

Sustainable business models in retail

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Globalization

```
mirror_mod = modifier_ob.modifiers.new("MIRROR_X")
mirror_mod.mirror_object = mirror_ob

operation == "MIRROR_X":
    mirror_mod.use_x = True
    mirror_mod.use_y = False
    mirror_mod.use_z = False
operation == "MIRROR_Y":
    mirror_mod.use_x = False
    mirror_mod.use_y = True
    mirror_mod.use_z = False
operation == "MIRROR_Z":
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True

# Selection at the end -add back the deselected
obj.select= 1
obj.select=1
obj.select=0
obj.select = 0
obj.context.selected_objects[0]
obj.objects[one.name].select = 1

print("please select exactly two objects,")

OPERATOR CLASSES -----

class Operator:
    """An operator to the selected object"""
    def __init__(self, mirror_mirror_x):
        self.mirror_x = mirror_mirror_x

    def execute(self, context):
        if context.active_object is not None
```

Digitalization



Sustainability



VIRKE

Drivers of sustainability in business

1

Resource scarcity raises commodity prices



2

New regulation requires better compliance

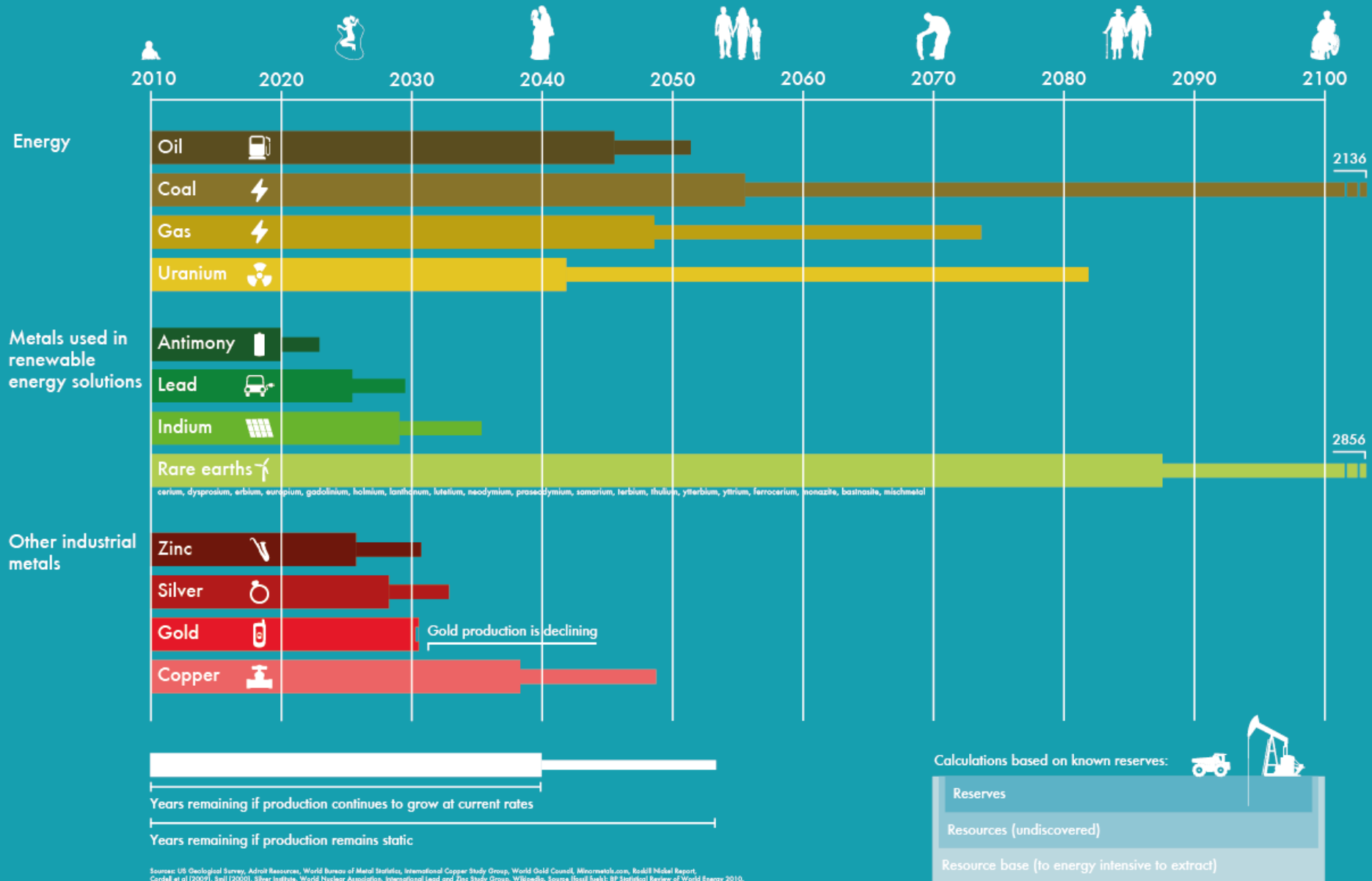


3

Increasing expectations from the public



Born in 2010: How much is left for me?



“

*Strategy, governance and
sustainability are inseparable.*

Professor Mervyn King



How to build a sustainable business model

- **Redesign** rather than standstill
- **Experimentation** rather than turnaround
- **Service-logic** rather than product-logic
- **The circular** rather than the linear economy
- **Alliances** rather than solo runs
- **Results** rather than indulgences
- **Three-dimensionality** rather than one-dimensionality

Source: Jørgensen og Pedersen

Barriers for a circular economy in Norway

Problem 1:

We're thinking in silos



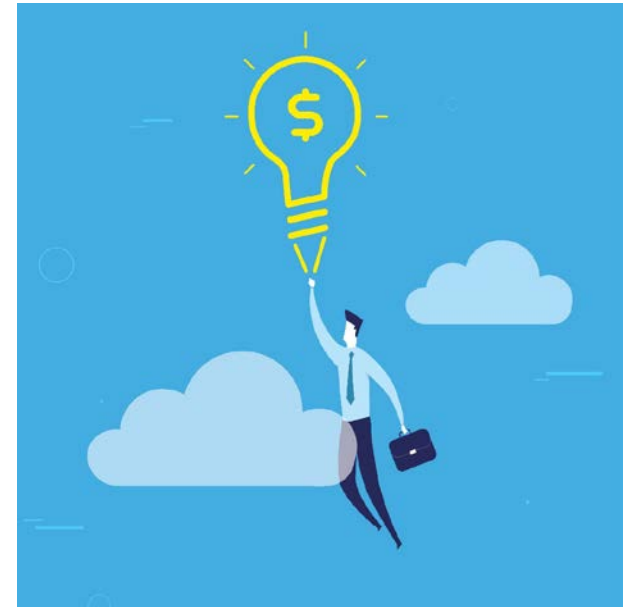
Problem 2:

We lack knowledge



Problem 3:

We need best practice



Svensk kleskjede lar deg lease garderoben

Kleskjeden Filippa K mener du har altfor mange ubrukte klær i skapet. Nå tilbyr de kundene sine å leie klærne i stedet for å kjøpe dem.

VERKTØYLEIE, KNIVSLIPING OG OPPSETT AV ROBOTGRESSKLIPPER:

Hjemmefikser-kjede satser på mer enn bare salg

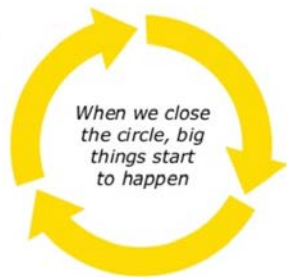
Nyneter Handel

Nå skal sportsgiganten drive bruktbutikk

I over hundre år har Bergans solgt nytt turutstyr. Nå utvider produsenten bruktbutikk og utleie av utstyr. Toppsjefen frykter ikke at salgsinntekter bli barbert.

CIRCULAR IKEA

The way we look at our supply chain



The way IKEA interacts with customers



Unilever-sjefen: Bli grønn eller dø ut som dinosauren

Paul Polman snudde opp ned på dagligvaregiganten Unilever da han sa nei til kortsiktig profittjag og ja til renere og grønnere av verden.

FJONG

Your endless closet

FJONG is a platform to rent and rent out clothes, giving you a larger, greener, more exciting wardrobe to a lower budget. You can earn money on renting out your clothes &

TOGETHER
WE CAN
CLOSE THE
LOOP

H&M CONSCIOUS
For a more sustainable fashion future



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