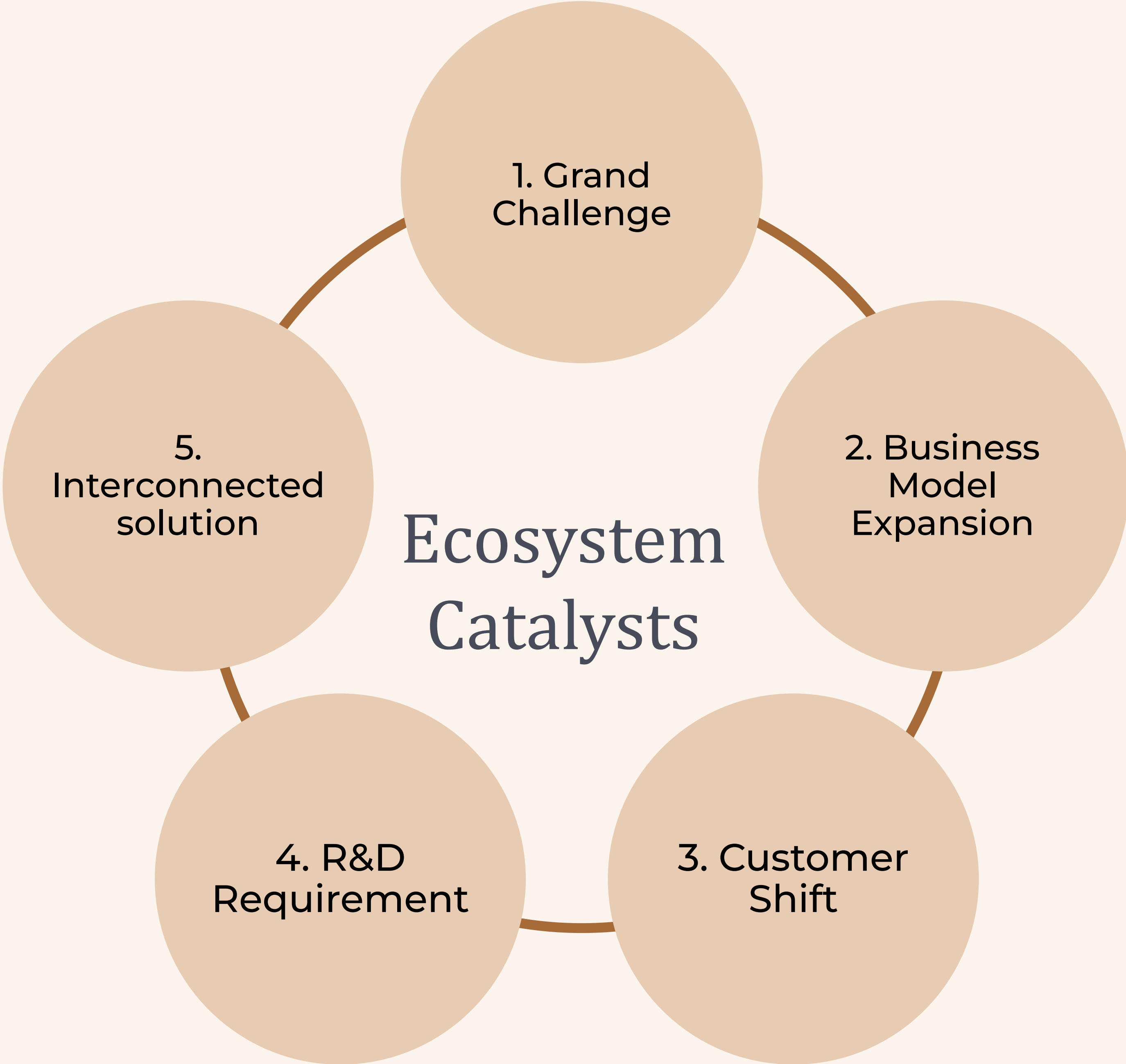
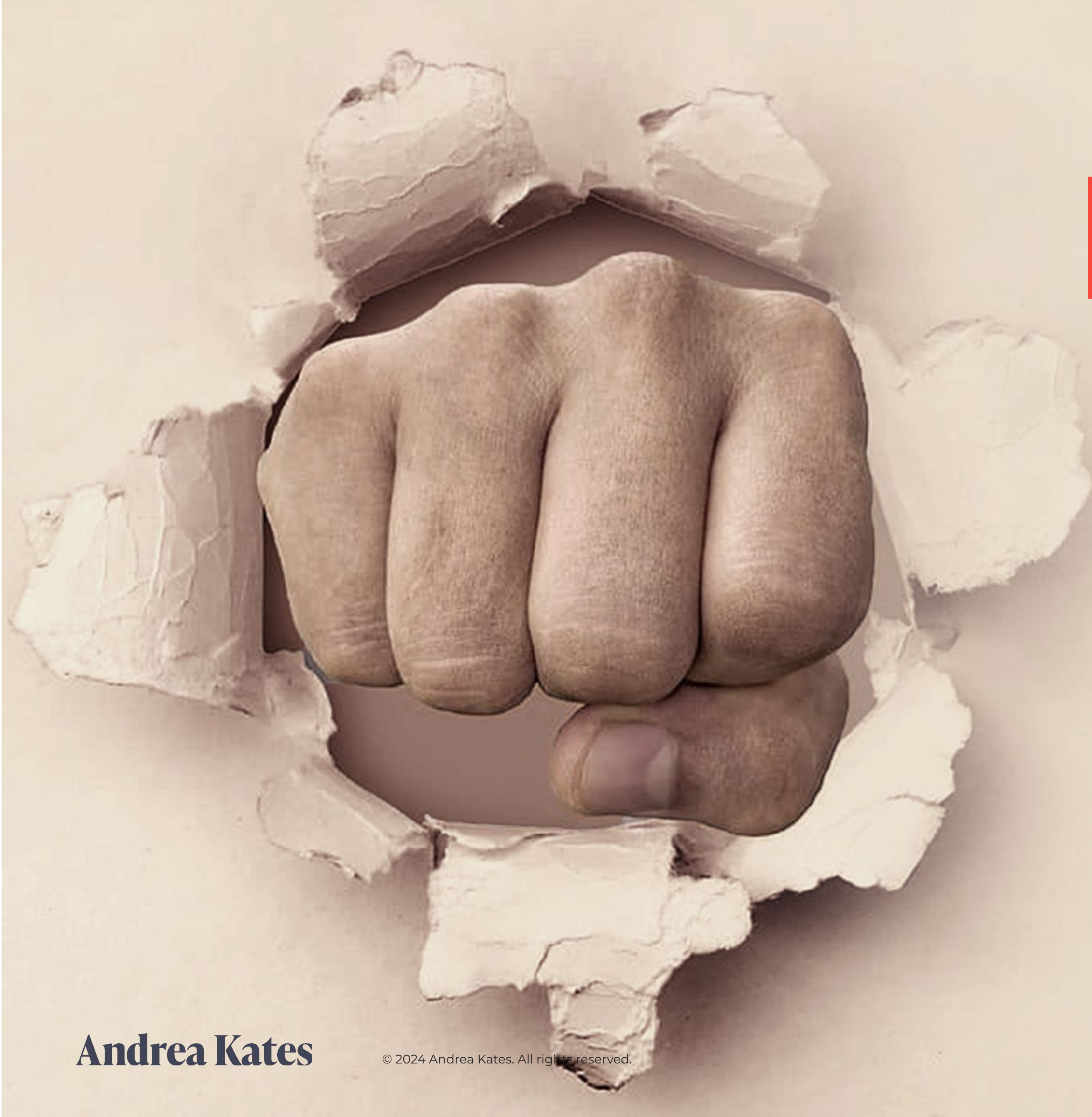


Ecosystems are powerful catalysts for growth.

Here are 5 situations or strategies that are well-served by an ecosystem.

- 1. Grand Challenge
- 2. Business Model Expansion
- 3. Consumer shift
- 4. R&D Requirement
- 5. Interconnected Solution





## **P&G's sustainability initiative Insight: Ecosystems create breakthroughs**

P&G's sustainability initiative brought together University researchers, biofilm experts and cross-industry partners.

# Your turn

Ecosystem: How might your company lead an ecosystem for breakthrough growth?

- Describe your strategic ambition

