



NO ECONOMY WITHOUT ECOLOGY

Alderik Bos

DIFFERENT PERSPECTIVE ON LIFTS

A plea for a different perspective on lifts, lift management, from a place of intrinsic motivation, with powerful examples. Triggered by the Corona crisis, but impending for ages.

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WITHOUT
ECOLOGY**

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An aerial photograph of a winding road through a forest, overlaid with a semi-transparent blue circular graphic. The road curves through the trees, and the overall scene is bathed in a blue light. At the bottom of the image, a series of small green dots are arranged in a slightly curved line.

**INTRODUCTION:
A PLEA FOR
CHANGING
THOUGHT
AND ACTION**

INTRODUCTION: A PLEA FOR CHANGING THOUGHT AND ACTION

The COVID-19 outbreak or pandemic, also known as the Corona crisis, has sparked- and has also stopped a lot of movement. And that forces us to think. Reposition. What are we doing? I have published a number of articles about this on LinkedIn. From a spiritual perspective, I believe this pandemic tells us about what the Earth thinks about how we handle her. Mother Earth is done with our overconsumption. If you want to read more about this, I would refer you to [the first article](#).

The entrepreneur inside of me encourages me to look at the world in a different way. And because I do that, I see from an innovative perspective that renewal rates can suddenly increase rapidly. A few examples:

- Digitization in education has progressed enormously. The business has learned that a video call works just fine for at least half of the consultations.
- What I also notice is how “relatively easy” a government can make decisions with enormous far-reaching consequences. Unbelievable! In fact, I think we can’t see the consequences yet, and at some point in time will ask ourselves whether the remedy wasn’t more serious than the disease. Apparently, we accept the measures because we understand the urgency. And for me, that raises the question whether we also see this urgency in changing our consumerist behavior. Or do we think “the new normal” will resemble the way things were? Are we willing to realize that the world is changing and that we have no choice but to going along with it? From the science of change, we know change equals resistance. What’s your point of view?

**USING TECHNOLOGY
WE CAN REDUCE OUR
FOOTPRINT**

Enough different perspectives, for sure. Back to my profession and passion: “operating lifts”. I believe that we can – and should – reduce our footprint on the earth by using our technology. The universe gave us the means to do that on time. The only question we need to ask ourselves is whether we want to do that.

Specifically: Do we want to destroy the earth with our overconsumption, or do we dare to tailor our needs to what the earth can supply us and at the same time use technology?

Right now, we’re putting too much strain on the Earth. We use too many resources, way more than the earth can supply. Transporting people and goods causes too much pollution. And it is no longer possible to continue extracting raw materials, using them and burning them at the local dump. Sustainability is seen as an enemy of the economy. I believe that sustainability and the economy can mix together very well. That paradigm shift is one that we have to make, forced by what we experience

right now. On the other hand, this could grant you a look at a reality that makes you happy. You could argue about specific points. However, it is clear that our shift of (economic) activities is an enormous improvement on the air quality. Clearly, there is no going back to how it once was. In fact, we may not want that at all.

In this (e)book I want to transform my deeper conviction into what you and I can do in a practical way to make the world a better place. And, of course, I understand that lifts are only part of a complete building. And that the buildings' environment is only part of the world in which we live. On the other hand, you have to start somewhere. And lifts could be a good example for other innovations. At the same time, it is part of a well-implemented policy to do this congruently, including for lifts; what I mean with that is whether you're going one way (we are going to start somewhere) or the other (other building parts first), you'll always end up with lifts.

In addition, I will also try to provide insight into the global lift market. This is to get a perspective on what we're talking about in terms of and in money.

Wrapping up, I would like to share a number of basic principles in which I believe:

- 1.** Sustainability is not expensive. I believe that sustainability and efficiency go hand in hand. Do you like fast cars? The electric ones are the fastest.
- 2.** There is no contradiction between ecology and economy. The trick is to let these elements reinforce each other.
- 3.** *It's already there.* There is food for everyone in this world, but we find it difficult to distribute it properly. And that goes for all resources. The technology and wisdom is there to solve world problems. But sometimes we will have to learn to look from a different paradigm.

I'm working with a great team on this assignment; to hand over this earth with everything that is on it, including our sustainable, circular lifts, with a feeling of pride. Will you join us?

Alderik Bos

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