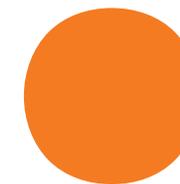




# Bart Weetjens



Global Inspiration &  
Noble Purpose Institute

## Who am I?

I am a Zen priest, social entrepreneur, wellbeing coach and loving dad of two daughters. With a passion for rodents, and a strong affinity with vulnerable populations in Africa, I initiated the use of so-called HeroRATs to save human lives by detecting landmines. While this initiative became a globally awarded social enterprise, it left me depleted on a personal level. I focused on personal wellbeing, and joined The Wellbeing Project, a global systemic initiative that fosters a culture of wellbeing in the social innovation space.

**My 10 words :** meditation, innovation, sustainability, resilience, regenerative design, wellbeing, nature, interconnection, silence, harmony

**My values :** quality, altruism, creativity, authenticity, diversity, proximity, simplicity

## My pledge to Mankind, Society & the World.

### Why do I do what I do?

My purpose in life is a socially just and prosperous humanity living in harmony on a sustainable planet.

### How do I want to help?

### What expertise do I bring?

A social entrepreneur in heart and veins, I understand the difficulty of leading a productive life in harmony with both one's societal vision and personal sustainability. Combining contemplative practices with corporate efficiency, I help develop customized strategies that support both corporate outcomes and individual wellbeing.

## What have I realized so far?

I founded APOPO, currently ranked No. 15 in the Global Top 500 NGO's, and active in Africa, South-East Asia and Latin America. Major achievements include Mozambique free of landmines.

With The Wellbeing Project, I supported the emergence of a global movement shifting the social entrepreneurial culture to one that is more supportive of the inner wellbeing of social change leaders, affecting +10.000 social enterprises globally. I was recognized for my work by Ashoka, by the World Economic Forum, and I won the Skoll Award for social entrepreneurship in 2009.

### BASED

Antwerp - Belgium

### EDUCATION

- Masters in Product Design from Antwerp University
- Ordained Monk in Soto Zen School

### LANGUAGES

- Dutch (mother tongue)
- English (fluent)
- French (fluent)
- Kiswahili (advanced)
- German (passive)
- Portuguese (passive)

### INVOLVEMENT

- Founder & Director, APOPO Foundation
- Director, European Zen Buddhist Association
- Director, Spirituality in Economy and Society
- Lead, Awareness & Emerging Projects, The Wellbeing Project
- Founder, LaGrandeTerre.org