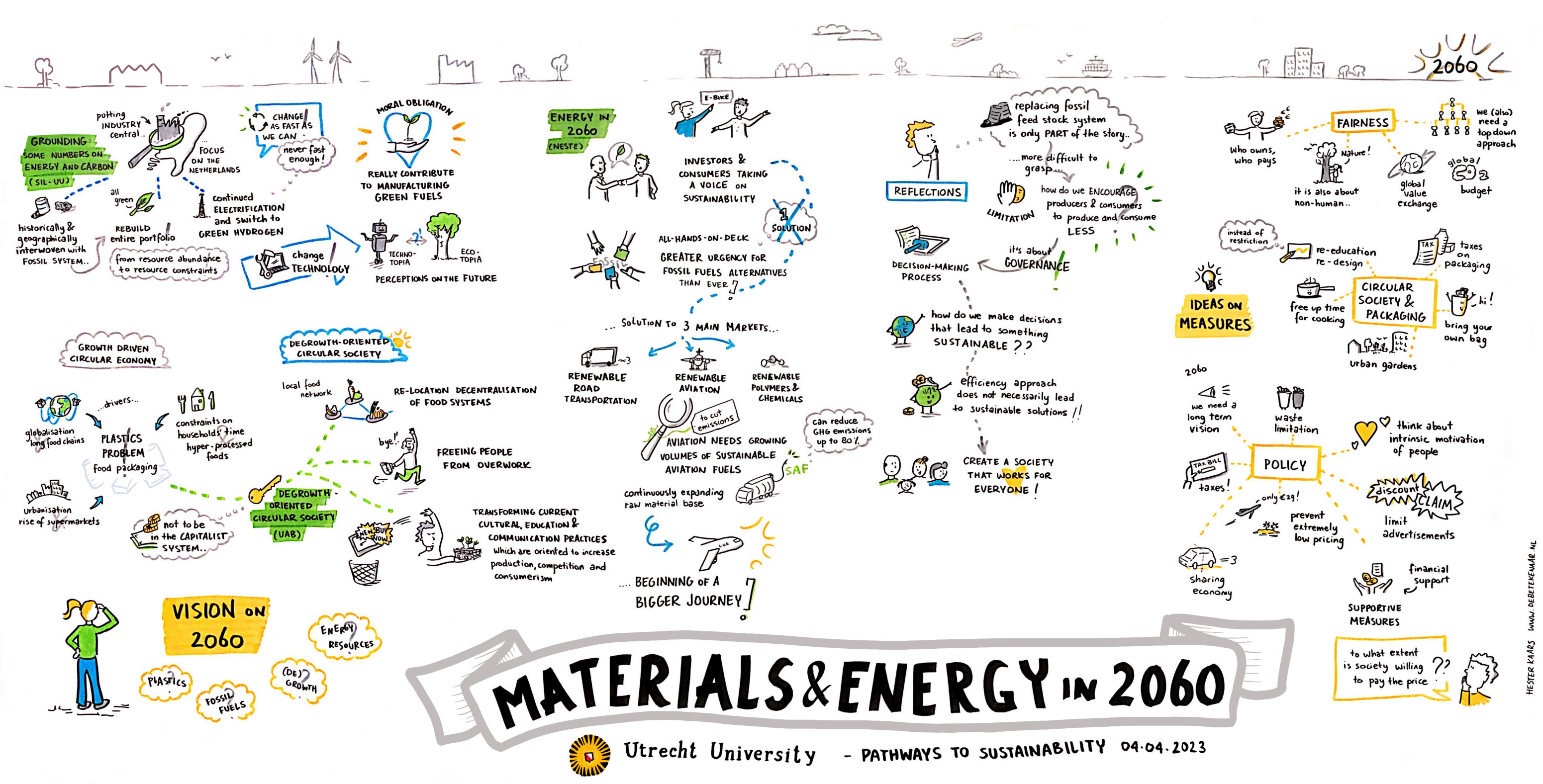




GROUNDING:
SOME NUMBERS ON
ENERGY AND CARBON
(SIL-UU)

historically &
geographically
interwoven with
FOSSIL SYSTEM...

GROWTH DRIVEN
CIRCULAR ECONOMY

globalisation
long food chains

PLASTICS
PROBLEM

food packaging

urbanisation
rise of supermarkets

VISION ON
2060

PLASTICS

FOSSIL
FUELS

(DE)
GROWTH

CHANGE
AS FAST AS
WE CAN
never fast
enough!

REBUILD
entire portfolio
from resource
abundance
to resource
constraints

DEGROWTH-ORIENTED
CIRCULAR SOCIETY

local food
network

constraints on
households' time
hyper-processed
foods

DEGROWTH-
ORIENTED
CIRCULAR SOCIETY
(UAB)

not to be
in the CAPITALIST
SYSTEM...

MORAL OBLIGATION

REALLY CONTRIBUTE
TO MANUFACTURING
GREEN FUELS

TECHNO-
TOPIA

ECO-
TOPIA

PERCEPTIONS ON THE FUTURE

ENERGY IN
2060
(NESTES)

ALL-HANDS-ON-DECK

GREATER URGENCY FOR
FOSSIL FUELS ALTERNATIVES
THAN EVER?

1 SOLUTION

... SOLUTION TO 3 MAIN MARKETS...

RENEWABLE
ROAD
TRANSPORTATION

RENEWABLE
AVIATION

to cut
emissions

AVIATION NEEDS GROWING
VOLUMES OF SUSTAINABLE
AVIATION FUELS

can reduce
GHG emissions
up to 80%

SAF

continuously expanding
raw material base

BEGINNING OF A
BIGGER JOURNEY!

MATERIALS & ENERGY in 2060

REFLECTIONS

DECISION-MAKING
PROCESS

replacing fossil
feed stock system
is only PART of the story...

...more difficult to
grasp...

how do we ENCOURAGE
producers & consumers
to produce and consume
LESS

it's about
GOVERNANCE

how do we make decisions
that lead to something
SUSTAINABLE??

efficiency approach
does not necessarily lead
to sustainable solutions!!

CREATE A SOCIETY
THAT WORKS FOR
EVERYONE!

FAIRNESS

who owns,
who pays

Nature!

it is also about
non-human...

global
value
exchange

global
budget

we (also)
need a
topdown
approach

instead of
restriction

re-education
re-design

taxes
on
packaging

CIRCULAR
SOCIETY &
PACKAGING

bring your
own bag

urban gardens

IDEAS ON
MEASURES

2060

we need a
long term
vision

waste
limitation

think about
intrinsic motivation
of people

TAX BILL
taxes!

discount
CLAIM

limit
advertisements

prevent
extremely
low pricing

only €29!

financial
support

SUPPORTIVE
MEASURES

sharing
economy = 3

to what extent
is society willing
to pay the price??