



Gustav Stenbeck

# Where Business and Sustainability Intersect



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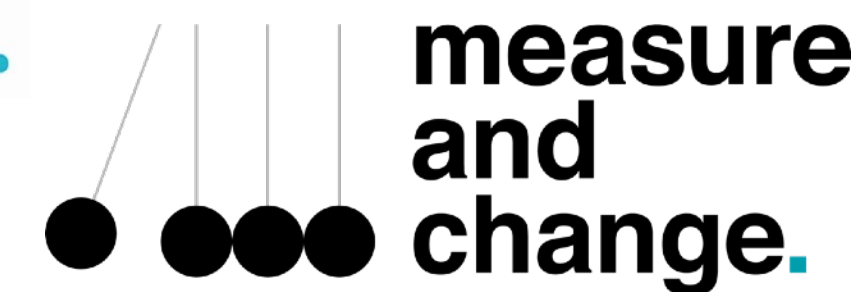


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UNITED SPACES

Stångby

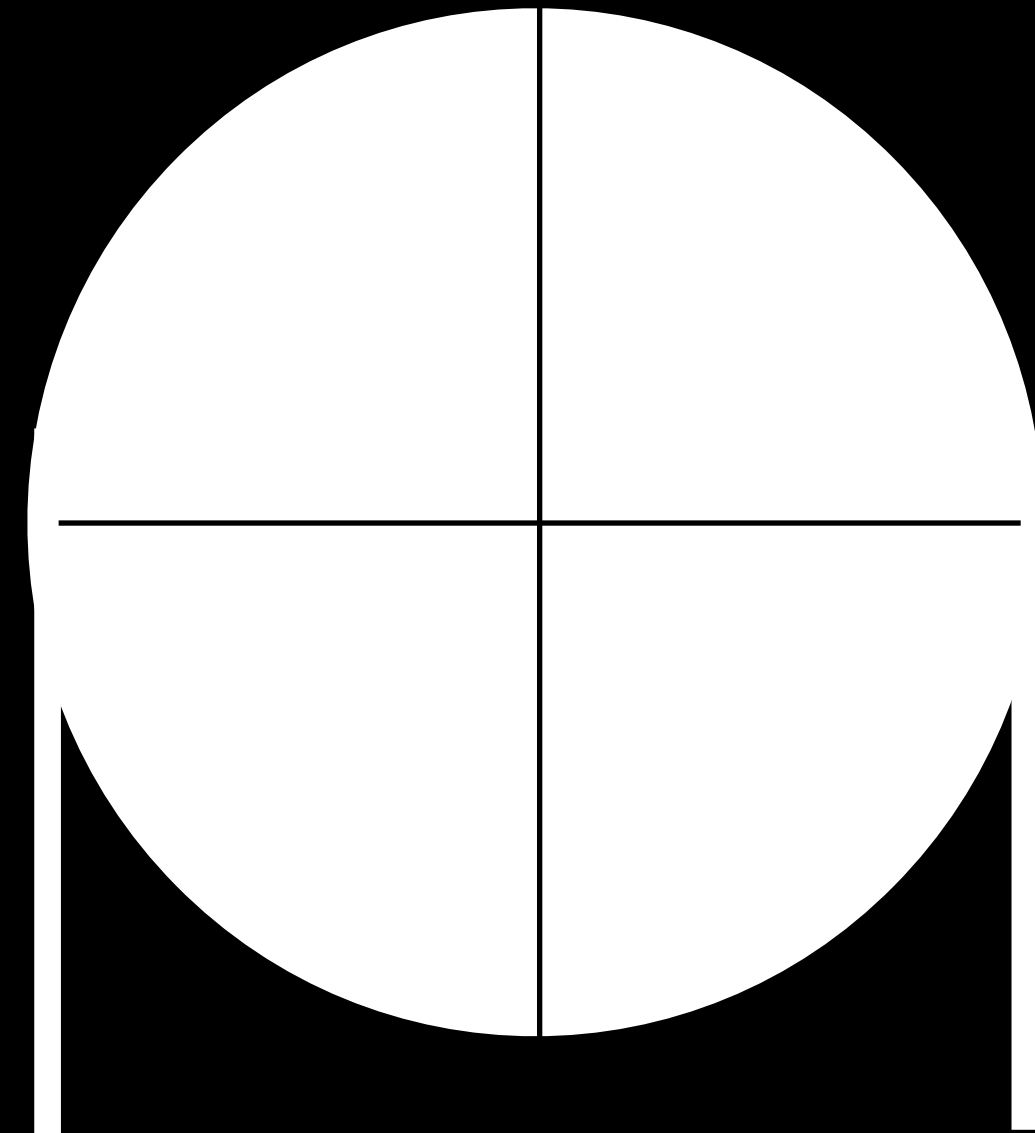


Why is sustainability so hard?



**WHAT'S MOST IMPORTANT  
WHEN YOU STAY IN A HOTEL?**

# **THE INTENTION- ACTION GAP**



**SCALE**

**SUSTAINABILITY**

**SUSTAINABILITY**

**≠**

**SCALE**



**??????**

**+**

**SUSTAINABILITY**

**=**

**SCALE**

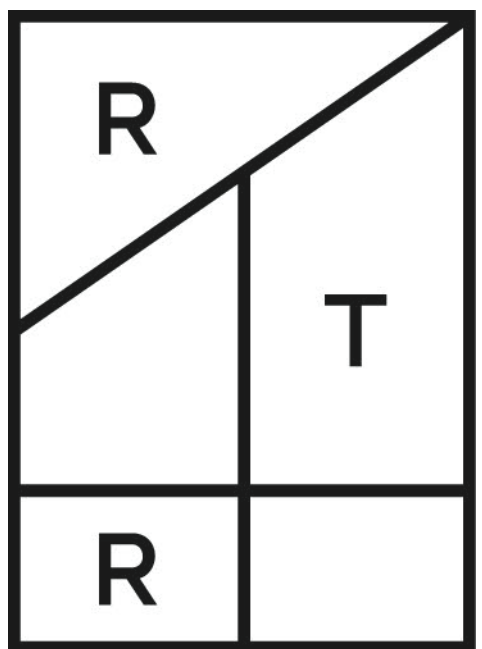
Buying is dying





- Consumption is Broken -

The concept of wealth is changing from ownership to access



# REMEMBRANCE LINE™

Finally a Casket Manufacturer Thinking Outside the Box

Thacker announces the **Remembrance Line™** - Metal rental caskets designed to help you better serve your families that prefer cremation... the most important cremation innovation since the MATCH!



\*This product is patent pending



Don't forget the icing on the cake







**SOMETIMES...  
WE PAY EXTRA  
FOR SUSTAINABILITY**

**WHEN WE CAN  
SHOW  
IT OFF**

# Take Aways





**#1**

**BEWARE OF THE GAP  
(THE INTENTION-ACTION GAP)**



**#2**

**SUSTAINABILITY  $\neq$  SCALE**



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THANK YOU!