



## Sustainable Business Series

An educational collaboration between the  
Center for Sustainability and the Environment and the  
Sullivan Center for Business and Entrepreneurship

# From Ecological Overshoot to Future-Proof Businesses

## Jussi Nikula

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Natural resource consumption of our societies exceeds the planetary boundaries. In Western societies, we need to fulfill our needs and wants in a way that decreases our footprint by a factor from five to ten. Many current practices and business models are clearly not aligned with this challenge. Mr. Nikula will discuss the scale of the challenge as well as the latest solutions and concepts to meet that challenge. How can businesses and societies transform themselves to be future proof?

Mr. Nikula's visit was made possible with support from **Fulbright Outreach Lecturing Fund**.

**Thursday, October 25, 2018 ~ 7:00PM**  
**Center for Sustainability, 212 Zabriskie Hall**  
**Wells College**

This event is free and open to the public.