



## PRESS RELEASE

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The Zoöp model is here: let the ecological regeneration begin! Human and other-than-human life collaborate to counter the climate catastrophe

The Zoöconomic Institute just signed the paperwork that turned Het Nieuwe Instituut in Rotterdam, the Netherlands' national museum for architecture, design and digital culture, into the very first Zoöp in the world. Zoöps are organisations that collaborate with other-than-human life to foster ecological regeneration. The legal structure for the Zoöp model was developed in close collaboration with the renowned Dutch law firm De Brauw Blackstone Westbroek.

We are in the midst of a rapidly escalating climate catastrophe and the 6th extinction wave. These are the result of a society and economic system that systematically put human interests above other-than-human interests. With Zoöp, The Zoöconomic Institute wants to contribute to the development of an alternative logic. The term Zoöp is short for Zoöperation and is a combination of the Greek word for life – zoë – and the word cooperation. Zoöp is inspired by and complementary to recent developments in the field of rights-of-nature and works with the insights of the Doughnut Economy. "If governments and corporate leaders get on board, the Zoöp model could be the game changer we are all seeking," says Margaret Satya Rose, Vice Chair of the Zoöconomic Foundation.

The Zoöp model is an innovative governance model that cultivates a practice of ecological regeneration in organisations by fostering collaboration between human and other-than-human life. It is a radical model that enables any organisation to contribute to ecological regeneration. The Zoöp model anchors the realisation of ecological regeneration within an organisation in a robust way, without changing its existing goals. An organisation becomes a Zoöp by including a Speaker for the Living as Board Observer and committing to the Zoöconomic Annual Cycle. The Speaker for the Living has the sole task of representing the interests of other-than-human life in the operational sphere of Zoöps. The Zoöconomic Annual Cycle ensures that ecological regeneration is realised, measured and monitored. Ernestien Idenburg, Chair of the Zoöconomic Foundation: "What's exciting about the Zoöp model is that it can be implemented right now! No change of law is required to have an immediate positive impact. In addition, it could provide legislators with a framework for implementing regenerative policy, leading to systemic change."

Het Nieuwe Instituut wanted to become a Zoöp to take concrete steps towards a climate-positive future, involving all layers of the institute. Now that Het Nieuwe Instituut is officially inaugurated as a Zoöp, over 20 other organisations in the Netherlands and abroad are ready to become Zoöps as well. They will be supported by The Zoöconomic Institute, the driving force behind the Zoöp movement. Klaas Kuitenbrouwer, initiator of the Zoöp project: "We aim to create a growing network of Zoöps with the Zoöconomic Institute as the knowledge steward and accelerator of the wider Zoöp

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movement. Our goal is to transform as much of the economy as possible into a regenerative, human-inclusive, Zoönomy: a network of exchange of matter, energy and meaning that supports all bodies in their existence.”

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Note to the editors:

The Zoönomie Institute:

The Zoönomie Institute was founded on March 8 2022 and is registered at the Dutch Chamber of Commerce under number: 85745367. The Zoönomie Institute is the driving force behind the Zoöp movement. It helps organisations to become Zoöps. The Zoönomie Institute certifies organisations as Zoöps when they have installed the Speaker for the Living and have committed to the Zoönomie Annual Cycle.

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Image:

Caption: Inauguration of Het Nieuwe Instituut as first Zoöp in the world

Photographer: Wietske Nutma

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that collaborate with  
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