

Linking statt unlinking

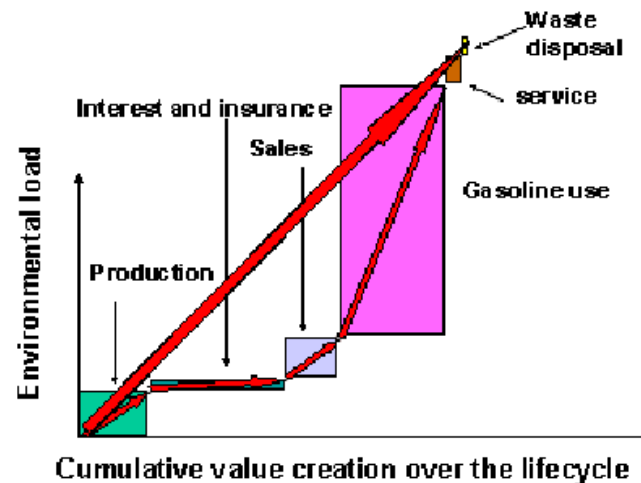
Linking

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~~Un~~linking economy and ecology

The ratio economic added value per unit of environmental load can be plotted graphically as what we call an *E2 vector*.

The E2 vector enables benchmarking between a company's departments, between companies, between economic sectors and between different product service mixes.



Example of an E2 vector for the lifecycle of a car. The vector represents the ratio between environmental load and economic value. Product Service Systems that create more value at a lower environmental load contribute to unlinking economy and ecology .

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