FRUGAL VALUE

Designing business for a crowded planet

CONTEXT: THE CROWDED PLANET

FRUGAL VALUE

Social forces are at work in Crowded Planet, around the world, and they are:

- **DEMOGRAPHIC** PROFILE BUILDS UP ON THE PLANET IN PRIORITY COUNTRIES, TIME AND GENERATIONAL SHIFTS
- **ECONOMIC** GLOBAL MIDDLE CLASS, GROWTH, INCOME DISTRIBUTION, DEBT

We are conscious of all production activities: Services, Construction materials, food Crops, Livestock, Fishery, Forestry, Mining, Manufacturing, Energy, Water, Waste, Transport, Trade, Finance, Government, Education, Health, Other Services

Facing the real estate, and the

Economic growth drives up resource use

Many businesses create profiters which also provide the impacts of operations within the Planetary capacity to absorb pollution, or to regenerate resources. Profiters are the ones that are most exposed to the Crowded Planet, and are the ones that need to adapt to the challenges presented by our context. A consortium of the early adopters of the Frugalness Mindset, Frugal Value is a framework for designing business for the Crowded Planet. Frugal Value is the work of Tomas Gustafsson, Sofie Bosch and Kim Bosch.

SOCIAL SUSTAINABILITY REQUIRES INCLUSIVE GROWTH ECONOMY

Basic economic growth (increased income and more resources, many of which are finite) and other factors (increased consumption, population growth, urbanization, etc.) are the main drivers of increased resource use and pollution.

ENVIRONMENTAL THE PLANET CREATES THE REAL BUSINESS, AND IS A PARTNER

ECONOMY THE ECONOMY IS A SUBSYSTEM OF THE PLANET, A PERVASIVE BUSINESS ENVIRONMENT, AND THE PRODUCTION OF WEALTH IS AN ACTIVITY WITHIN A CIRCULAR ECONOMY

SOCIAL THE PLANET IS A PARTNER, AND THE PRODUCTION OF WEALTH IS AN ACTIVITY WITHIN A CIRCULAR ECONOMY

THE PURPOSE OF BUSINESS ON THE CROWDED PLANET

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BUSINESS SERVES PEOPLE BY EXPONENTIAL IN THEIR ENVIRONMENT, NEEDS AND PROFITABILITY

BUSINESS SERVES NEW PRODUCTS AND SERVICES, PRODUCTION PROCESSES

Recycling, Reuse, Substitution and concept take-back, Remanufacture

EFFICIENT ENERGY, ITS USE AND PRODUCTION

EFFICIENT RESOURCE PRODUCTION

FRUGALITY PRODUCTS

Frugality leads to a lot, and means not only efficiency

BUSINESS THE CHALLENGES OF THE CROWDED PLANET SERVICE BUSINESS IMPACT ON PROFIT

EFFICIENT ENERGY, ITS USE AND PRODUCTION

EFFICIENT RESOURCE PRODUCTION

FRUGALITY PRODUCTS

Frugality leads to a lot, and means not only efficiency

THE NATURE OF PRODUCTS AND SERVICES

FRUGAL VALUE

FRUGALITY REQUIRES NEW INTENTS THAT SERVE THE CROWDED PLANET

FRUGAL VALUE INTENTS

Frugality means that we consider the nature of the products and services

FRUGAL VALUE INTENTS

FRUGALITY REQUIRES NEW INTENTS THAT SERVE THE CROWDED PLANET

1. PEOPLE Intentions Functions Experiences

Intentions: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

Functions: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

Experiences: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

2. PLANET Intentions Functions Experiences

Intentions: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

Functions: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

Experiences: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

3. PROFIT Intentions Functions Experiences

Intentions: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

Functions: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

Experiences: Intent to Use, Intent to Own, Intent to Share, Intent to Rent, Intent to Lease, Intent to Pool, Intent to Share, Intent to Exchange

FRUGAL INNOVATION LEVERAGE THE CROWDED PLANET

Frugality Frugality, Efficiency and Sufficiency

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FRUGALITY BUSINESS MODEL INNOVATION