

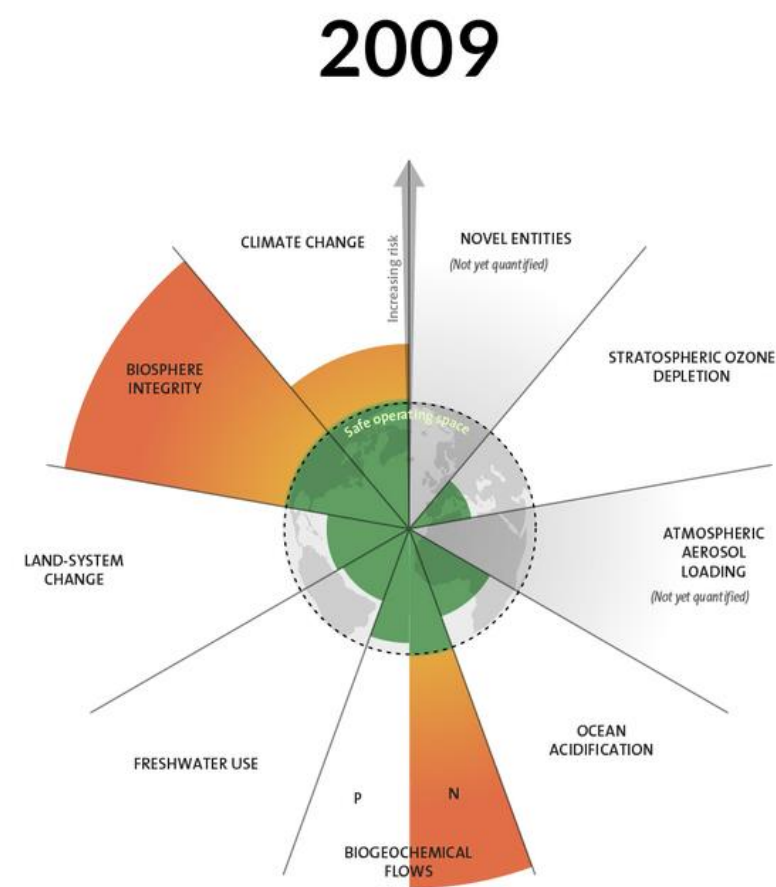


# **Making green businesses sustainable**

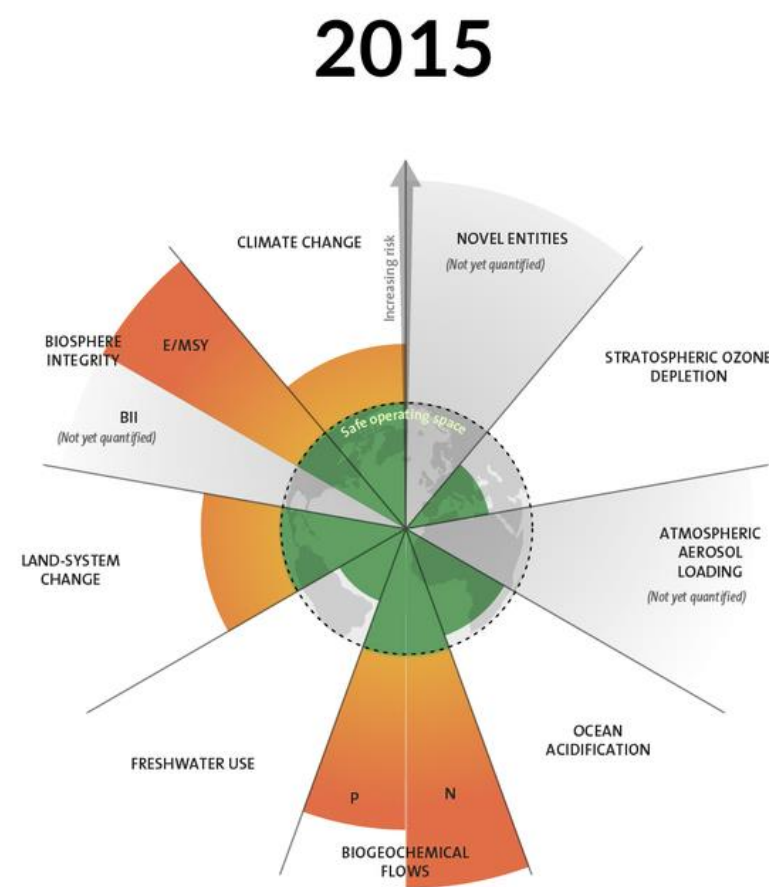
**2024 MYEM**

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

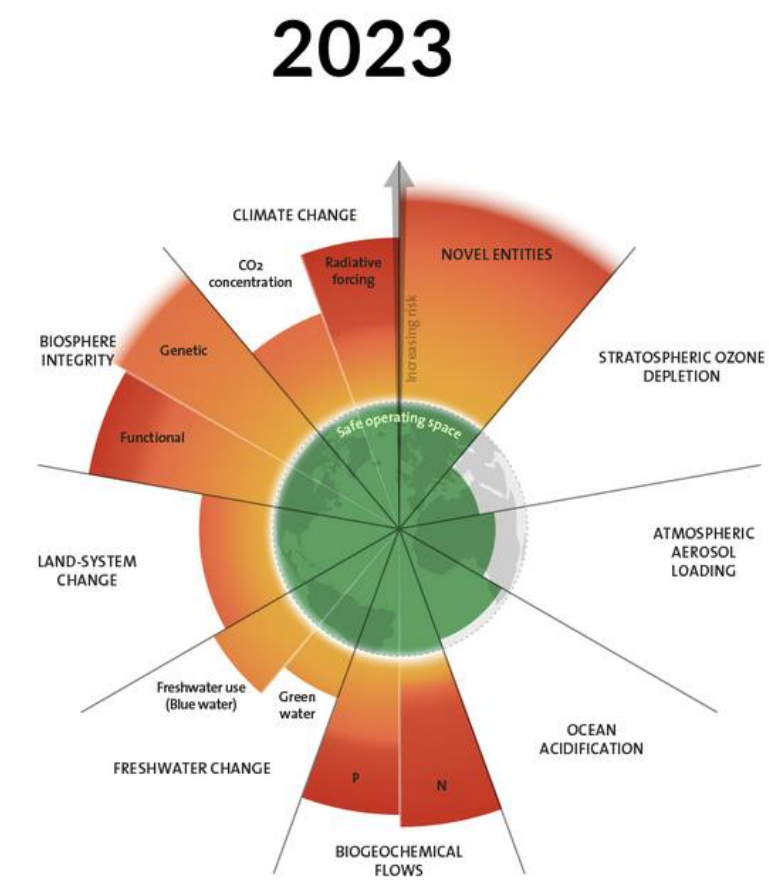
# Problem to be solved



7 boundaries assessed,  
3 crossed



7 boundaries assessed,  
4 crossed

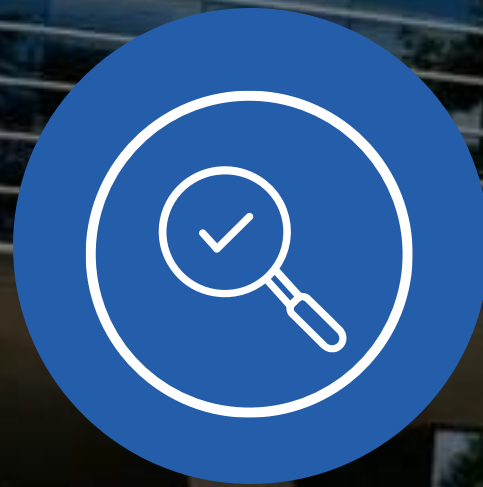


9 boundaries assessed,  
6 crossed

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**

*Unil*  
UNIL | Université de Lausanne  
HEC Lausanne

**IMD**

**E4S**  
Enterprise for Society

# 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](#)]

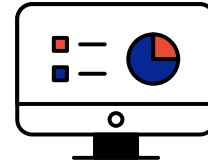
Measuring the benefits of green investments helps set incentives right

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

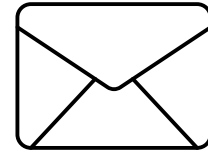
Benefits of digitalization must spread beyond urban centers

# Thanks for your attention

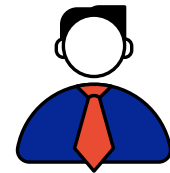
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E4S website:  
[www.e4s.center](http://www.e4s.center)



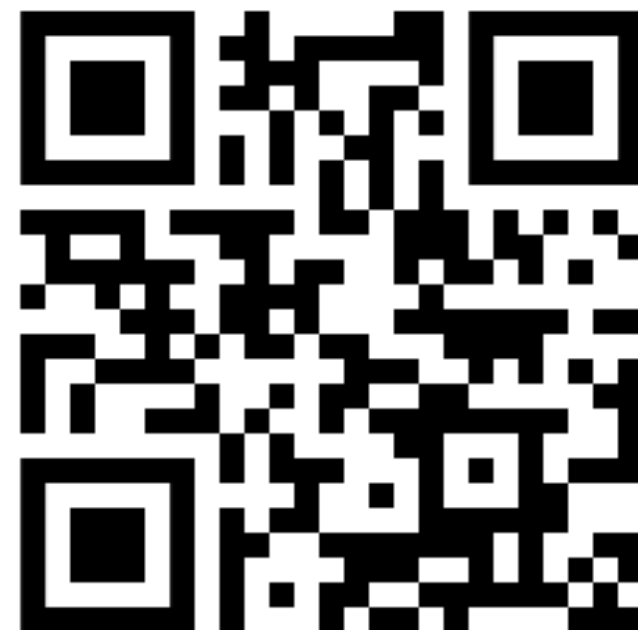
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Paolone | Houde | Serra-Coch

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Melloni | Markarian | Binder



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