

Exposing Sustainability Myths in Business

Myth

Sustainable actions will diminish the company's ability to effectively compete in the marketplace.

As an example, an auto company builds hybrid electric vehicles that use a battery, but the battery charge does not last long enough (only 70–100 miles) to attract a substantial number of buyers.

What could this company do to keep this vehicle competitive in the short term, while they test new technologies for a better battery?

Bust this Myth

What sustainable decision could this company have made to bust this myth?

Busted

A better alternative for this company would be to be creative. It could utilize the existing infrastructure for gas-powered vehicles by setting up battery-exchange stations along highways and major thoroughfares so drivers may exchange a depleted battery for a freshly charged battery.

To launch this idea, they could support low battery exchange prices or contracts for new vehicle owners for the first two years, with options to renew service contracts at a low rate.