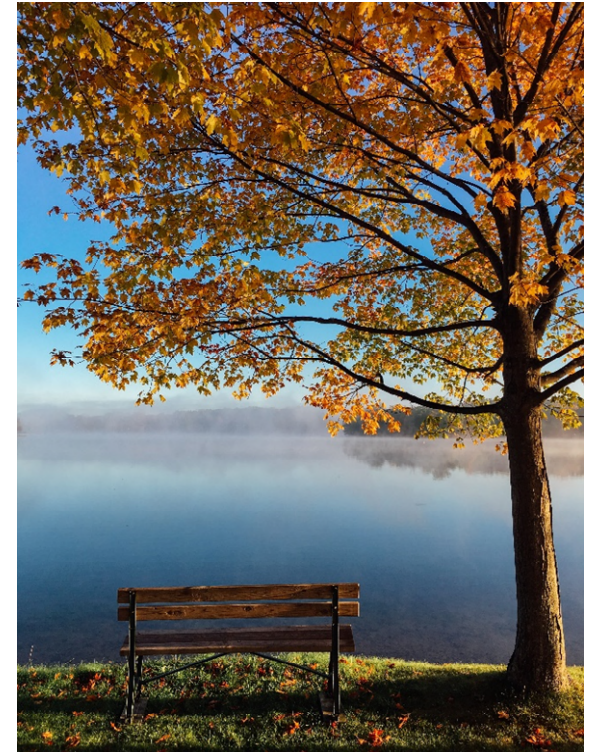


# Buy One - Save One Free

Developing Revenue Streams for a  
Post - Climate Crisis World



Modern Capitalism is built around the idea of selling as much as possible.

In a post – Climate Crisis World, we have to encourage our customers to consume less.

How can we still be profitable in such a world?

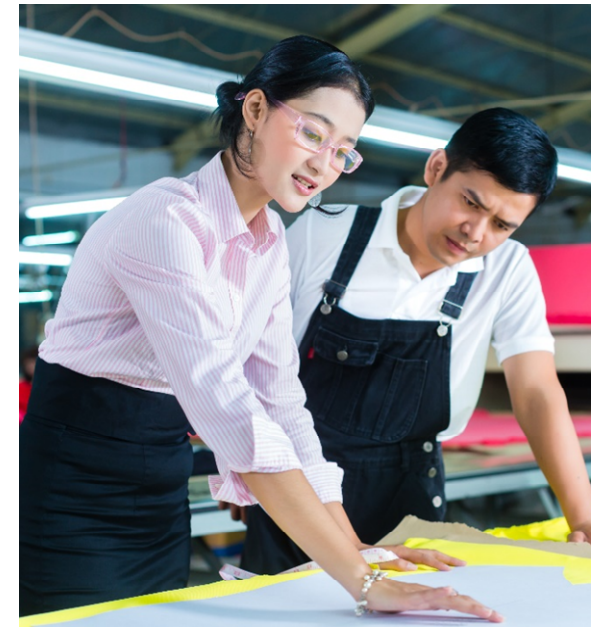
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## Selling Less Extraction

- Continuously reduce the footprint of your products and services.
- Make this effort central to your marketing and brand.
- Make others (politics, industry, the market) compete on this target.

### Examples

- Oatley, Ørsted, Vaude, Patagonia, IKEA, ...



## Selling Regenerative Products and Services

- Generate the money (pricing, offsetting schemes, government programs, company pledges, philanthropic donors, your own money) to restore nature, remove carbon, regenerate ecosystems.
- Develop regenerative business cases.
- Make your products Carbon Sinks.

### Examples

- Reforestation, Agriculture, Construction Material, Seaweed, Food, Tourism ...



## Selling Solutions

- Shift focus and resources to „Green Technologies“ and Solutions.
- Provide capital to others (B2B and B2C) to do the same.
- Actively phase out products and services that do more harm to the planet than good.

### Examples

- Power, Media, Construction, Agriculture, Mobility, etc...



Disclaimer: It needs thorough scrutiny to assess whether a „solution“ is really a solution, or just a bandaid. Any technological fix, be it biofuels, carbon capture, hydroenergy, electric vehicles, or even reforestation may backfire, if we don` t keep our focus on the target: to support and protect nature and heal the planet.

## Selling Savings (Contracting)

- Help your customers to save costs (and resources), and share the savings between the two of you.

### Examples

- Electricity, Heating & Cooling, CO2, Raw Materials, Water, Waste, Plastic, Storage, Transport, Preventive Maintenance, ...



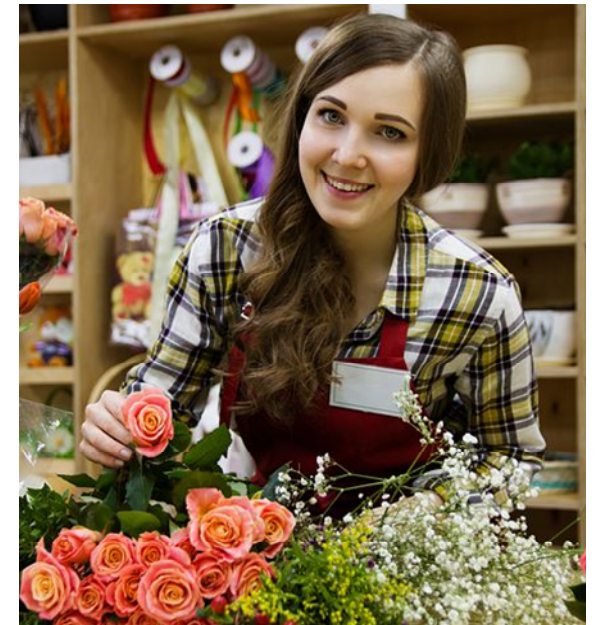


## Selling a Regenerative Premium

- Purposefully sell products and services that cost more, in order to make them planet positive.
- Raise money through consumption which is used for regeneration (the value for the planet must of course outweigh the harm done by the product).
- Make this effort central to your marketing and brand.

### Examples

- Ecosia, Tomorrow Bank, ...



## Selling, Retrieving, Selling again

- Retrieve as much of your end-of-use-products as possible and use it again.
- Redesign your products and your distribution accordingly.
- Recollect, Reuse or Recycle anybody`s Waste.
- Make others compete on this target.

### Examples

- Any company seriously engaging in circular economy approaches ...





## Selling Products as a Service

- Sell your products at a monthly fee, including maintenance, and make money the longer they last.
- Retrieve your products and refurbish or recycle what you can, saving material and making your supply chain more resilient.
- Collect detailed data on product use, protect margins, and gain loyalty.

### Examples

- Power Tools, Household Appliances, Consumer Electronics, Furniture, Bicycles, Vehicles, ...



## Selling Community Supported

- Make your community part of your business.
- Share the risks, the value, the benefits, and even some of the work.
- Create community, resilience, ownership and balance with this approach.

### Examples

- Agriculture, Power Generation, Healthcare, Education, Childcare, Repair, Mobility, Hospitality, ...



## Selling Access (Subscriptions)

- Create offerings which don't increase costs when used.
- Reduce the pressure to consume by making them freely available (eliminating scarcity)
- Make sure using your products and services are (increasingly) beneficial to the planet.

### Examples

- Spotify, Netflix, Sharing Flatrates, Annual Membership Programs, Swapping Circles, Intellectual Properties, Co-Working Availabilities, ...



## Selling MaxiMin

- Focus on Maximum Fulfillment at Minimum Footprint.
- Apply Deep Customer Centricity: how can we create most happiness with least consumption?
- Seek out Role Models and invest in advertising your message: get more value for less resources.

### Examples

- Travel, Hobbies, Fashion, Mobility, Sports & Entertainment, Gifts, ...



## Selling your Sustainability Expertise

- Harness the knowledge you have acquired in your sustainability efforts and sell it to your clients.
- Build stable and sustainable value chains and ecosystems with suppliers, partners, customers and communities.
- Thrive on your Role Model and pioneer status.

### Examples

- Schneider Electric, McKinsey, SYSTEMIQ and certainly many others...





Money is useful, growth makes it easier, winning is fun. But they are not the target.

The target is life. Thriving, healthy, stable, fulfilled, together, in harmony and balance with each other and with the planet.

Our purpose is the purpose.