

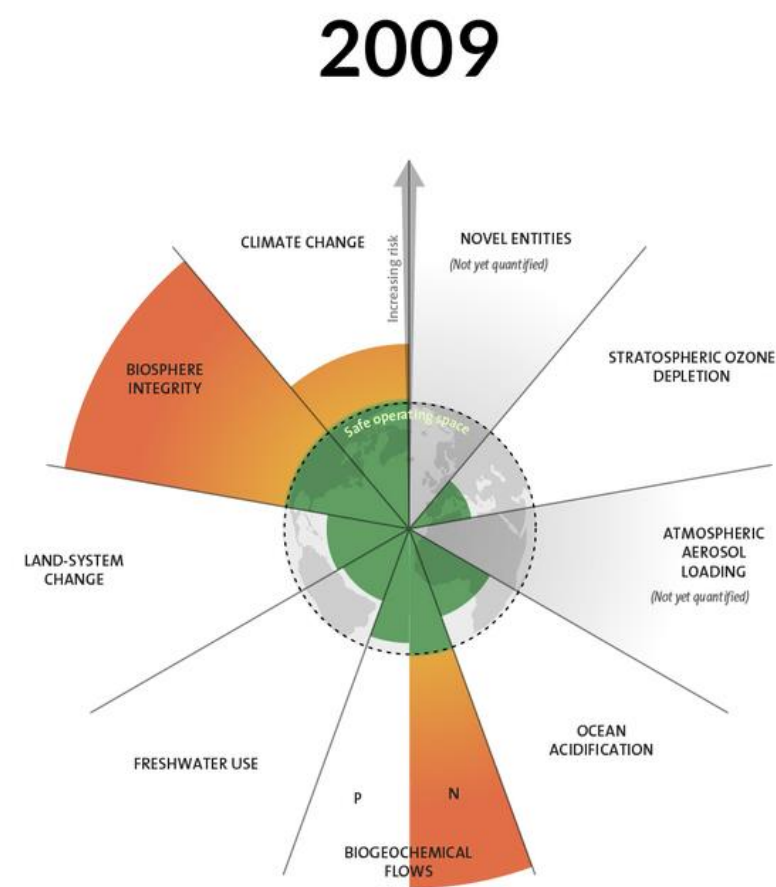


Making green businesses sustainable

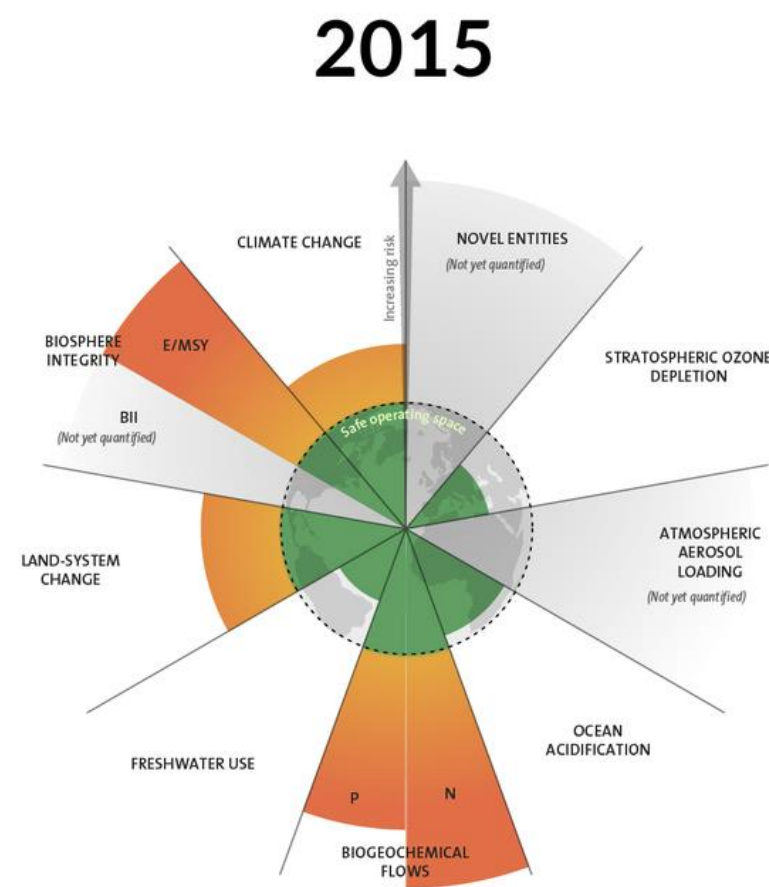
2024 MYEM

Michaël Aklin
Policy and Sustainability Chair, EPFL
Co-director, Enterprise for Society (E4S) Center

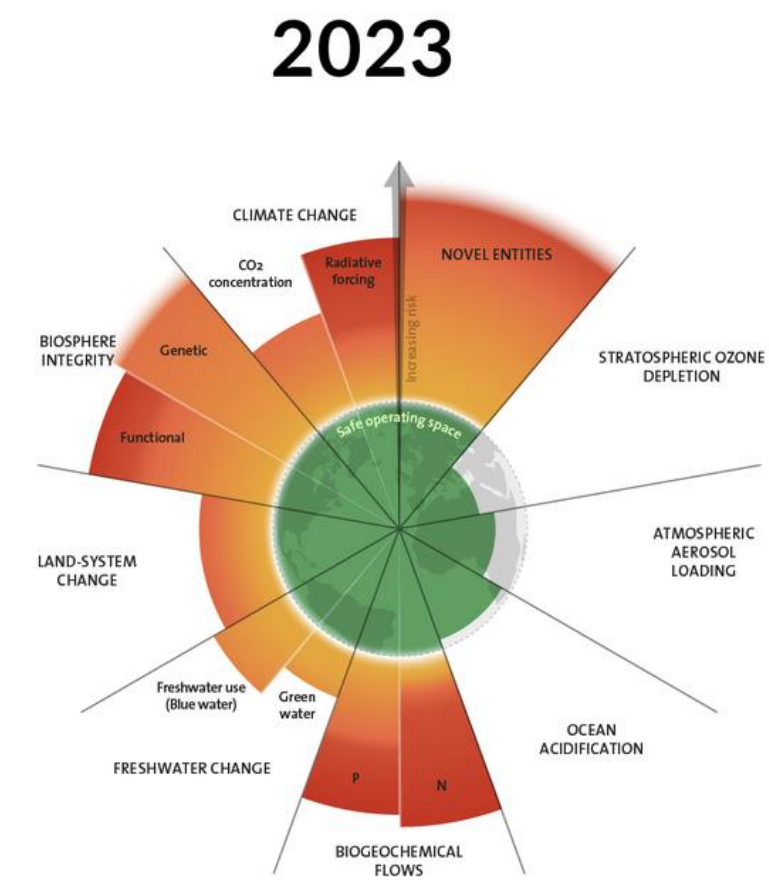
Problem to be solved



7 boundaries assessed,
3 crossed



7 boundaries assessed,
4 crossed



9 boundaries assessed,
6 crossed

How can we **transition to a resilient and inclusive economy within planetary boundaries?**

Source: Richardson, J., Steffen W., Lucht, W., Bendtsen, J., Cornell, S.E., et.al. 2023. Earth beyond six of nine Planetary Boundaries. Science Advances, 9, 37.



Research



Education



Innovation

Shaping **institutions, policies, and norms...**
Transforming key **industrial sectors...**
Reimagining **managerial practices...**

...together with **industry, civil society, and policymakers**

EPFL

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HEC Lausanne

IMD

E4S
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New business practices and models

Three examples...



EU Calc: measuring decarbonization pathways in a rigorous and cost-effective manner [[link](#)]

ESG regulations are a challenge for SMEs but digitalization (+research) can level the playing field

Measuring green value in real estate: combining data science and economic modeling for green real estate [[link](#)]

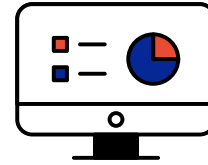
Measuring the benefits of green investments helps set incentives right

Digitalizing water utilities: assessing bottlenecks from infrastructures and technology (in)appropriateness

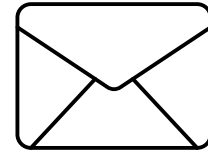
Benefits of digitalization must spread beyond urban centers

Thanks for your attention

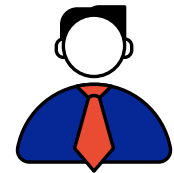
Michaël Aklin
Professor, EPFL
Co-director, E4S Center
michael.aklin@epfl.ch



E4S website:
www.e4s.center



Email:
info@e4s.center



LinkedIn:
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