



## Understand it

DOT in a nutshell

Get help

More detail ...

Apply it

See examples

# Understand it



**Designing Our Tomorrow** enables

**Competitive Advantage**



by finding solutions

that make better use of the **Planet's Resources**



and also improve the **User Experience**



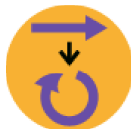
## What is the problem?



**We are using more planets than we have.** The [2012 Living Planet Report](#) estimates that 1.5 planets would be required to support the current activities of the world's population.



**Costs are rising.** Businesses are increasingly feeling the constraints of 'one planet' through rising costs (commodities, fuel & electricity) and increasing restrictions on emissions and the use of materials.



**Businesses must adapt to survive.** In the face of these constraints, some businesses will adapt better than others. Some will continue to grow, and others will cease to exist.

## Now find out more ...



**Understand DOT in a nut shell**



**Get training and consultancy**



