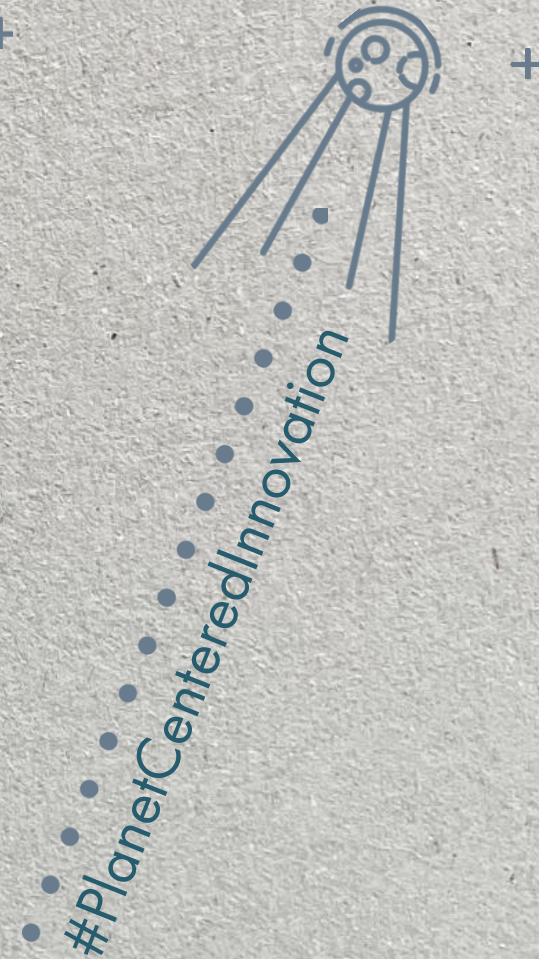


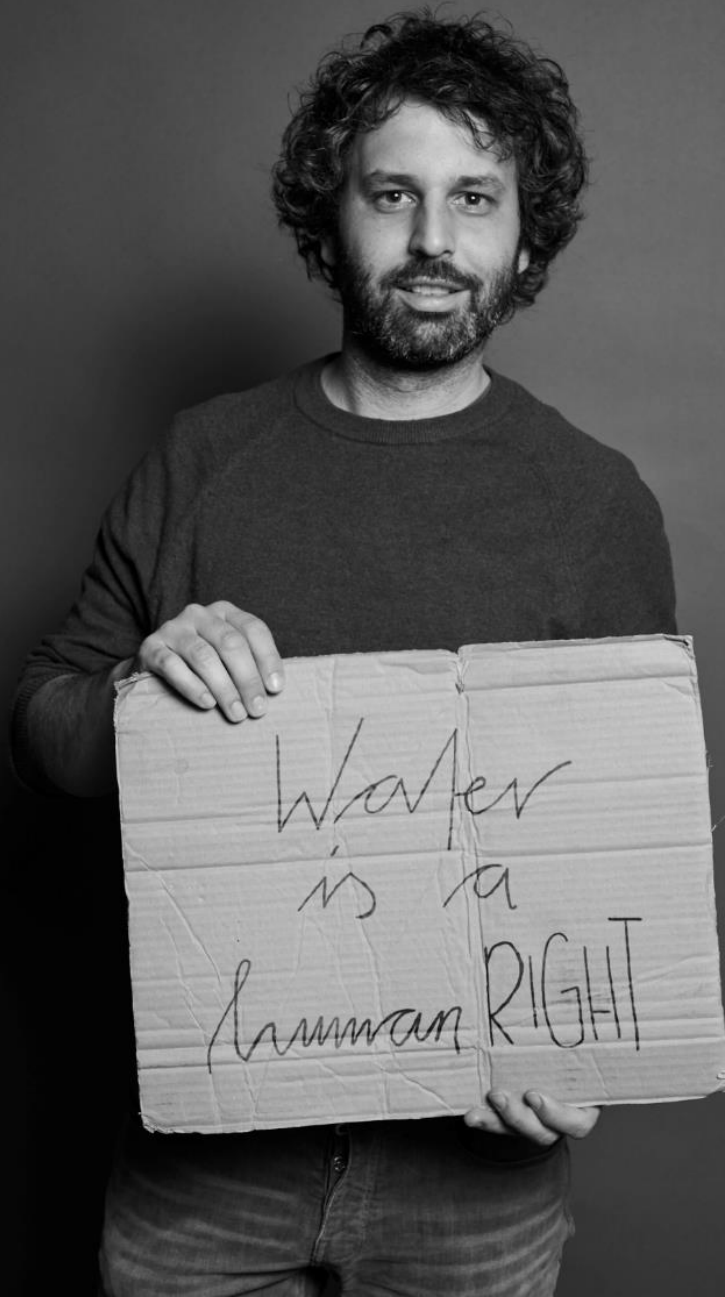


Planet Centered Innovation

Mit der Kraft der Innovation zu mehr Nachhaltigkeit!

Steffen Erath,
Head of Innovation & Sustainability
Hansgrohe SE



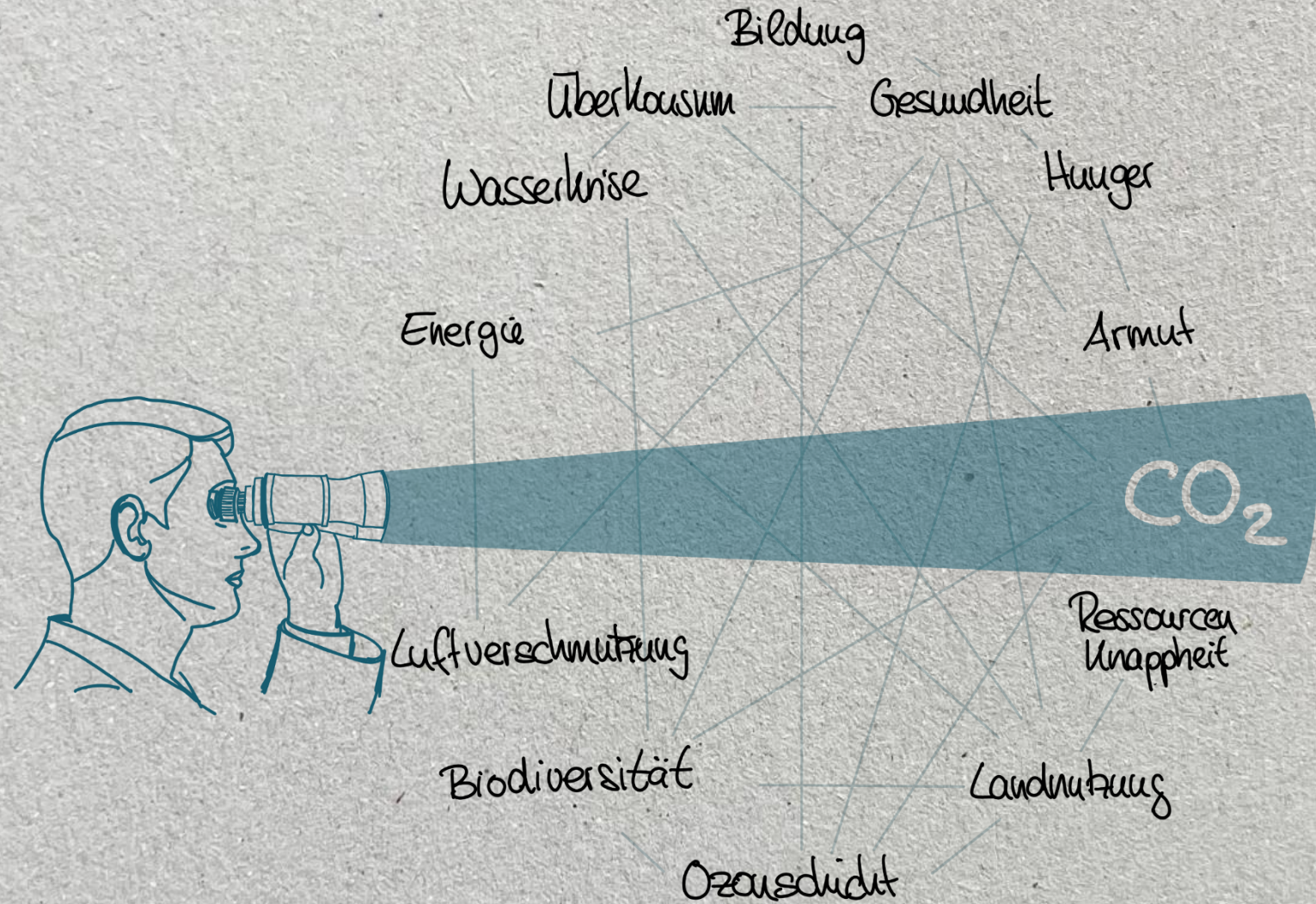


„Nachhaltigkeit ist nichts anderes als
die radikale und konsequente Anwendung
des gesunden Menschenverstandes“

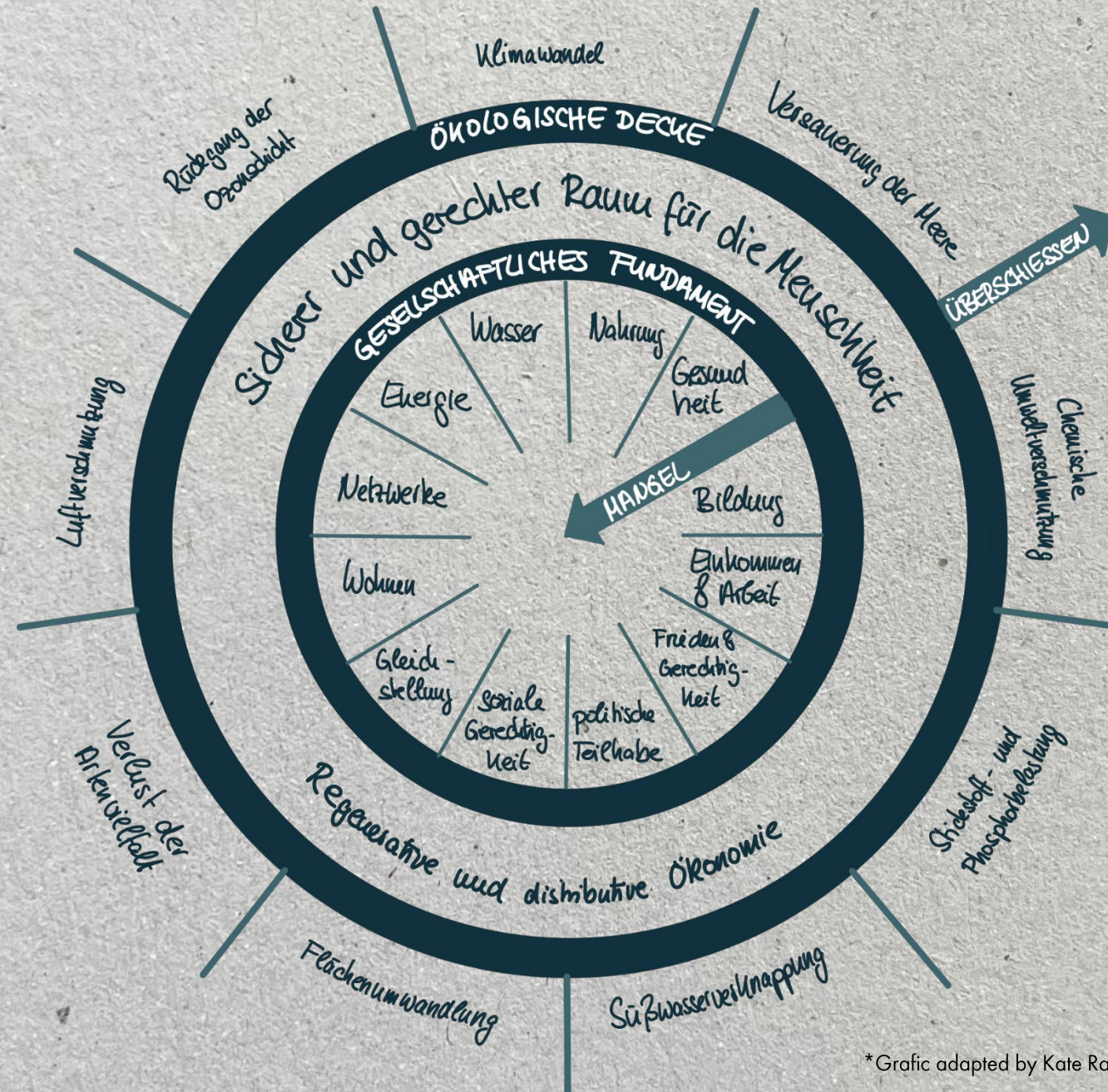
Steffen Erath
New York
UN Weltwasserkonferenz 2023

Bildrechte: Viva con Aqua e.V. Sankt Pauli

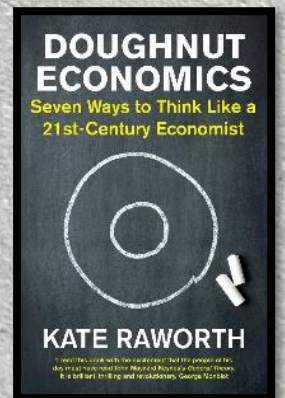
Der CO₂ Tunnel-Blick



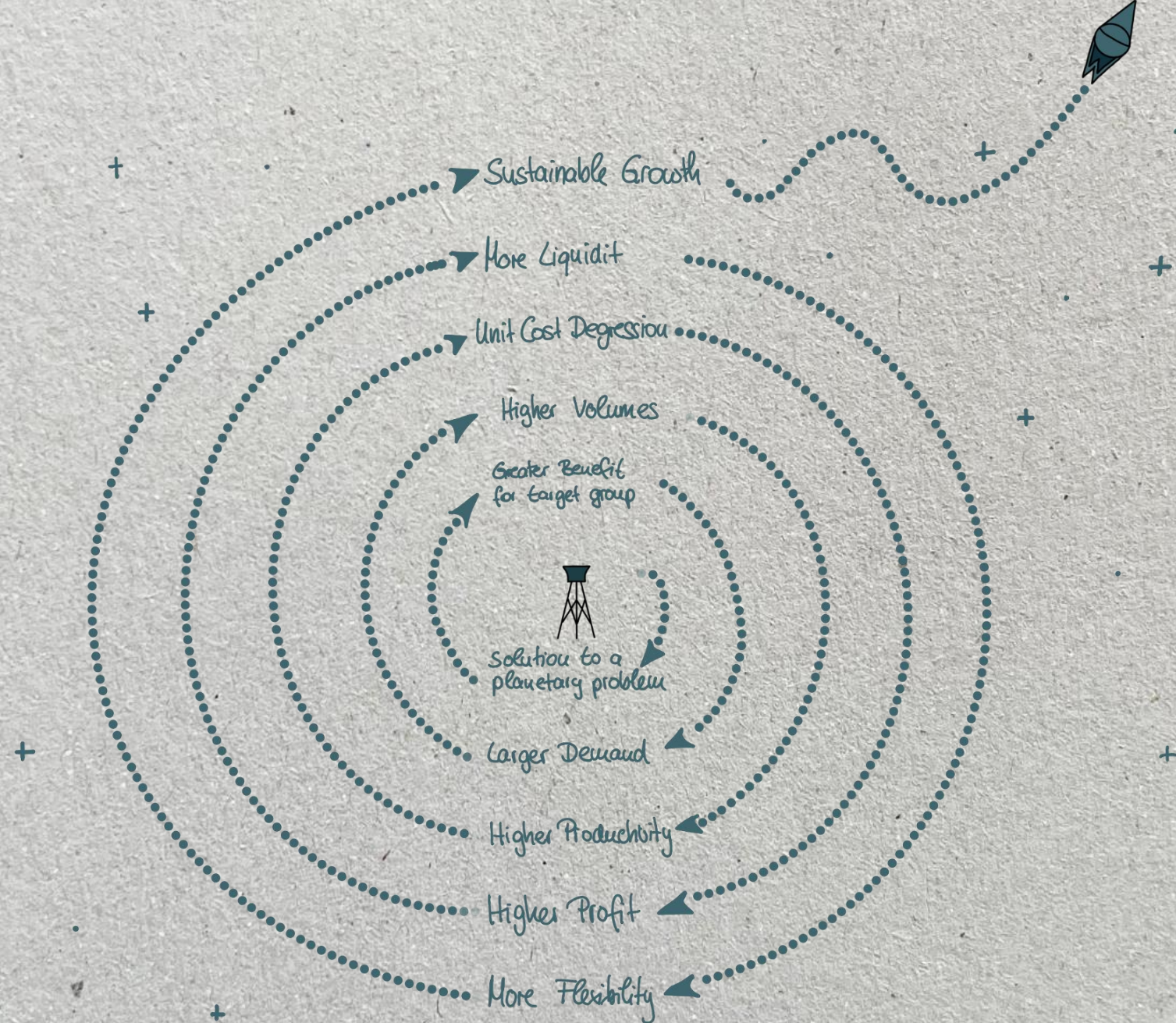
Wirtschaften innerhalb planetarer Grenzen



*Grafik adapted by Kate Raworth



Die EKS Erfolgsspirale (Kybernetik)

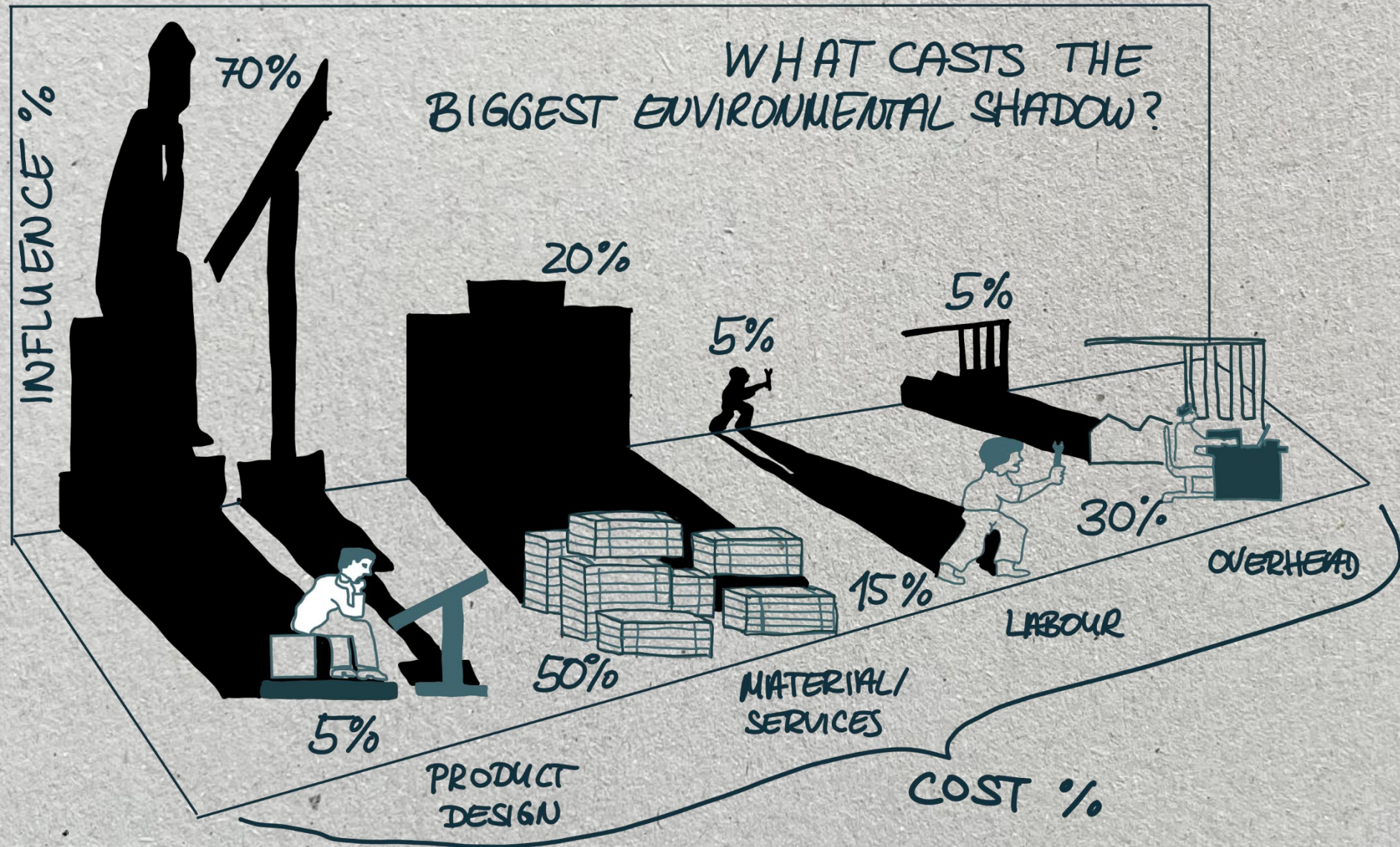


**further development the EKS Success Spiral by Mewes*

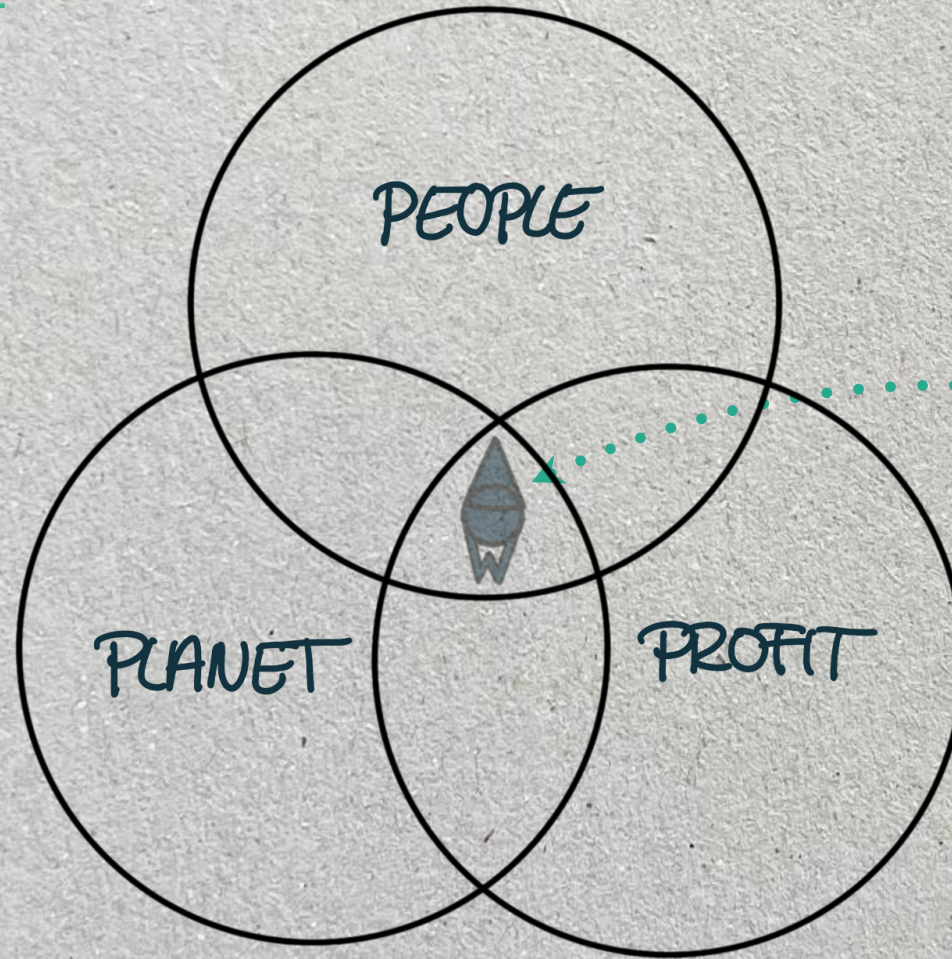
The 17 SDGs

As starting point





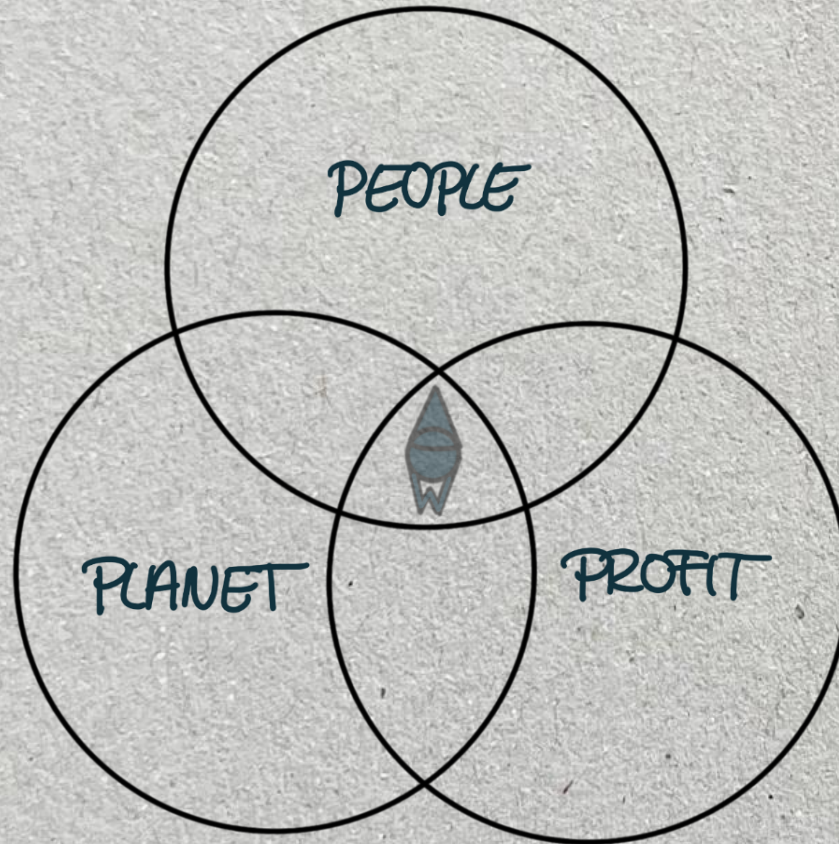
Der Triple Bottom Line Ansatz



Der nachhaltige
Innovations SweetSpot*

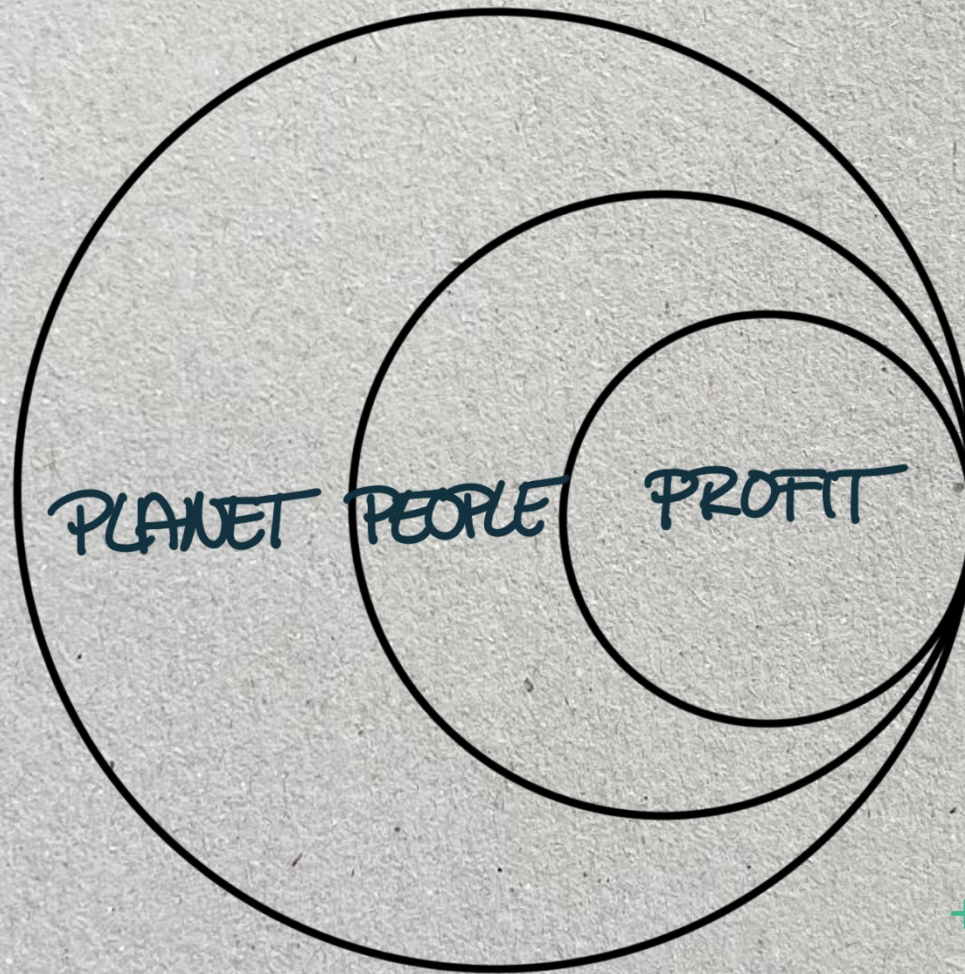
*Triple Bottom Line, John Elkington, 1994

Die Realität in vielen Unternehmen

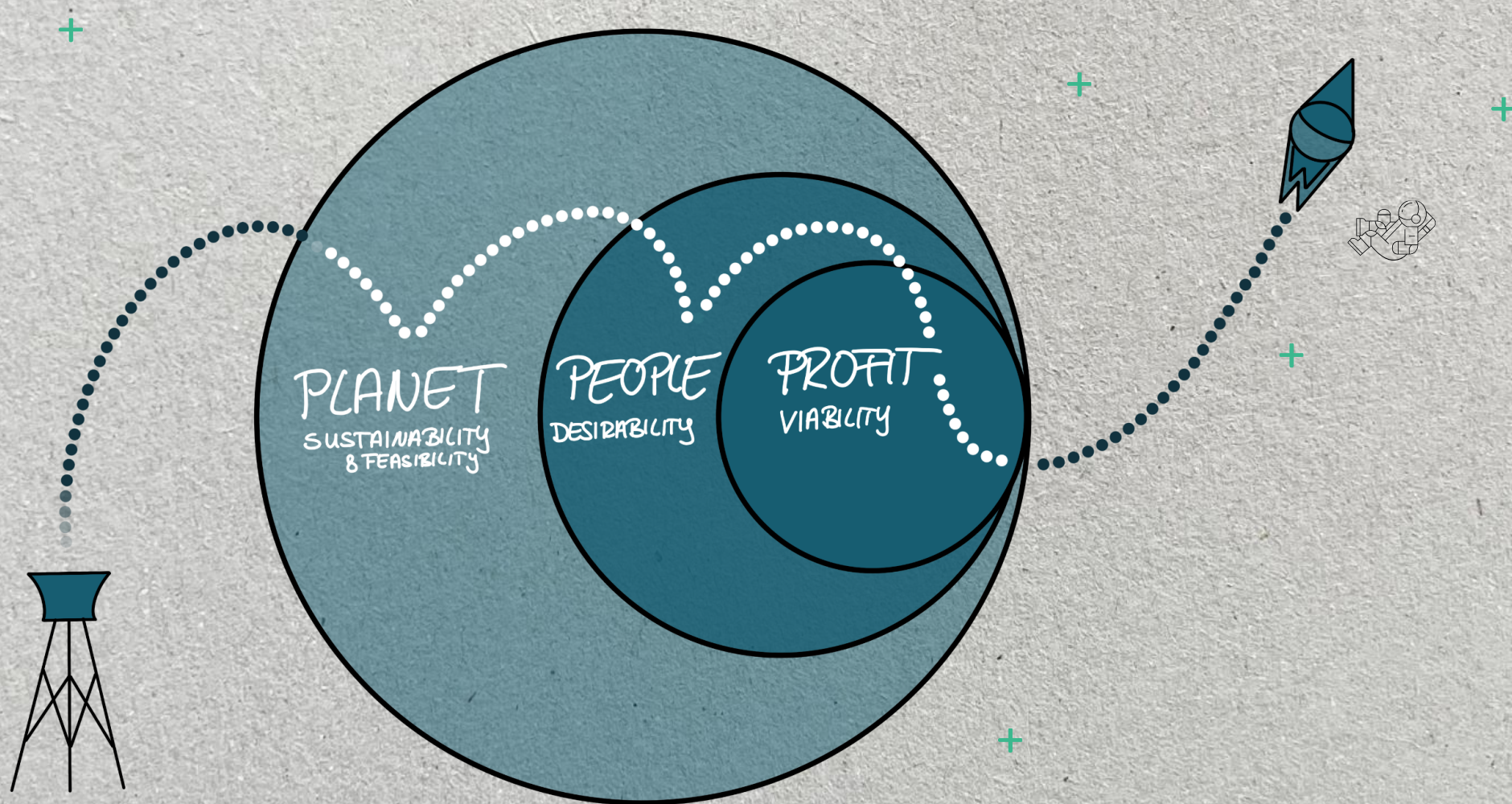


+ Mogel Maus Effekt

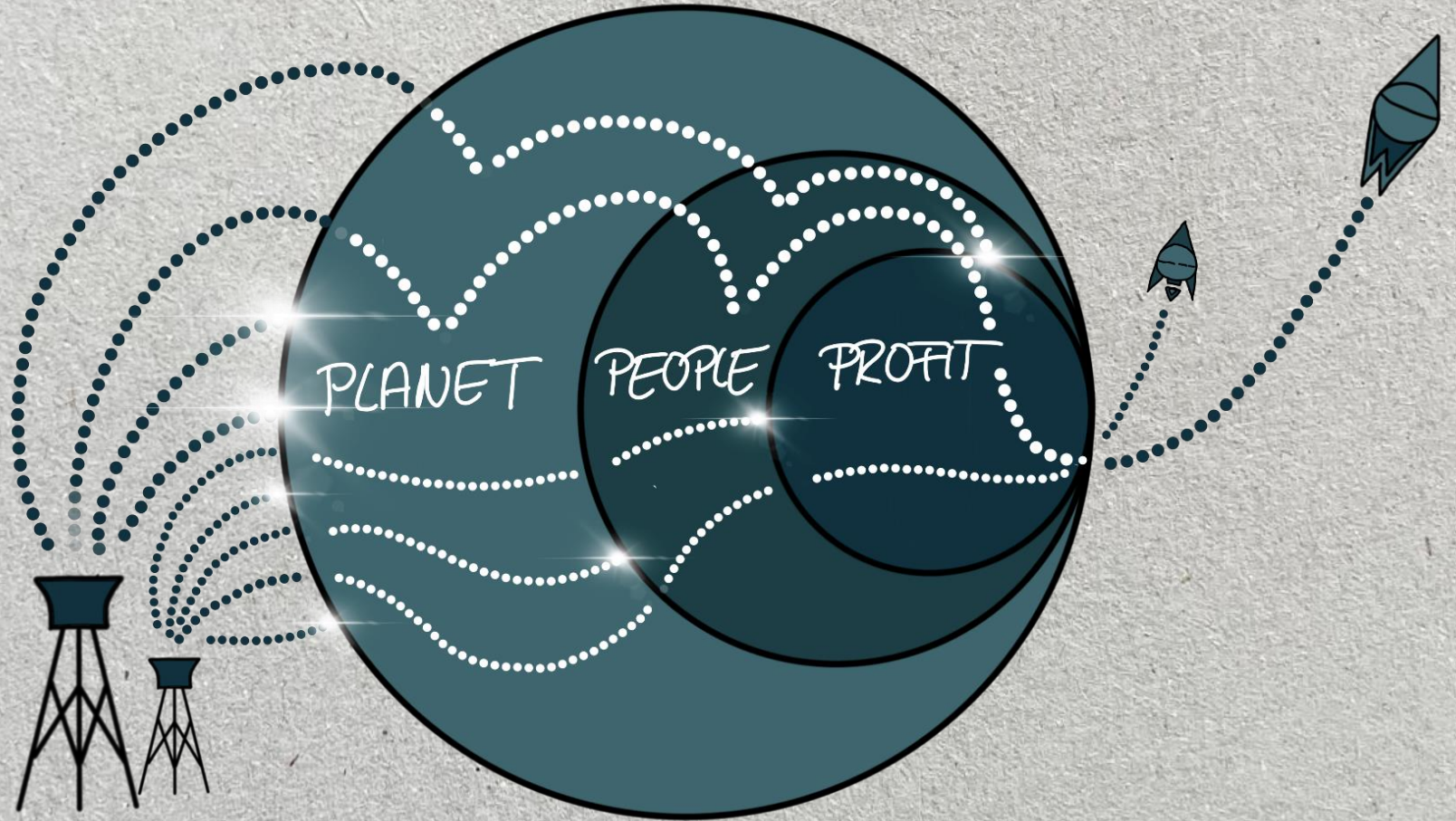
Planet Centered Innovation.



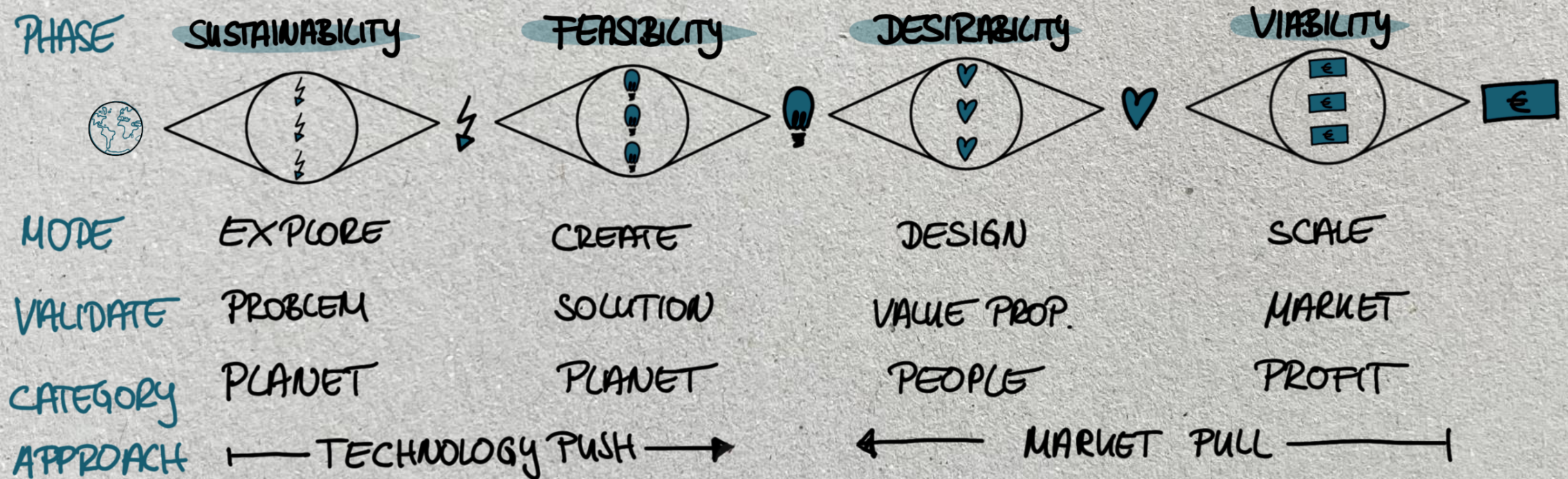
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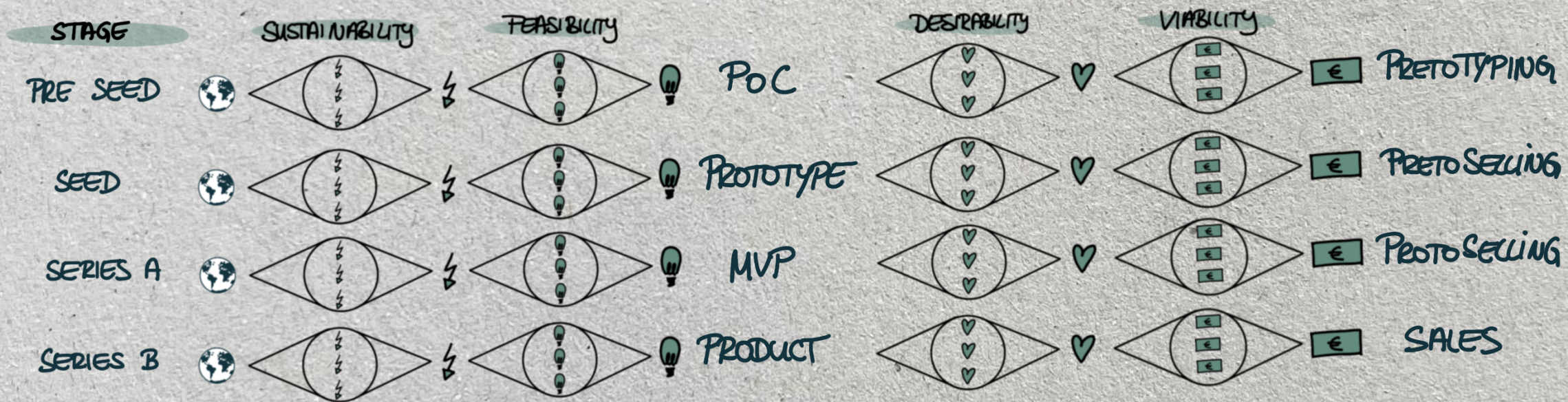


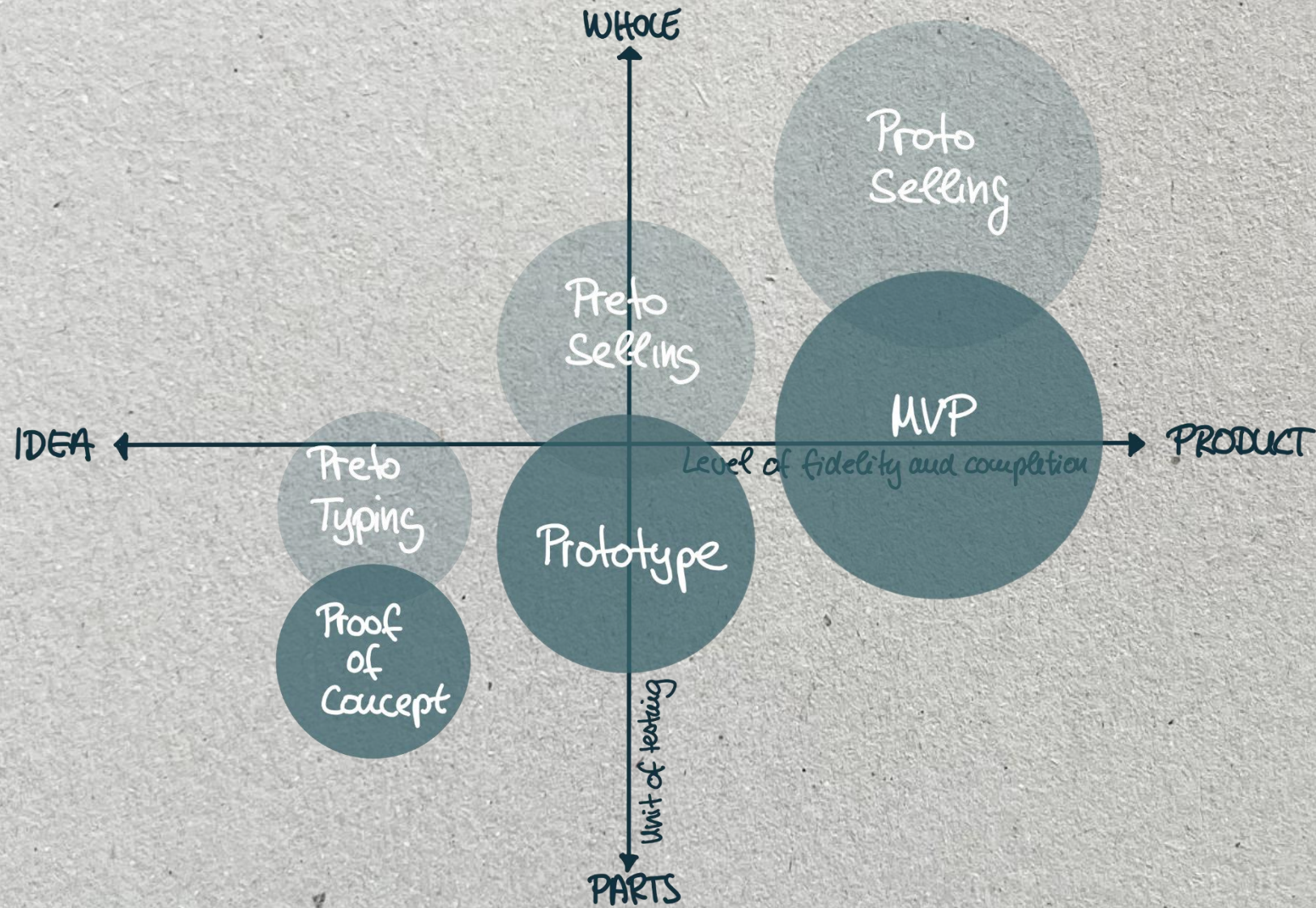
Nachhaltigkeit als Komplexitäts- filter.

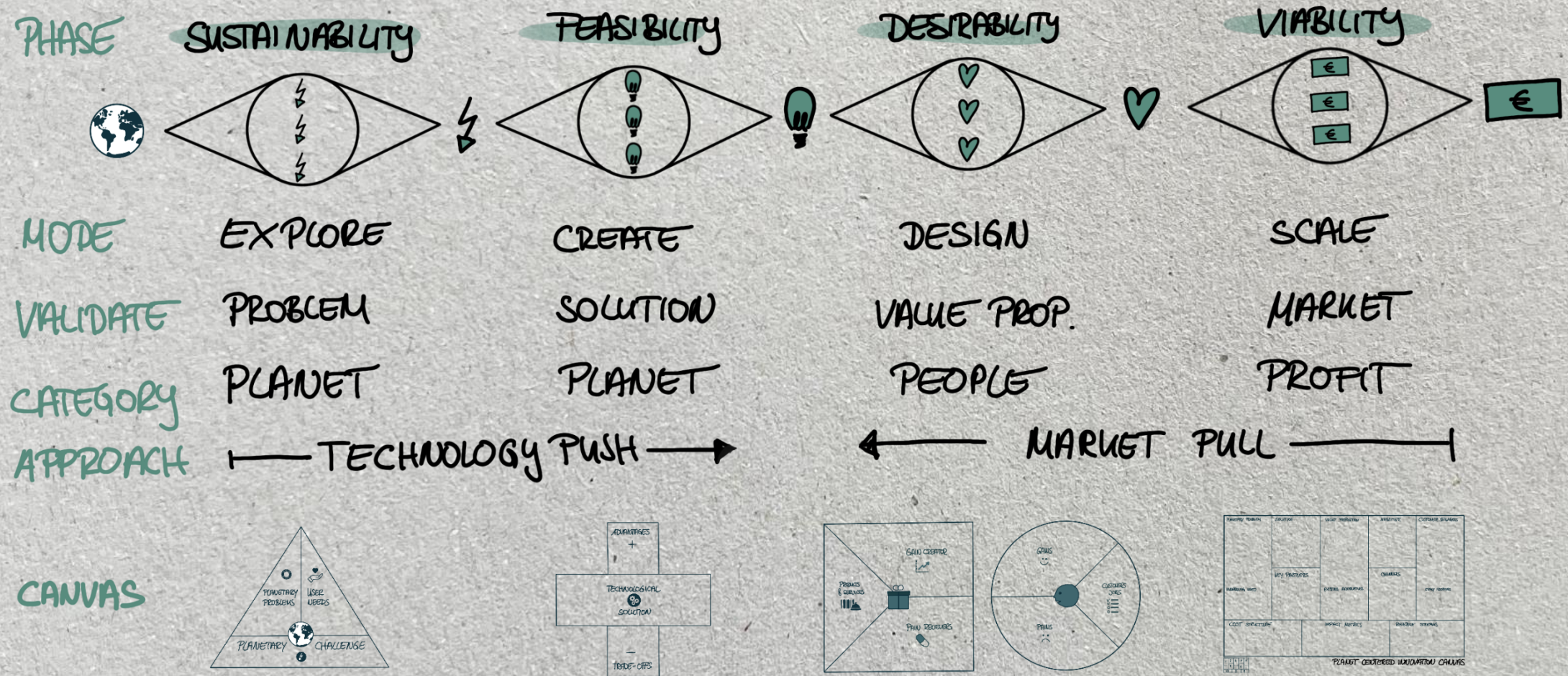


PLANET CENTERED INNOVATION

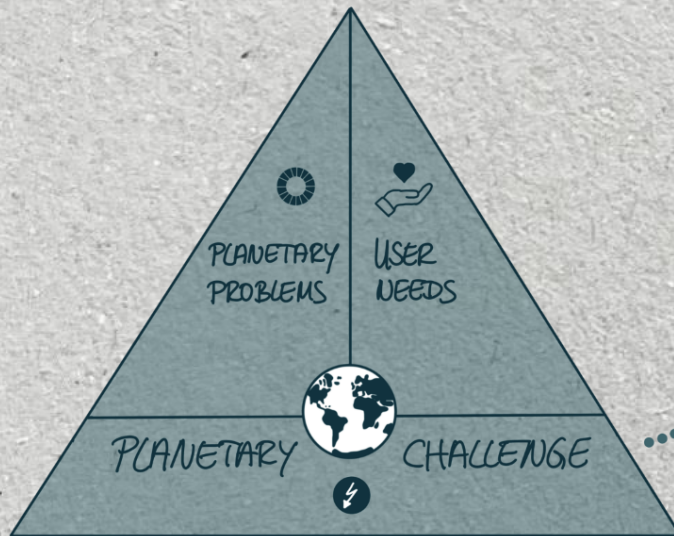






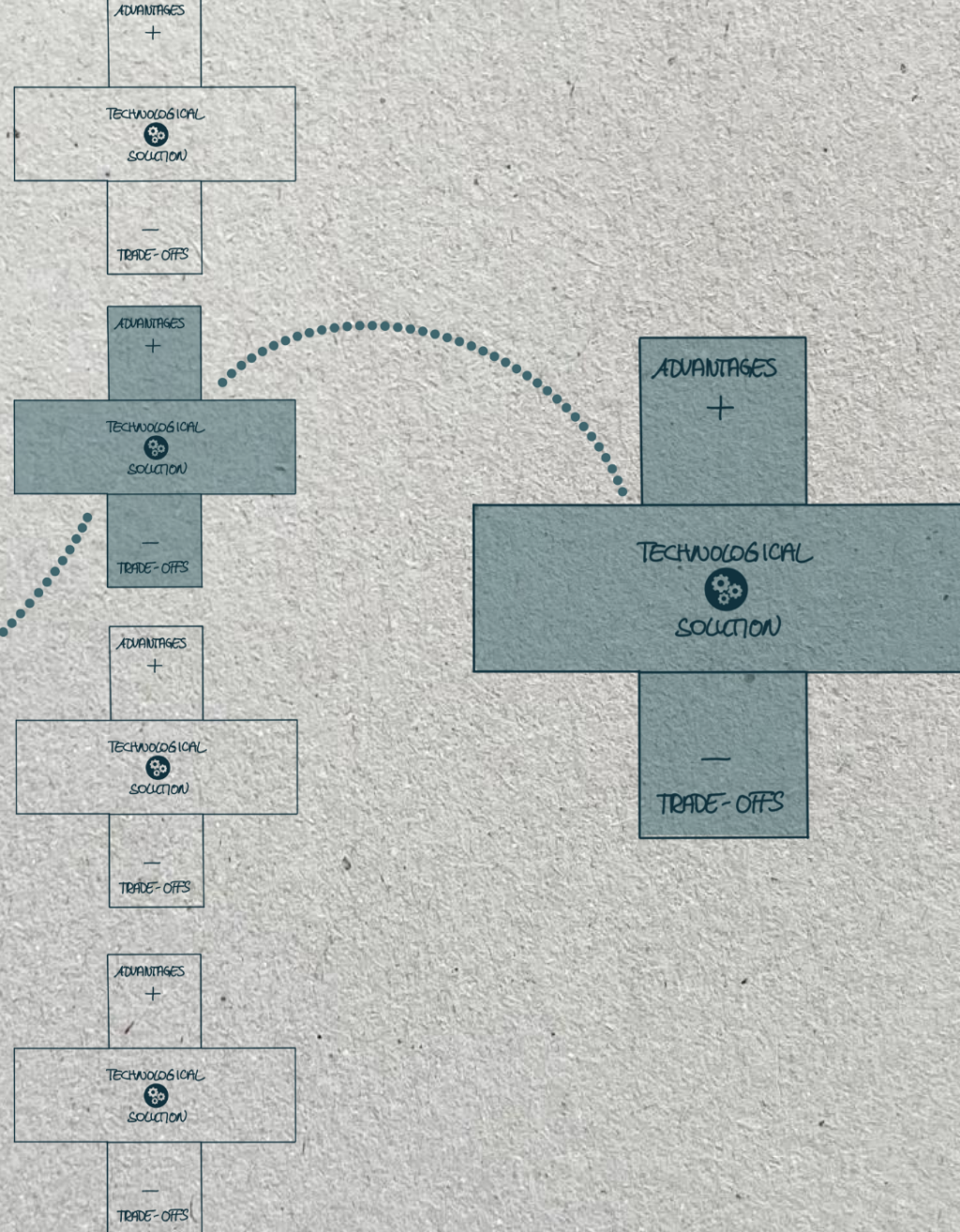


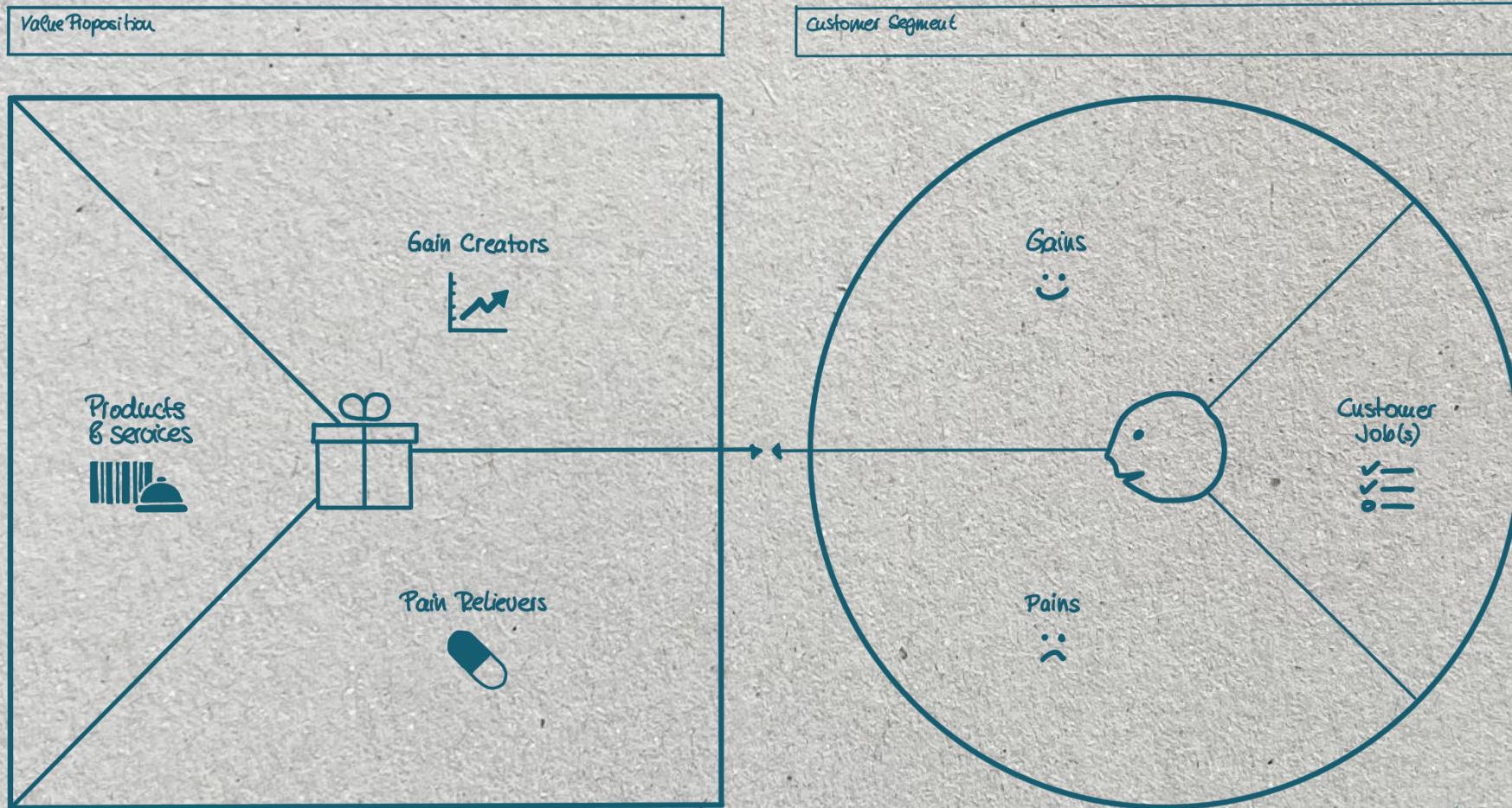
Adaption from Business Model Canvas (CC-BY-Sa 3.0). Copyright: Strategyzer AG, strategyzer.com



How might we ...

Solve the [planetary problem]
while preserving [User needs],
Preventing a world with
[negative consequence of inaction]



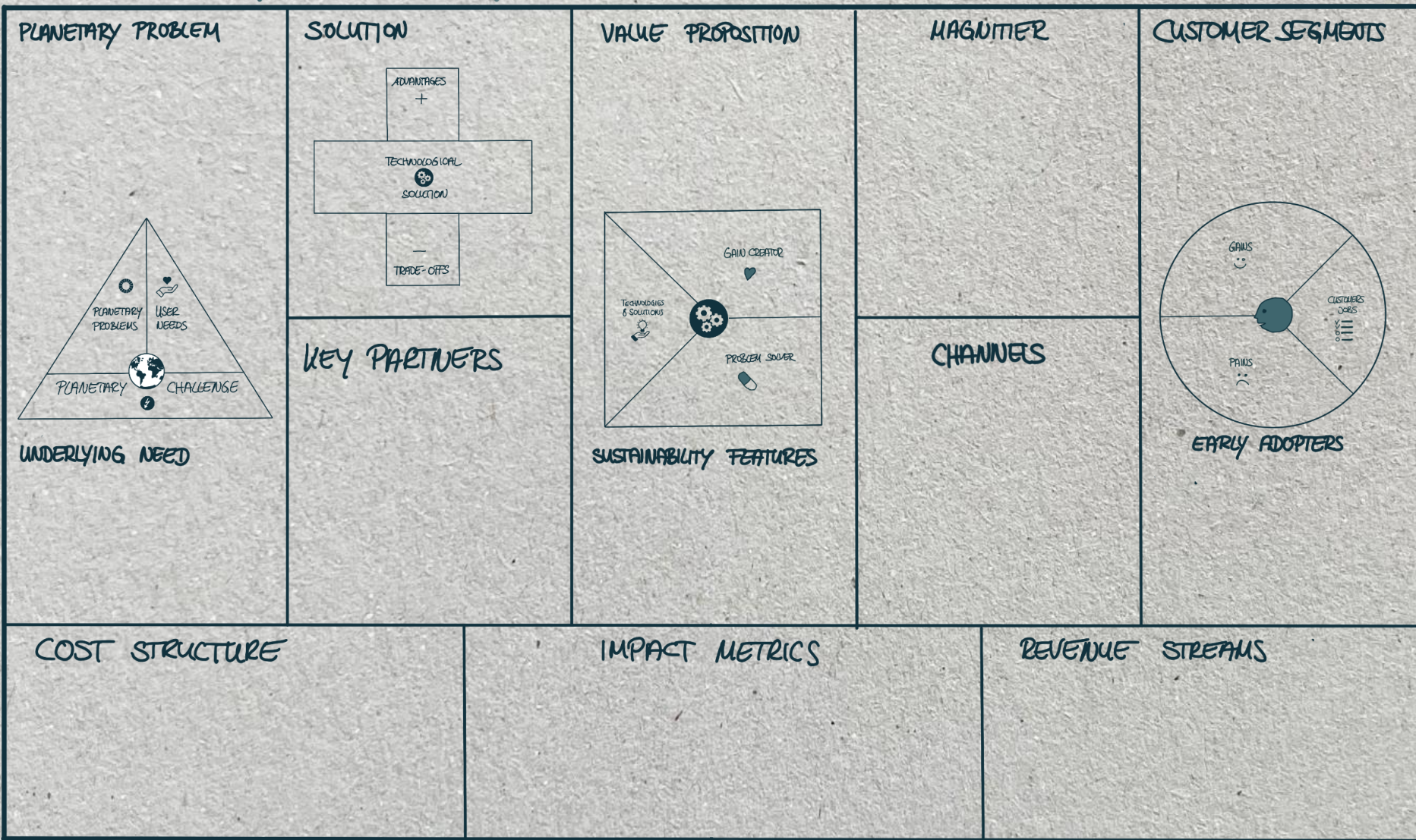


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 **Strategyzer**
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SUSTAINABILITY FEASIBILITY DESIRABILITY VIABILITY



PLANET CENTERED INNOVATION CANVAS

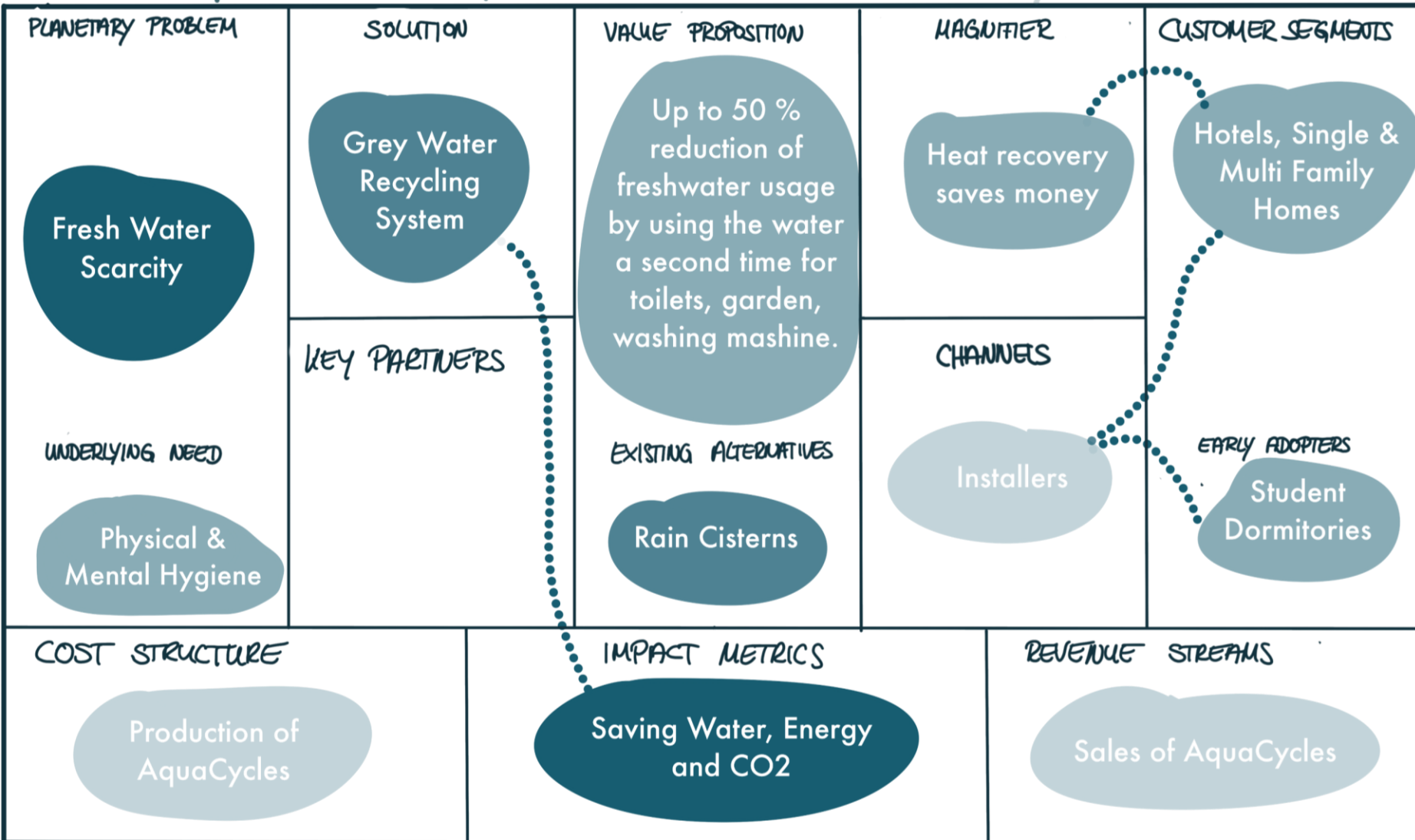
Adaption from Business Model Canvas (CC-BY-Sa 3.0). Copyright: Strategyzer AG, strategyzer.com

SUSTAINABILITY

FEASIBILITY

DESIRABILITY

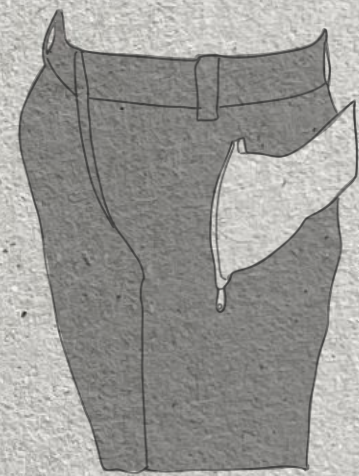
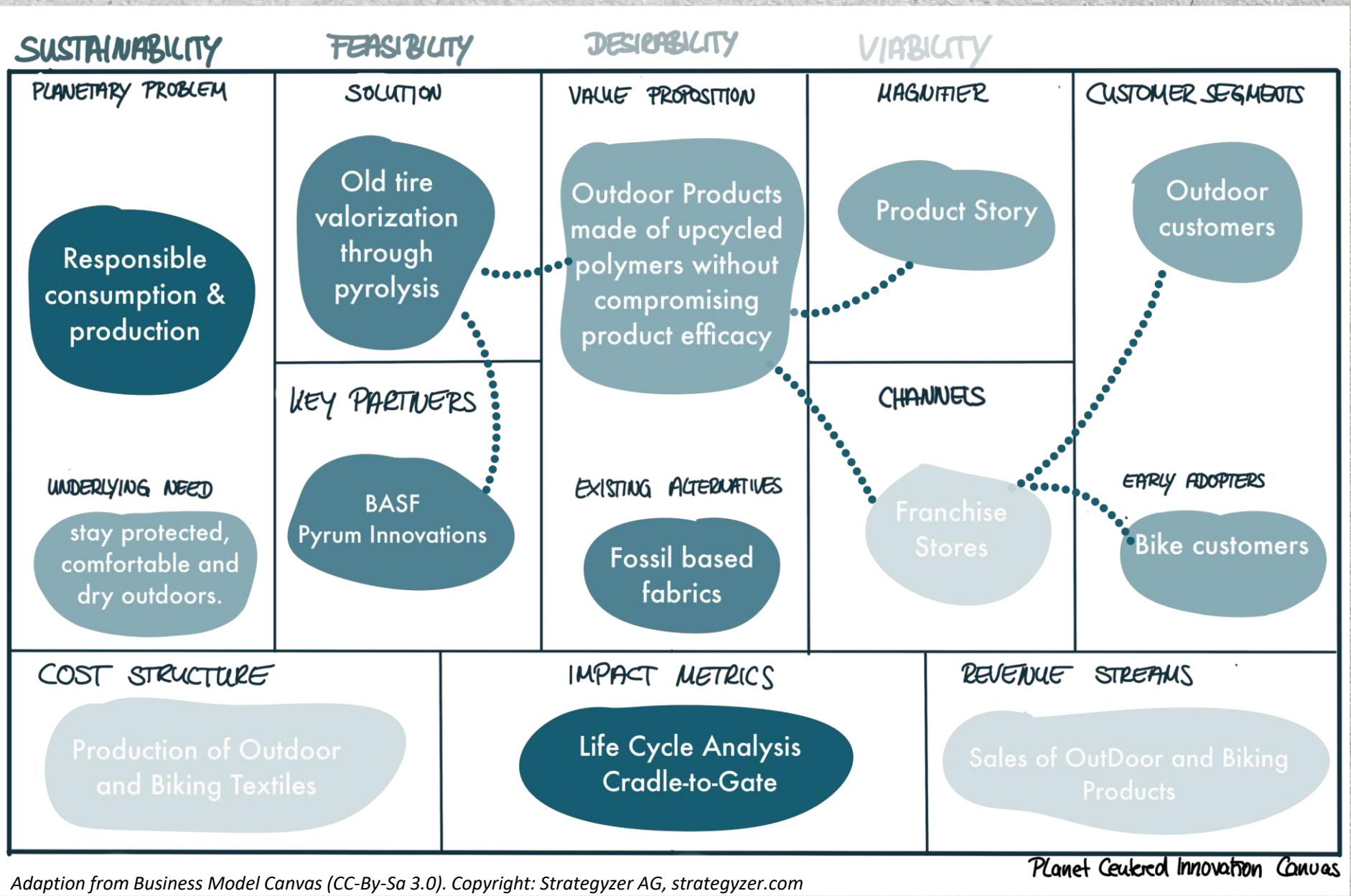
VIABILITY



hansgrohe

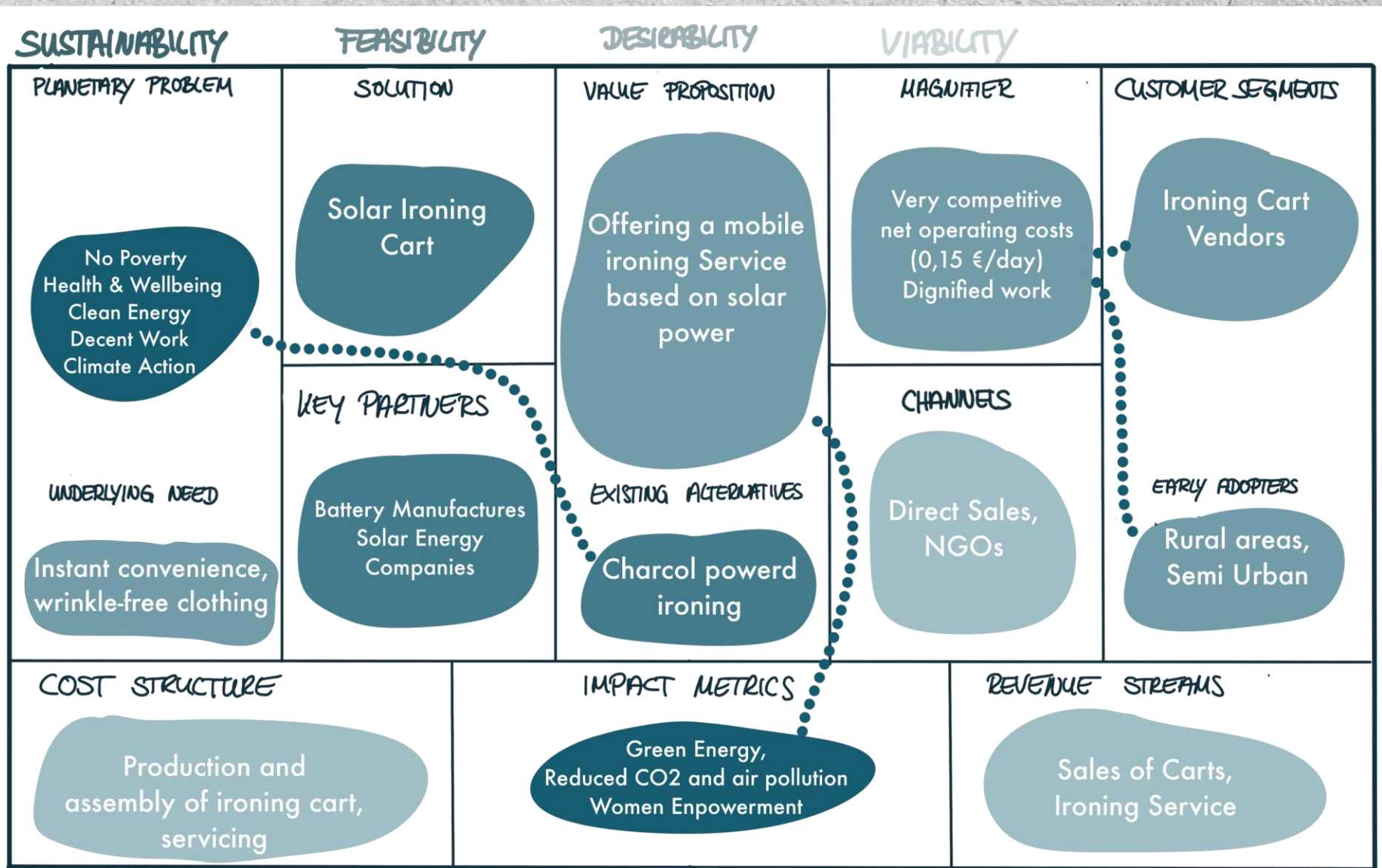
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Planet Centred Innovation Canvas



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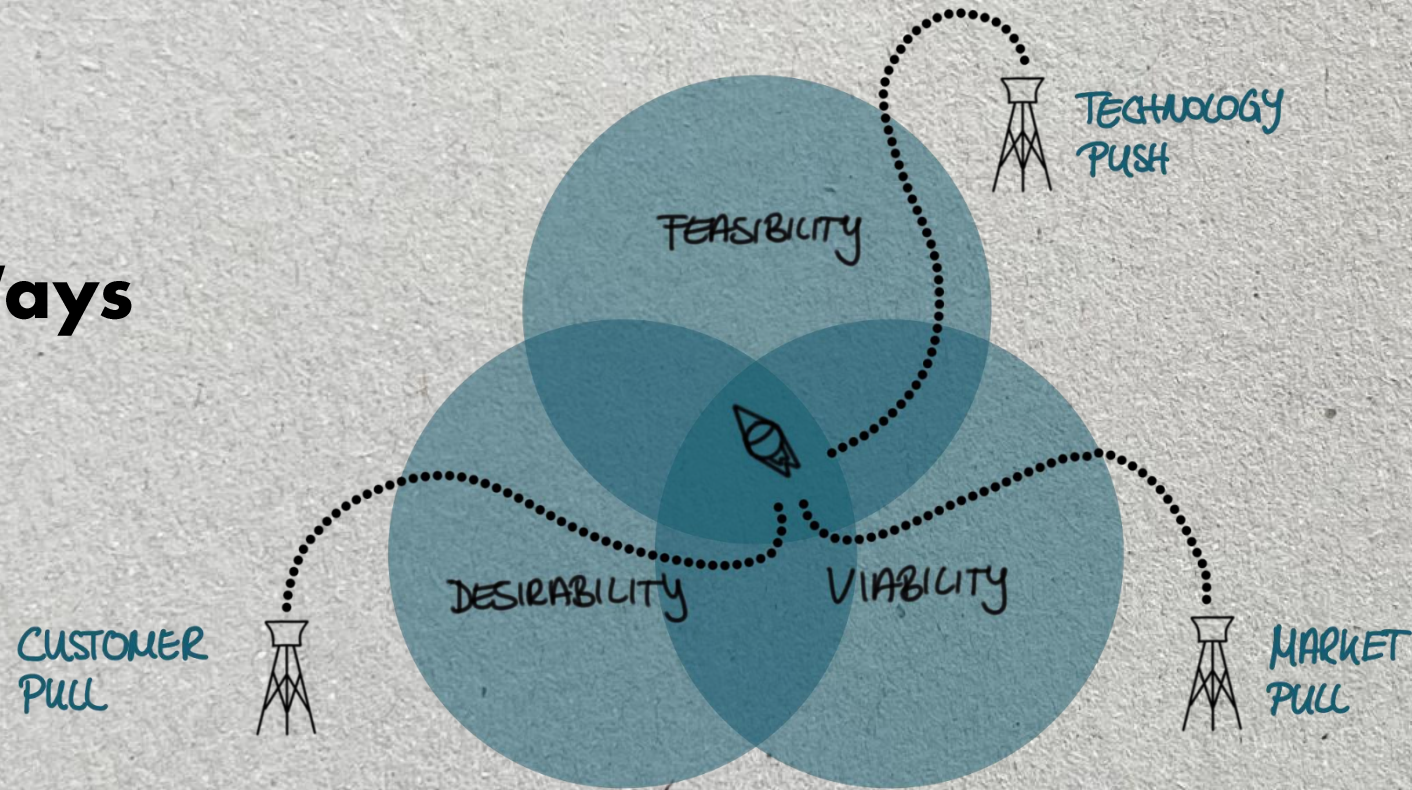
Planet Centred Innovation Canvas



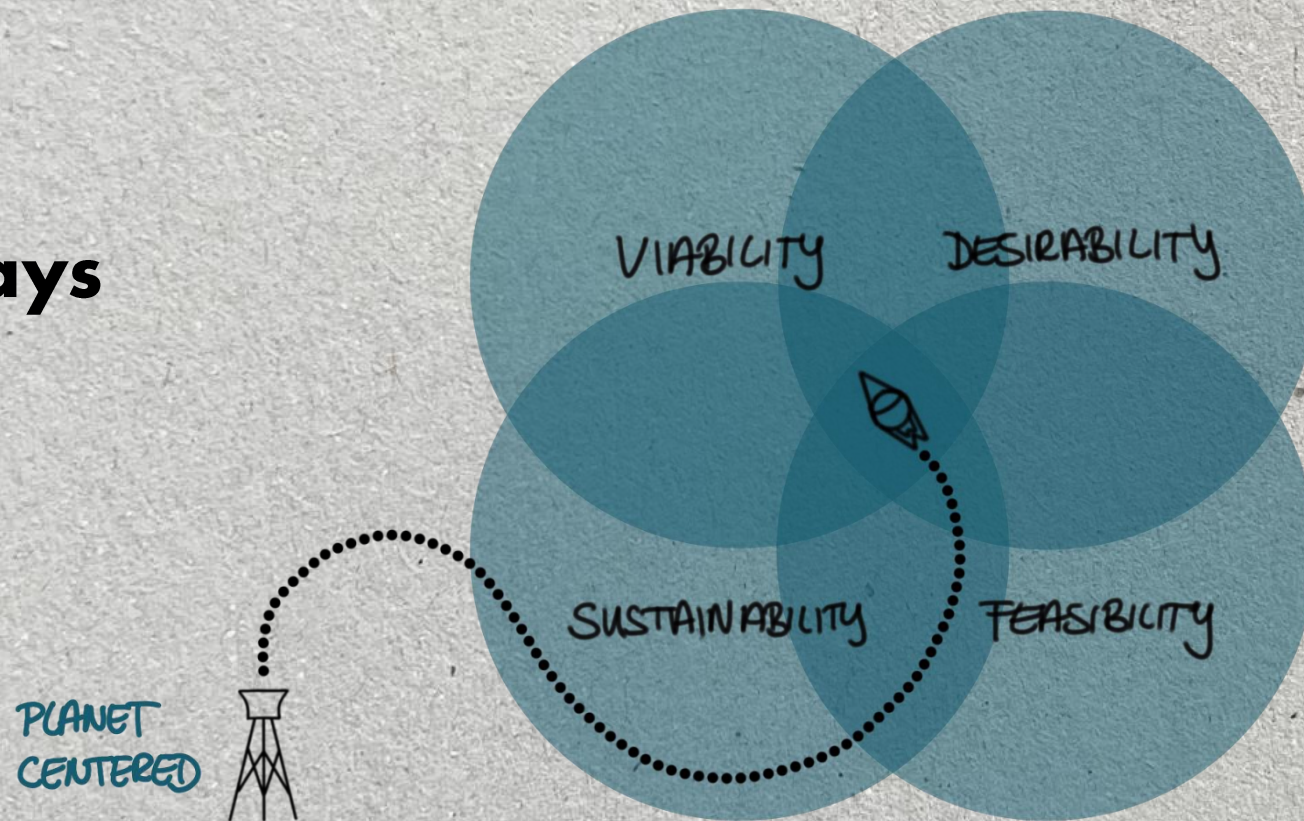
Planet Centered Innovation Canvas

Adaption from Business Model Canvas (CC-BY-Sa 3.0). Copyright: Strategyzer AG, strategyzer.com

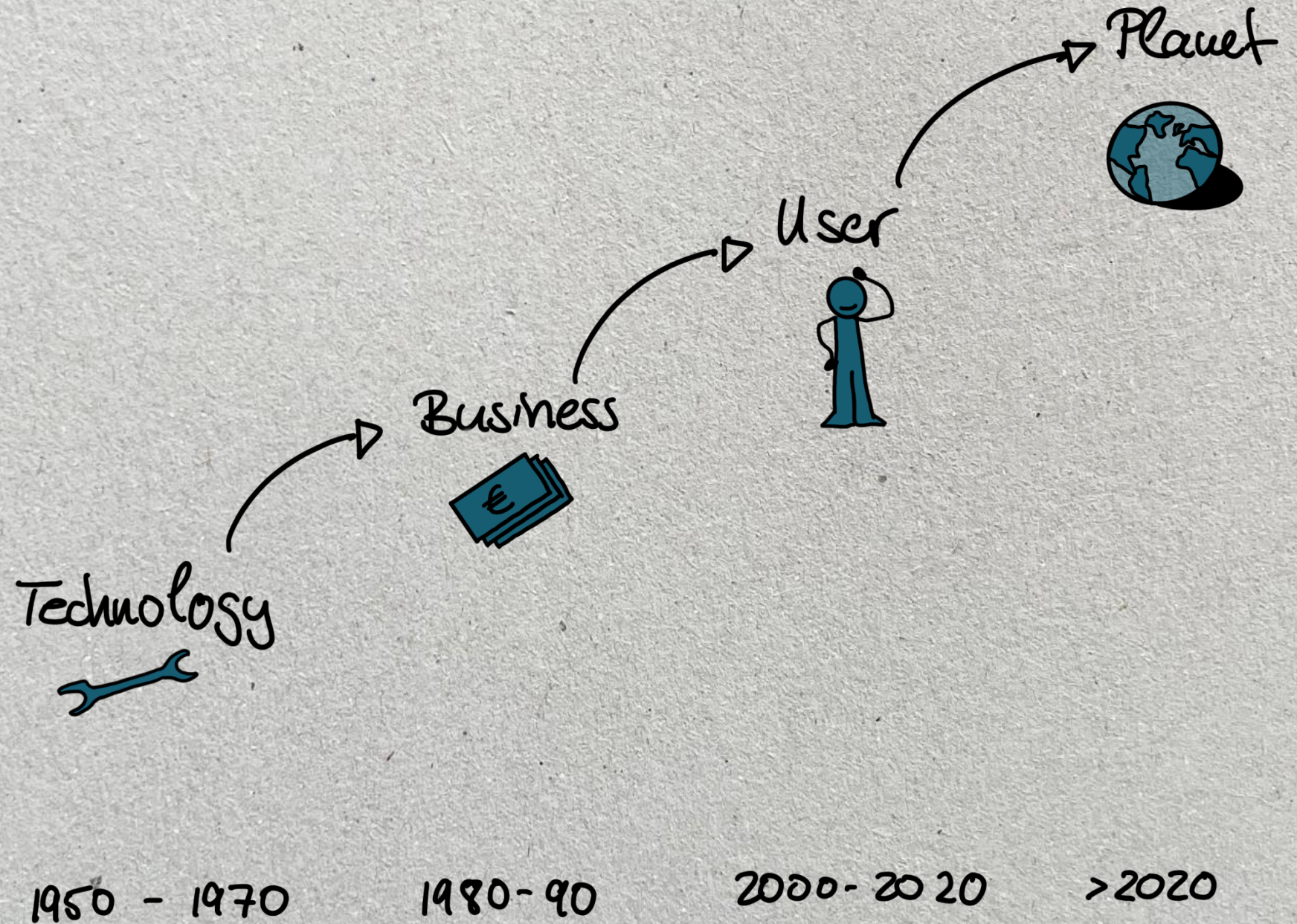
Different Ways to Innovate



Different Ways to Innovate



Die Evolution der Innovation

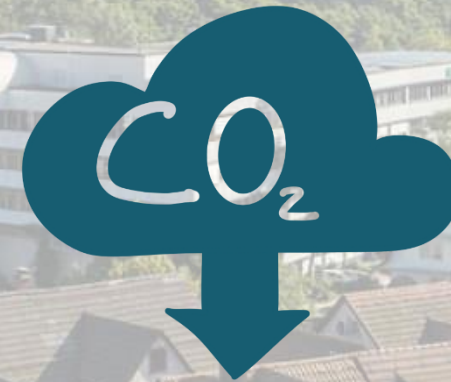


WACHSTUM ≠ RESSOURCENVERBRAUCH

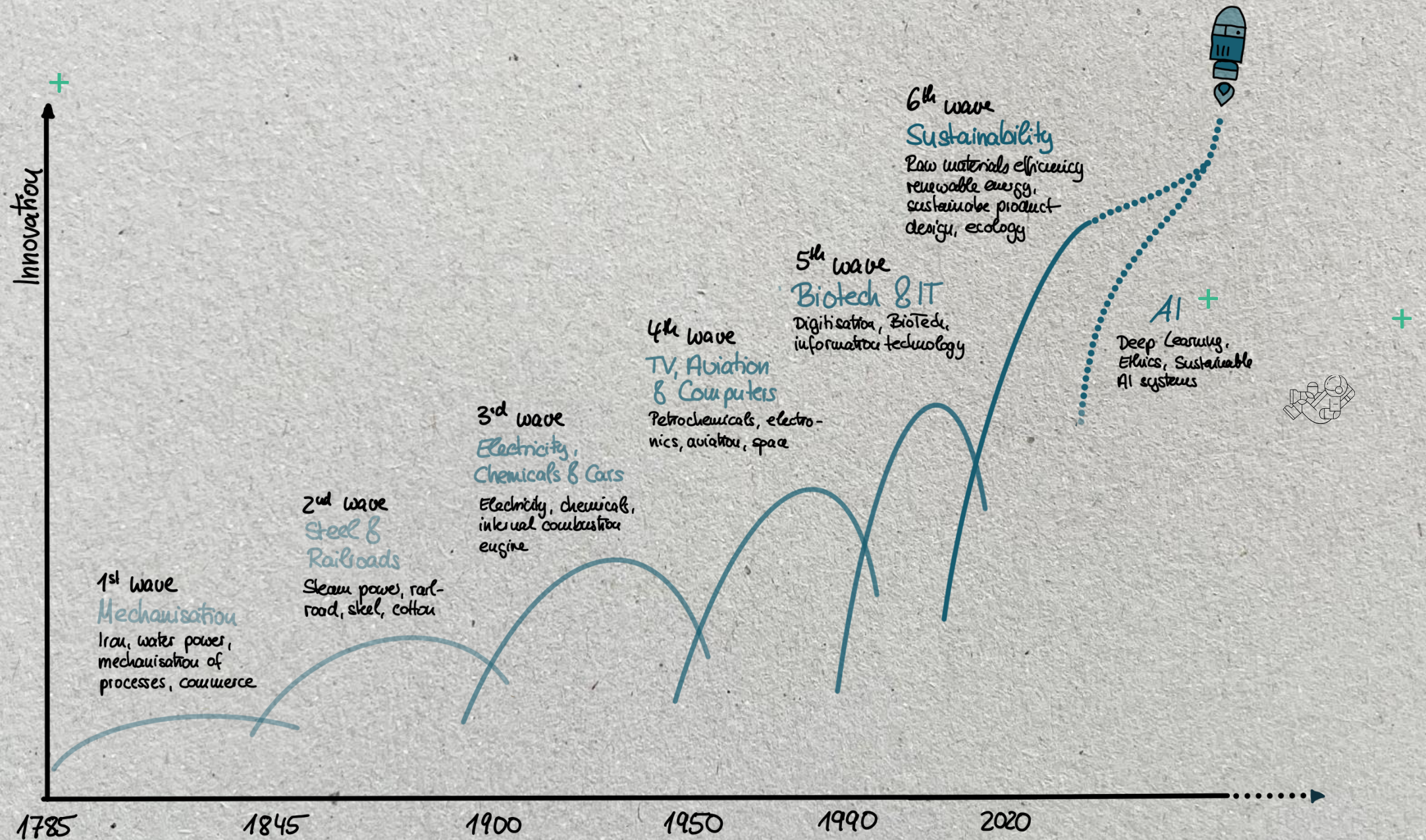
Development of sales and emissions 2023 compared to the base year 2019



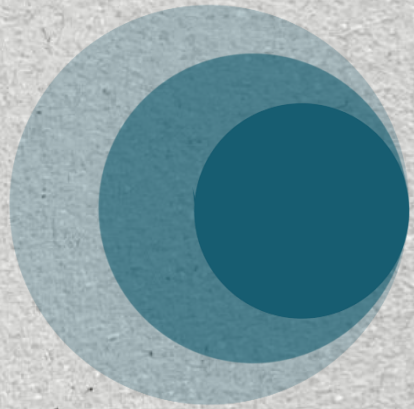
+ 29 %
Umsatz



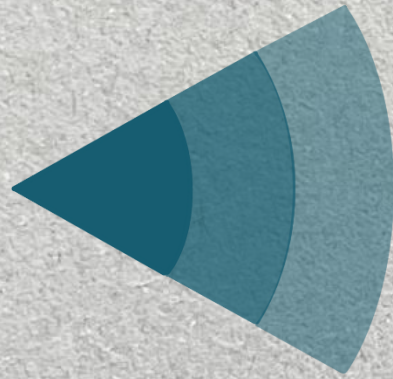
-23 %
Emissionen



How to Innovate for Sustainability



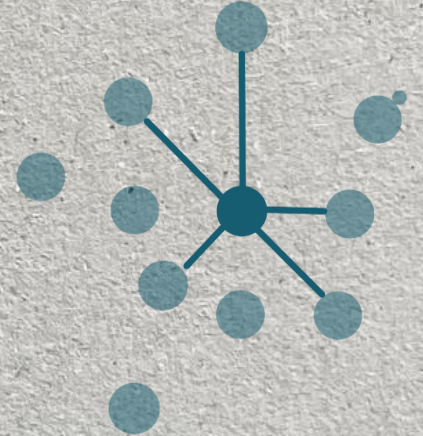
Market fit to Planet fit



Short- to Long term



Linear to Circular



Competitive to Collaborative



 **OSIANDER**

Hugendubel
Die Welt der Bücher

 **Thalia.de**

amazon

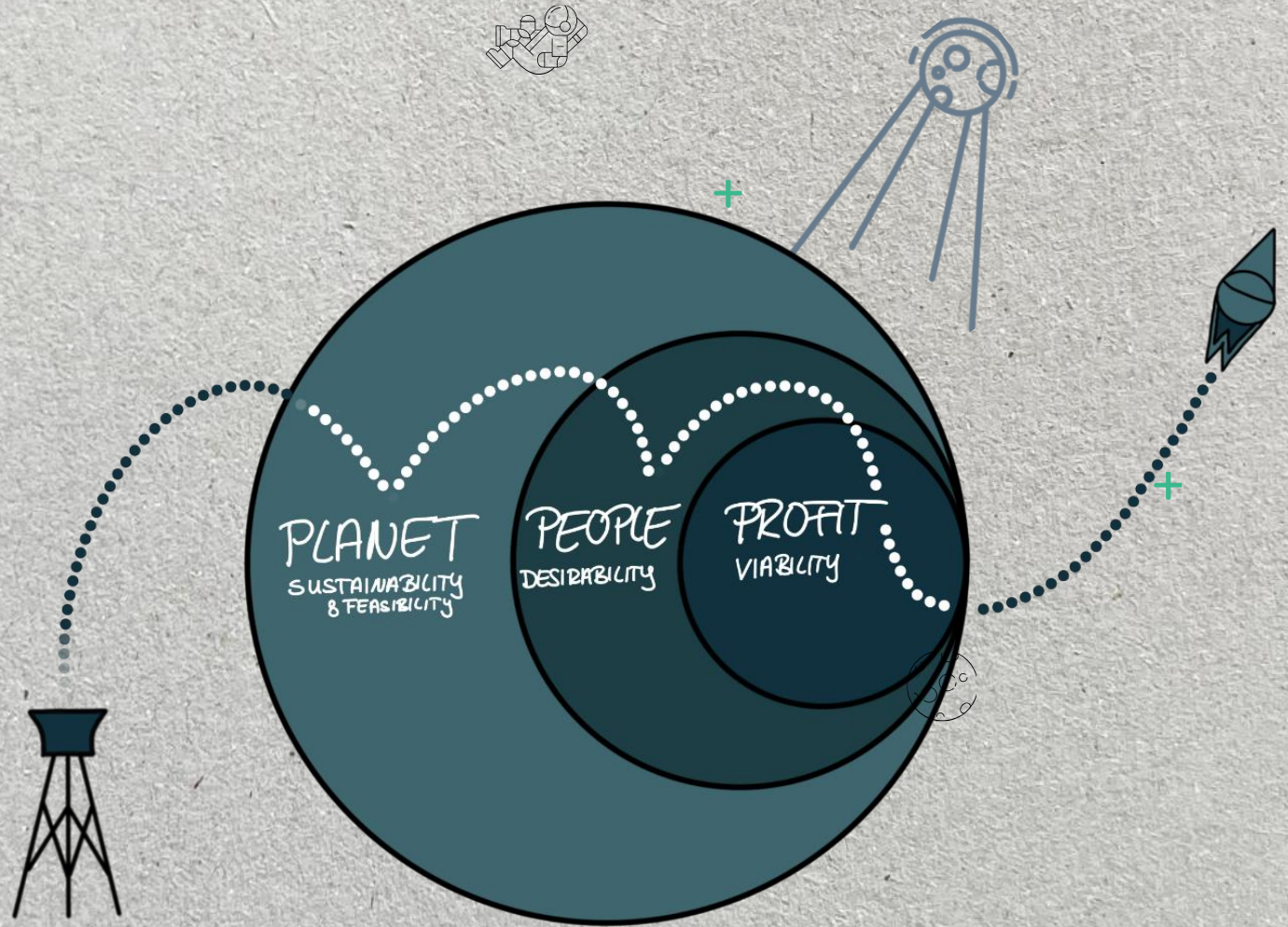
32 €

Wasser für alle.

Die Einnahmen des Autors aus dem Verkauf dieses Buches fließen zu 100 Prozent in die Projektarbeit von Viva con Agua.

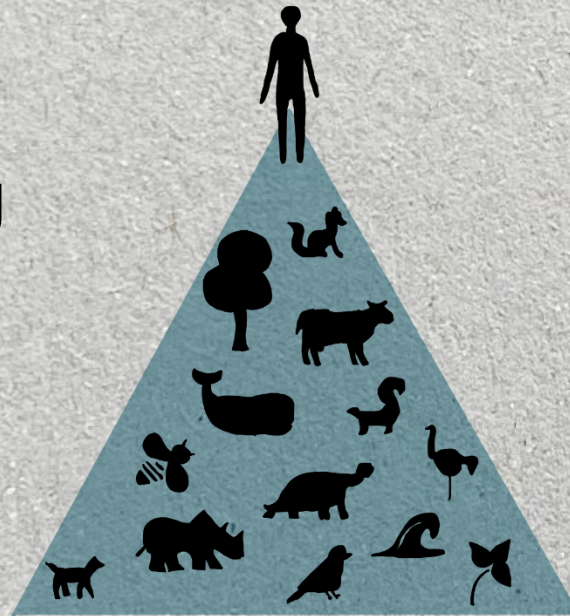


Let's Innovate for Sustainability!



**Von der
Nutzerzentrierung
zur Planeten-
zentrierung**

What
Human Centered
Design does



What
Planet Centered
Design does



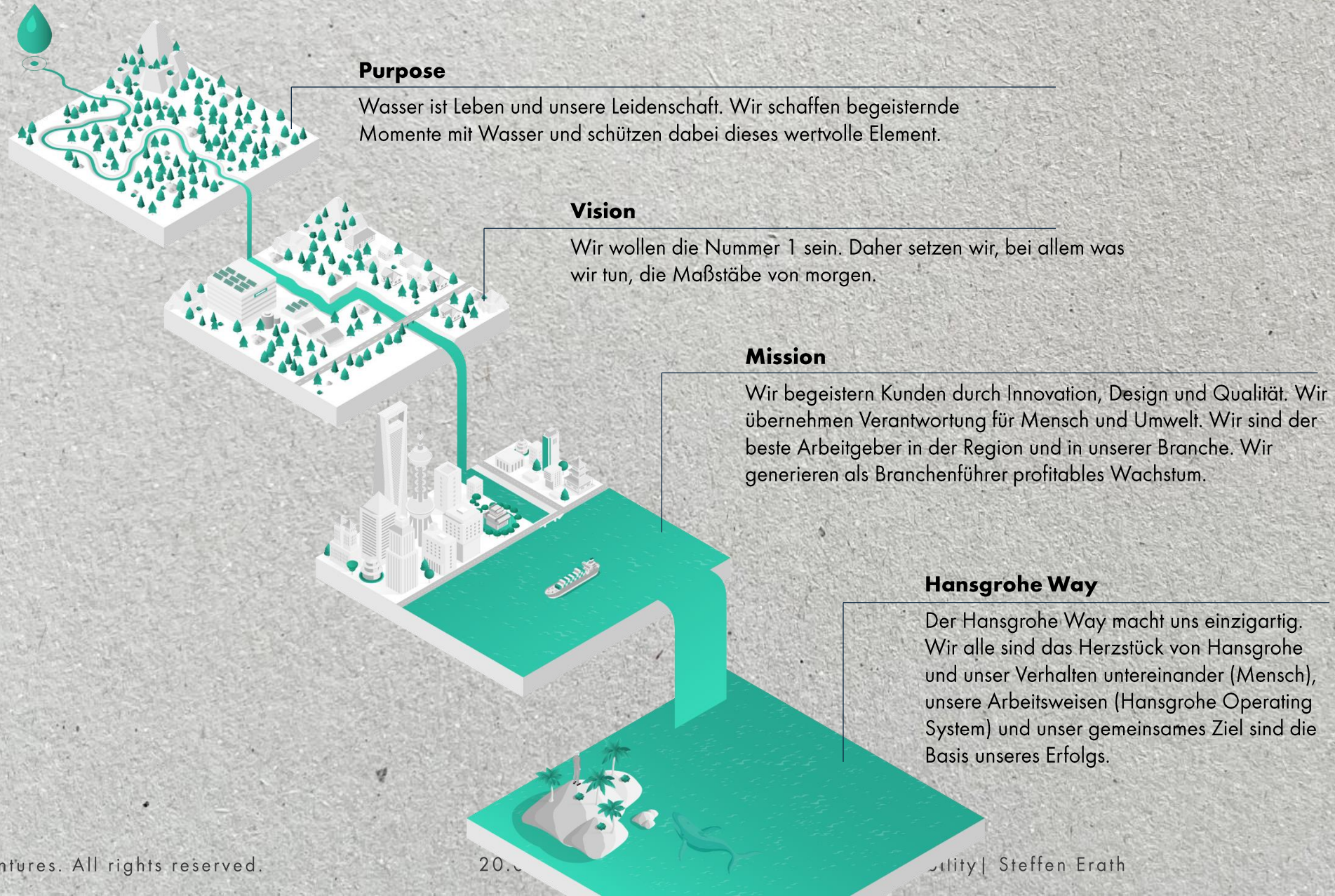
Hansgrohes Weg der grünen Transformation.

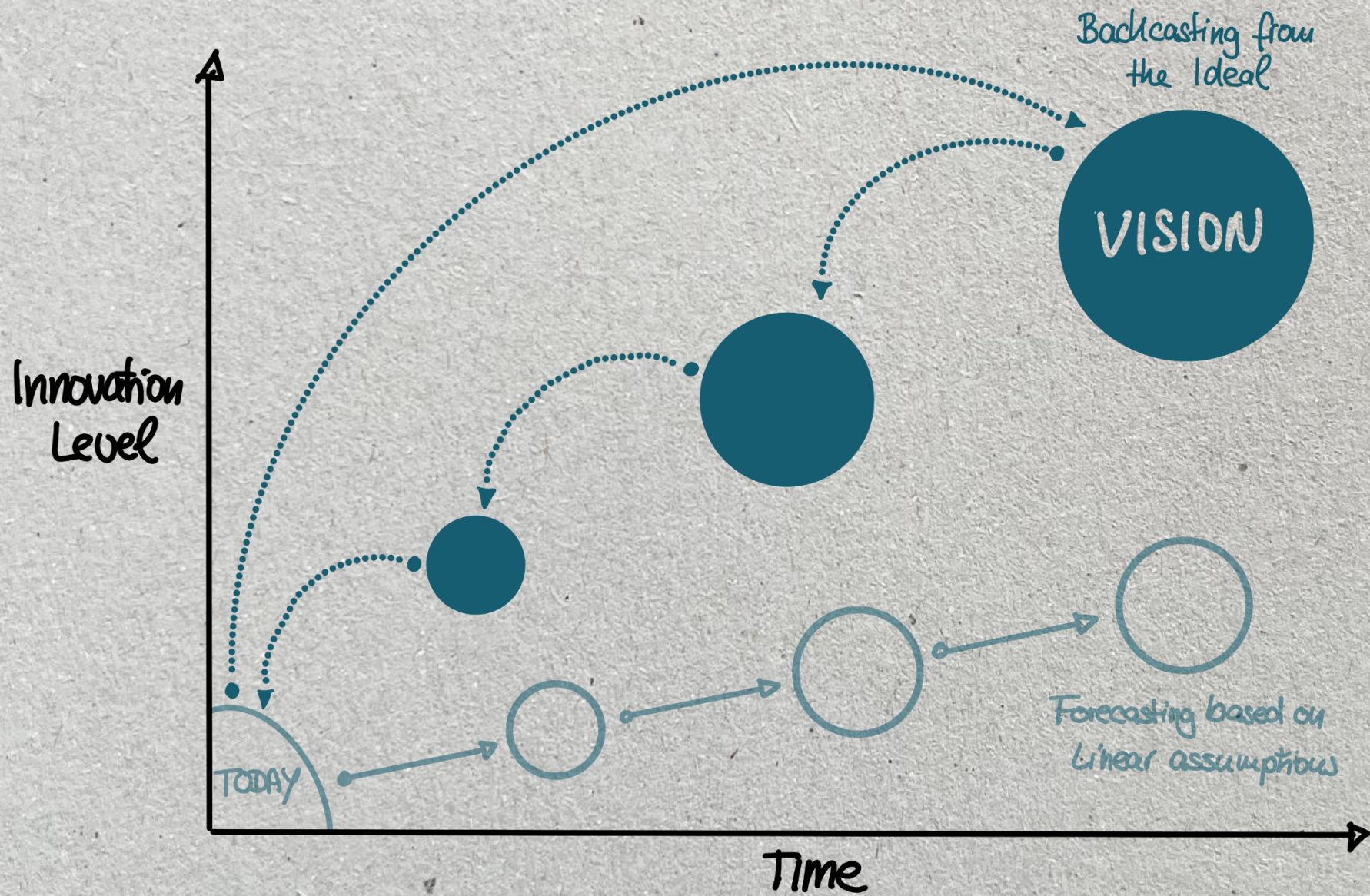




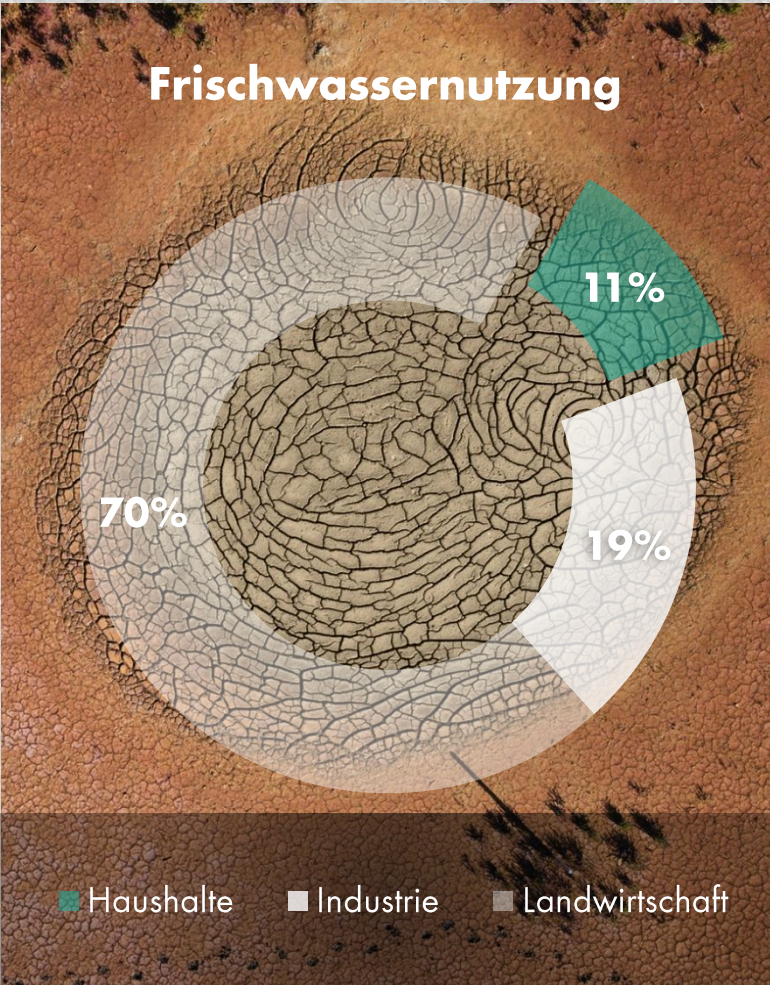




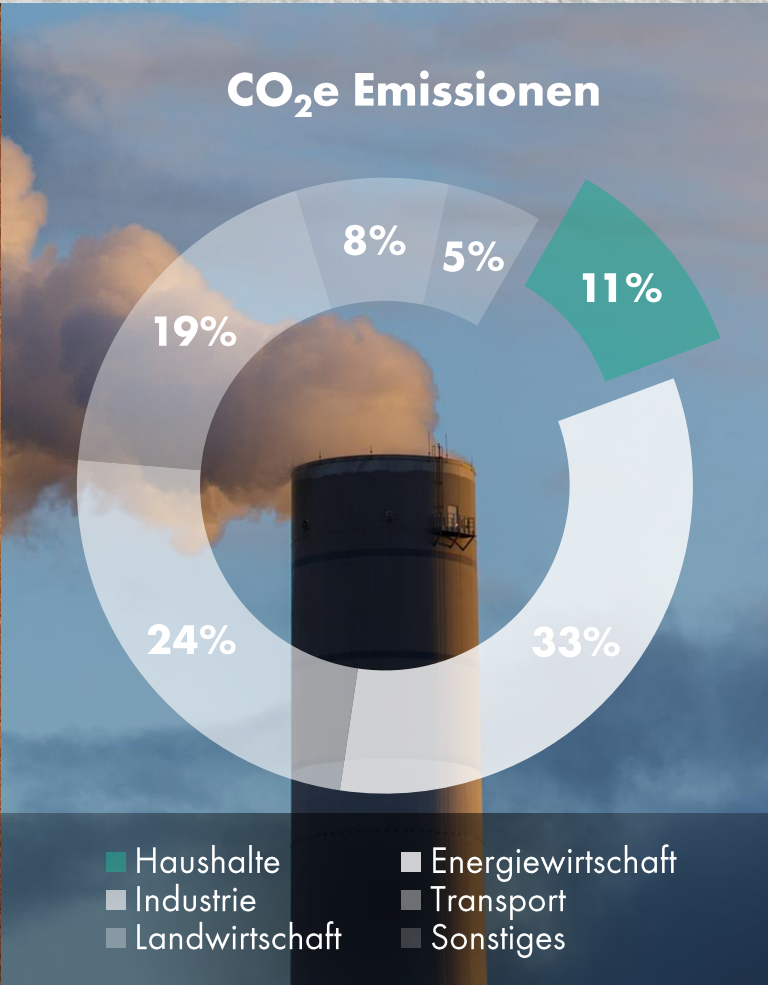




Kein Plan (et) B: Globale Herausforderungen



*Global, Aquastat, FAO of the UN



*Umweltbundesamt 2021



*overshootday.org

Nutzer und Verhaltensforschung



Beyond Water

The bathroom is not only a space for physical hygiene it is also a place people can find mental peace.



Conscious Hygiene

People are used to use big amounts of water for their body hygiene.



Warm Nest

The need for warmth is compensated with greater resource consumption.



Empowering Knowledge

Either consumption is not tangible or information is inconvenient to access.

GREEN

VISION

Hansgrohe's Green Vision Beyond Water.



Hansgrohe's Green Vision Einsparpotential

-90%
Wasser-
verbrauch

-92%
Energie-
verbrauch

-91%
CO₂e
Emissionen

Die Berechnung beruht auf Annahmen, die auf dem aktuellen Stand der Entwicklung der Green Vision basieren.



*„Wenn du ein Schiff bauen willst,
beginne nicht damit, Holz
zusammenzusuchen, Bretter zu
schneiden und die Arbeit zu verteilen,
sondern erwecke in den Herzen der
Menschen die Sehnsucht nach dem
großen und schönen Meer.“*

Antoine de Saint-Exupéry

