



Suffizienz – neue Unternehmens- strategie für nachhaltigen Konsum?

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Was heißt
Suffizienz?

Sich mit
möglichst
wenig Alkohol
möglichst
nachhaltig
zu besaufen!

Merriam-Webster
dictionary :

- sufficient means to meet one's needs
- a modest but adequate scale of living

Sufficiency promotes ideas towards **less, slower,** and **local**

Technology is seen as the answer

Kondratieff's economic waves

Soviet economist Nikolai D. Kondratieff proposes idea of economic waves. The world has seen 5 thus far:

1. Steam engine / cotton (~1800)
2. Railway / steel (~1850)
3. Electrical engineering / chemistry (~1900)
4. Petrochemicals / automobiles (~1950)
5. Information Technology (~1990)



1892-1938

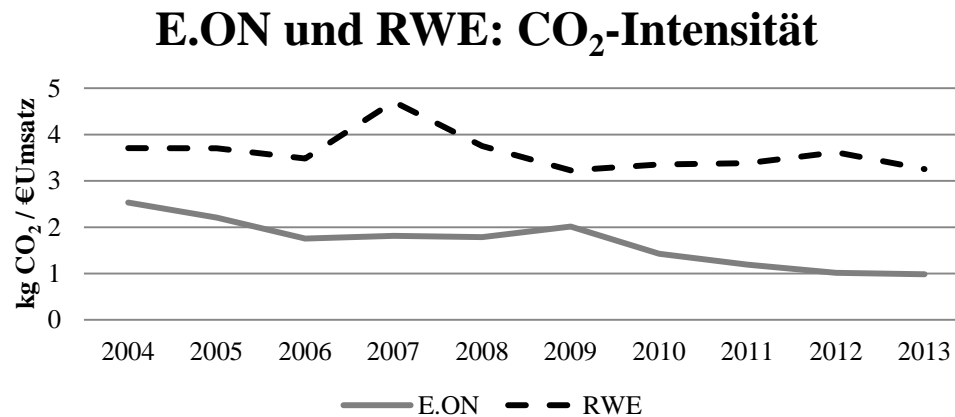
Jeffrey Sachs

- Sixth wave is needed!
- Intense focus on & investment in intelligent large-scale green technologies
- We have the know-how, technology, & the urgent need to do it – so let's do it.



Efficiency

The basic idea of eco-efficiency: creating more value with less impact on the environment



However...

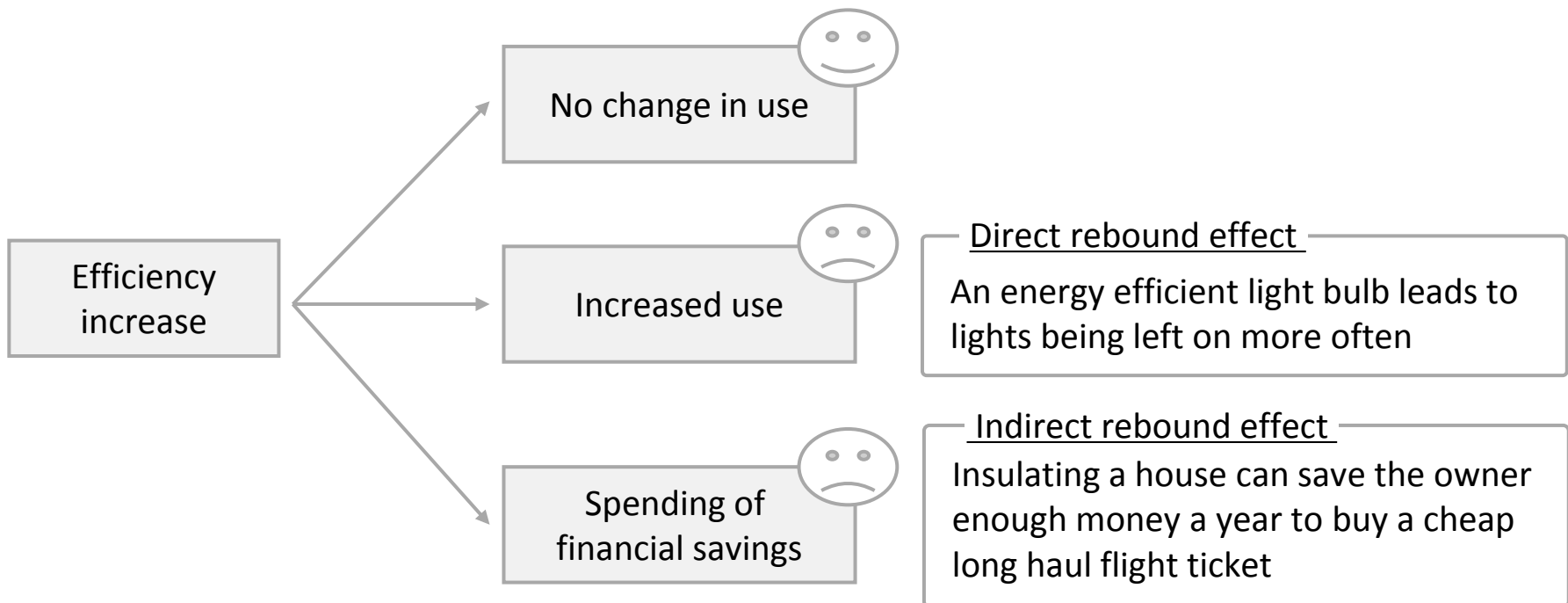


...efficiency ratios are relative

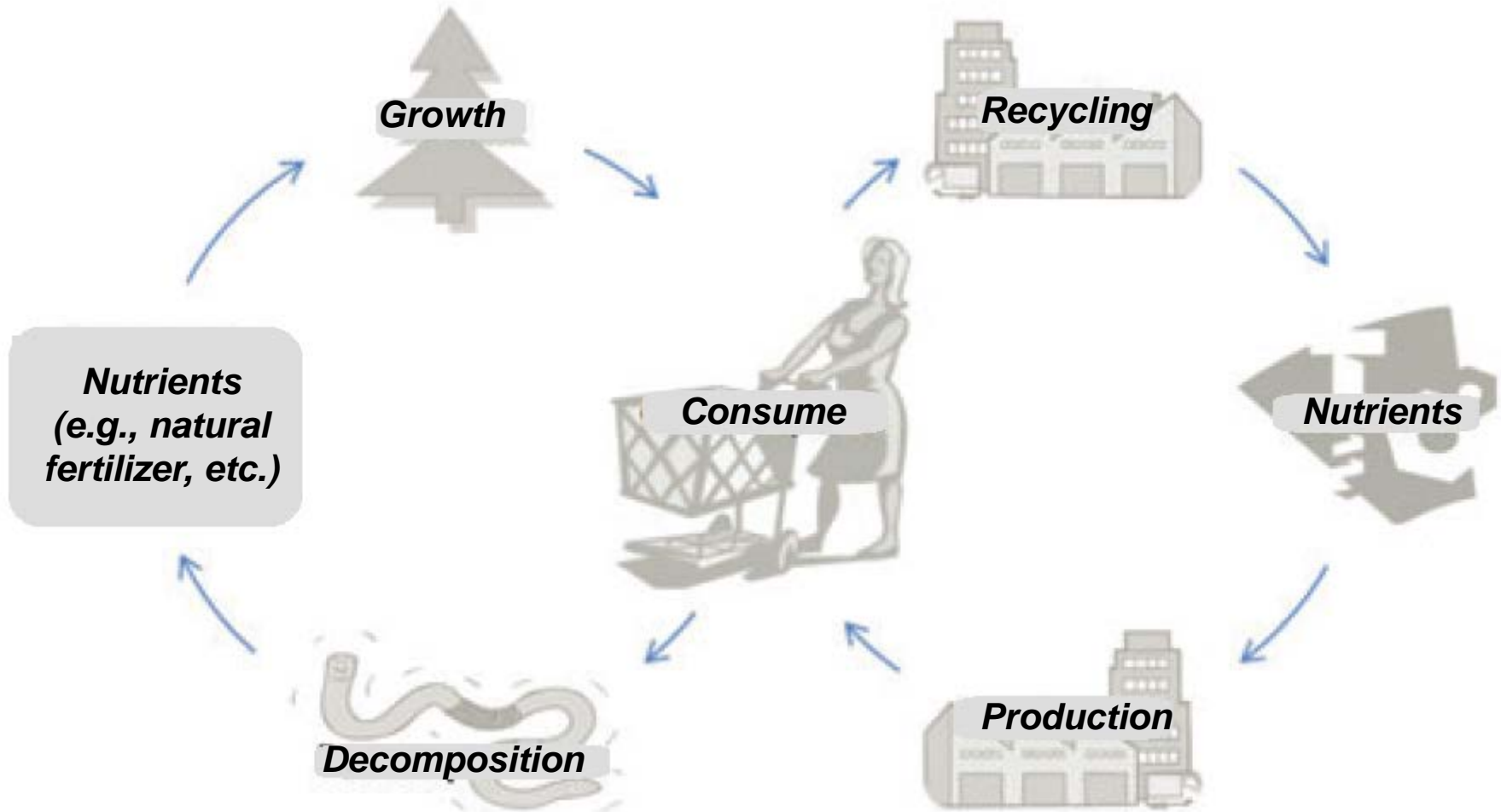
...savings in absolute terms matter

...rebound effects emerge

Efficiency enhancements can be reduced by rebound effects



Consistency



Example: Rendem Furniture



Cradle to Cradle Certified Product Scorecard	
MATERIAL HEALTH	Gold
MATERIAL REUTILIZATION	Gold
RENEWABLE ENERGY & CARBON MANAGEMENT	Gold
WATER STEWARDSHIP	Gold
SOCIAL FAIRNESS	Gold
OVERALL CERTIFICATION LEVEL	Gold



- Dutch furniture company
- “Optimal sustainability” is the driving force
- No forest is felled: All materials are agrowaste from rubber and coconut plantations
- No use of fossil fuels
- Production with geothermal energy
- Free from harmful substances



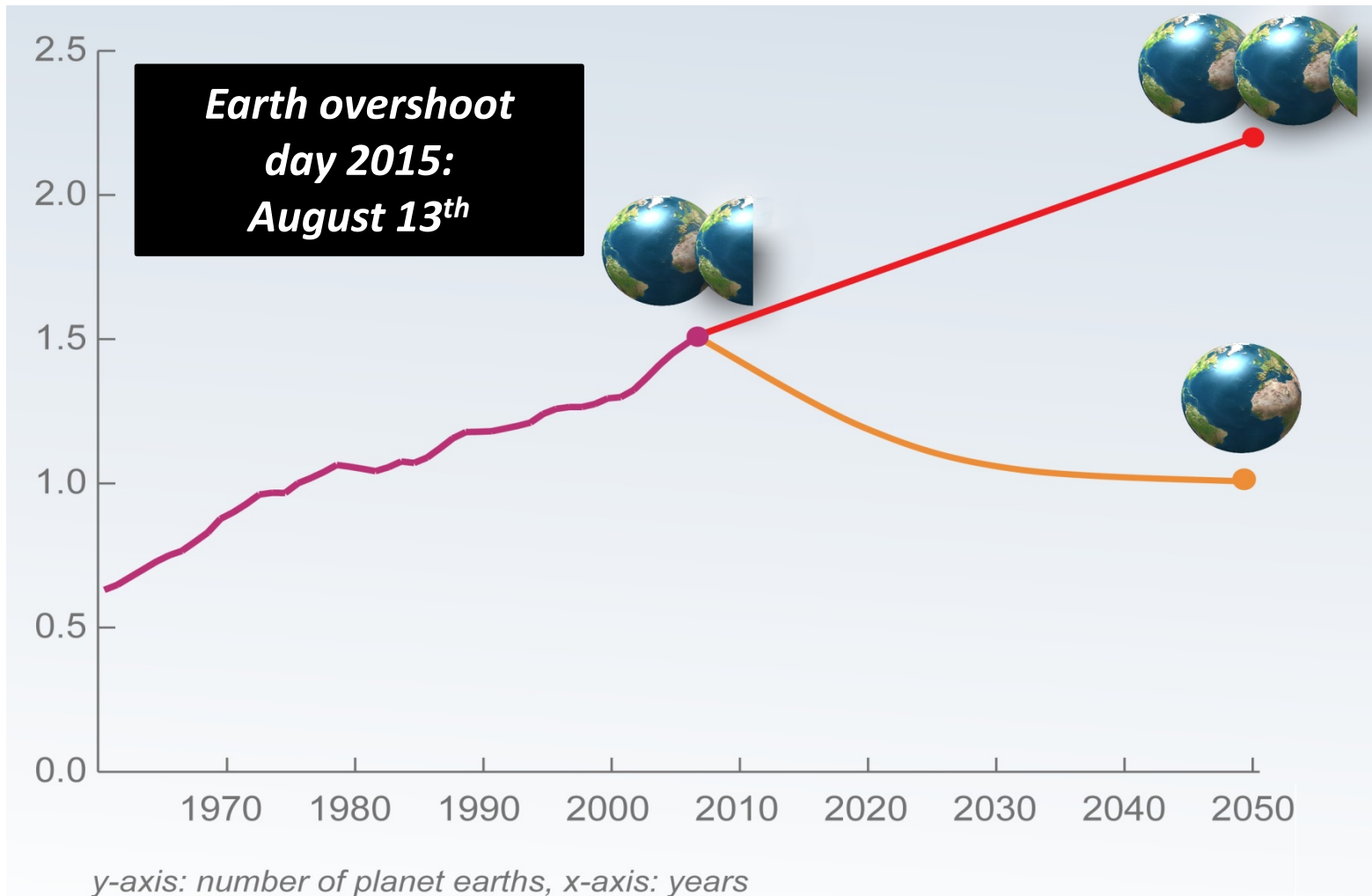
However...



...in many areas we do not have the required technological solutions

...and if we had, still the overall consumption would matter

Efficiency and consistency are not enough



Sufficiency

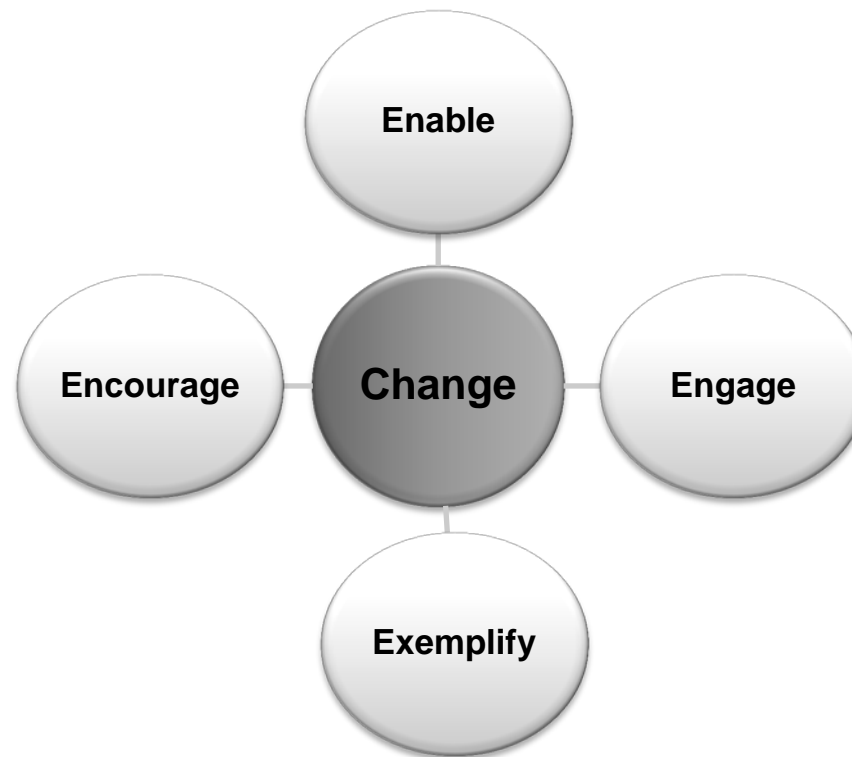
Implications for clients

- Reducing the usage of resources (≈ 8 tons)
- It is not about denial, not about sacrifice, or doing without
- It is about being satisfied with the adequate

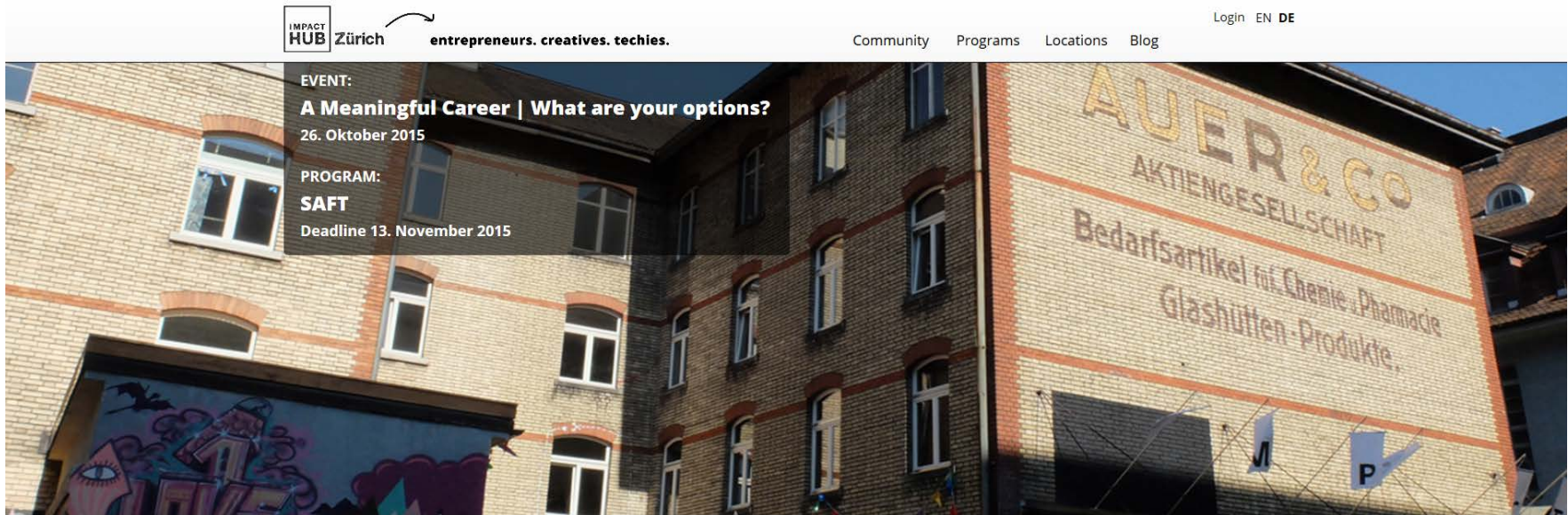
Implications for businesses

- Increasing the quality delivered: less is more; slow movement
- Rethinking the value created: real needs; service delivered
- Redefining the business model: local value creation; sharing economy

Sufficiency in business practice



Enable (I/II): Sustainability business hubs



Wir bauen die Zukunft der Wirtschaft



Coworking



Entwicklung



Raumbuchung

Enable (II/II): Unverpackt



- Opened in February 2014 in Kiel
- Amount of food according to actual needs
- no plastic packaging (“bring your own boxes”)
- Seasonal & local products
- Overseas products like tea or coffee are fair trade
- More than 400 products (articles in normal supermarket: ~10.540)



Encourage (I/II): Patagonia



**DON'T BUY
THIS JACKET**

COMMON THREADS INITIATIVE
Together we can reduce our environmental footprint.

TAKE THE PLEDGE

“One of the most responsible things we can do as a company is to make high-quality stuff that lasts for years and can be repaired, so you don’t have to buy more of it.”

Common Threads Initiative:

- **REDUCE:** WE make useful gear that lasts a long time YOU don’t buy what you don’t need
- **REPAIR:** WE help you repair your Patagonia gear YOU pledge to fix what's broken
- **REUSE:** WE help find a home for Patagonia gear you no longer need YOU sell or pass it on
- **RECYCLE:** WE will take back your Patagonia gear that is worn out YOU pledge to keep your stuff out of the landfill and incinerator
- **REIMAGINE:** TOGETHER we reimagine a world where we take only what nature can replace

Encourage (II/II): Car-Sharing – Car2Go



**DAS AUTO
FÜR ALLE
DIE KEINS
HABEN
HABEN
WOLLEN.**



CAR2GO - Immer und überall einsteigen und losfahren. Mehr erfahren Sie unter 0180/990099 oder www.CAR2GO.com

**CAR
2GO**

- First introduced in Ulm in 2008
- Subsidiary of Daimler AG now operating in European and North American cities
- > 1,000,000 members (2015)
- Cars accessible 24/7 through car2go app

Exemplify (I/II): Interface

Interface

The Seven Fronts of Mount Sustainability

To our founder and Chairman Ray Anderson, the journey to a fully sustainable Interface would be like summiting "a mountain higher than Everest" – difficult, yes, but with a careful and attentive plan, not impossible. As we created a framework for our climb, we identified Seven Fronts™ on Mount Sustainability through which we'd ascend.

For many companies, the most difficult step on the climb is first admitting that the mountain exists and then, that it can be traversed. At Interface, we see the mountain. We know the Seven Fronts through which we will pass. And we are climbing toward the summit of Mount Sustainability.

Select a "Front" pin for detailed information.



Exemplify (II/II): Das Caféhaus



- Pastry shop & café, Rahlstedt, Hamburg
- Originally chain store with up to 17 shops (rentals), then...
- Return to core business in on-site café
- Own roasting facilities (organic coffee)
- Own generation of electricity from own wind turbine



Engage

Educate for sustainability



<http://childhood101.com>



<http://storyofstuff.org>



Annie Leonard

Sufficiency – a new business strategy...?

...yes

- but we
need you!!

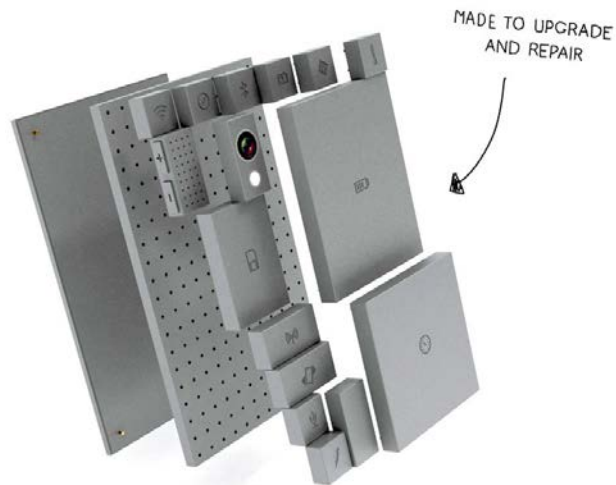




Planned obsolescence – how old is your smartphone?



Phonebloks:
Modularity allows
repairing / upgrading







Sparanleitung
Sei ein Pionier

Jeder Deutsche verbraucht im Jahr durchschnittlich 40 Tonnen Ressourcen. Acht Tonnen wären ökologisch verträglich. Das ist schwierig zu schaffen. Doch mit diesen 17 einfachen Maßnahmen schrumpft der Rucksack schon um fast zwei Drittel.



Wohnen
Der Wechsel in eine um ein Drittel kleinere Wohnung spart **1,5 Tonnen**



Neukauf
Das Auto 15 statt 10 Jahre zu fahren ergibt **0,1 Tonne**



Lebensmittel
Nur so viel einzukaufen, wie tatsächlich gegessen wird, reduziert den Ressourcenverbrauch um **0,7 Tonnen**



Teilen
Einen Computer und einen Drucker im Haushalt gemeinsam zu nutzen verbessert die Bilanz um **0,3 Tonnen**



Auto
Wer seinen SUV gegen einen Kleinwagen tauscht, macht viel gut: **8 Tonnen**



Ökostrom
Der Umstieg auf Ökoenergien bringt **5 Tonnen**



Waschen
Handtücher und Socken werden auch bei 40 statt 60 Grad Celsius sauber und trocknen auf der Leine. Beides erleichtert den Rucksack um **0,9 Tonnen**



Wärme
Effizientes Heizen und Lüften wird belohnt mit **0,5 Tonnen**



Mobilität
Carsharing senkt den Verbrauch um **1 Tonne**



Reisen
Der Verzicht auf einen Fernflug über den Atlantik schont die Umwelt um **1,7 Tonnen**



Freizeit
Wer im Wald oder im Verein Sport treibt, statt ins Fitnessstudio zu gehen, holt **0,5 Tonnen**



Verzichten
Keinen zweiten Fernseher zu kaufen entlastet um **0,3 Tonnen**



Anlegen
Wer 1000 Euro in grüne Investments steckt, gewinnt **2 Tonnen**



Urlaub
Im Zelt statt im Hotel zu übernachten spart **0,7 Tonnen**



Ernährung
Fleisch nur drei bis vier Mal pro Woche zu essen summiert sich zu **2 Tonnen**

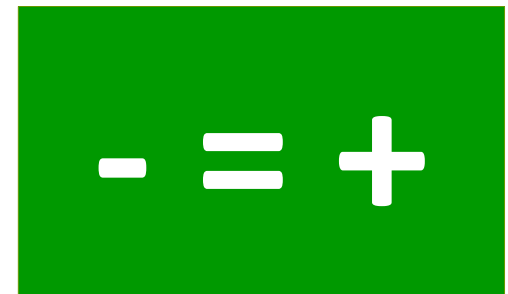


Fahrtstil
Auch mit Tempo 100 statt 140 auf der Autobahn zu fahren hat einen Effekt: **0,1 Tonne**



Trinken
Den Durst mit Leitungswasser zu löschen vermeidet **0,2 Tonnen**

3 Strategies towards Environmental Integrity



Consistency

+

Efficiency

+

Sufficiency