Maslow pyramid of needs

- **Physiological needs:** food, water, warmth, rest
- **Safety needs:** security, safety
- **Belongingness and love needs:** intimate relationships, friends
- **Esteem needs:** prestige and feeling of accomplishment
- **Self-actualization:** achieving one’s full potential, including creative activities

This diagram illustrates the hierarchy of human needs according to Maslow's theory.
Maslow pyramid of needs for companies???
Sustainable and virtuous development model for companies

Economical

Social

Environmental
Example of virtuous circle of sustainable production

- Improved image
  - Attract better talent / more customers
  - Motivated team
  - More innovation
  - Differentiated products
  - Better prices
  - More profit
- Reduce CO2 emissions
- Reduce energy cost
- Investment in Energy Efficiency