

Ecosystem Thinking as a Creative Economy Enabler

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What does ecosystem thinking really mean?

How are ecosystems related to economies?



Literal Interpretation

Industry Awakens to Threat of Climate Change

The New York Times



WASHINGTON — Coca-Cola has always been more focused on its economic bottom line than on global warming, but when the company lost a lucrative operating license in India because of a serious water shortage there in 2004, things began to change.

A Coke bottling plant in Winona, Minn. The company has been affected by global droughts.

Andrew Link/Winona Daily News, via Associated Press



Metaphorical Interpretation



Goal: Resilient Growth

DEVELOPMENT

