

BFM - Economie - [Economie et Social](#)

Allemagne, Suède, France, Italie ou Hongrie: pour enrayer la chute de la natalité, ces pays ont des stratégies différentes pour "rémunérer" les parents (mais aucun n'a trouvé la recette miracle)

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Family Allowances

Housing Support

Parental Leave

Fertility Treatment Pathways

New Childcare Solutions

Tax Benefits





GoodPlanet

**Reality Vs Intention: Aligning
Sustainability with Reality**



GoodPlanet

Yes

Partly

Information and communication technologies (also AI) can help reduce global GHG emissions

No

IDK

Yes

Partly

**The best way to decarbonise
aviation is reduce the amount of
flight**

No

IDK

Yes

Partly

**Making public transport is a
good option to increase its
usage**

No

IDK

Yes

Partly

**Palm oil is responsible for a
good portion of deforestation.
Finding a substitute is essential
for our food systems**

No

IDK

Yes

Partly

**Like in the movie yesterday... It
would be great if thunder
stricked everybody and made
everyone forgot that pinnapple
was a topping option on pizza**

No

IDK

What you can expect:

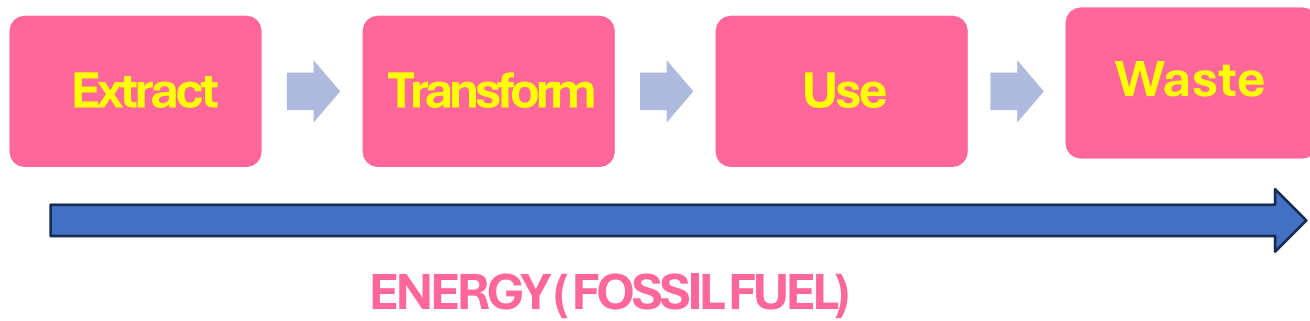
- **Pure facts and analysis with no agenda but to push critical thinking**
- **Reflexion without oversimplification**
- **Don't throw the baby with the bath water (we have to stay nuanced)**
- **A invitation to think backwards**

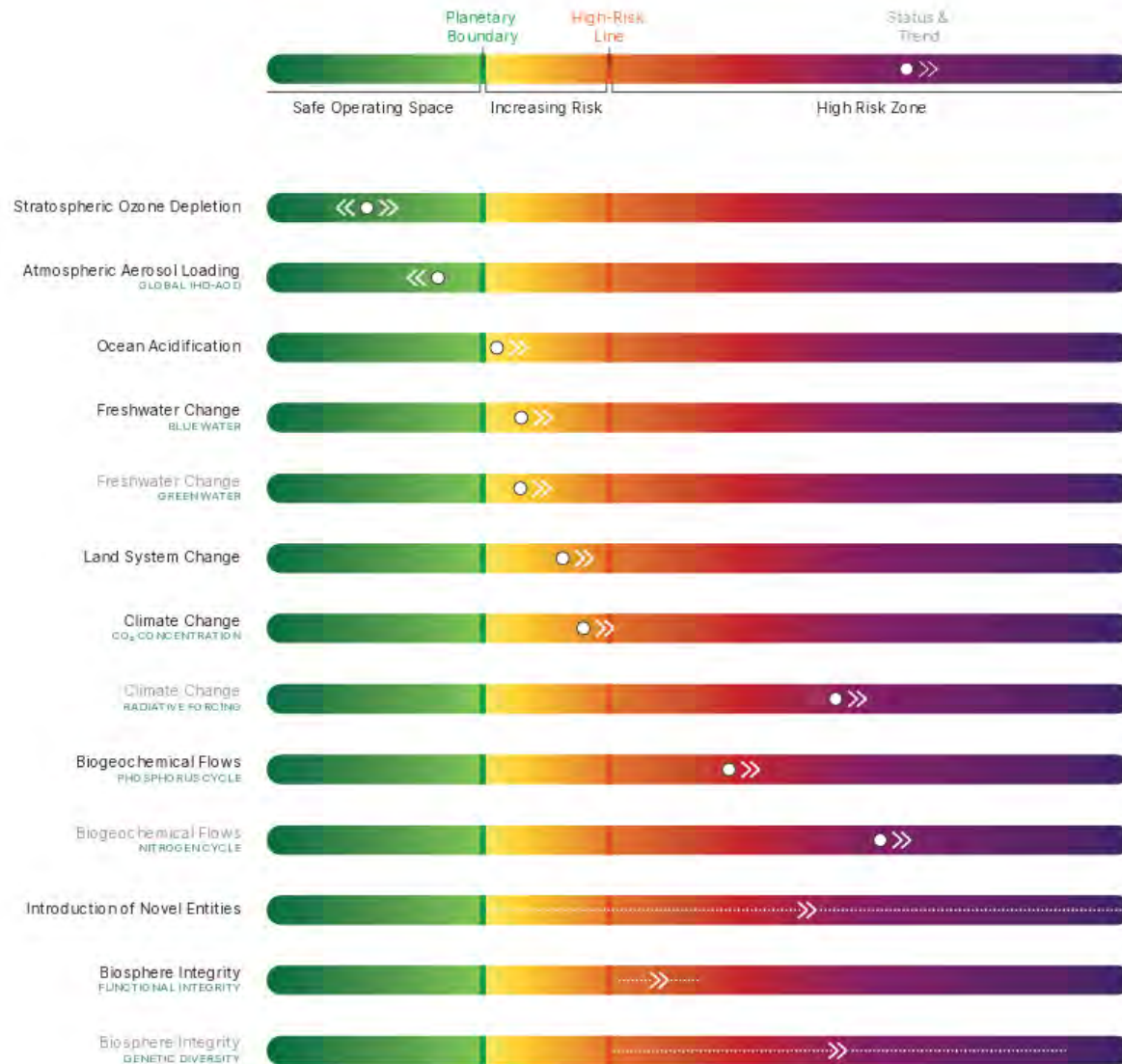
What you won't see

- **Answers to complex problems to take away (sustainability is not an uber service)**

Reality as a
baseline











Vous ne devinerez
jamais son talent

SOCIAL AND ECONOMIC CONVENTIONS

MULTI_POLAR WORLD

INDUSTRY

TRIPLE PLANETARY CRISIS

NATURAL RESSOURCES



Legacy debt or fleet effect



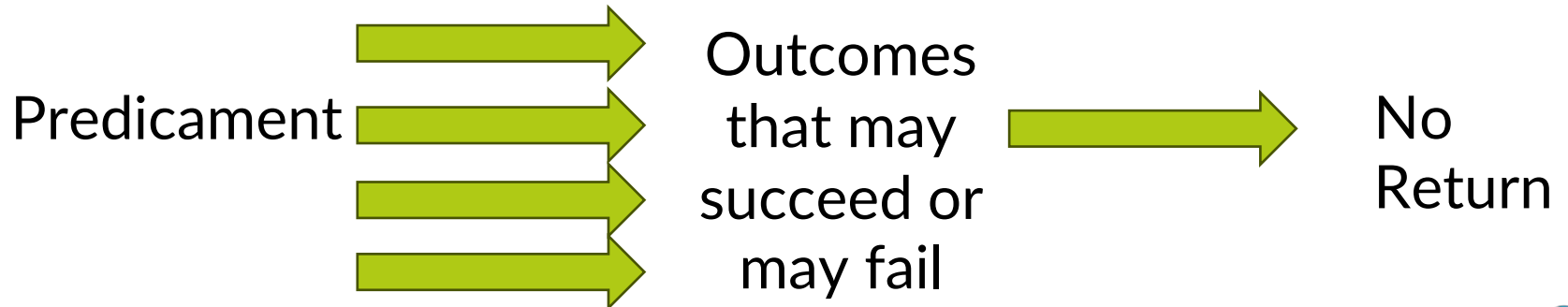
Solutions

**Be mindful of
the solution
that can be
named**

Problem Vs Predicament



problems have solutions / predicaments have outcomes.



**Climate change or
biodiversity loss are
not «problems »**

**They are
« symptoms of that
predicament»**

What we know,
what we say
and what we do

A close-up of Lord Voldemort's face, showing his pale, wrinkled skin and green eyes. He is wearing a dark green robe. In the background, a newspaper clipping is visible, featuring the masthead "DAILY PRO" and various headlines. The text "Weak sustainability" is overlaid in large, bold, black letters on a yellow background.

Weak sustainability

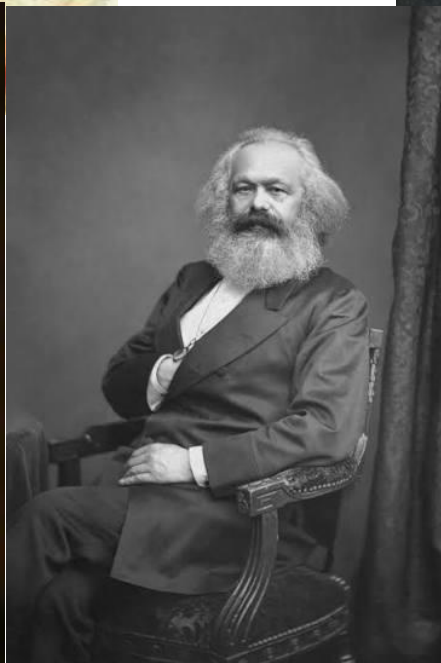
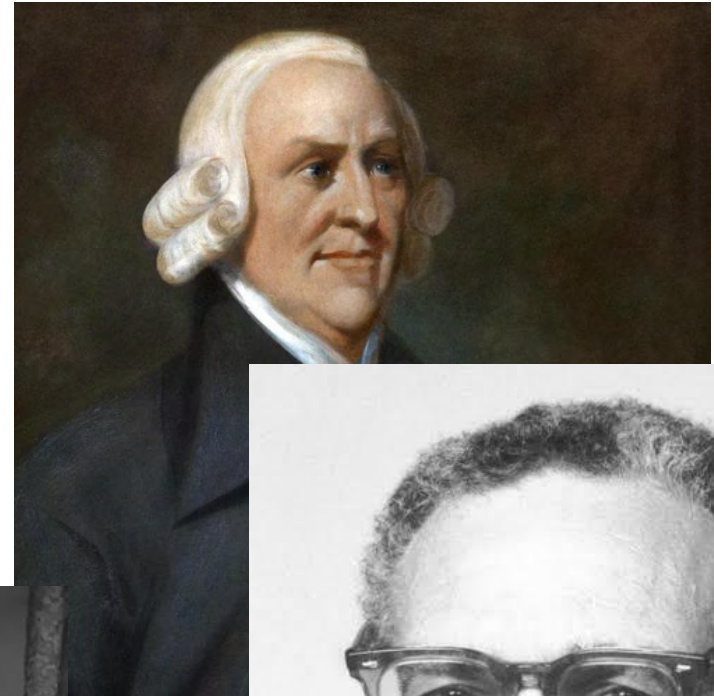


OFFICIAL GUIDE TO ELEMENTARY
HIGHS & PERSONAL DEFENSE WILL BE
DELIVERED TO ALL WIZARDING HIGHS

National Weather
Service - coming soon to
all - coming soon to
all - coming soon to
all - coming soon to

Zodiac - Astrology
- coming soon to
all - coming soon to
all - coming soon to
all - coming soon to

IF W
W
MUST I
BE NAM



What we know,
what we say
and what we do

WHAT WE KNOW

The available knowledge about impacts, limits, risks and systemic interdependencies.

WHAT WE SAY

Our objectives, commitments, strategies and transition narratives.

WHAT WE DO

Our actual decisions: investments, products, infrastructure, policies and behaviours.

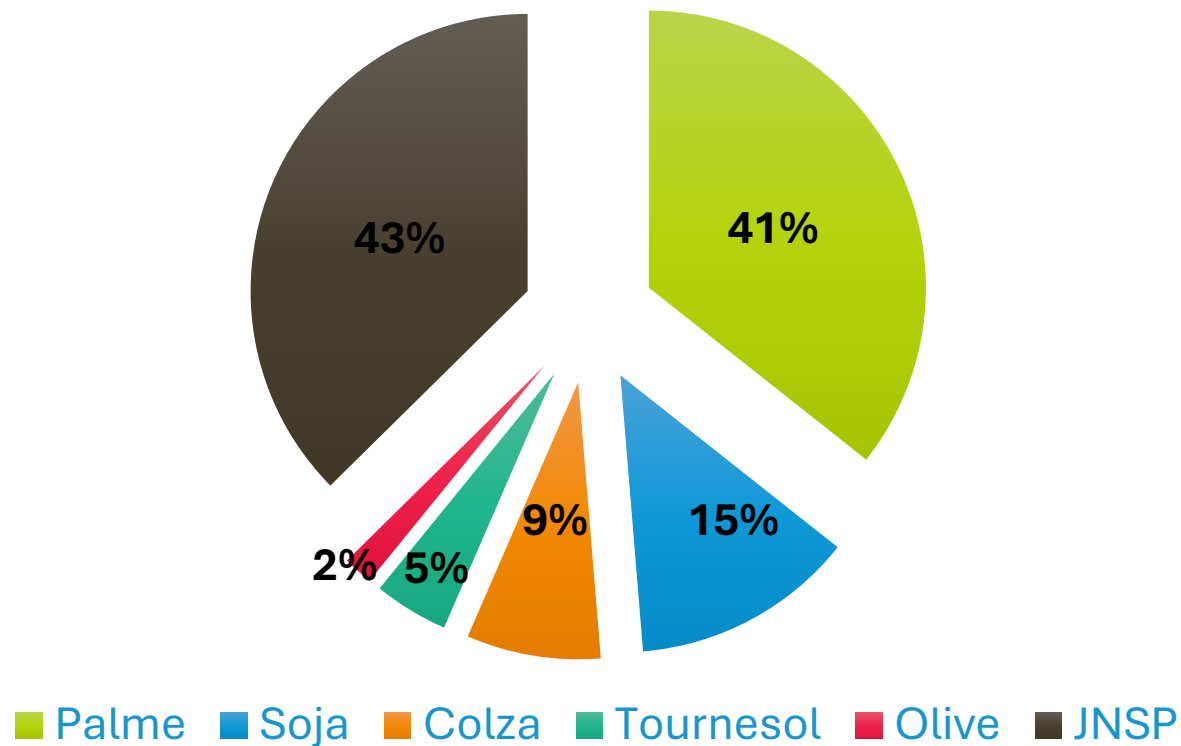


PALM OIL



A survey that may reflect what you think

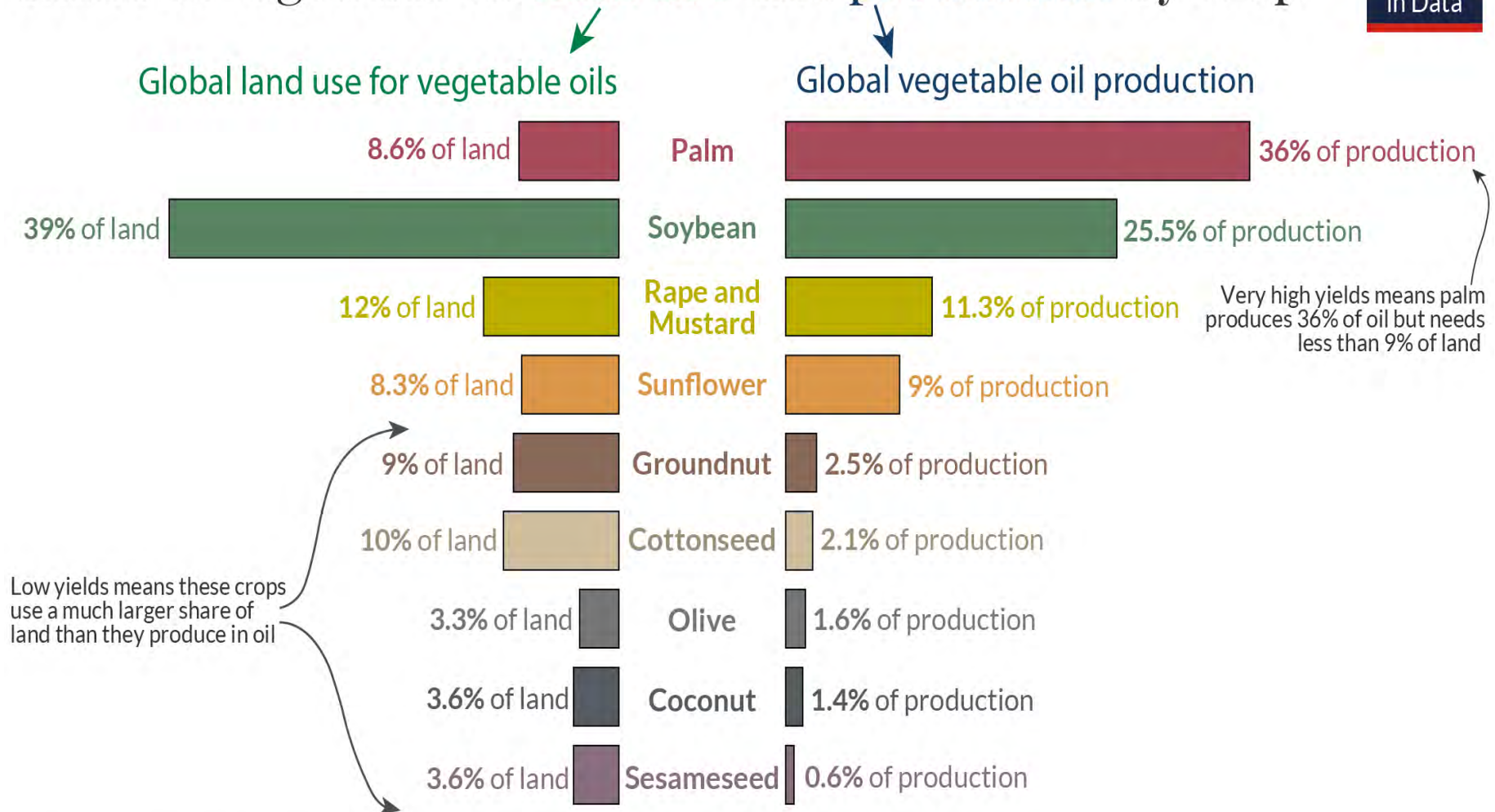
Not environmentally friendly (UK, 2019)



PALM OIL: A SUPER OIL

Share of vegetable oil **land use** and **production** by crop

Our World
in Data



Data source: Calculated by the authors based on production and land use data from the UN Food and Agriculture Organization (FAO) for the year 2018.

[OurWorldinData.org](https://www.ourworldindata.org) – Research and data to make progress against the world's largest problems.

Licensed under CC-BY by the author Hannah Ritchie (Updated June 2021).

Palm oil= a land saving crop ?

5%	BIONERGY
27%	INDUSTRY, COSMETICS
68 %	FOOD (ultra processed food)

WHAT MESSAGE TO TAKE AWAY



The Goal

=

100 % renewable energy
because Fossil Fuels are
beurks

In 2024 the world used 180
000 TWh of energy

=

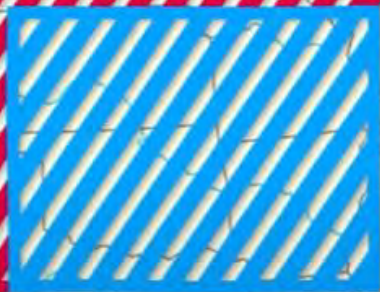
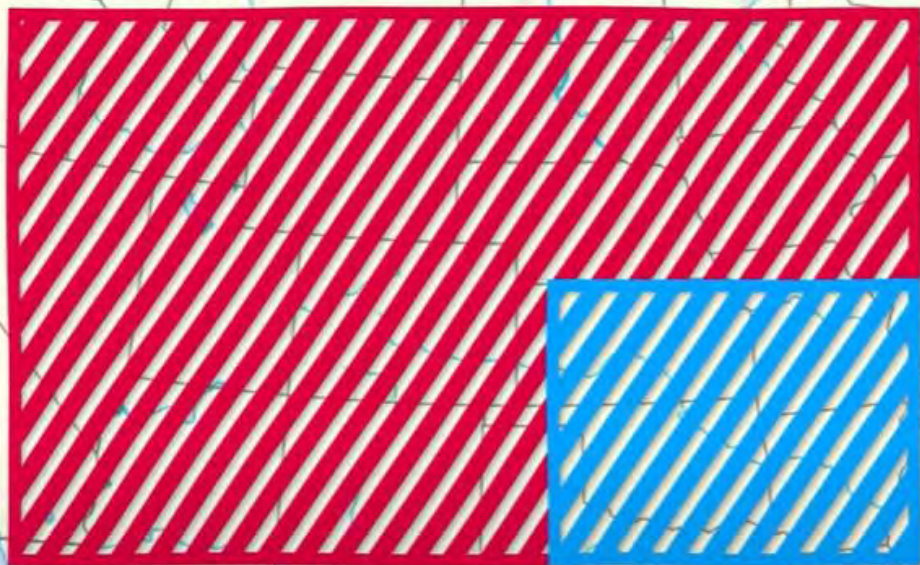
180,000,00 GWh

=

30,000,000 wind
turbines



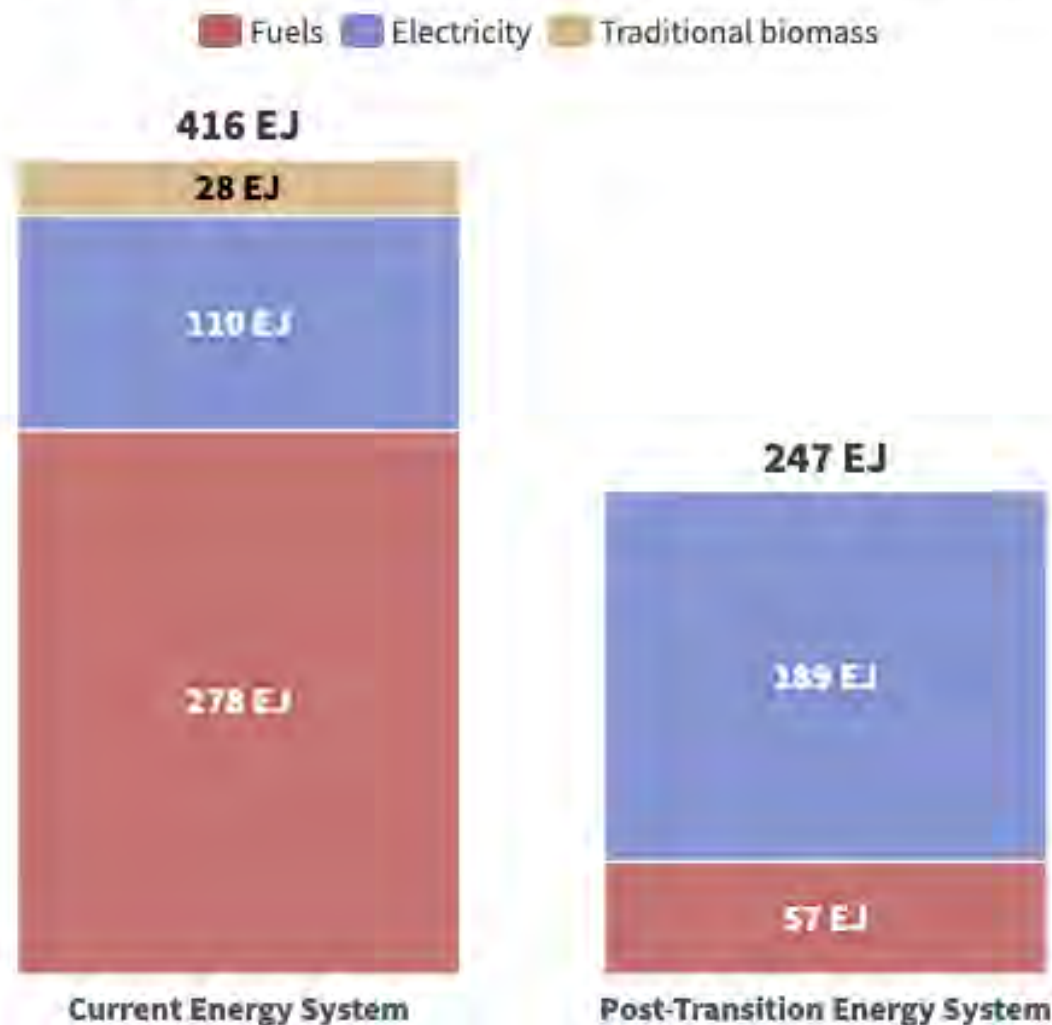
900,000,000 acres



200,000,000 acres

Global final energy demand pre- and post- energy transition

Final energy demand will decrease as sectors such as transport and heating are electrified in the energy transition. Energy demand is around 40% lower post-transition due to these efficiency gains.



Source: Nick Eyre (2021). From using heat to using work: reconceptualising the zero carbon energy transition. •

Author: Hannah Ritchie

Overall

Even with these bottlenecks the numbers are saying that:

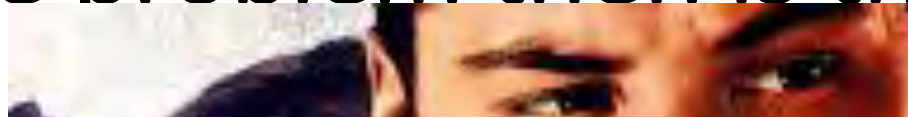
clean energy system is going to be easier than it looks.

**Ok I propose we stop
here and let's go have
a drink right ???**

Is it misleading to characterize the growth in renewable energy as a “transition” and that doing so could inhibit the implementation of meaningful policies aimed at reducing fossil fuel use.

**We just need to switch the
energy system to low carbon
sources**

The problem then is the...

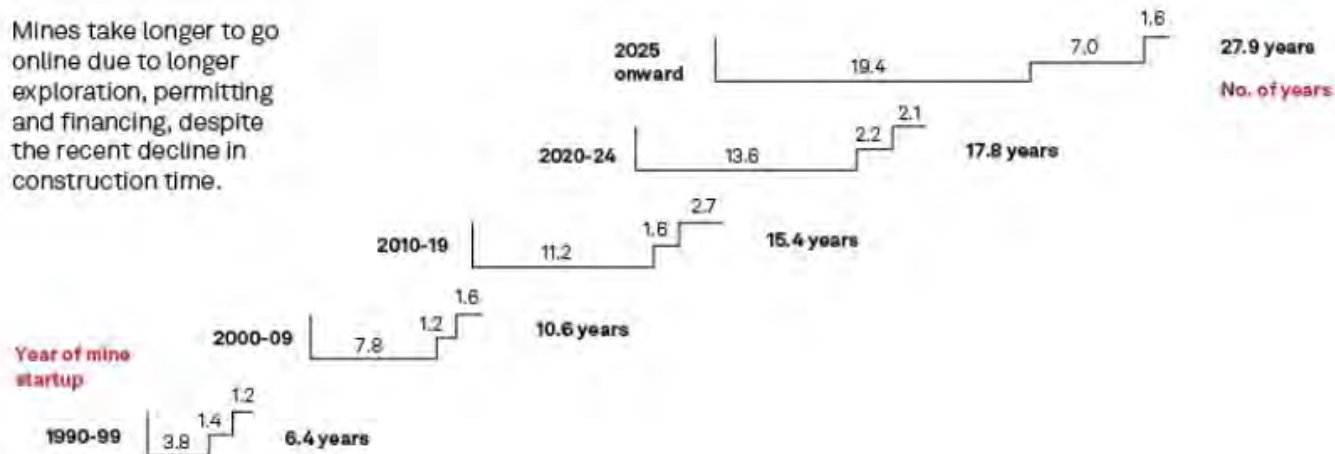


Mines take an average of

15.5 years from discovery to production

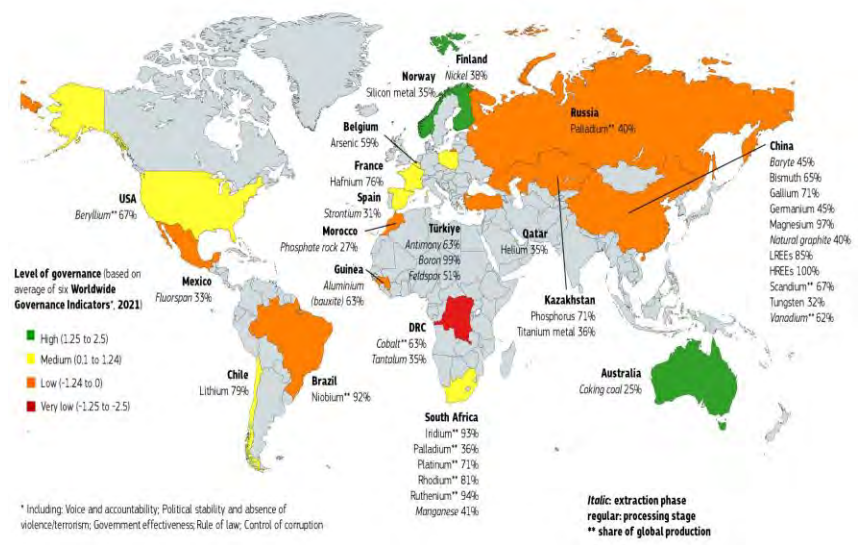


Mines take longer to go online due to longer exploration, permitting and financing, despite the recent decline in construction time.



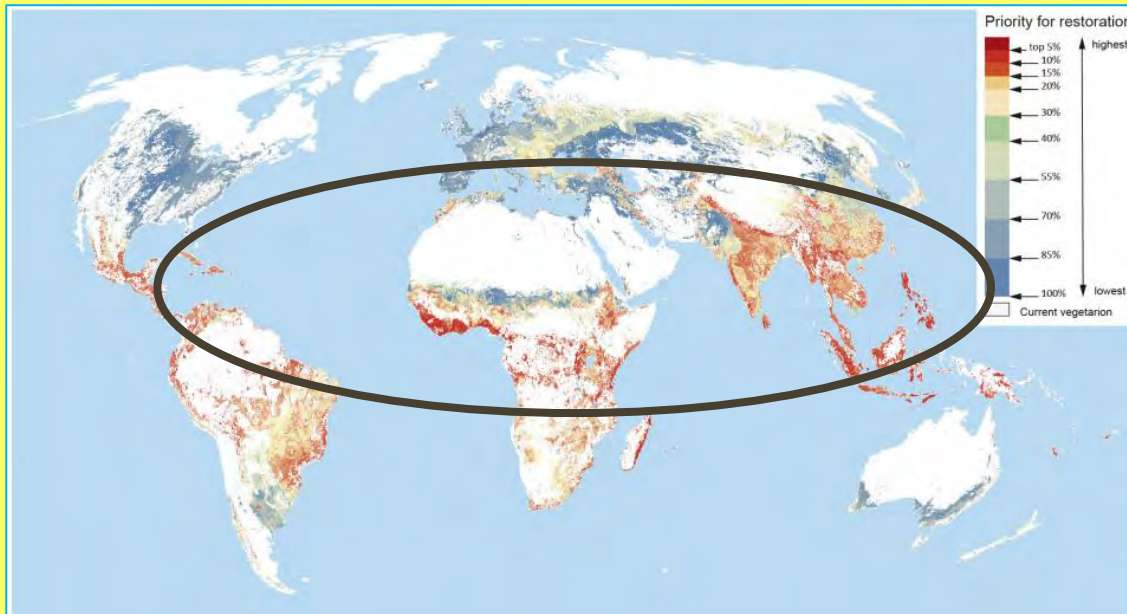
Its the Geopolitics.....

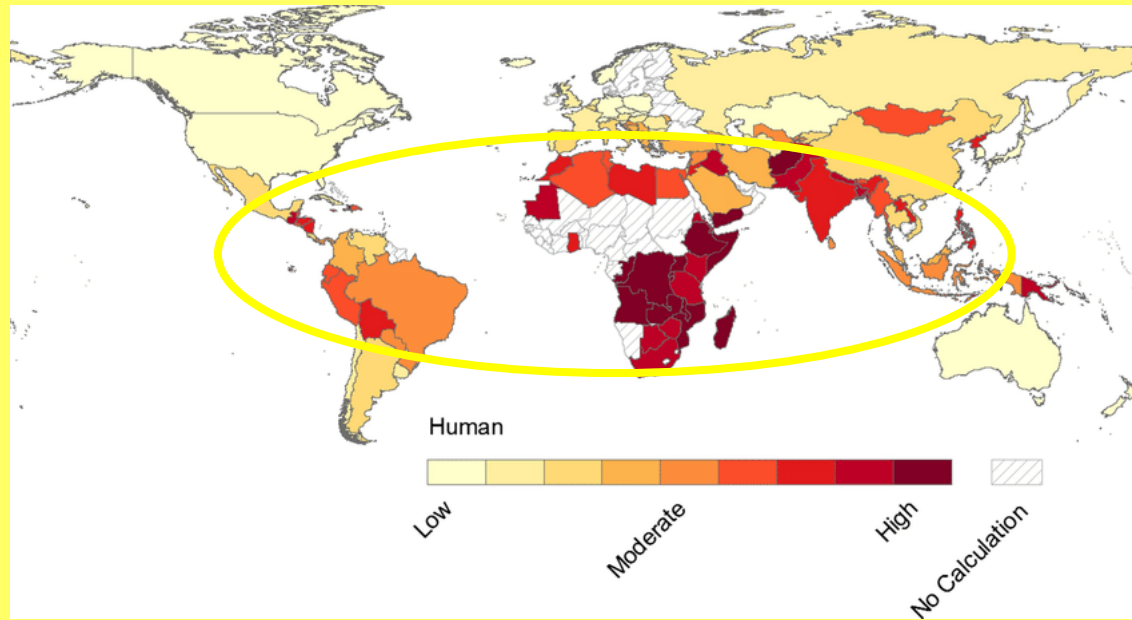
**China has it
all**

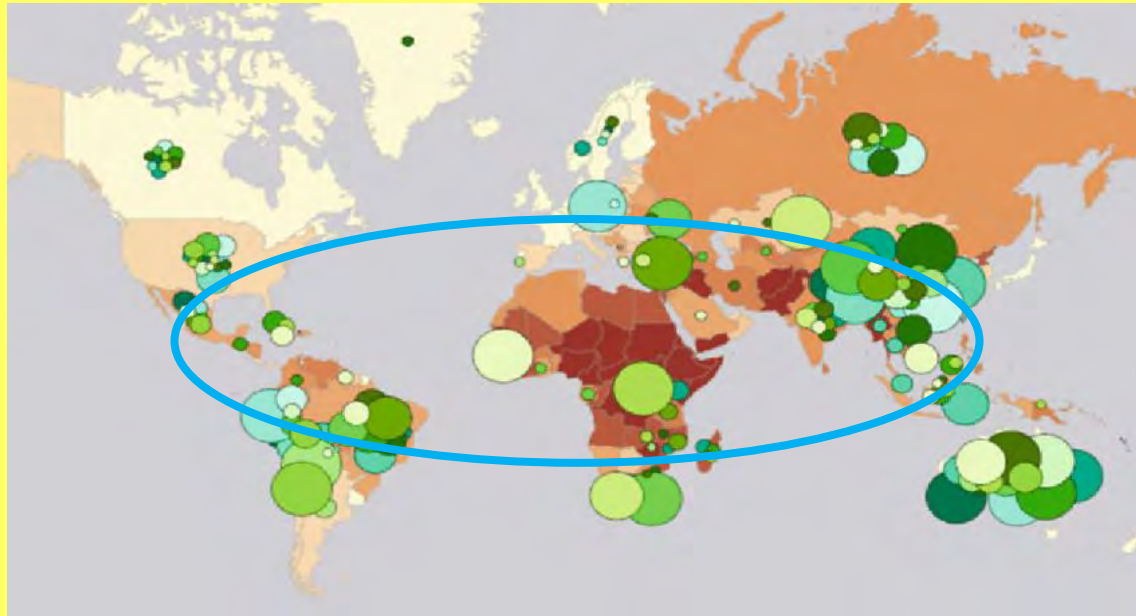


Its the blindspots.....









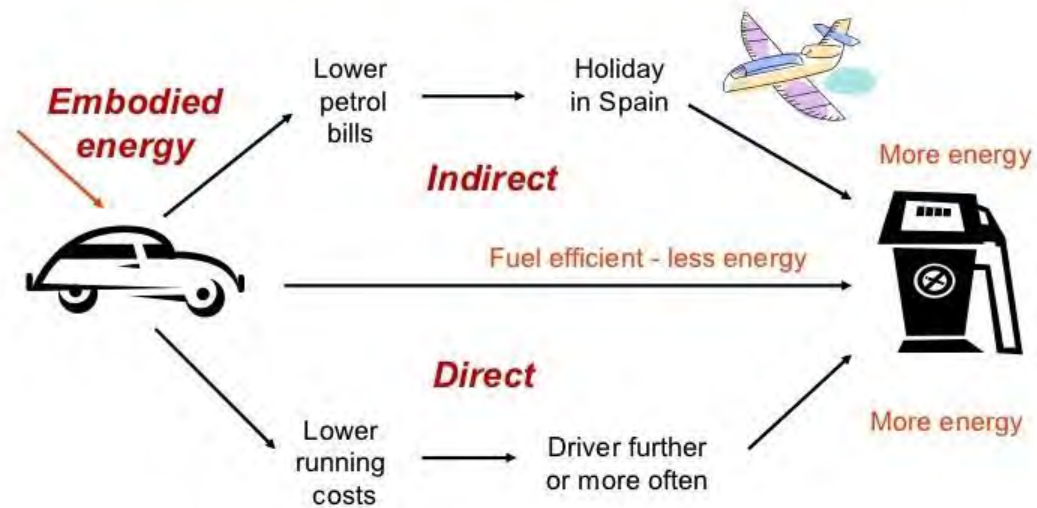


Its bloody history.....



William Stanley Jevons (1835 – 13 August 1882)

Illustration of rebound effects



After having invested 340 billion since 2010 in the energy renovation of its buildings, the situation is alarming.



Consumption fell from 131kWh/m² to 130kWh/m² per household.

And Its Complexity.....



rs of
ation





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ANALYSIS

Fixed capital and growth imperatives: Is commercial aviation trapped in a treadmill?

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ARTICLE INFO

Keywords:

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Capital expenditures
Social metabolism
Stocks
Flows
Growth imperative
Theory of the firm

ABSTRACT

Summary: Capital lock-in theory explains how investments in fixed assets create structural inertia in capitalist economies. In this article, we analyze the mechanisms of fixed capital investment to identify and illustrate four forms of lock-in within the commercial aviation industry—spanning aircraft manufacturers, airlines, fuel suppliers, and airports. These capital lock-ins compel firms to continually maintain, upgrade, and expand fixed assets, generating rising costs and requiring ever-higher production levels to sustain profitability. This dynamic produces a structural growth imperative, driving increasing financial and material flows throughout the aviation sector. We argue that this growth imperative anchors aviation within a fossil-fuel-based socio-metabolic regime. Roadmaps to make commercial aviation net-zero face major challenges, including the lack of time needed to mass-produce sustainable aviation fuels, the growing risks of biomass appropriation, and the persistent inability to decouple sectoral growth from greenhouse gas emissions. Consequently, demand-reduction strategies for aviation emissions will remain ineffective unless the supply-side growth imperatives embedded in the capitalist organization of the industry are addressed. The proposed framework also offers broader insights into the inertia and self-reinforcing metabolic dynamics of capitalist economies.

Aviation is not only locked into fossil fuels. It is locked into growth.

What is proposed:

- More efficient aircraft will reduce emissions.
- Sustainable aviation fuels will replace fossil fuels.
- Carbon offsets and removals will compensate for residual emissions.
- Aviation can continue growing while reaching net zero.

What the system requires

Aviation depends on costly, long-lived assets:

- Aircraft fleets.
- Airports and terminals.
- Fuel infrastructure.
- Manufacturing facilities.
- Maintenance and logistics networks.

The capital lock-in

Growth is not only an ambition of the aviation industry. It is embedded in its economic and physical structure.

Can aviation reduce its absolute emissions while its infrastructure, profitability and competitiveness continue to depend on growth?

Accueil > **Actualités** > **Économie** > L'avion à hydrogène ne verra pas le jour avant « le XXI^e siècle », prévient le patron de Safran

L'avion à hydrogène ne verra pas le jour avant « le XXI^e siècle », prévient le patron de Safran

Le moteur à hydrogène, « c'est séduisant », car sans carbone, mais l'aviation est confrontée à un « challenge technique », lié « à un volume quatre fois supérieur au kérosène » et un « écosystème » aujourd'hui « pas compatible », pointe le directeur général de Safran, Olivier Andriès. Il mise plutôt sur son prochain moteur, qui permettra une économie de carburant « de 20 % ».

1. Under the [ReFuelEU Aviation Regulation](#), the EU mandates a **1.2% share of synthetic aviation fuels by 2030 and 35% by 2050**. However, the European Commission has maintained these targets despite warnings from industry groups that fuel availability will fall short
2. When indirect land-use change is included, the study estimates average emissions **16% higher than the fossil fuels replaced (Transport et Environnement, 2025)**
3. For efficiency we saw above the rebound effect
4. For compensation I invite you to look at official statement of SBTIs in 2024-2025 and look at the scientific research

The aviation example shows the limits of optimising an activity whose underlying business model and infrastructure continue to require growth. The next question is therefore: are we improving the existing system, or transforming how the need is met?

What prevents
us from doing
what needs to
be



I'm gonna eat you....



1st Obstacle

sustainable choices remain difficult. Our environment still facilitates harmful practices

Today

- Buying a new product is easier than repairing one.
- Flying is often easier than using lower-impact alternatives.
- Environmental costs remain largely invisible.
- Applying for sustainable support is administratively complex.
- Polluting choices are frequently automatic or cheaper.

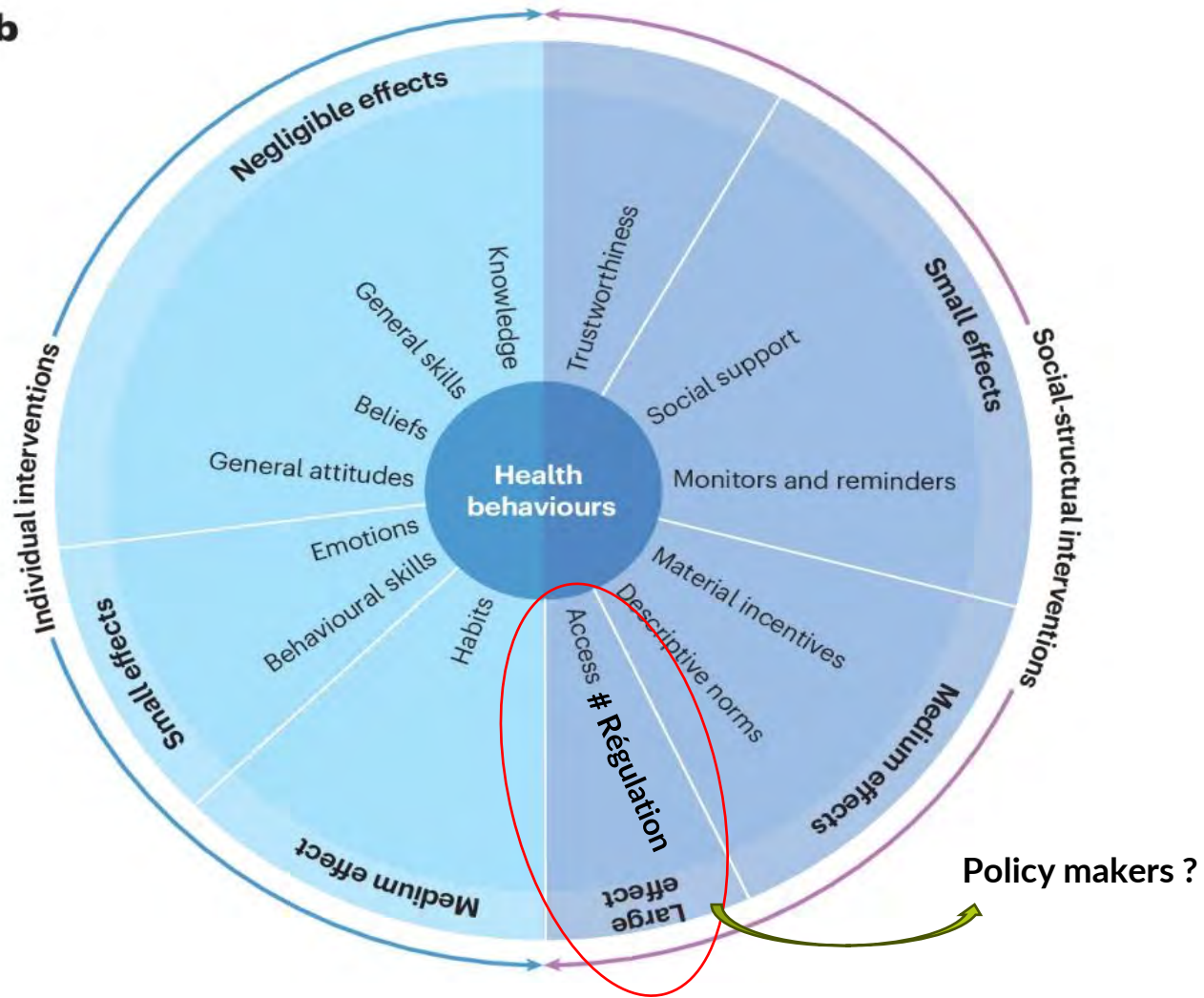
2nd Obstacle

Can be explained by the concept of embodied cognition.

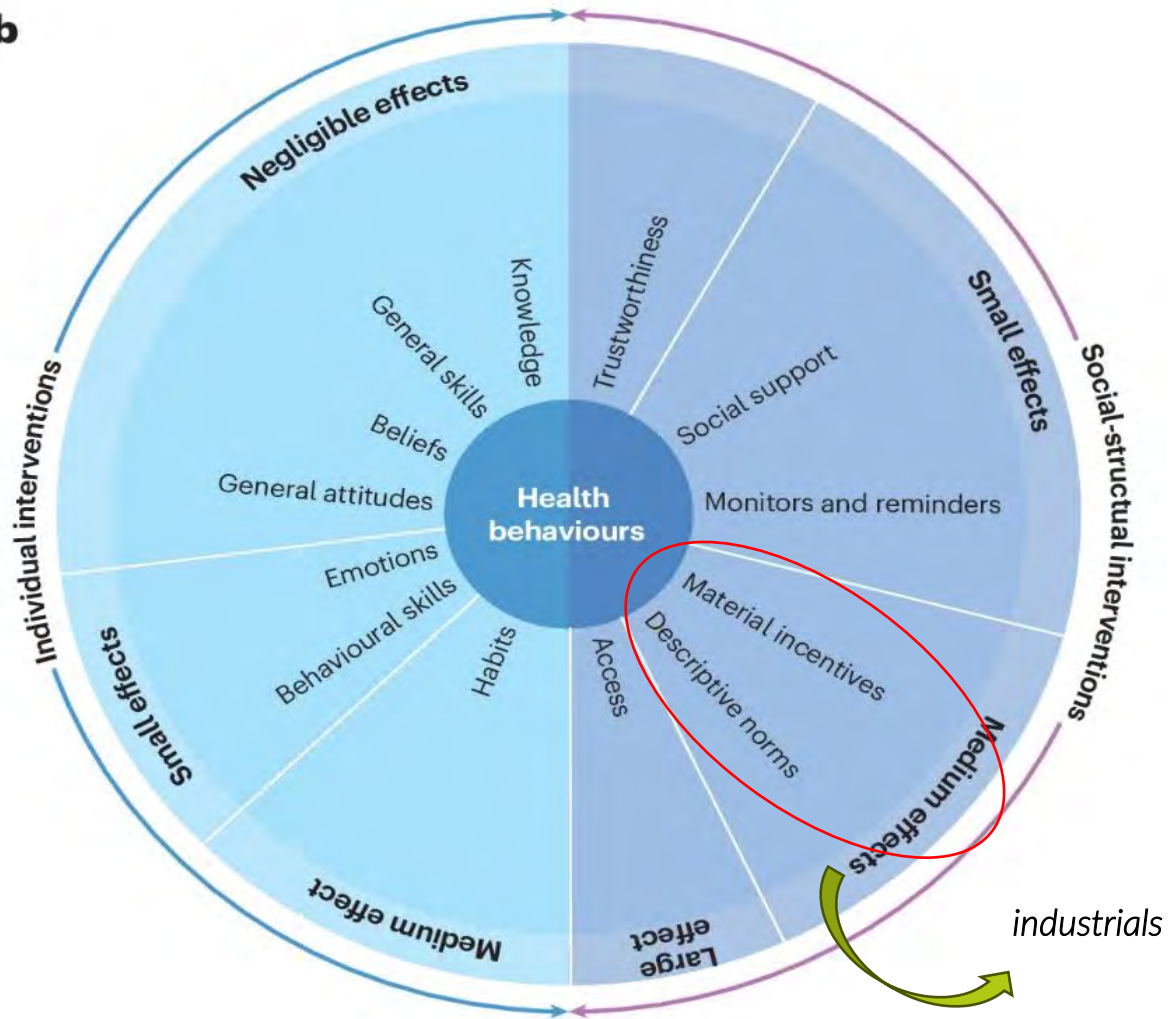
Our choices are shaped by

- Prices.
- Infrastructure.
- Regulation.
- Availability.
- Culture and social norms.
- Time, income and personal resources.

b



b



Neuropsychological obstacles

Social obstacles

Political obstacles

Economic obstacles

**What should be
done**

Thinking through obstacles

What prevents a system from protecting itself?

The usual view

We tend to see obstacles as inherently negative: something standing between us and our objective.

A systemic view

- A **brake** is a protective mechanism that enables a system to slow down or stabilise when facing a threat.
- An **obstacle** is what prevents that brake from being activated.
- It keeps the system moving in a damaging direction, despite growing knowledge of the risks.

Why this matters

Acting on visible consequences is not enough. We must identify what prevents action on the underlying causes.

What is preventing our organisation from acting on what it already knows?

Its hard from everyone.

**Even me, here, telling you
these things has to face the
music and deal with a certain
« reality in the field »**

Whether we like it or not:

- We are part of an economically dominant system and have to play within certain rules**
- That I have been critical of the issue of raising awareness, but information remains key for human evolution and society's integrity**
- Critical and analytical thinking are more than important competences today**

How at GoodPlanet we try to think obstacle



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Opération Recyclons

Your turn

GoodPlanet

MERCI POUR VOTRE ATTENTION

Pour que la durabilité devienne votre seconde nature