

SUSTAINABILITY THAT CREATES VALUE

CAN SUSTAINABILITY BECOME A SOURCE OF INNOVATION — NOT JUST ANOTHER REQUIREMENT?

ABOUT THE TALK

Sustainability is changing the conditions for doing business. New regulation, changing customer expectations and pressure on resources are creating new requirements — but also opening the door to new products, services and business models. This talk moves the conversation beyond sustainability as compliance and explores how businesses can turn change into opportunity. It introduces the shifts influencing markets and consumers and brings them to life through examples of companies experimenting with circularity, new materials, new services and more responsible ways of creating value. The aim is not to present simple answers, but to inspire a more ambitious question: How can sustainability create value for both business, people and planet?

KEY TAKEAWAYS

Your audience will leave with:

- A clearer view of the forces changing the sustainability agenda
- Insight into changing consumer expectations and market conditions
- Inspiration from businesses turning sustainability challenges into innovation
- New perspectives on products, services and business models
- An understanding of why credible sustainability requires more than communication — and how to avoid the greenwashing trap

WHO IS IT FOR?

- Leadership teams, marketing and brand teams, innovation and business development teams, sustainability professionals — and organisations looking to move from sustainability ambitions towards meaningful business opportunities.

FORMAT

- 45–60 minute keynote or talk, tailored to your organisation, industry and sustainability context.
- Can stand alone or be combined with facilitated dialogue or an innovation workshop.
- Available in English and Danish.

THE SPEAKER

Bettine Ortmann is a strategist, trend researcher, author and founder of FutureTribe. For almost three decades, she has worked with consumer insights, trends, branding and innovation across businesses, agencies and academia. She is the author of The Brand Value Circles and holds an Executive Master in Sustainable Leadership. Her talks combine research, emerging trends and real-world cases with a practical business perspective.



What if sustainability could open new opportunities for your business?

Use the talk to challenge assumptions, inspire new thinking and start conversations about what sustainable value creation could look like in your organisation.

LET'S CREATE A TALK FOR YOUR AUDIENCE →



MORE THAN INSPIRATION

CONTACT@FUTURETRIBE.DK | +45 22 18 36 97 | WWW.FUTURETRIBE.DK