

Degrowth-based business models – Exploring the sharp boundary between true sustainability transformation and loss of existence

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The global capitalist focus on growth conflicts with finite planetary resources, emphasizing the need for sustainability (Marquis, 2024). Corporates face the challenge of transforming practices to align with sustainable principles (Cabral & Dhar, 2020). Degrowth, a framework advocating reduced production and consumption, addresses the physical limits of expansion but often conflicts with profitability goals (Plaza-Úbeda, Pérez-Valls, Céspedes-Lorente, & Payán-Sánchez, 2020). To adapt, corporates must redesign business models within planetary boundaries (Berntsen, Aas, & Hunnes, 2023). This study, based on 30 interviews with chemical industry leaders, explores pathways for implementing degrowth-based business models while tackling paradoxical contradictions within a reimagined framework.

Keywords: Corporate degrowth, Degrowth-based business models, Paradoxical contradictions

Track: Social Responsibility & Ethics

1 References

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