



World Summit 2022
Amsterdam
June 15-17, 2022

Is this what we'd call sustainable?



A person's hands are shown holding a glowing globe. The globe is covered in a white line-art illustration of a sustainable community. The illustration includes several wind turbines, a sun, a cloud, butterflies, and a row of houses. The background is a blurred blue and white pattern, possibly representing a modern building or a clean environment. The text "Sustainability is an attitude!" is overlaid on the globe in a bold, dark blue font. Below it, the name "Joerg Zeissig" is written in a similar font.

Sustainability is an attitude!

Joerg Zeissig

Let's change perspective first!





Our goal is: an eco-social market economy

The **Balance** of

- Market economy creates profitability
- Social commitment creates attractivity
- Ecological roadmaps to avoid, reduce and compensate / offset your own carbon footprint creates carbon neutrality





Why?



Because...

- We want to be an attractive industry of tomorrow for all age groups
- We must understand „Reusability & Repurposing" as the standard of our concepts and implementation ideas
- Sustainability is not ugly and costs extra money if you change perspective
- The industry must become climate neutral in order to build confidence in our industry





Sustainability is...



- ...enabling our future.
- ...taking responsibility.
- ...providing credibility to the market.
- ... creating Teamwork as equal partners.
- ...being relevant for clients.

- ...if we change perspective.



relevant?





HOW?



„Slicing the Elephant“



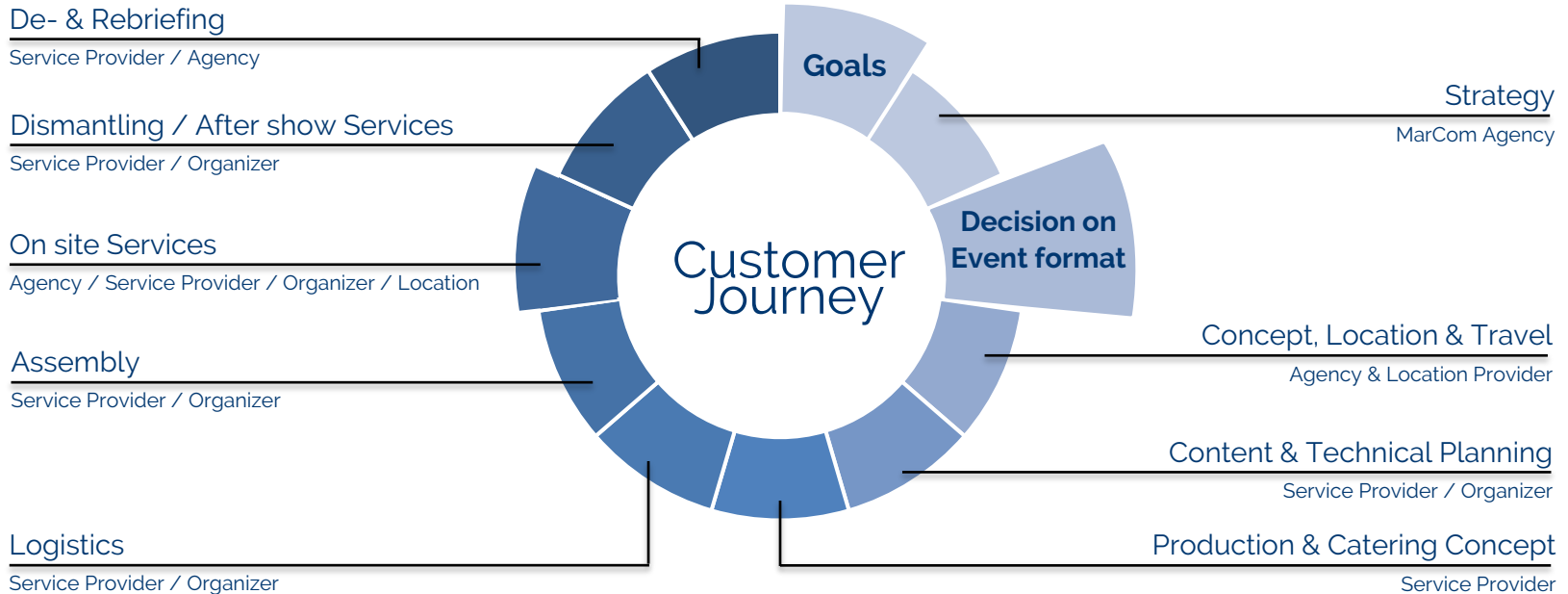


„Slicing the Elephant“





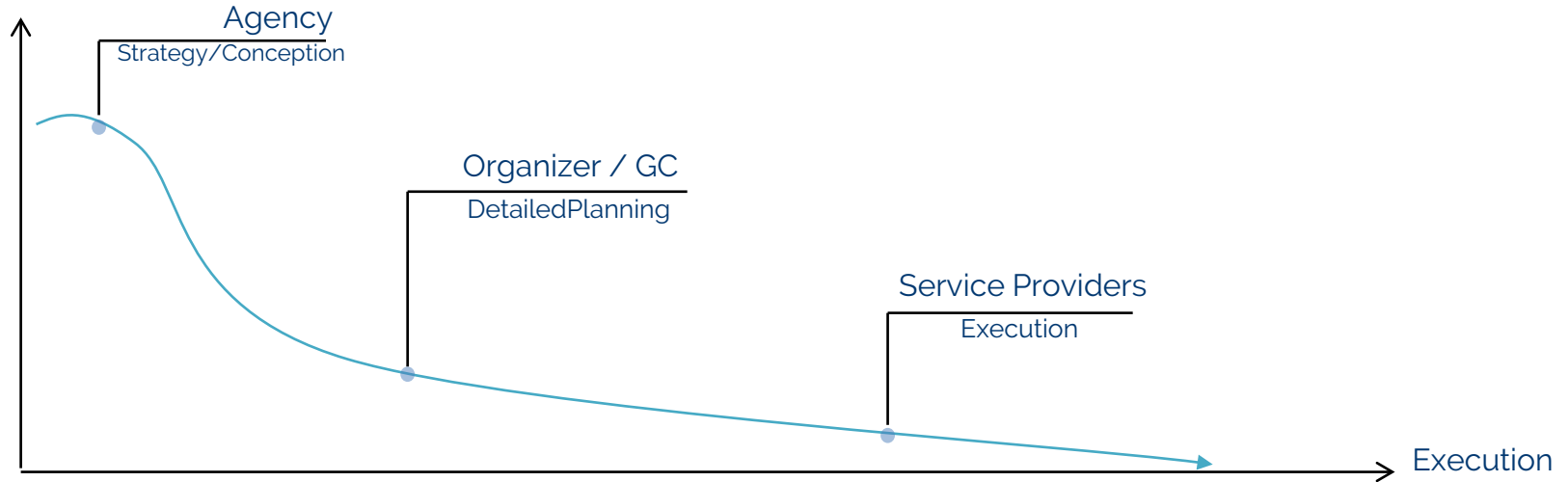
„Slicing the Elephant“





Decreasing Options

Impact on sustainability





WHAT?



Our contribution towards sustainability

Road
map

Commonalities/Guidelines/Round Table

Synchronisation/Collaboration/Transparency/Allocation/
Balancing/Ressource Pooling/Market Communication

Methods

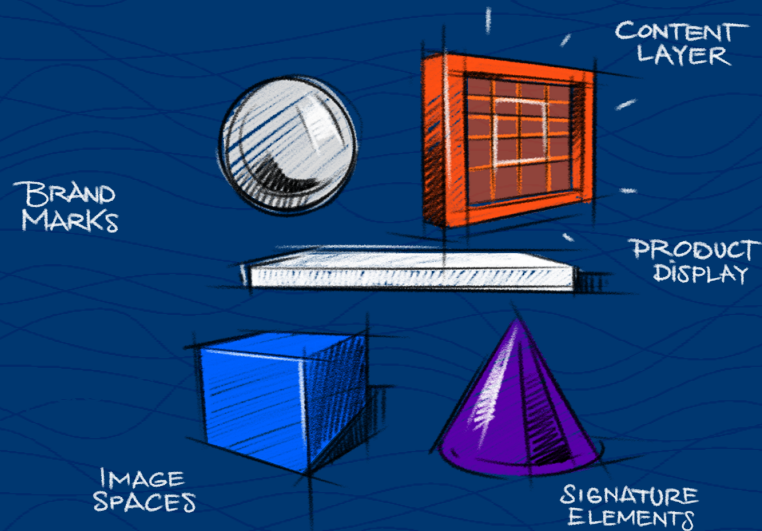
Tools

KPI Dashboard/Calculator/Certification/Material Platform



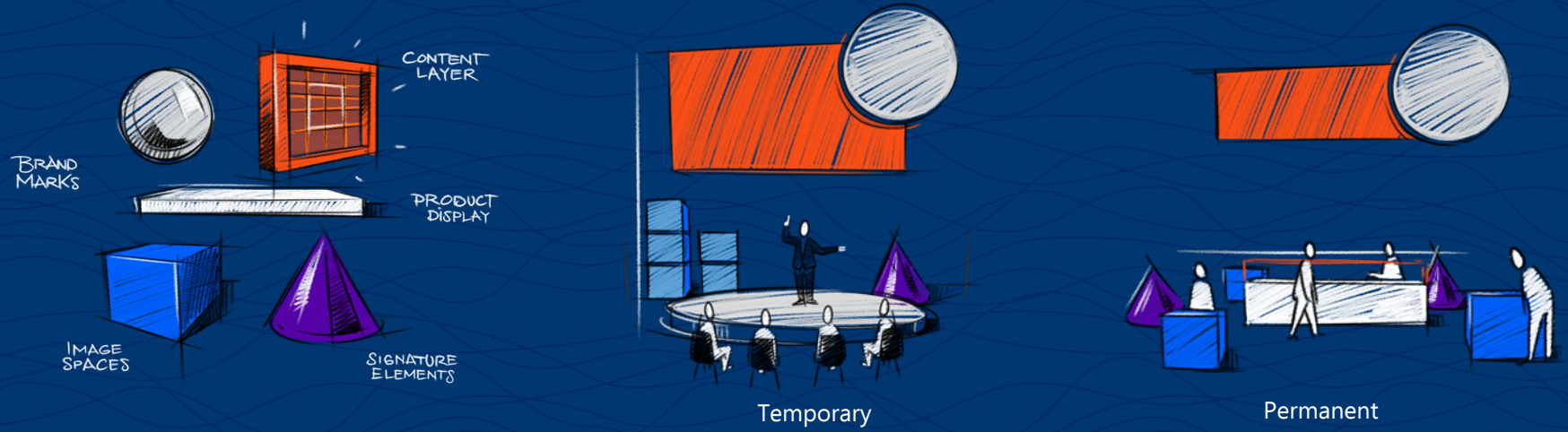
Examples...

PURPOSE DRIVEN MIND SHIFT



= "MULTIPLATFORM KIT"

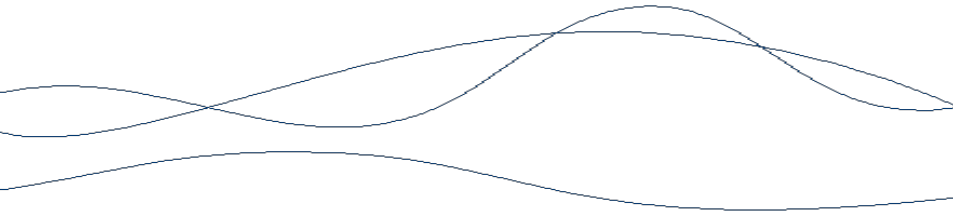
A modular system for different formats. Projects are becoming economically and ecologically sustainable.



FOR ALL CHANNELS

A multiple usability of CI elements provides content usability for all channels.





Material selection...



MAKING IT REAL





Sustainability is an attitude!

