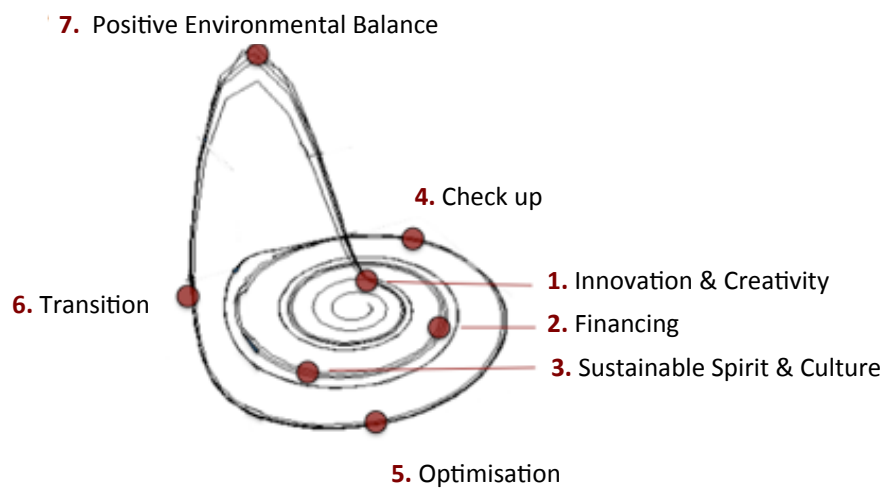


Transitions Attractor

In order to steer economic activities from environmental degradation toward environmental restoration, we have developed an operation methodology divided in seven categories of services represented hereafter :



The first three steps consist in laying the foundations to evolve toward a world frugal in resources use and based on shared sustainable values:

1. To maintain a **continuous watch of existing environmental solutions**, and **imagine tomorrow's world frugal in resources use and munificent in shared sustainable values**. To support the development of all good ideas from entrepreneurs with an environmental vocation. To accept that a strategy of environmental breakthrough requires very creative thinking modes.
2. To have access to several means of **financing the implementation of these ideas**, as the sustainable world of tomorrow will necessary go through a profound change in our current economic rules. To also assist green start-ups in their search for funding. **Environmental rupture activities require innovative**, or even iconoclast, **financing**.
3. To instill a **culture of genuine sustainability** among citizens, enterprises and communities, so that new environmental indicators become units as well understood and appreciated as the Euro or Dollar. This cultural change does not only result from the creation of new benchmarks, but also by actual ownership through topics with a high emotional content : TV, movies, videos, games, humor. We should make our projections **desirable**.

The four next steps reflect the process which all economic agents will have to undergo in order to successfully complete their transitions toward an activity that restores human and environmental capital :

4. To conduct a **diagnosis of environmental impacts, risks and opportunities** of its activities in the broad sense (direct and indirect, along the whole value chain of the enterprise. This decisive step makes it possible to identify not only its environmental impact, but also its dependencies toward ecosystems, that could affect the company's short or mid term results. **Economic quantification** of this diagnosis allows for risk sharing based on a common unit : money.
5. **Optimize** the impact compared to the current situation, i.e. reduce your risks (diversification, differentiation, innovation, protection, restoration) and your total impact without fundamentally changing sector, product mix, clients portfolio (relative decoupling thanks to marginal efficiency gain and quick wins).
6. **Transition** by progressively developing new activities genuinely sustainable, or even better, by developing activities offering new opportunities in line with the current market and/or aiming at zero impact development.
7. In order to finally attain absolute decoupling (**Positive Environmental Balance**). This last step could call upon radical innovation measures (search for new markets, launch of pilot initiatives, set up of join-ventures and partnerships with green economy start-ups).

You will find below a more detailed description of each step.

1. INNOVATION & CREATIVITY

« Imagine, develop and support environmental solutions »

- Research focused on positive environmental activities :
 - New activities
 - A Service Economy
 - Transformation of existing businesses
- Trade and activities that restore environmental capital
- Following the news on green start-ups & environmental technologies
- Business coaching (for enterprises being established or developed)
- Analysis of markets, needs, ...
- Guidance to business plan design
- Hosting of companies (sustainable business hub near Brussels, Belgium).

2. FINANCING

« Finance the transition toward a positive environmental economy »

- Alternative solutions to traditional economy to finance existing environmental solutions
 - Re-think needs
 - Global costs & revenues
 - All for a few
 - One for several
 - Donations
 - Earn money with the free of charge
 - Co-branding
 - Local currencies
- Re-define a product pricing policy in function of newly identified markets
- From selling products to providing services
- Business plan
- Financial plan

3. CULTURE

« Develop a culture of genuine sustainability »

- Promote dissemination of a future with positive environmental balance :
 - Publications, books,
 - Videos, movies,
 - Theater plays
- Seminars and conferences
- Training sessions
- Enterprise awareness raising and workshop guidance around the challenges of climate change
- Organization of “Environmental Challenges” at companies & communities
- Events and visits with low environmental impact
- Writing of Business Cases
- Business games based on sustainable development ruptures
- Development and initiation to usage of individual calculators

4. CHECK-UP

« Environmental Balance / Environmental Check-up »

- Environmental footprint (GHG, Ecosystem Services, Water)
 - Enterprises
 - Communities
 - Territories
 - Citizens
 - Non-profit
- Development of specific environmental footprint tools
 - Town and country planning
 - Urban planning
 - Eco-districts
 - Construction
 - Food
 - Agriculture
 - Tourism
- Carbon production (cadastral approach : emissions on my Territory) vs Carbon consumption (world approach, integrating carbon hidden in imported materials and goods)
- Monetized valuation of Ecosystem Goods and Services
- Water footprint : direct (consumption), indirect (consumption induced by sold products) and virtual (via production purchases)
 - Enterprises (Textile, Agro-food, Electrical appliances, ...)
 - Communities (School canteens, ...)
 - Cartography of Water risks

5. OPTIMIZE

« Sustainable Guidance and Strategies » : Improve the existing situation

- Elaborate a low environmental impact strategy
- Validate and share reduction objectives and deadlines
- Action plans to reduce current impacts
 - Supply / sourcing
 - Mobility
 - Energy
 - Production processes
 - Logistics
 - Waste
 - Products policy

- Internal and external communication
- Reduce impacts in added value or per unit produced
- Integration of stakeholders (suppliers, customers, communities,...)
- Development of genuinely sustainable partnerships
- Adaptation, mitigation and compensation measures to climate change risks

6. TRANSITION

« Sustainable Guidance and Strategies » : Develop innovative business models

Enterprises

- A-carbonated growth
- De-carbonated growth
- Turn-key projects
- Detailed action factsheets (quantification of financial, environmental and social costs/benefits)
- Benchmarking
- Innovation plans
- Opportunities for low impact development
- Revision of product/service mix
- Service economy
- Creation of sustainable consumption and production modes

Communities

- Cities in transition
- De-carbonation plans of activities and territories
- Sustainable partnerships
- Urban mobility plans
- Assistance to the implementation of zero emission construction projects
- Set up of a sustainable development cell
- Tools libraries, Recovery centers, ...
- INSUL'Team and RENOV'Team
- Sustainably responsible food for school canteens

7. POSITIVE ENVIRONMENTAL BALANCE

« Your activity generates emissions reductions and has a positive impact on the environment »

- Environmental balance calculation (GHG, Ecosystem Services, Water)
- Environmental balance optimization
 - Internally
 - Thanks to decoupled growth
- Support to the development of activities with positive environmental balance in your geographic scope of activities
- Industrial et social symbiosis.

In **CONCLUSION**, we are present along the whole added value chain to transform your activity, so that it generates economic value while restoring ecosystems, following an audacious innovation path underpinned by science laws and creating tomorrow's growth models.