

Step 2: creating future wheels



Scenario 1 : Business model valued for its innovative and eco-friendly aspect

Consumers don't want overconsumption anymore, they are looking for more local products with higher quality : they produce at home or exchange with neighbours.

Individuals have adopted a circular urban farming model: they buy seeds to a local producer, they grow plants at home, they exchange one part of their harvest for other products to neighbours ...

Health Style: Consumers are more attentive to their food consumption

Innovation: Consumers and investors seduced by an innovative eco-friendly product

Collapse of capitalism + No governmental ecological policies

Way of consumption: General reject of overconsumption

People are looking for quality as they reject capitalism. Mes Petites Feuilles is a good example of a successful company favouring quality over quantity

An innovation that enables a return to traditional agrarian systems : creation of a healthier common way of life that consumers find hard to find because of the lack of government policies. Therefore, the demand increases for eco-friendly products

**Scenario 2 : More attention required to
the provenance and the quality
of products**

Consumers want to know the traceability of the product. They refused to consume processed products.

Awareness of our
ecological impact

Collapse of
capitalism +
Governmental
ecological policies

Healthstyle changing:
Consumers getting more
attentive to their food
consumption

Consumers are looking
for healthier food which
implies high quality
and tasty products. They
either grow their product at
home or buy in local shops.

Environment: Governments
encourage for a greener
production and consumption

Local economy is developed: neighbours barter
together (herbs for potatoes).

**Scenario 3 : Over
consumption remains, quantity is
preferred to quality**

Agriculture aims to be effective and decentralised. The objective is to grow more rapidly and in large quantities.

Lack of awareness on
the ecological impact of our
production system

No collapse of
capitalism + No
governmental
ecological policies

Over consumption and over
production

No radical changes in
production : people are
looking for quantity either
than quality.
Mes Petites Feuilles offers
several boxes of different
types of seeds to satisfy the
request of quantity and
variety.

Innovation is encouraged by
the government

Because of a lack of environmental policies, customers
are focused on innovations. That leads Mes petites feuilles
to develop more technologies in their products.

**Scenario 4 : Restricted production
because of deterrence political systems
(the Polluter Pays Principle)**

Farmers care about their eco-impact in order to avoid government taxes. New agricultural systems develop in order to be able to produce moderately in an environmentally friendly way.

Awareness of our
ecological impact

No collapse of
capitalism +
Governmental
ecological policies

Desire to consume more

Mes Petites Feuilles also struggle to meet consumers that look for quality instead of quantity. The company needs to provide both.

Mes Petites Feuilles allows consumers to get fresh and tasty herbs all-year long in good quantities

Governments offer subsidies to innovative and eco-friendly companies to discourage capitalist businesses' activity

Governments encourage companies to find innovative ways to produce. Individuals and restaurant owners will find an interest in purchasing a Smart One pot as it respects ecological issues and allows a regular consumption.