

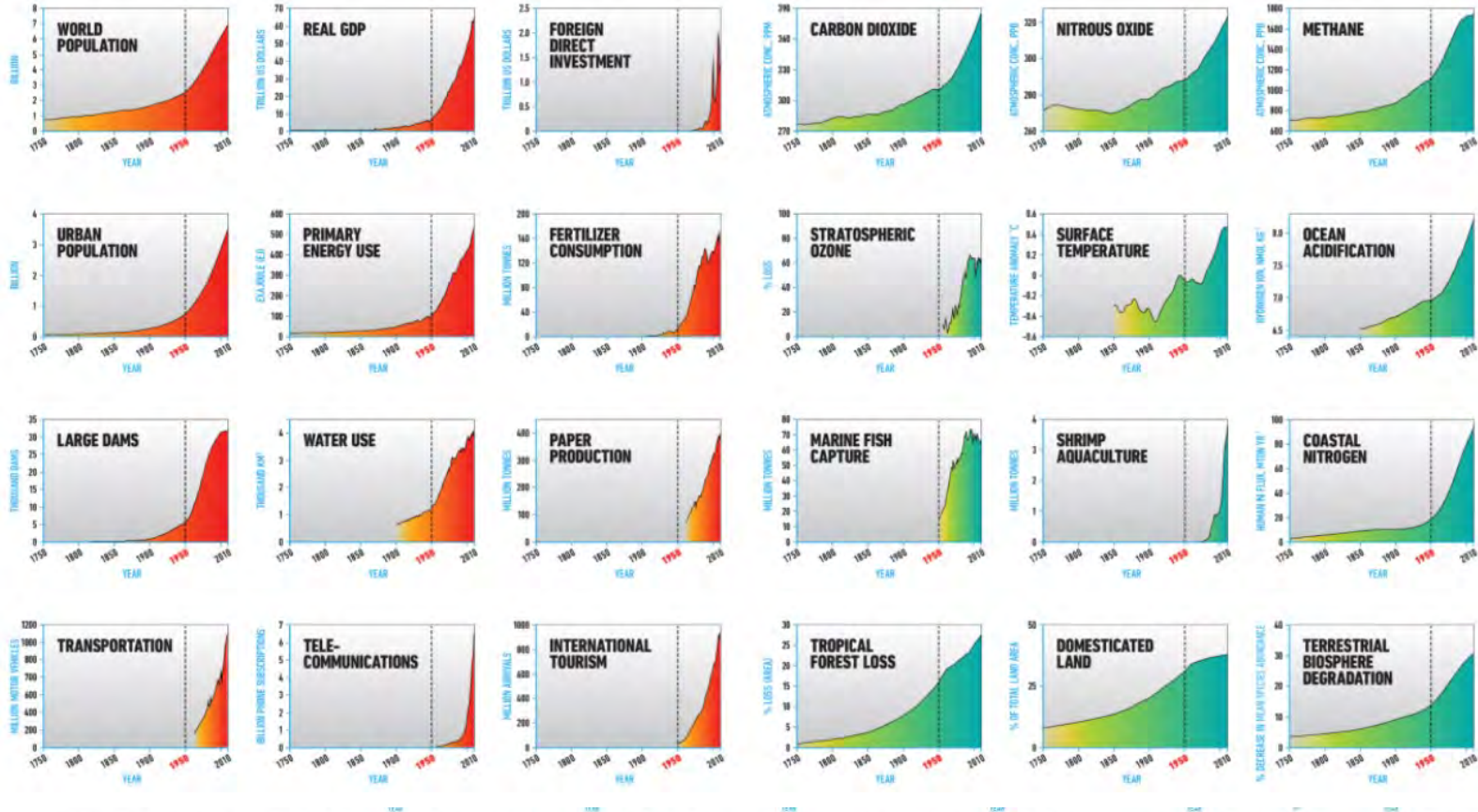
Decoupling

A generational challenge

Bengt Eliasson – Global Forum – Barcelona 2023

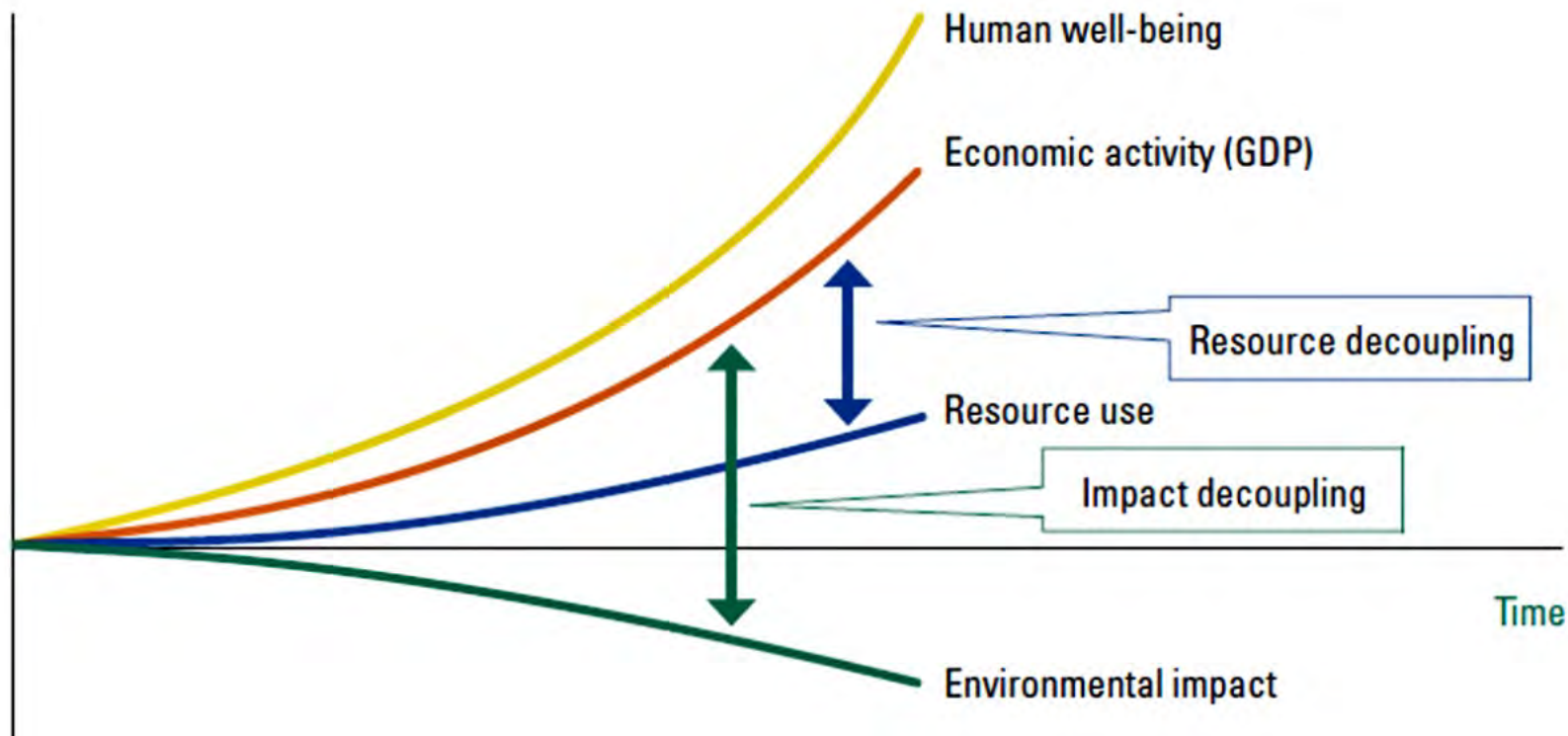
The Great Acceleration... took us here

C



"The Trajectory of the Anthropocene: The Great Acceleration" Anthropocene Review, January 2015

Decoupling the curves is the main challenge to tackle



Decoupling – a generational challenge

**1. Turn existing strategy into action
with sustainable processes**

**2. Design and execute into a more circular way
of doing things...**



Unlock the World's Processes

**to make
companies
efficient**

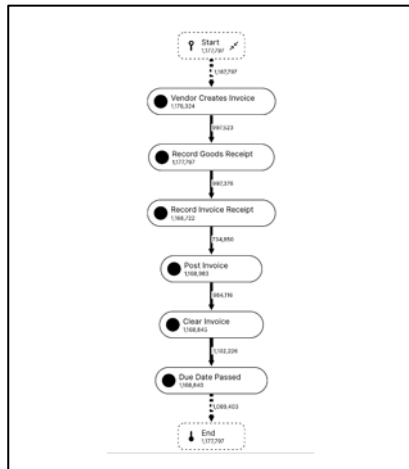
**to make
business execution
sustainable**

**to accelerate
progress for
humankind**

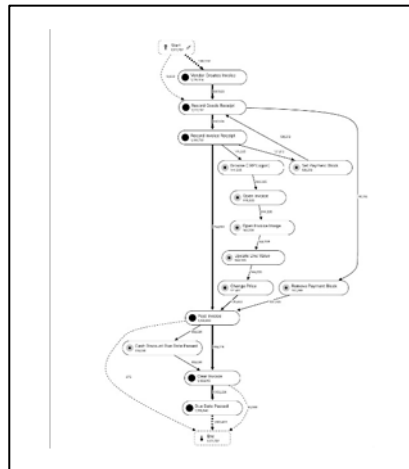
A diagram of a cell with a large central vacuole and a nucleus labeled 'C'.

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How processes are designed



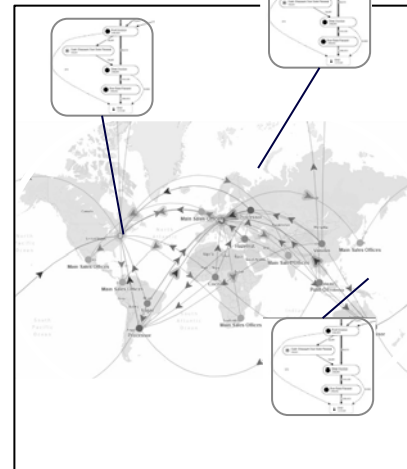
How companies think processes run



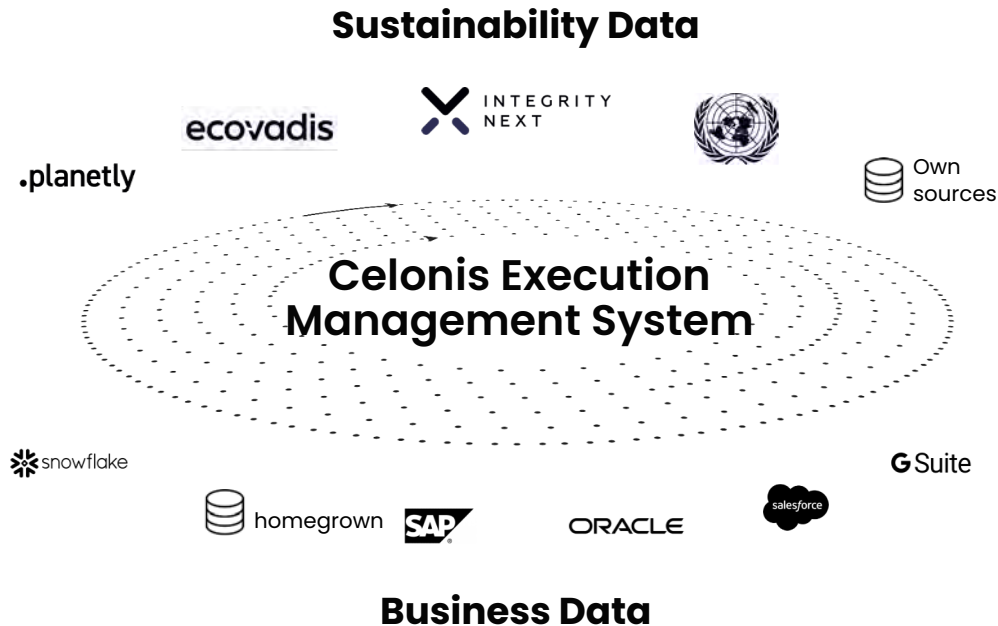
How processes actually run



How supply chain actually runs



Celonis breaks down silos and embeds sustainability in every process



Comprehensive quantification of environmental & social impact

Sustainability as a key decision criteria in daily business execution

Real-time recommendations & automations for taking action

Continuous monitoring of sustainability performance (e.g. carbon emissions)

And yes – it works...



Global Digital and Services Company tackles sustainability initiative with Celonis to reduce emissions across field maintenance and repair



1.5M kg CO2e

In emissions reduction

40%

Decrease in multiple dispatches

Employees

24,000+

Revenue

\$7B

Industry

Technology Services

Regions

NA

Users

20

Departments

Customer Service
Maintenance

Source Systems

Remote Siebel
Dispatch Siebel
Genesys

Objectives

Reduce truck rolls
Increase FCR
Eliminate Escalations

Processes & Initiatives

Remote Service
Field Service



Process Order Management*

>139k

Shipments with quantified emissions

16M kgCO2e

Outbound shipping emissions

>8%

CO2e reduction potential identified

*Preliminary results; data validation and exploring of further opportunities ongoing



Success Story Highlights

Global CPG Company

300 fewer truck shipments per week

Global Services Company

1.5M kg CO2e emissions reduction



>6% reduction in shipping emissions

Large US Telco

75% reduction in waste of returns

Leading Online Fashion Platform

Sustainable supplier selection



Process Procurement

>100M EUR

Net order value assessed

17k tonnes CO2e

procurement emissions measured

3.3M EUR

external climate cost for society identified, representing potential future cost increases

940k EUR

future internal cost due to necessary CO2e compensation outlined

Decoupling – a generational challenge

**1. Turn existing strategy into action
with sustainable processes**

**2. Design and execute into a more circular way
of doing things...**

Mapping the road to Less

We are completely ignorant to the fact that the disease is our overconsumption. We dream of technical fixes that ensure we can continue overspending. But we do not reduce the consumption that caused the problem in the first place.

If we want to solve the climate crisis we must address overconsumption, in order to do this we must understand how we got here

How we got there

08 - Current capitalistic system

To keep the system from collapsing we engineered our current economic systems with complexity designed to avoid physical limits. Our current system is prioritizing the benefits but socializing the losses

07 - Quantitative easing

To get us buy more the financial industry invents and Quantitative easing

06 - Cheap labor

We now have the buying power, and with global nations we get cheaper goods by suppressing wage growth, and we can now consume more

05 - Consumer credit

By now we want more stuff but we can't afford it, we solve that by consumer credit, so we can keep consuming

04 - Planned obsolescence

To increase consumption we created planned obsolescence and continually change the appearance and properties of products so you would want to buy a new product every year or two

03 - Advertising

With cheap energy and globalized production, that exploits global south countries, we overproduce goods that exploit invented advertising

02 - Industrialized production

First we went from craftsmanship to industrialized production, this allow for increases production, and consumption

01 - Fossil fuels

With the advent of fossil fuels we got cheap labor, and we had access to cheap energy, and reliable energy

How to change

Reduce consumption (GN) - 01

Reducing consumption in the global north by reducing energy and material consumption and phase out of fossil fuels as quickly as possible

Ban, ration & tax - 02

Ban production of goods, we don't need, ration none essentials and tax all industries based on their negative impact on the planetary boundaries

Illegalize advertisement - 03

Illegalize advertisement in order to reduce consumption, and enable a fair market place

Circular economy - 04

Ban planned obsolescence, and make it mandatory that all products can be reused, repaired and maintained, while enabling a transition towards a circular bio-economy where output from entity becomes input for the next

Ban consumer credit - 05

Make consumer credit illegal, to reduce consumption and reduce inequality

Decolonize - 06

By wealth distribution and debt cancellation, by putting global tax on all planetary stressors for all industries

Ban QE - 07

Greatly reduce the financial institutions ability to continue Quantitative easing

Post growth economy - 08

Restructure our economic system so it adheres to the biophysical limits. A

today

Stress on the planetary limits

Biophysical limits

Copyright:

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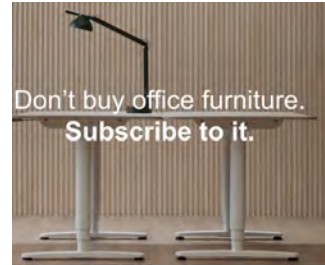
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C

The formula is in place...



1. Narrow flows – use less

Sharing and rental models, material lightweighting, multifunctional products or buildings, energy efficiency, digitization

2. Slow flows – use longer

Durable material use, modular design, design for disassembly, repair, remanufacturing, refurbishing, renovation and remodelling over building new

3. Cycle flows – use again

Design for recyclability (both technical and biological), design for disassembly, recycling, upcycling, reuse

4. Regenerate flows – make clean

Regenerative and non-toxic material use, renewable energy, regenerative agriculture and aquaculture

ihopa + Husqvarna + Gardena

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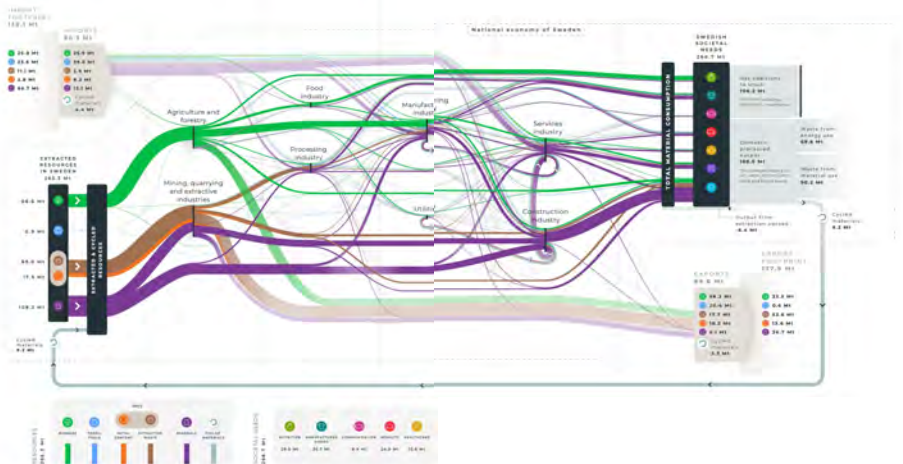
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A Community of Fixers

No one knows how to fix everything, but everyone knows how to fix something.

[Fix the World](#)

**Mercedes Benz, BMW,
Ferrari, Volvo Cars,
Bugatti
and the rest of the
automotive industry**



Thank you!

