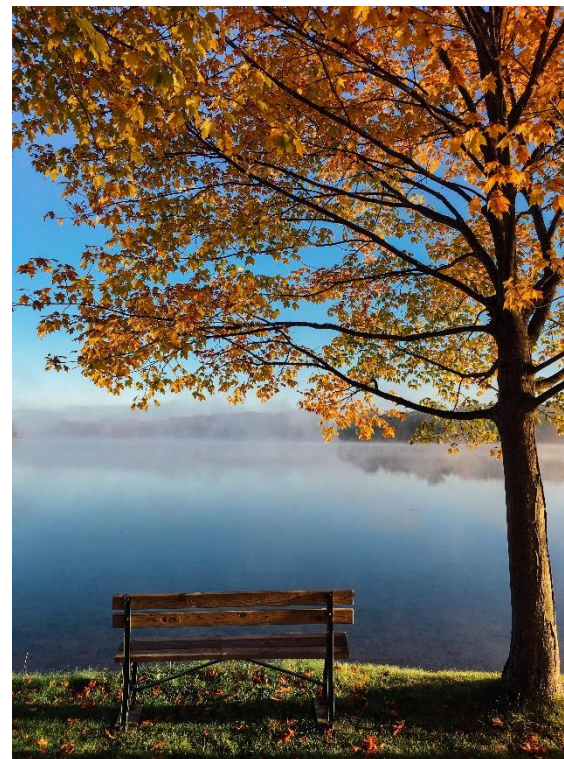




How to Thrive by Selling Less?

Buy One – Save One Free!

Developing Revenue Streams for a
Post – Climate Crisis World





How to Thrive by Selling Less?

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

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

How can we still be profitable in such a world?

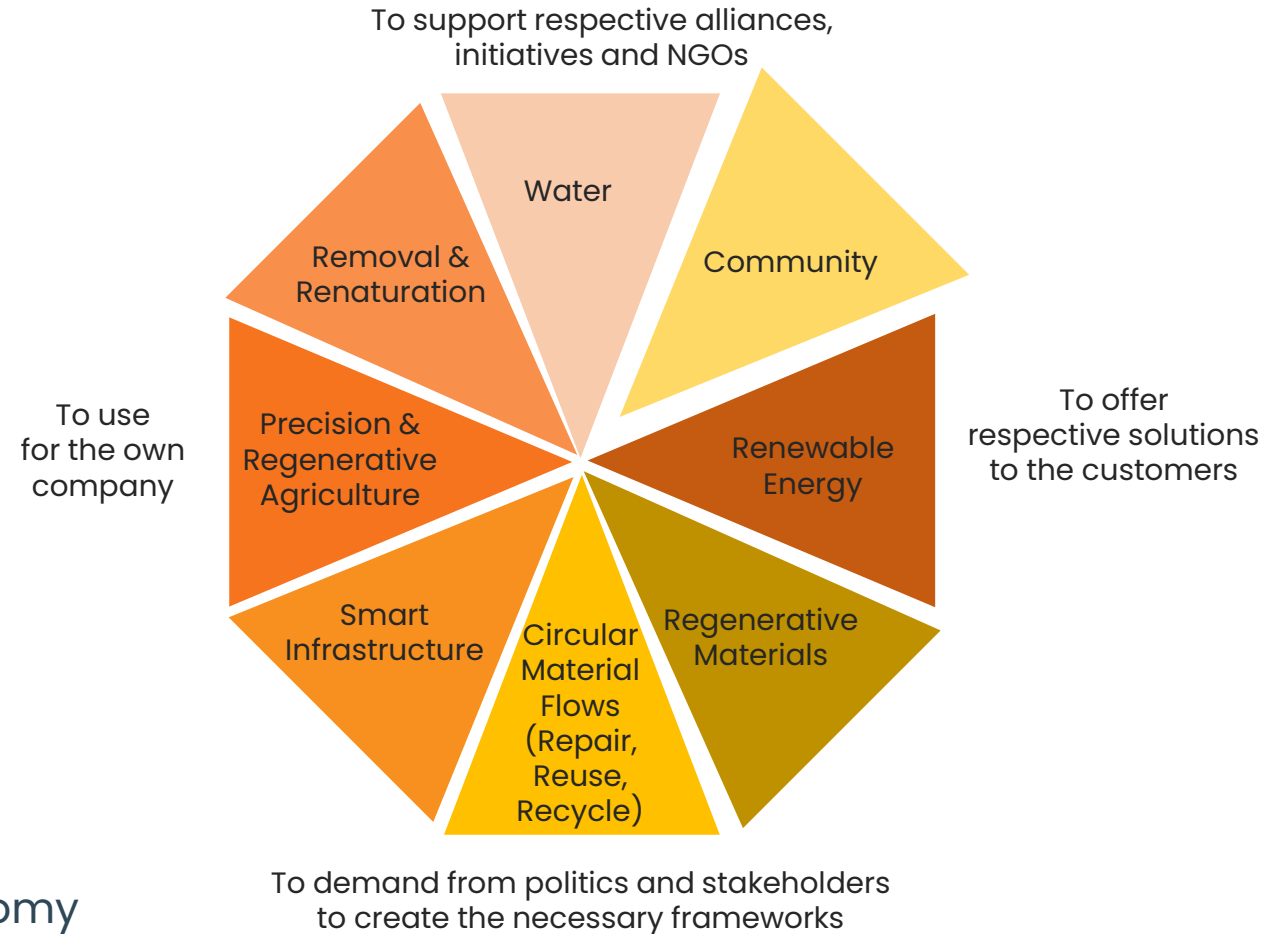


1

Selling Regeneration

- Make your own products and services circular and regenerative in themselves.
- Focus on products and services that enable your customers to do the same.
- Push others (politics, industry, media, customers) to provide regulation and money towards this target – thereby improving your own business case even further.

Our **“Eight Pillars” Model** of a planet positive economy helps to identify crucial areas for a regenerative future.





How to Thrive by Selling Less?

2

Engaging your clients in your journey

- Sell products and services that cost more, and spend the extra money to make them „planet positive“.
- Provide reliable and transparent data to demonstrate that the overall value of your product for the planet outweighs the harm (emissions and extraction).
- Make this effort central to your marketing and branding. Make your customers proud to be given the opportunity to share in your mission.



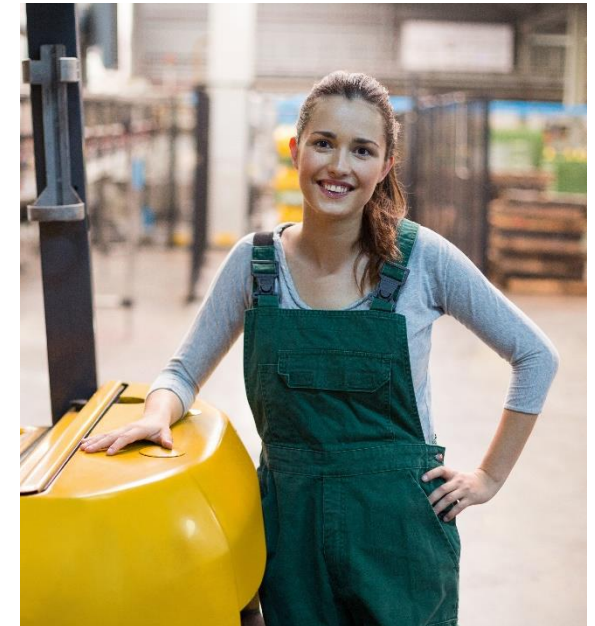


How to Thrive by Selling Less?

3

Selling Products as a Service

- Sell your products at a monthly fee, including maintenance, and make more money the longer they last.
- Retrieve your products and refurbish or recycle as much as possible, saving material and making your supply chain more resilient.
- Collect detailed data on product use, protect your margins through repair, and increase customer loyalty.

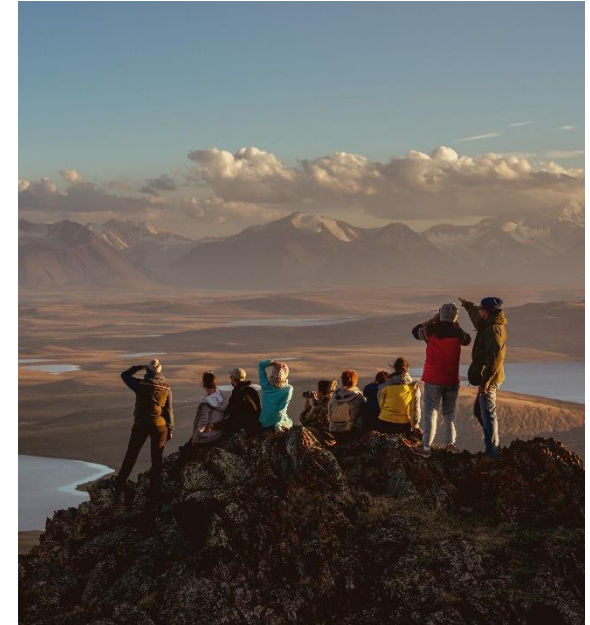




4

Selling Community Supported

- Make your community co-owners 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.
- Ideal sectors for this approach: Agriculture, Power & Heating, Construction & Maintenance, Clothes, Healthcare, Education, Childcare, Repair, Mobility, Hospitality, ...



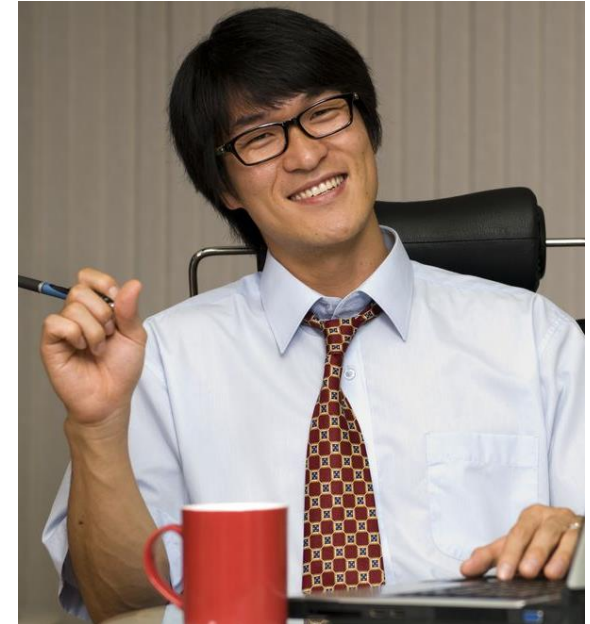


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5

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 is – in sum – regenerative to the planet.
- Ideal sectors for this approach: Recreation, Sports, Digital Products & Intellectual Properties, Sharing Platforms, Repair, Creative & Social Spaces, Co-Working...





How to Thrive by Selling Less?

6

Selling „Jobs to be done“

- Focus on “Maximum Fulfillment” of a Customer Need at “Minimum Footprint” (and Minimum Cost).
- 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.
- Ideal sectors for this approach: Travel, Hobbies, Fashion, Mobility, Sports & Entertainment, Tools, Gifts,...





7

Selling Marketplaces

- Build balanced local markets, platforms, networks and communities which eliminate the need for further growth.
- Use this marketplace to promote regenerative products and services.
- Use this marketplace to promote all kinds of sharing, repairing, and other circular solutions.
- Use this marketplace to promote data on resource use and regenerative value created by each product, thereby encouraging a “race to the top”.

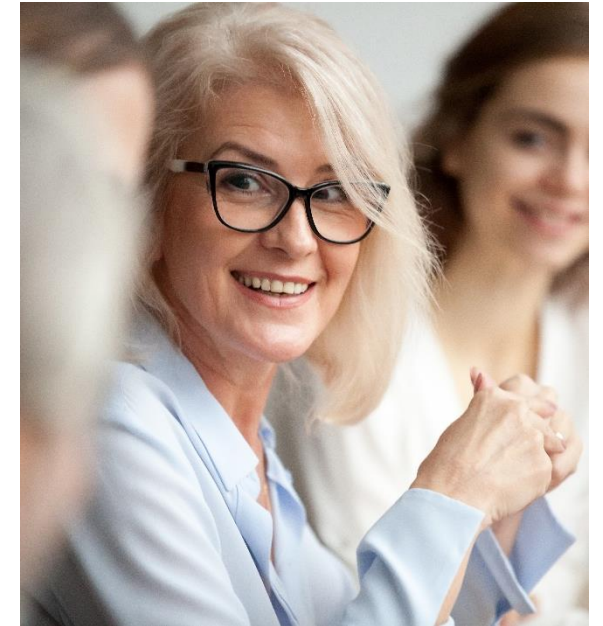




8

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.





How to Thrive by Selling Less?

It's not about "Growth" or "De-Growth". It's about sourcing and distributing the money to build a sustainable future for humankind on a regenerated planet, and about building viable business models around this target.

