

Market Perspectives of Sustainability

Reflections of work group discussions

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Market Driven Sustainable Development

Is it possible?

**What would make
the Sustainability
to pay back?**

Market Driven Sustainable Development

Is it possible?

- Market exists already due to the problems that we have created to our ecosystem
 - Companies are seeing new business opportunities
 - Uncertainty about
 - market size
 - market growth rates
 - timing
- ➔ Different opinions in the group about if market mechanism in a democratic system can ever really lead towards sustainable development (Yes? – No?)

Market Driven Sustainable Development

What would make the sustainability to pay back?

- Consumer behaviour is the key
 - basic needs, values, emotions
 - image, brand, marketing
 - no premiums
- Objective information
 - understandable measures and expressions of where we are today and how we are developing
 - facts for business strategies → money for development
 - means for consumers to communicate and form opinions

Market Driven Sustainable Development

- New technology and new solutions
 - technology has been the enabler of the problems that are now forcing us to talk about sustainable development (electricity)
 - there is no way back
 - technology is the major enabler to find the solutions
 - competitive solutions against "business as usual solutions"
 - no premiums in the long run

Market Driven Sustainable Development



