

Outlook

History is scattered with companies that failed to adapt and adjust their business models and strategy to new business environments. We stand at the dawn of a new economic day: a green revolution is emerging. As this book has shown, green business impacts all sectors and affects the business models of all companies, irrespective of where they are located in the world. We are firm in our conviction that green business will drive the world economy in coming years.

New conditions challenge past strategies. To participate in this dynamic environment, companies must transform their conventional business models.¹ They need to design a road map that puts them in good stead for green growth. There is no opt-out clause. Companies that fail to embrace green business – or enter the fray too late – will not survive.

Roland Berger Strategy Consultants responded to this changed environment early on, by developing a global green business core team comprising functional and industrial experts who view environmental sustainability as a profitable business strategy. Thanks to this pioneering spirit, we have already developed various strategic approaches that executives can draw on to make their existing business models more sustainable. Are you ready to take the next step?