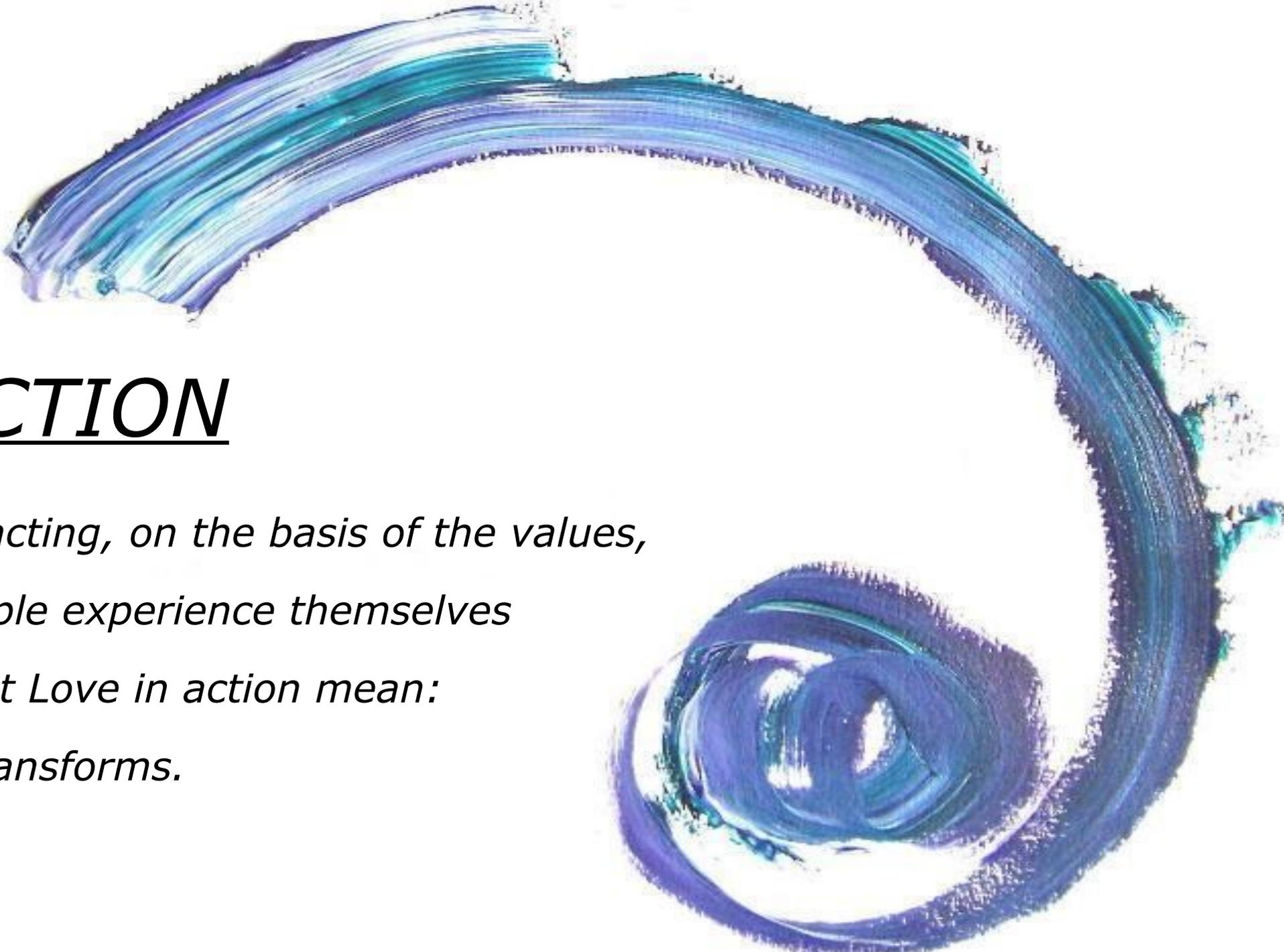


VALUES

Money, systems, structures and theories are all means and not a goal themselves.



Love is the answer for the challenges of today's society.



ACTION

*By acting, on the basis of the values,
people experience themselves
what Love in action mean:
it transforms.*



INCORPORATE LOVE IN ACTION

= an adventure!

= dynamic!

= inspiring!

= daring!

= connecting!

We experience it!

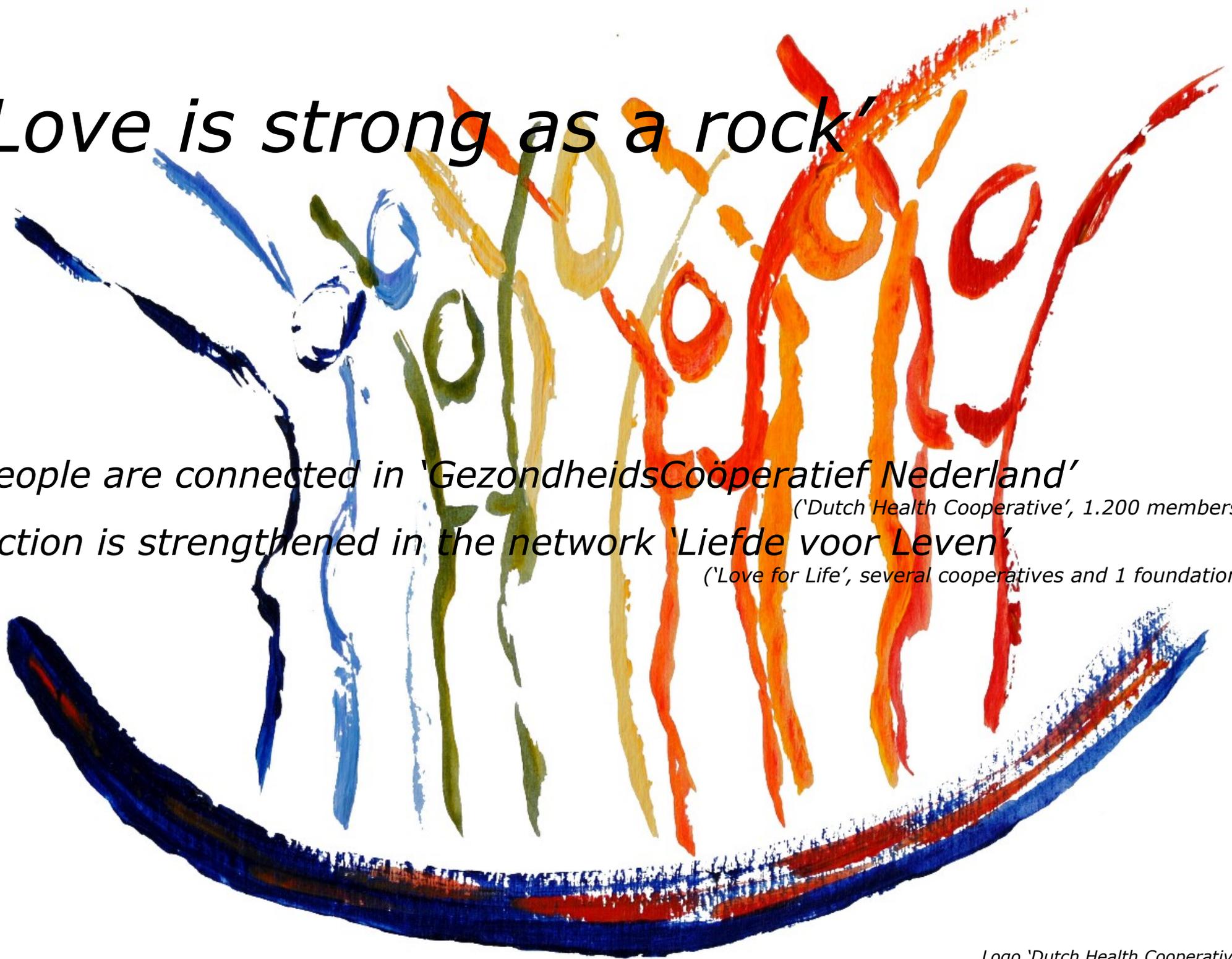
'Love is strong as a rock'

People are connected in 'GezondheidsCoöperatief Nederland'

('Dutch Health Cooperative', 1.200 members)

Action is strengthened in the network 'Liefde voor Leven'

('Love for Life', several cooperatives and 1 foundation)



'Love is selfless'

On this moment 200 families are participating in the Pilot 'Gezondheid Fonds' ('Cooperative Health Fund') to experience that solidarity is a key for solving individual financial challenges regarding becoming healthy.



'The magic of life' (2018), acrylic on canvas, 100 by 140 cm

INCORPORATING LOVE IN ACTION

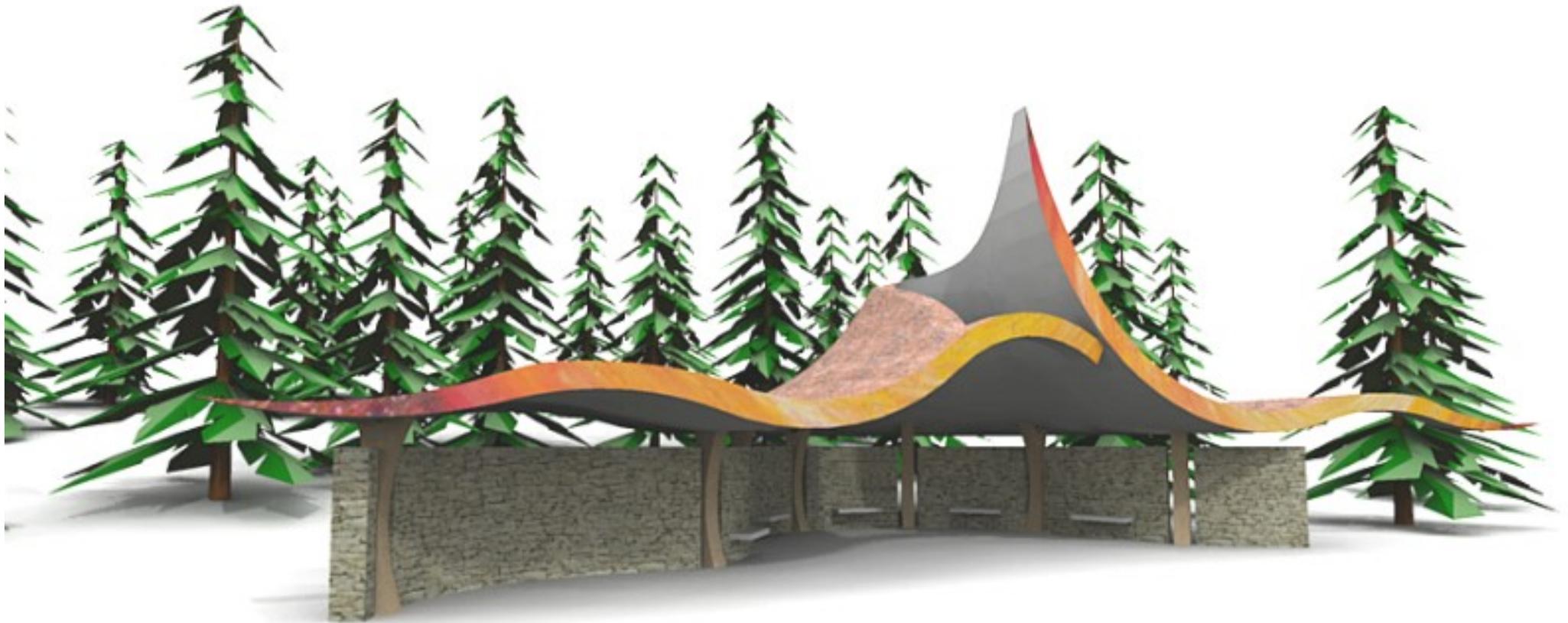
(VALUES)

- is an invitation for individuals / companies / organizations to: change, tell, nurture, get savvy, design, create and be agnostic about growth and ... be(come) gnostic about life :-)

- (for us) the 8th way to think!



'Gates of the Soul' (2010), acrylic on paper, 42 by 42 cm



network 'Liefde voor Leven' (Love for Life): website in progress

community 'GezondheidsCoöperatief Nederland: www.gezondheidscooperatief.nl

solidarity 'Pilot Gezondheid Fonds': website in progress

art/design: www.peaceindesign.com

Purusha van de Graaf
artist

Robbert Geelen
urbanist