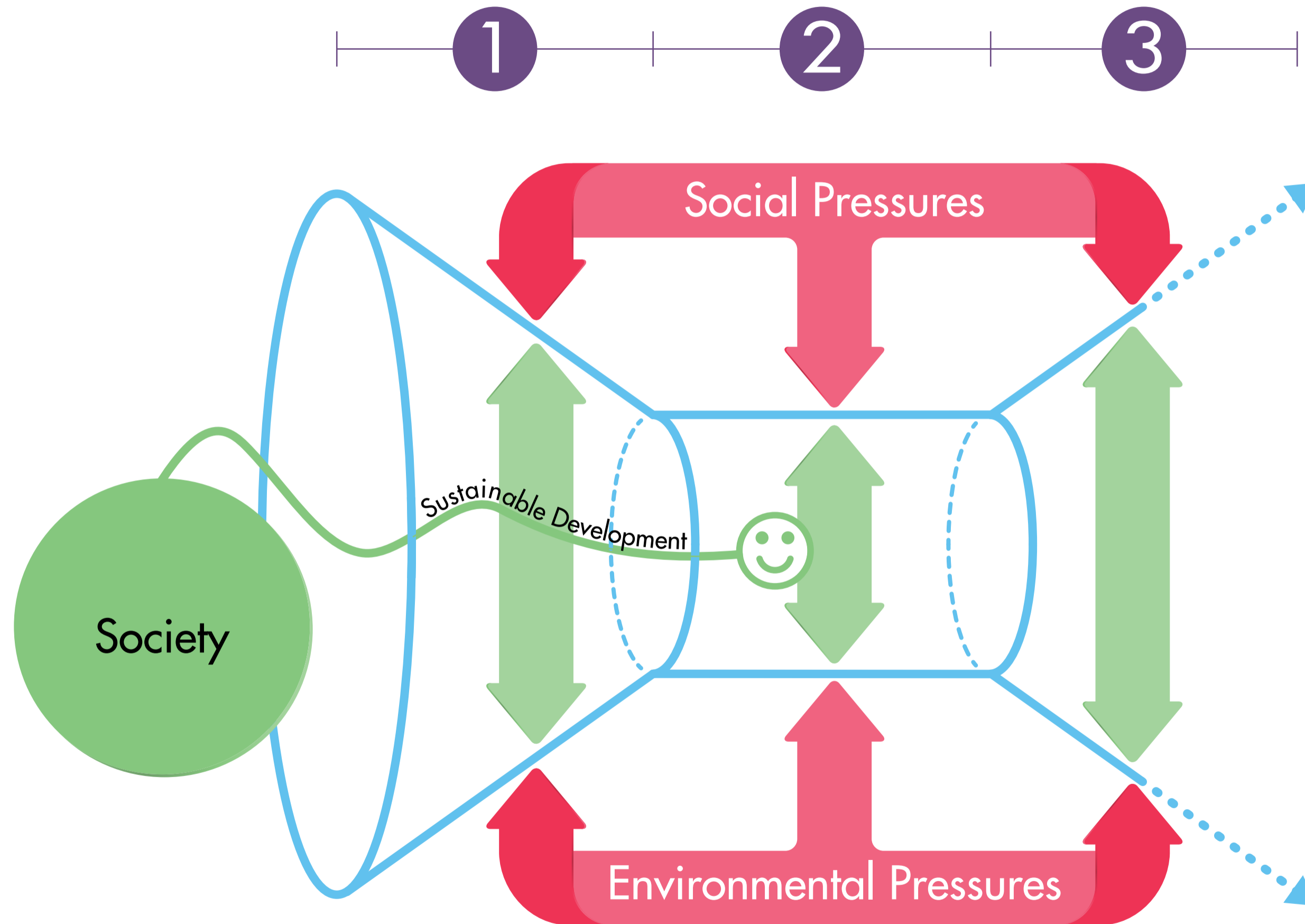


THE OPENING OF THE FUNNEL



At The Natural Step Germany, we define sustainable development as a strategic mission to eliminate society's unsustainable systemic errors (1). We need to create a sustainable society (2), stabilising the resources and structures available. The clear goal: to make it to the opening of the funnel, where the opportunities for prosperity have stopped declining. A potential next step is to become regenerative (3).