

# Alice Schmidt

is an MBA lecturer, an Adviser to the European Commission, and non-profit organizations like Extinction Rebellion, Protect our Winters, and the Chair of the Board of Endeva e.V.

# Claudia Winkler

is the CEO and co-founder of Good Mobile, Europe's first B-Corp Certified telecom provider, and a Founding Partner of Adjacent Possible Network.

(DON'T!)  
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WATER**

**They just published “The Sustainability Puzzle,” a must-read book, exploring how we can work together to achieve Sustainability.**

Alice and Claudia first met shortly before the pandemic, discovering that they had a deep interest in Sustainability in common.



But while the World “Zigged” at the heart of the first lockdown wave, they decided to “Zag” and launched the ‘Optimist Café,’ a weekly online meet-up.

One of the first topics of discussion we presented at this ‘Café’ was very much around not wasting this crisis...



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... And the topics that popped up were actually the start of “the Sustainability Puzzle!” People brought up issues like sustainable supply chains, circularity, climate action, sustainable consumption...

When a crisis hits, two almost equal forces come into play. The first wants to go back to the *good old times*, while the second seeks to trigger a paradigm shift.

To nudge people into the right direction, you need a subtle mix of push and pull:

We tried to strike a balance between alerting people of very uncomfortable truths while instilling in them a sense that this is a crisis we can deal with.



Hence the memorable stories, statistics, and examples given in the book.

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Did you know that  
a yearly average of

**\$420 Billion**

was distributed in fossil fuel  
subsidies in the past decade?



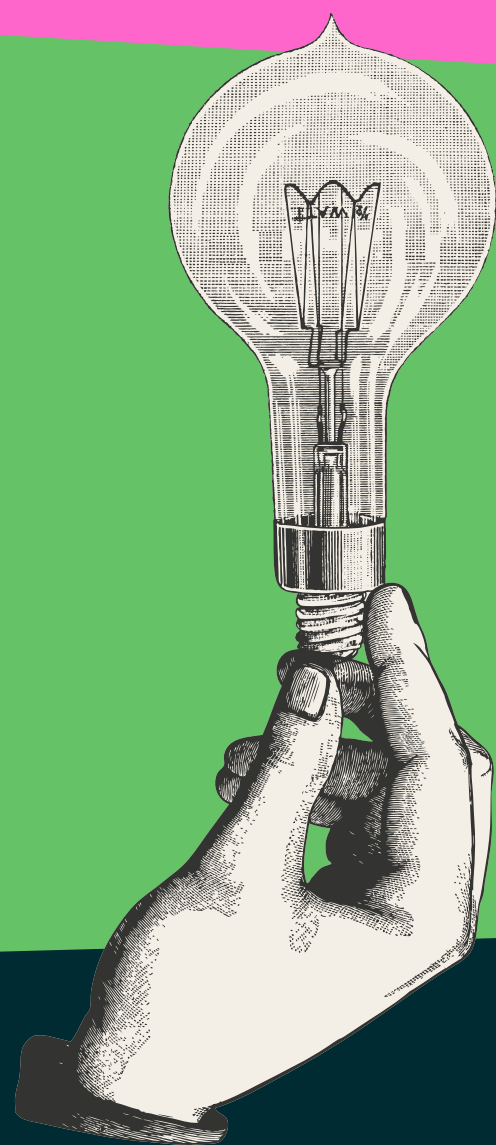
Have you ever heard that  
we will produce more food  
between now and 2050



than in the last 8000  
years combined?

Or, that the webcam that films  
the “centennial light bulb,”  
a light bulb in its 120ths year  
of operation, needed to  
be replaced three times  
since 2001?

(giving you a sense of how “quality”  
evolved in a century! 😞)





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If you forget about the 60% of people that stand undecided at the center of the Gaussian Bell Curve, you're doomed to fail. You have to make sure to make this transformation approachable for them!



**Now, far beyond the anecdotes, shifting the paradigm involves rethinking our frameworks.**

**Many current companies still operate in a shareholder economy or a "Mickey mouse Thinking."**

90% of what we do in the corporate world is structured around maximizing profits. This is the giant Mickey Mouse head. Then you have the ears: 5% on ecological Sustainability and 5% on social Sustainability...



**5%**



**5%**



**90%**

You may all have heard of the “Triple Bottom” approach coined by John Elkington in 1994 with its Venn Diagram featuring Economic, Social and Ecological dimensions.

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But did you know that he himself recalled his concept because it was too much of an excuse for companies to still focus on profits and just do a bit on the interlinks of the diagram?

*(if not - and I may not stress this enough, you shall read Alice and Claudia's book! 🤗)*



.. Many of the economic theories we grew up with - like the Friedman thinking - are just not suitable for the future!

Think of GDP, for instance. Even Simon Kuznets, its very inventor, explained that it was about measuring economic output, not societal progress. Equating societal and economic progress is just absurd!



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On a macro level, worrying about the costs to invest in Sustainability is ridiculous, seeing how lower they are than the costs of unsustainability.

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For instance, achieving the UN Sustainable Development Goals could open up \$12 trillion of market opportunities and create 380 million new jobs, while action on climate change would save about \$26 trillion by 2030!

We, humans, are creative; we have all it takes. It's all about what we want to use our creativity for!

What if we used it to create a win-win-win-win-win?

### In this incredibly dense conversation, we also covered:

- How as uncool as it sounds, some of the solutions for the future can be found in the past (for instance, before planned obsolescence)
- How the right message probably rather is "Save ourselves" than "Save the planet!"
- How until recently abusing nature has served human progress. But now that we've passed the tipping point, we're harming ourselves.
- How we're 7 billion creative people on this planet, that could do much to make it a better world for all of us
- How Sustainability may not be enough, given the point we've reached. We may have to go to regeneration to be even more ambitious.
- Greenwashing, Apocalypse Porn, Need for Regulations, Crafting the right stories, Culture as the fourth bottom line, and SO - MUCH - MORE!

Don't miss a single bite: head over to [dww.show!](http://dww.show!)

