Understand the environmental challenges of several sectors, and what this entails for the role of marketing.
Pay particular attention to ethics in methods of influence.

- Develop a critical view regarding current consumption dynamics.
- Build a narrative of desirable futures consistent with physical limits.

- Question the social utility of products and services.
- Use the results of an environmental assessment to review your product portfolio, and your channels of distribution and communication.

- Imagine new practices to change modes of consumption.
- Make sobriety desirable and accessible.
- Take ecodesign approaches.

Adopting a systemic, interdisciplinary and ethical approach:
- Developing a critical mind to envisage desirable futures.
- Conceiving the transformation of organisations.
- Acting individually and collectively in a responsible way.