

Responsible consumption and production



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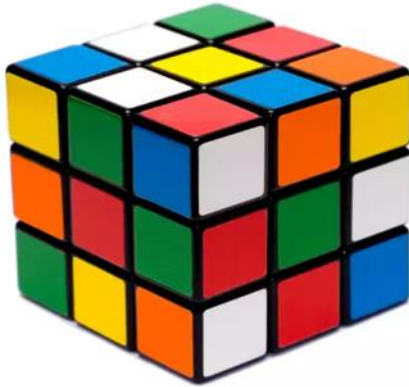


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The Message in a Nutshell ...

3 PROBLEMS



1. Market level noise
2. Value-action gap
3. Voluntary madness

3 OPPORTUNITIES



1. Business model clarity
2. Integrated value choice
3. Regulatory boldness

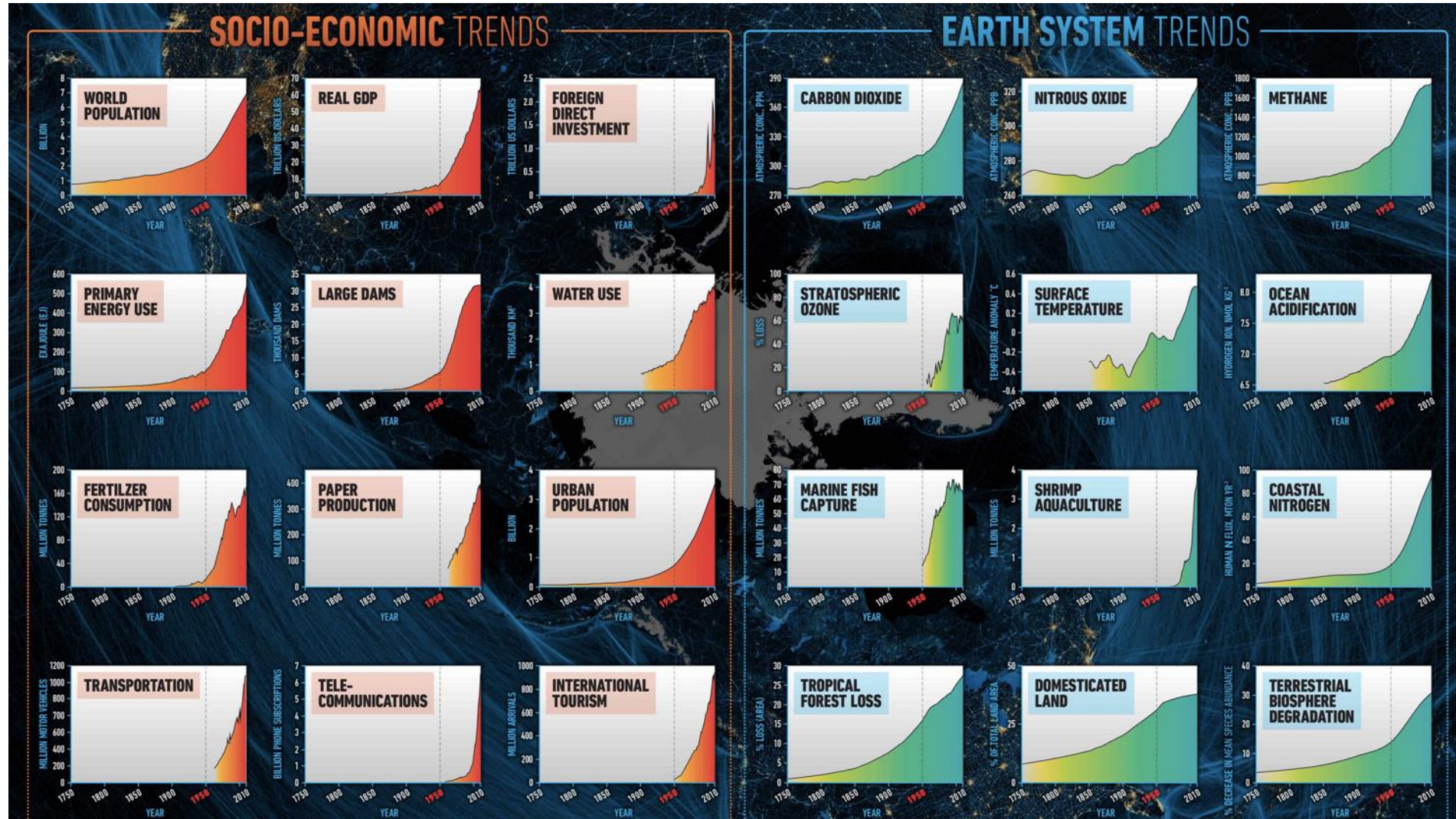
Problem 1: Market Level Confusion



Problem 2: Value-Action Gap



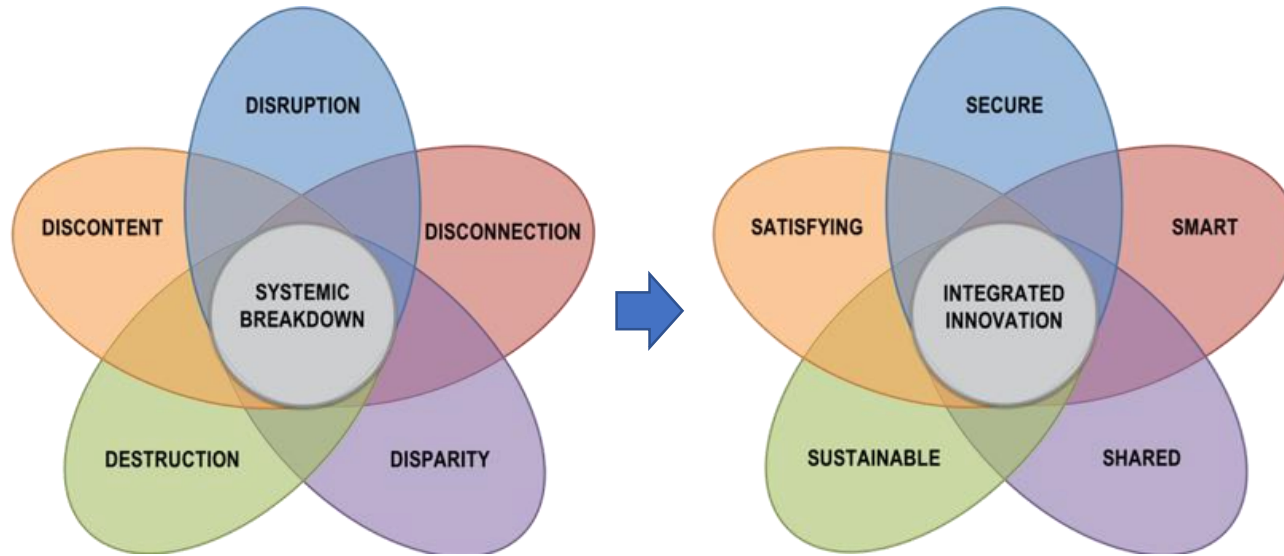
Problem 3: Voluntary Madness



Opportunity 1: Business Model Clarity




Opportunity 2: Integrated Value Choice



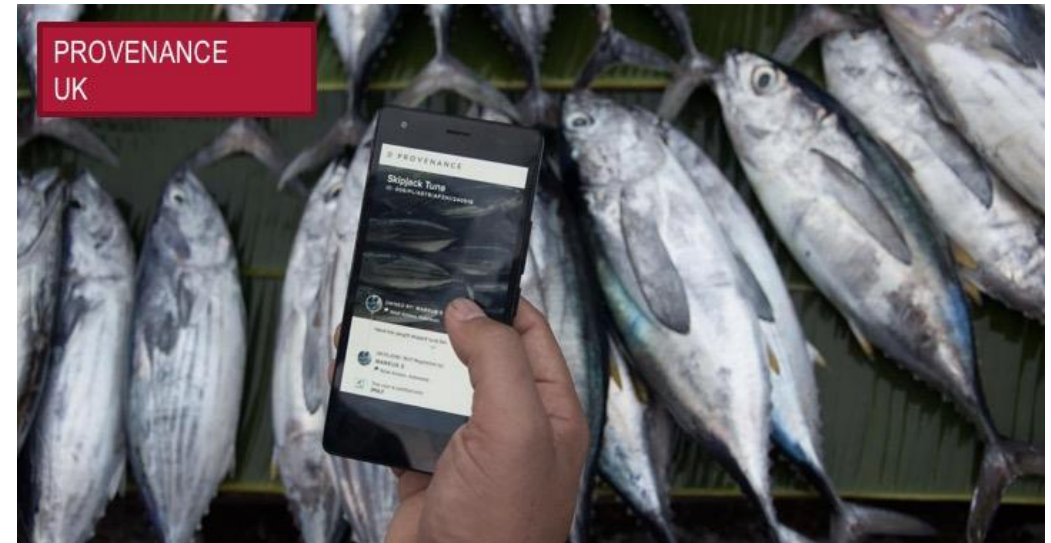


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Opportunity 3: Regulatory Boldness

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FOOTPRINT**
FINAL CONFERENCE
FROM VISION TO ACTION



PEF: Product
Environmental Footprint
OEF: Organisation
Environmental Footprint



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Trevor Nace, CONTRIBUTOR
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