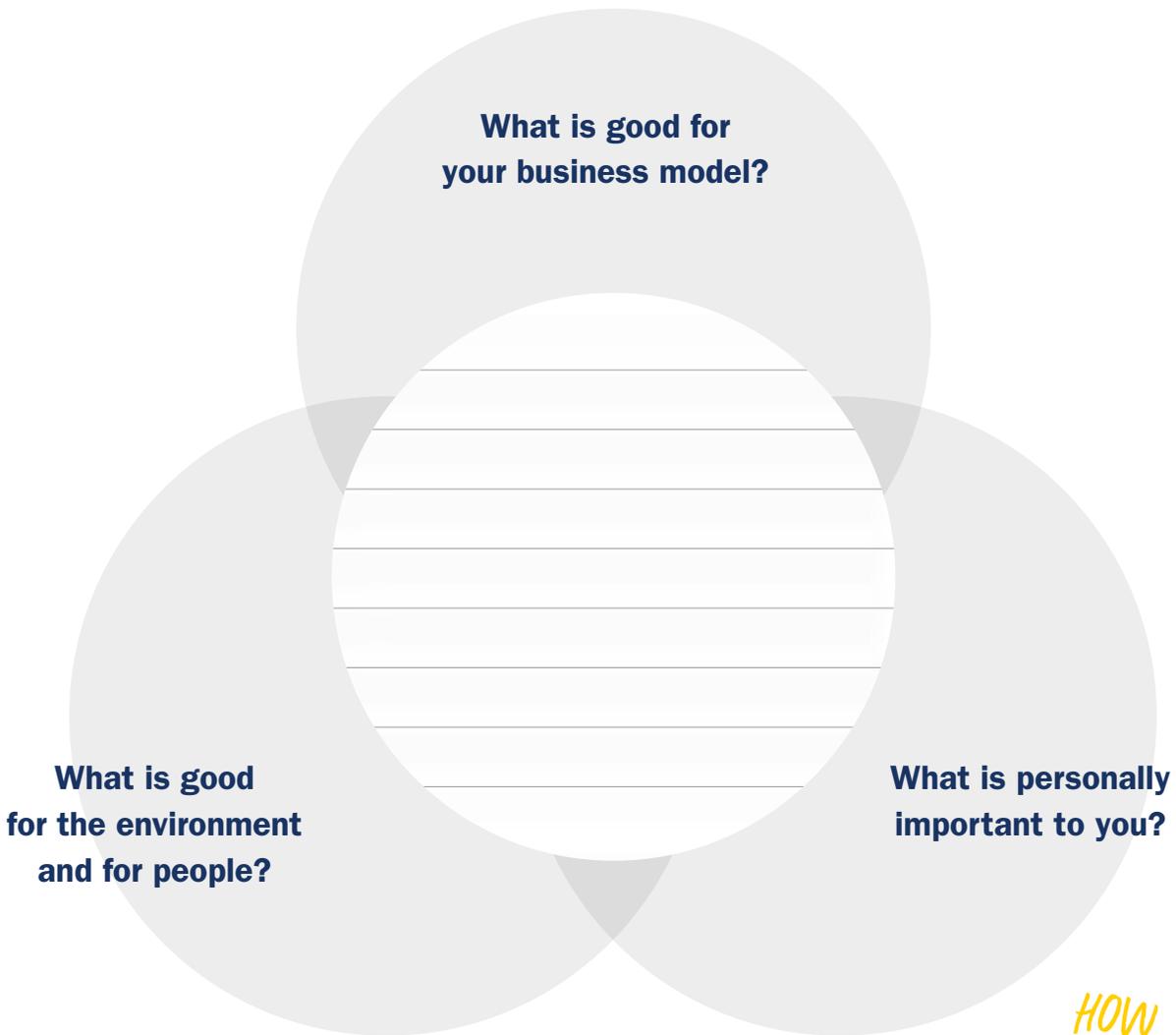


# What-what-what? Thought experiment



How do your business model  
and sustainability interface?



## YOUR CONTACT

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*HOW DOES  
IT WORK?*

Economic and ecological success depend on each other. To move up a gear and find new solutions, it sometimes helps to play "make a wish". Take the thought experiment: what is good for your business model, for the environment and people, and what is important to you personally? You will see there are more overlapping points than you probably would have expected there to be.