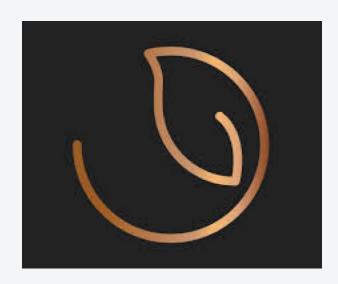
Step 2: creating future wheels



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: Consumption Colly are more attentive to sumption Colly

Collapse of capitalism + No governmental ecological policies

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 governement policies. Therefore, the demand increases for eco-friendly products

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

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.

Collapse of capitalism +

Governmental ecological policies

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

Environment: Governements encourage for a greener production and consumption

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

Scenario 3 : Over consumption remains, quantity is prefered to quality

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

Jack of analytic on system.

No collapse of capitalism + No governmental ecological policies

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 governement

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 ecoimpact in order to avoid government taxes. New agricultural systems develop in order to be able to produce moderately in an environmentally friendly way. Mes Petites Feuilles also struggle to meet consumers that look for quality instead of quantity. The company needs to provide both.

No collapse of capitalism +
Governmental ecological policies

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.