

# **‘ECOLONOMY’ DOING BUSINESS AND MANUFACTURING DIFFERENTLY: FRENCH EXAMPLE - POCHECO**

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## **Abstract**

Multinational giants may very well carry on playing dinosaurs for a few more years, exhausting non-renewable resources through their arrogance and blindness. We, the people, will probably be able to do nothing about it...for a while. But if the (more or less silent) hordes of small companies and their teams, count for nothing on their own, together we can move things forward and give weight to our actions. We can plan balanced development for our business without basing everything we do on growth. Besides, nothing grows forever.

So then, how can we « ecolonomise » ? I suggest we think about a few simple and efficient rules. A french company called POCHECO has been using them for over fifteen years and they are still here to tell the tale !

## **Keywords**

Ecolonomy, Circular economy concept, Growth, Innovation and environmental entrepreneurship, French company, Waste management, Sustainable development.