

The Crisis Vindicates the New Values!



In April 2007, we alerted you to the strong rise in eco-motivations, a new lifestyle dubbed “conscientious living”, and green business opportunities...

The current crisis, which highlights deep dysfunction in the present social and economic system, vindicates the new values of ethical behaviour and moderation and has given rise to an aspiration to “wisdom”.

“The idea is to get back to a lifestyle based on quality rather than quantity.” Dominique Bourg, philosopher.

In this difficult period of chaos and uncertainty, consumers are more prudent, more moderate and smarter. But that does not mean that they stop consuming! They consume differently, putting the priority on basic needs (health, education, the home). They trade off the vital and the superfluous, buying the basics cheaply to be able to indulge in a few small luxuries. Above all, they reject anything they find *“too expensive for what it is”*.

So, by the force of circumstance, the “green” style is taking hold.



Our Comment

Now is the time to revise your ranges and put the accent on what is essential in your products.

And to revise your price policy. Up towards the affordable top end? Or down towards low cost? In any case, beware of the middle...

In a world in which the corporate model is sharply criticised and has lost credibility, it is time to adjust your business outlook and take an honest approach to consumers and employees.