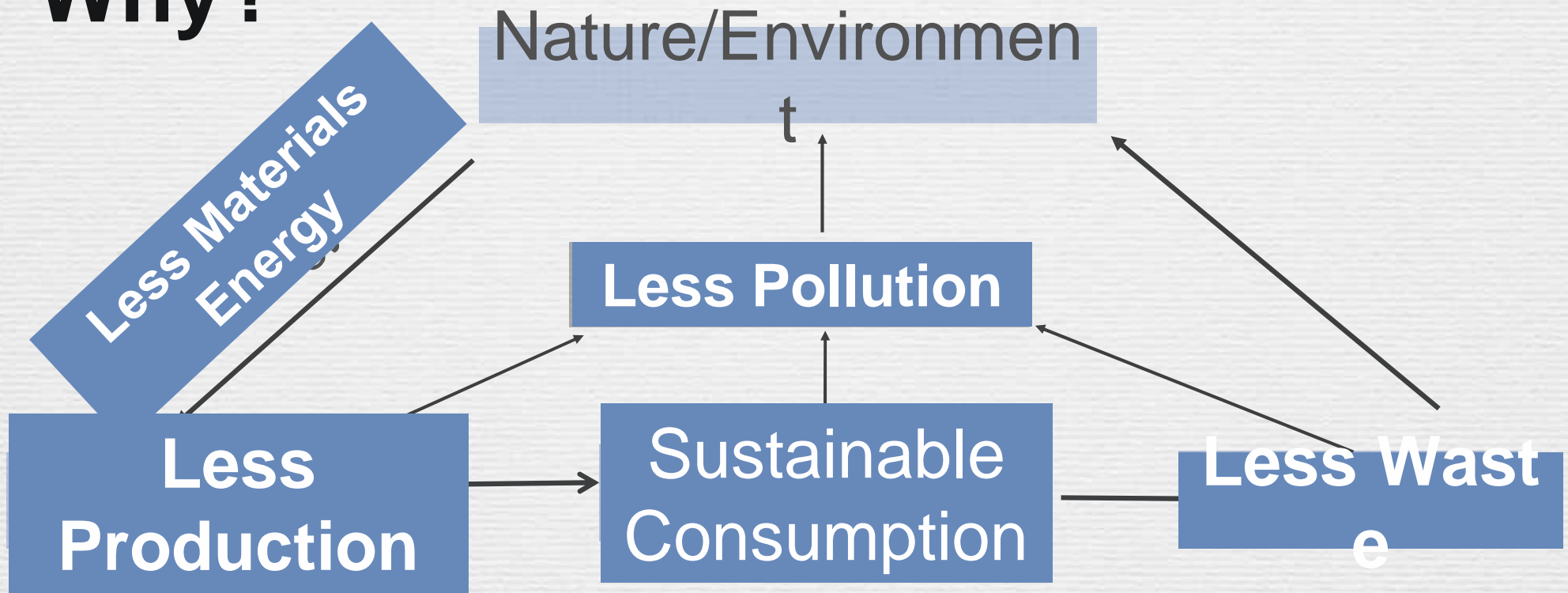


Sustainable Consumption

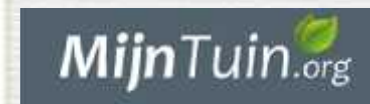


Xiaojing CAO & Laura De Jaeger
Berlin, 3/11/2016

Why?



Observation in China & EU



The Question

**What are essential elements to reach
sustainable living and consuming?**

Sustainable Consumption

- **Nature**
- **Share**
- **Open**
- **Trust**

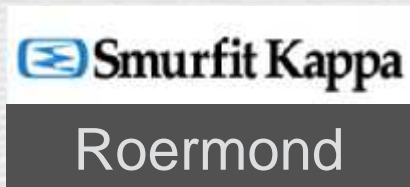
3 Cases



Repair Café



Wegarden



**Smurfit Kappa Roermond Mil
I**

Repair Café





- Nature
- Share
- Open
- Trust

WeGarden





- Nature
- Share
- Open
- Trust



Smurfit Kappa Roermond Mill



Zero Waste



Cooperate with other industries

- Nature
- Share
- Open
- Trust

- Hygiene side stream
- Rejects in potato industry
-

Future Expectation

Better City, Better Life!

- Nature
- Share
- Open
- Trust

Thank you!

Q&A

