

SHIFTING MINDSETS

A GUIDE TOWARDS CIRCULARITY

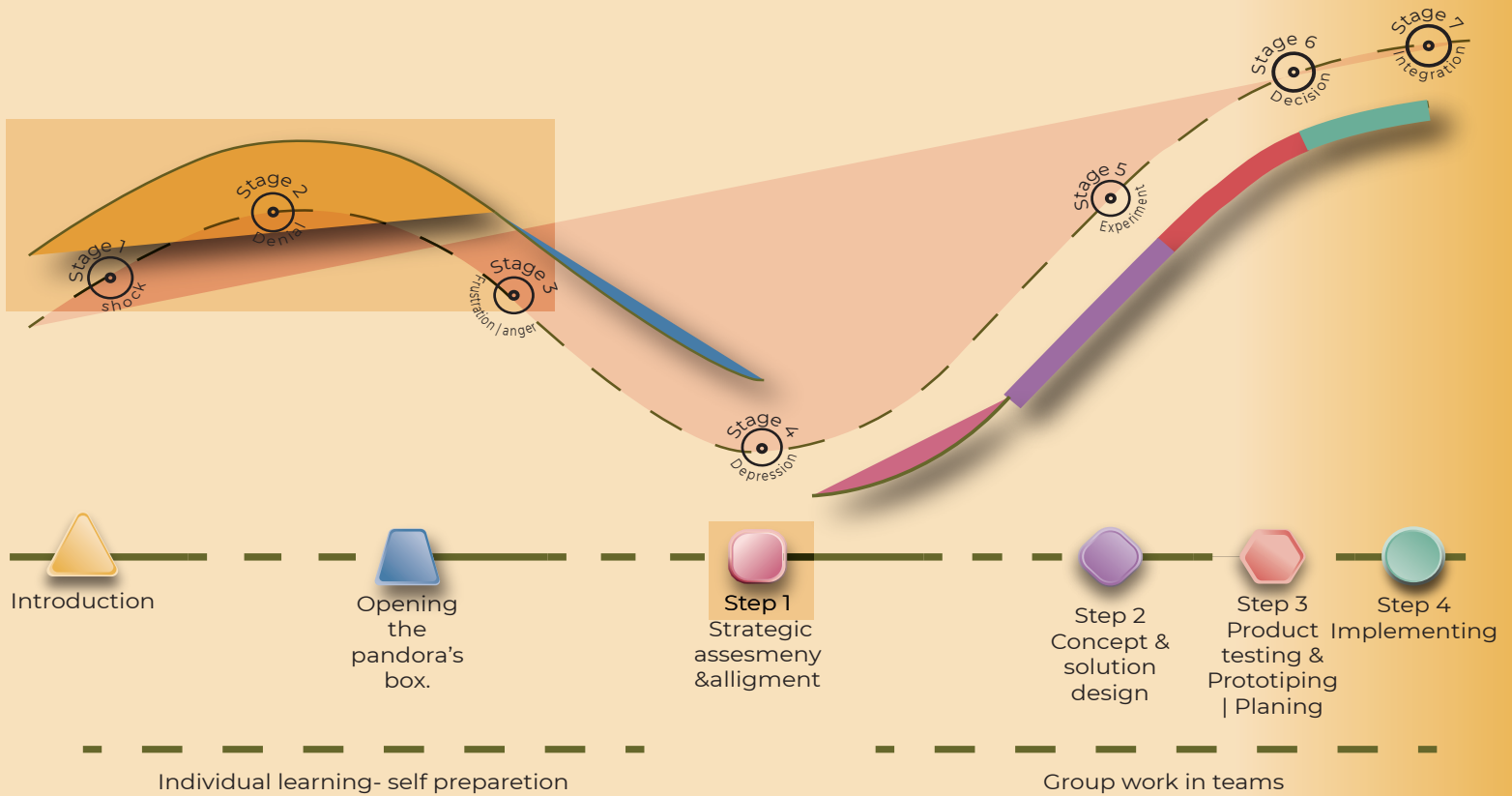


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WE TAKE CHANGE SERIOUSLY

THIS PLAYBOOK IS DEVELOPED THROUGH THE CHANGE CURVE MODEL IN ORDER TO OVERCOME THE EMOTIONAL PHASES OF CHANGING.



CHANGE CAN BE HARD, BUT SHIFTING TOWARDS CIRCULARITY IS THE RIGHT THING TO DO.

WE BELIEVE THAT WITHOUT THE RIGHT MINDSET, A CHANGE CAN'T BE DONE. THIS PLAYBOOK AIMS TO FIRST EDUCATE ABOUT SUSTAINABILITY AND THEN CHANGE THE MODEL OF THE COMPANY INTO A CIRCULAR ECONOMY.

WE EVEN THOUGHT OF YOGA!

