

# Degrowth as a Business Case

## Sufficiency Strategies on the Firm Level

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# Degrowth as a Business Case

## Efficiency Strategies on the Firm Level

**Product for  
Customer Benefit**

**Organization of  
Production**

## **Degrowth as a Business Case** Sufficiency Strategies on the Firm Level

**Revenue Model**

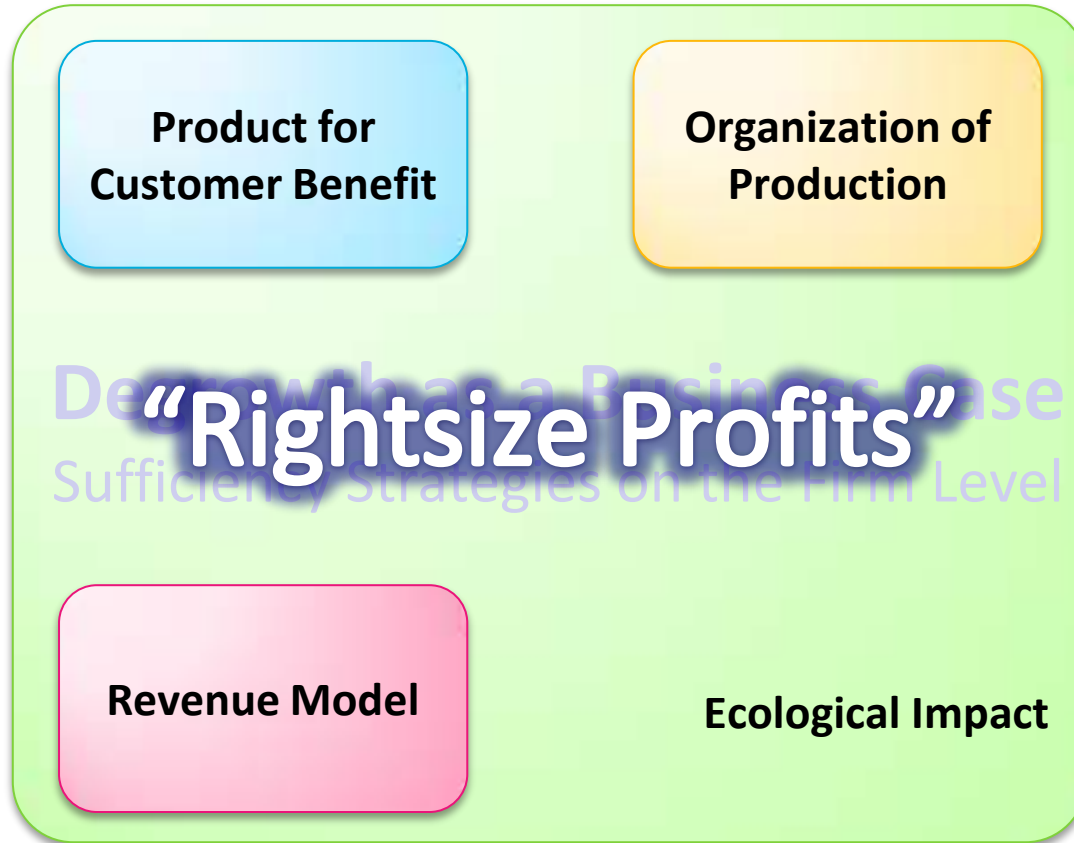
**Ecological Impact**

**Product for  
Customer Benefit**

**Organization of  
Production**

## **Degrowth as a Business Case** Sufficiency Strategies on the Firm Level

**“Ecological Allowance”**



easy to use individual  
automobility without  
ownership costs

service provider  
(car2go GmbH) owned  
and equipped by OEM  
(Daimler AG)



## as a Business Case

### Sufficiency Strategies on the Firm Level?

one-time reg. fee  
pay per use  
(minute basis)

Projections (!):  
CO2 emissions -5.1 to - 9.8% p.c.  
Car ownership -20 to 28%  
over 5yr period

**Kudos to Prof. Dr. Martin Müller**

provoking change towards more sustainable mobility patterns?

easy to use individual  
automobility without  
ownership costs

service provider  
(car2go GmbH) owned  
and equipped by OEM  
(Daimler AG)

impact of  
shareholder  
interest (Daimler  
AG!) in creating  
more revenue?



## as a Business Case

### Sufficiency Strategies on the Firm Level?

incentive system  
for consuming  
less  
automobility?

one-time reg. fee  
pay per use  
(minute basis)

reduction big  
enough to reach  
Ecological  
Allowance and  
rightsize profits

Projections (!):  
CO2 emissions -5.1 to -9.8% p.c.  
Car ownership -20 to 28%  
over 5yr period

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**Dankeschön for your attention!**

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