



# HELLO & GRÜEZI

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*Nachhaltigkeit gehört (auch) in die Innovation  
(und umgekehrt)*

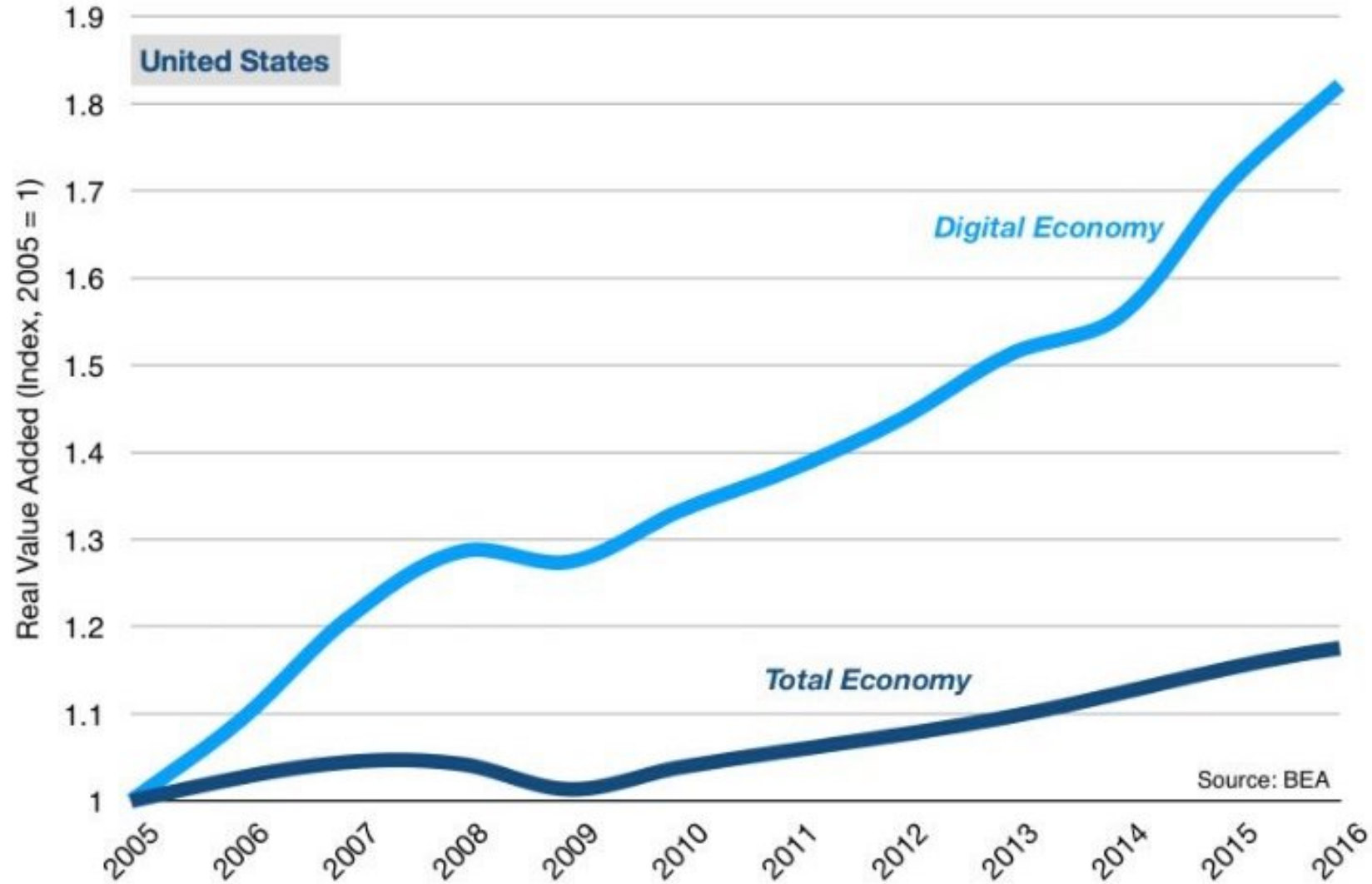
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# WARUM RICOLAB

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## Digital Economy vs. Total Economy, Real Value Added





## Consider the top firms by market capitalization



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London, Ontario

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# DIGITALE LOGIK IST ANDERS

## **Von**

*Branchen  
Organisationen  
einzelnen Dingen  
Knappheit  
geplant  
Grenzkosten  
Besitz  
Statik  
(...)*

## **Zu**

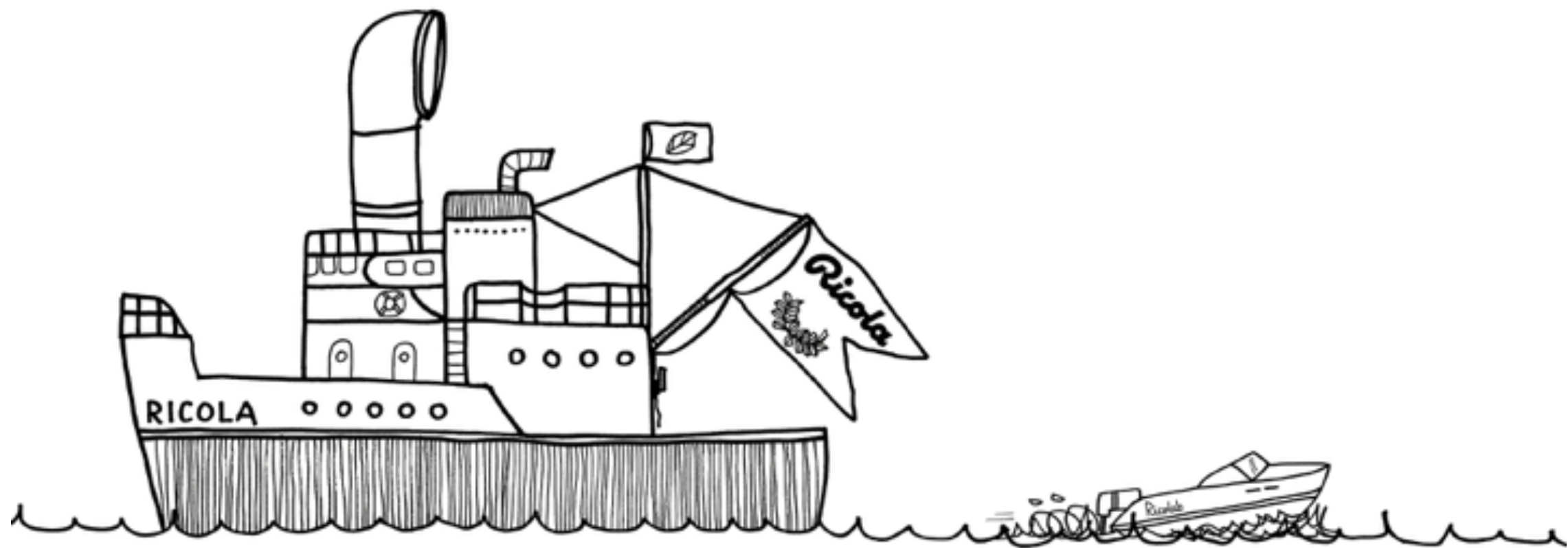
*„Playing Arenas“  
Ökosystemen  
selbst-lernenden Systemen  
Überfluss  
on demand  
Fast 0 Grenzkosten  
Zugang  
Fluss  
(...)*





*Da muss was passieren...*

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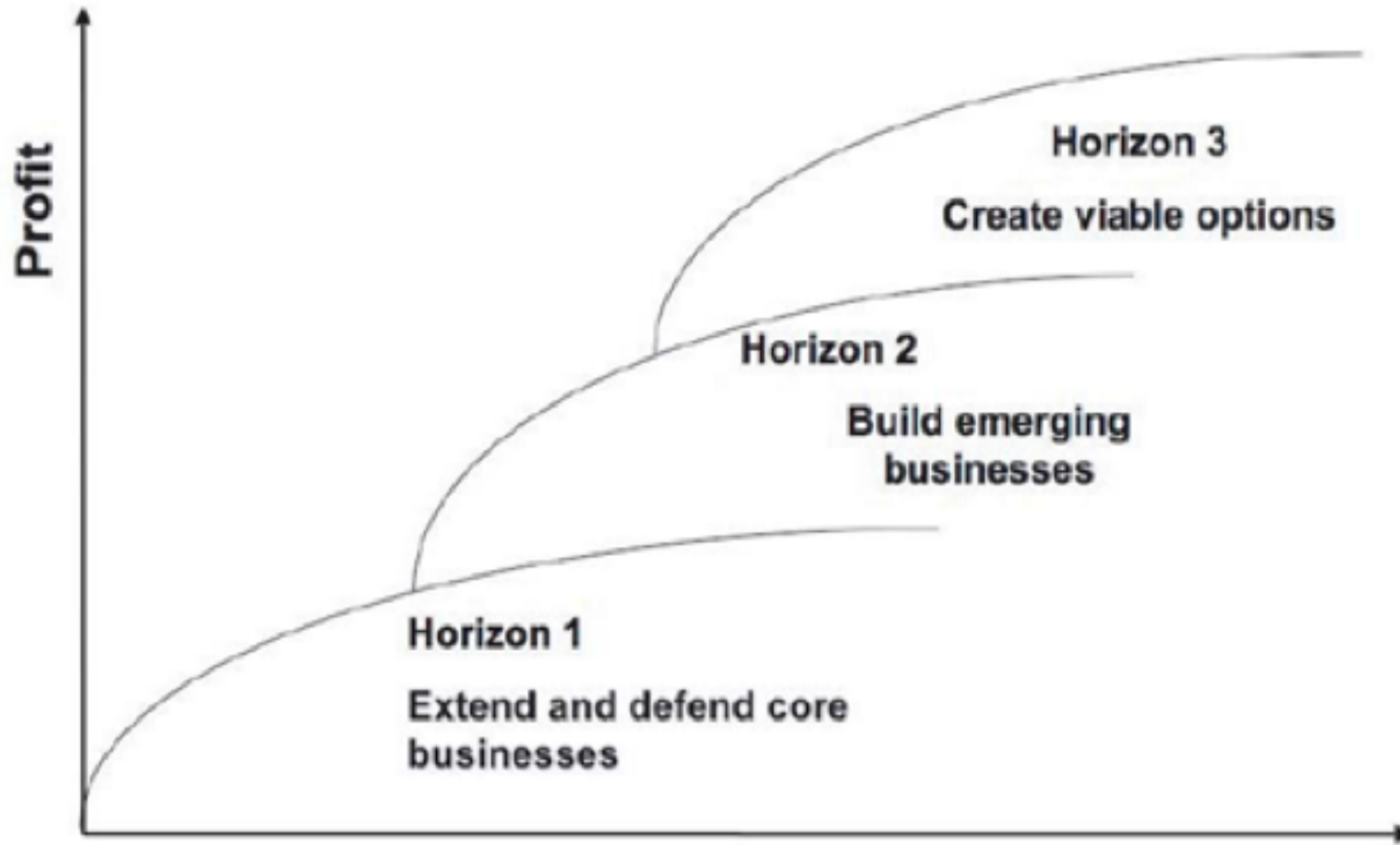




*Wir testen neue Geschäftsfelder, die einen  
Beitrag zur Erreichung der SDGs leisten.*

*Wir stärken die Mutterfirma durch neues  
Wissen.*

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WAS?

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# Flaggr

The complete story of how your food is made.



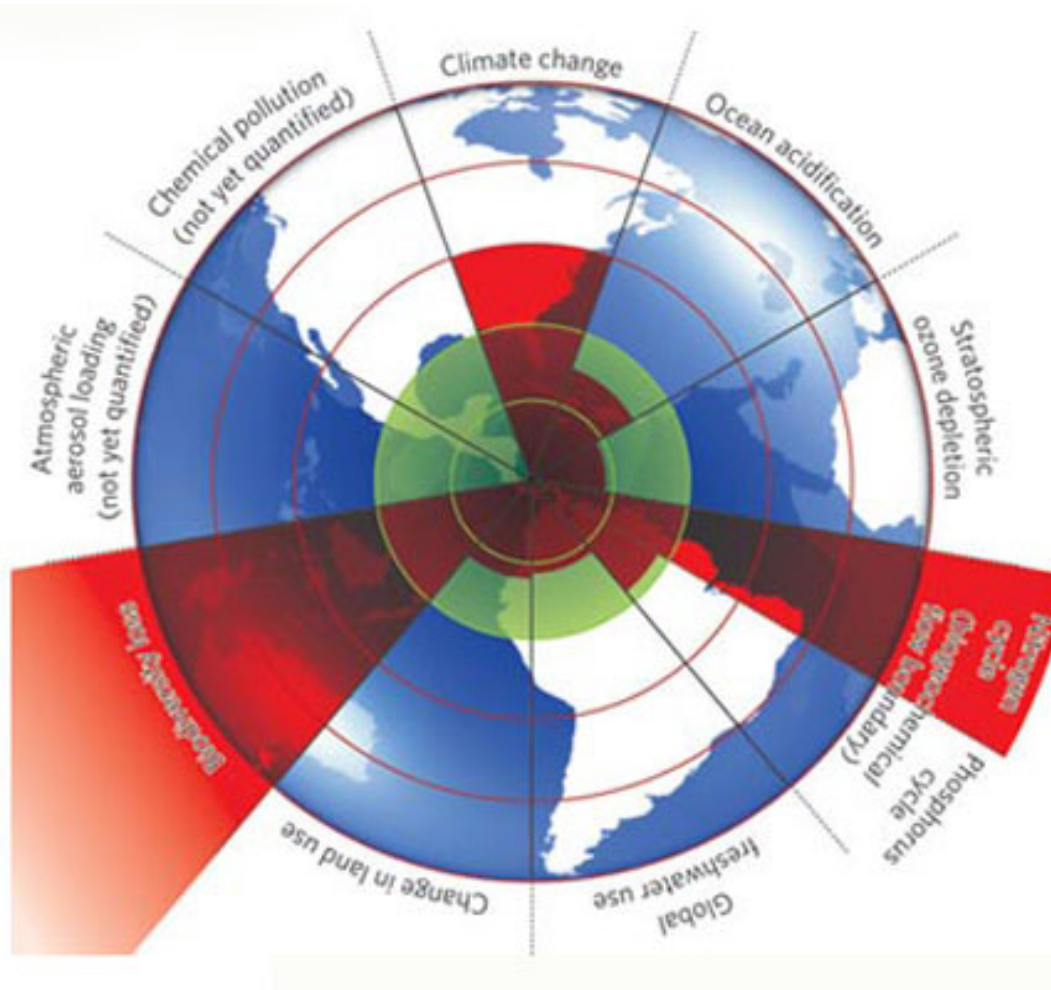
SUSTAINABLE DEVELOPMENT GOALS

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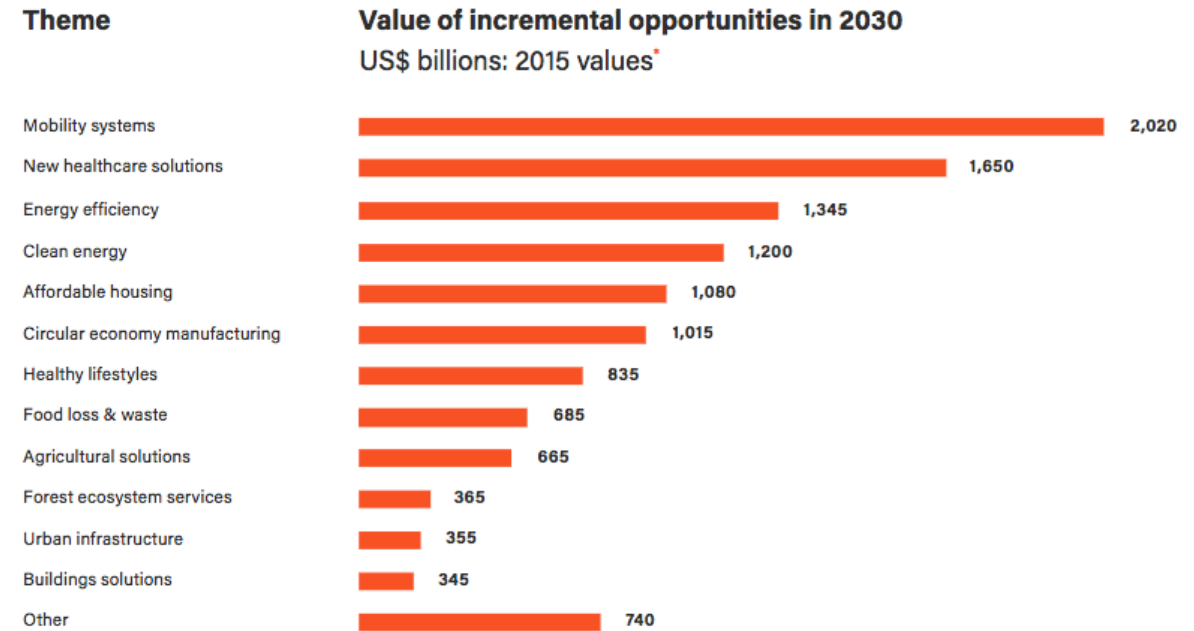






Rockström et al. in Nature

## EXHIBIT 5: 12 largest business themes in a world economy heading for the Global Goals



\* Based on estimated savings or project market sizings in each area. Rounded to nearest US\$ billion.

Source: Literature search; AlphaBeta analysis

WEF Commission 2017

# SUSTAINABLE DEVELOPMENT GOALS

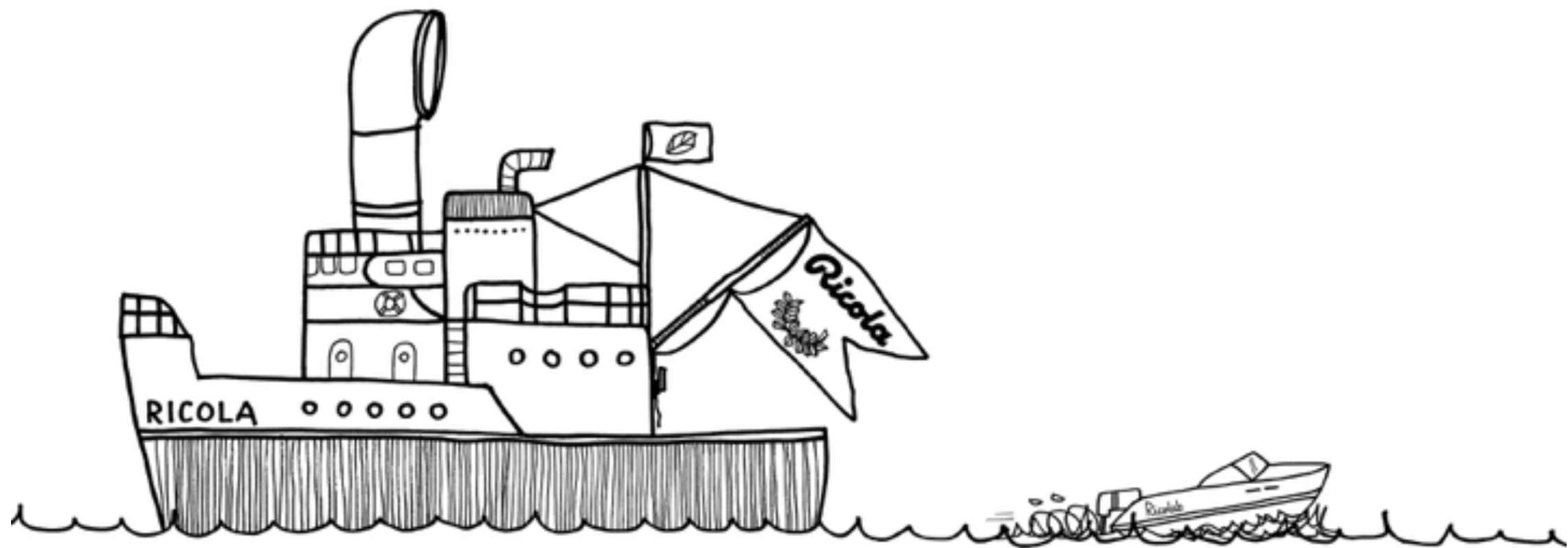




*SDG-Integration ist nicht leicht.*









DANKE!

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