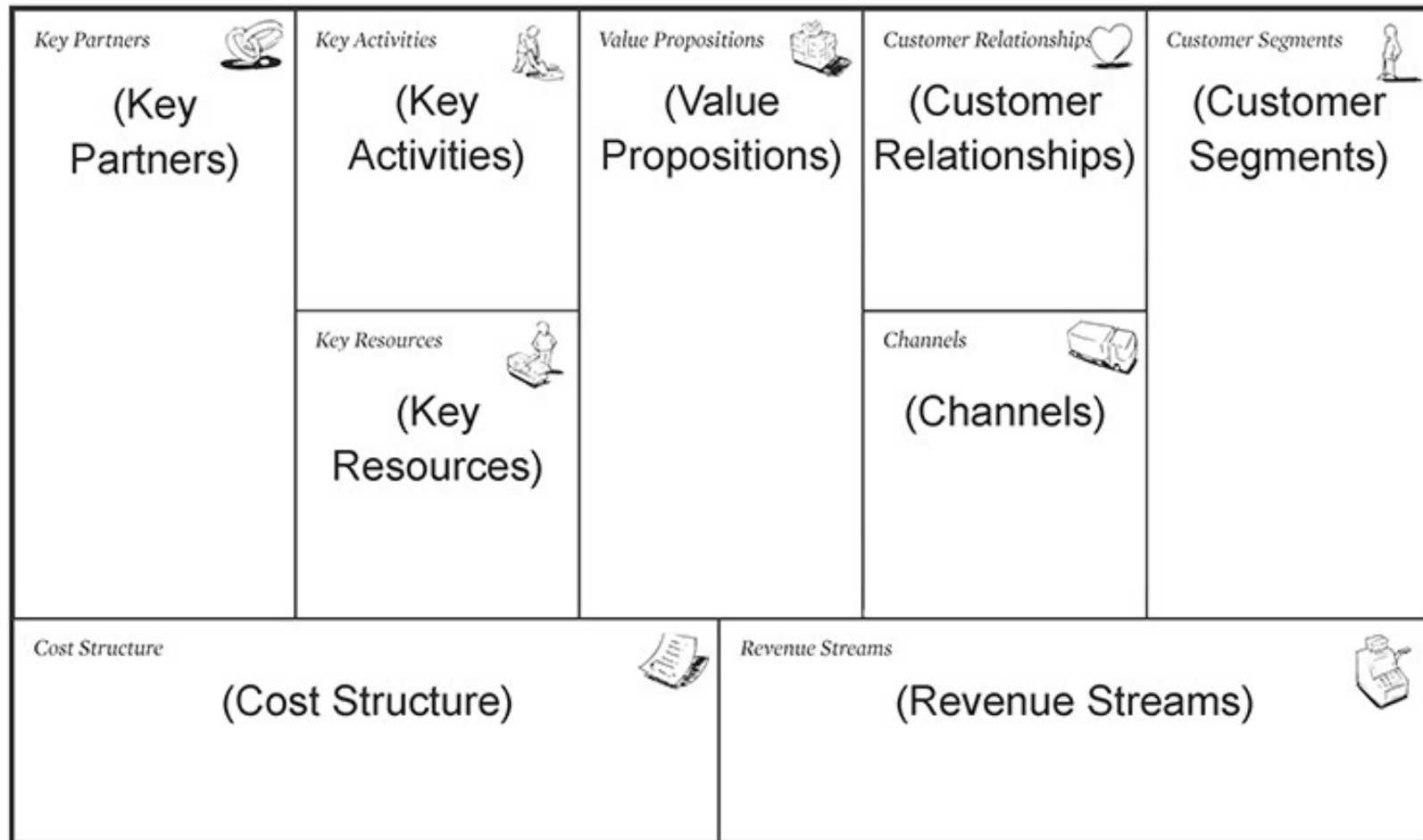


Idee

Für Land und Stadt: methodisches Herangehen
aus Intrapreneurship-Perspektive.

Wer bin ich?

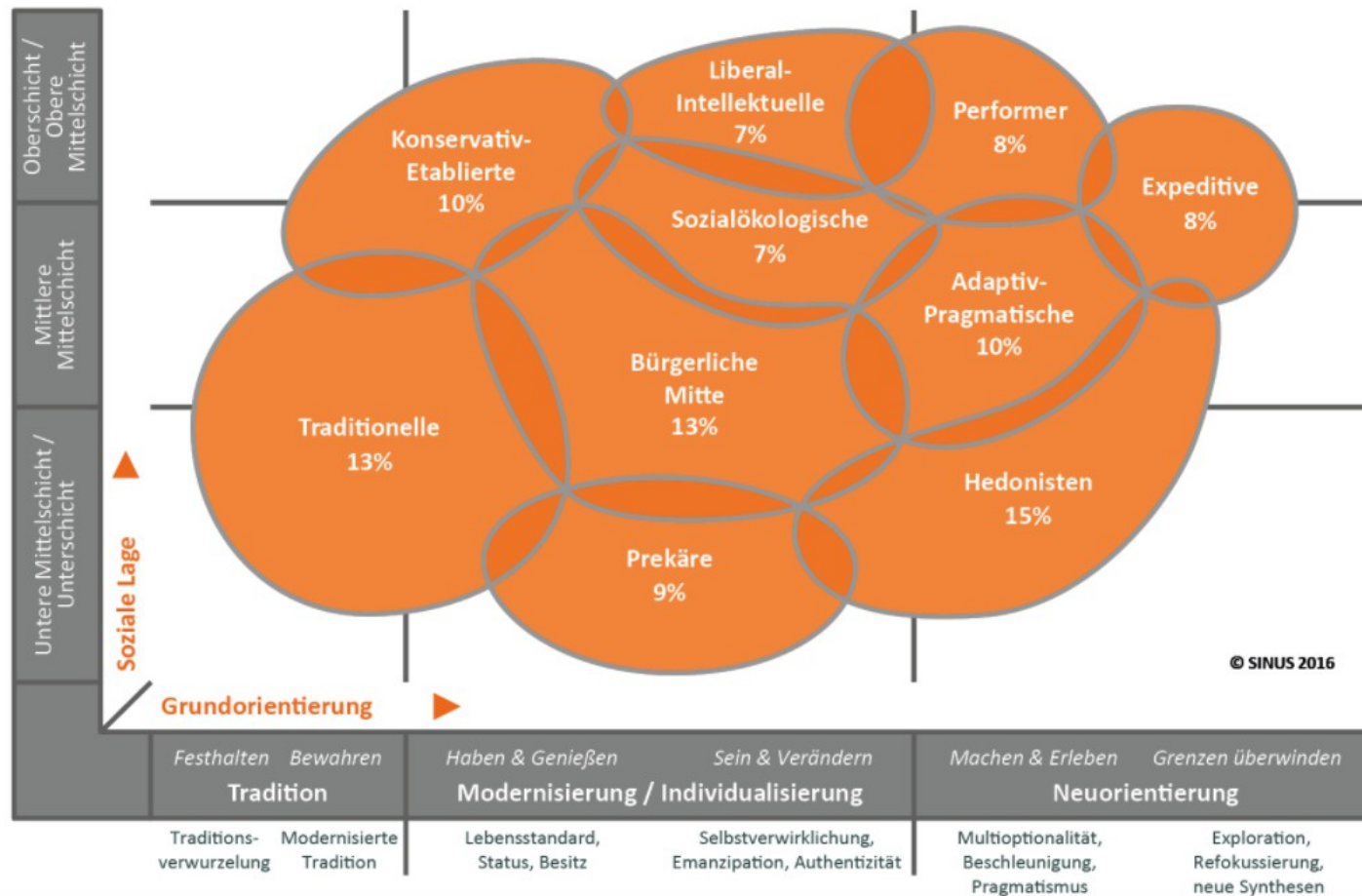
Business Model Canvas



Wer sind sie?

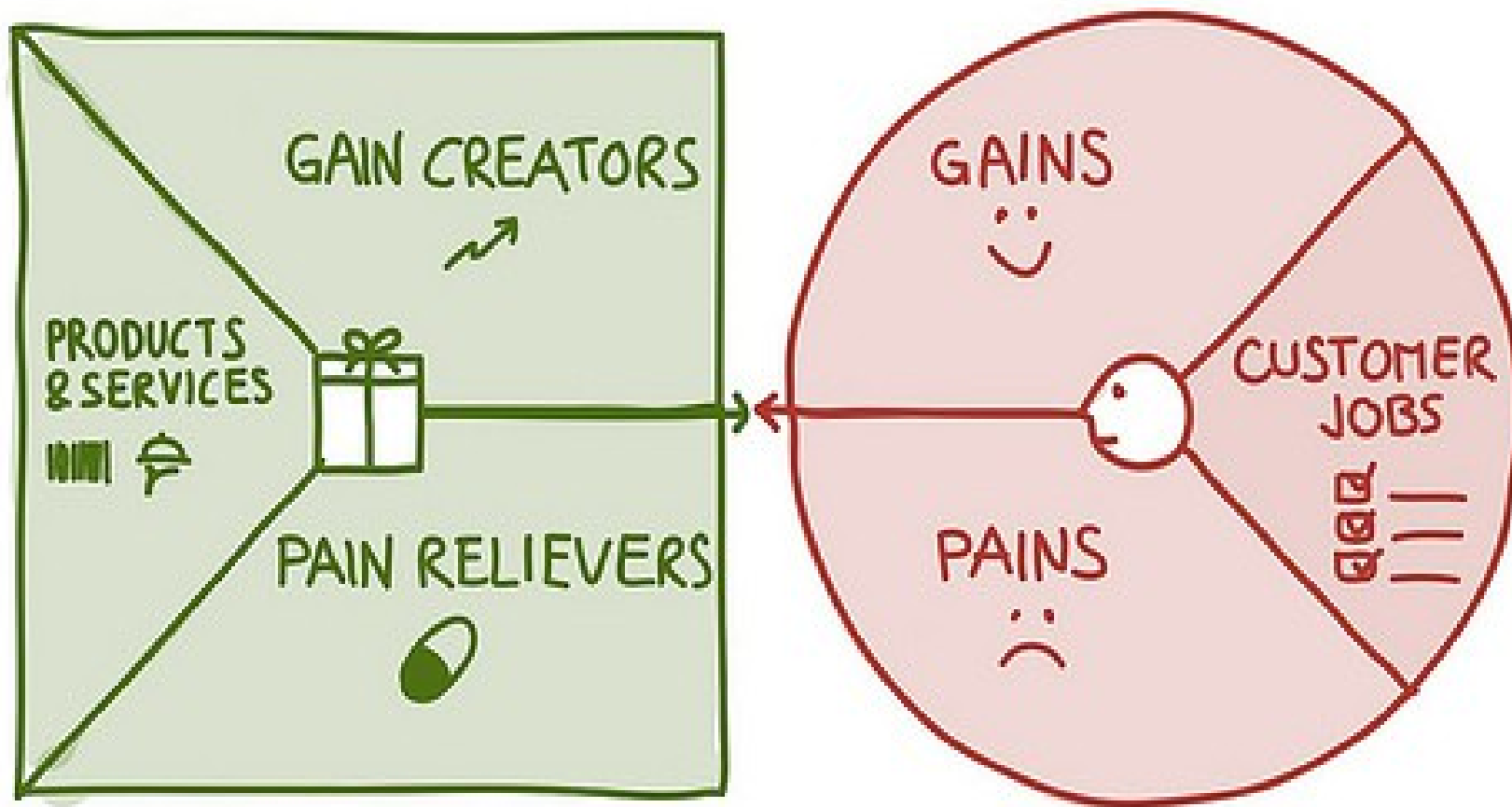
Die Sinus Milieus

Die Sinus-Milieus® in Deutschland 2016



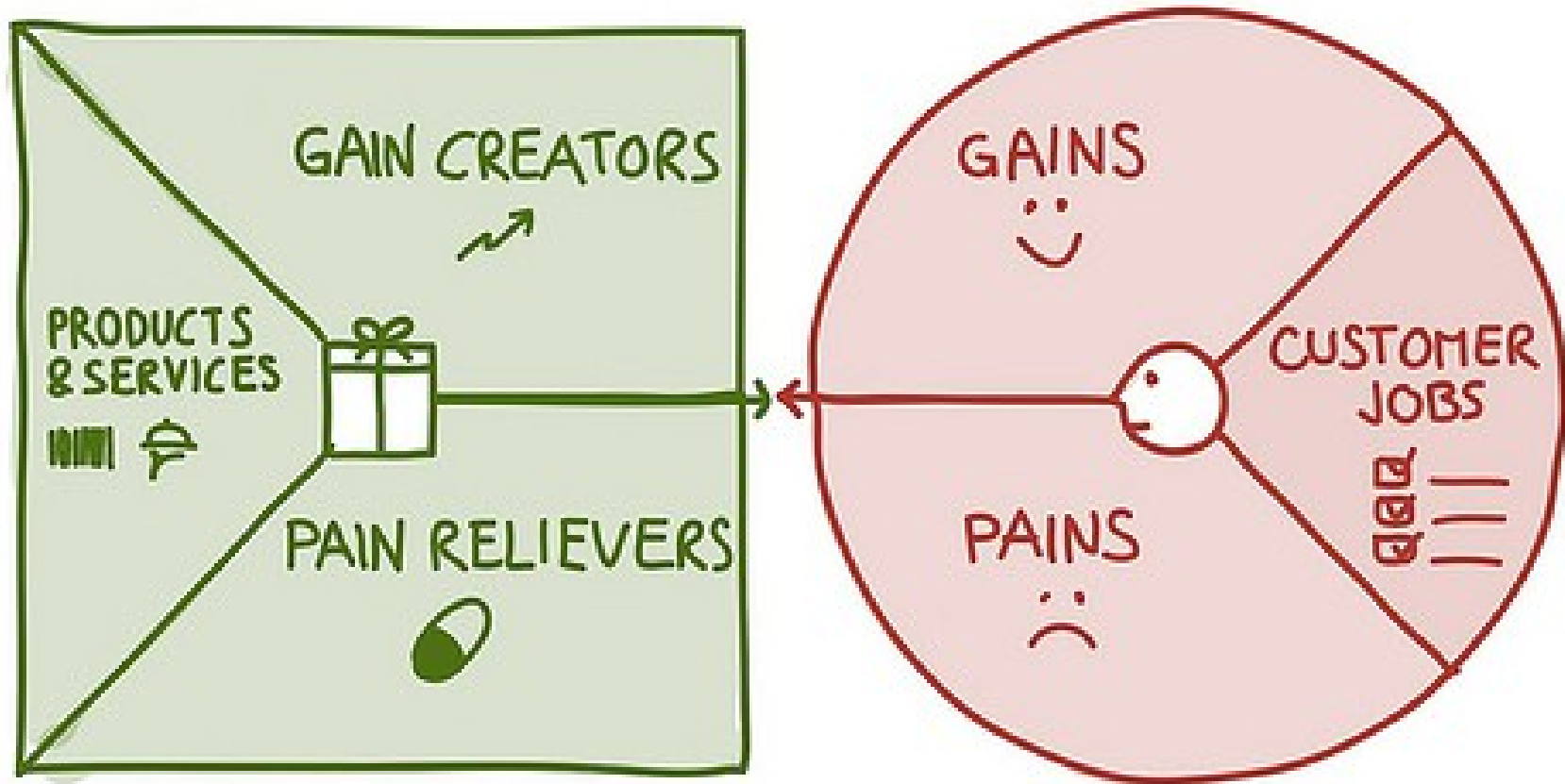
Was wollen sie?

Value Proposition Design

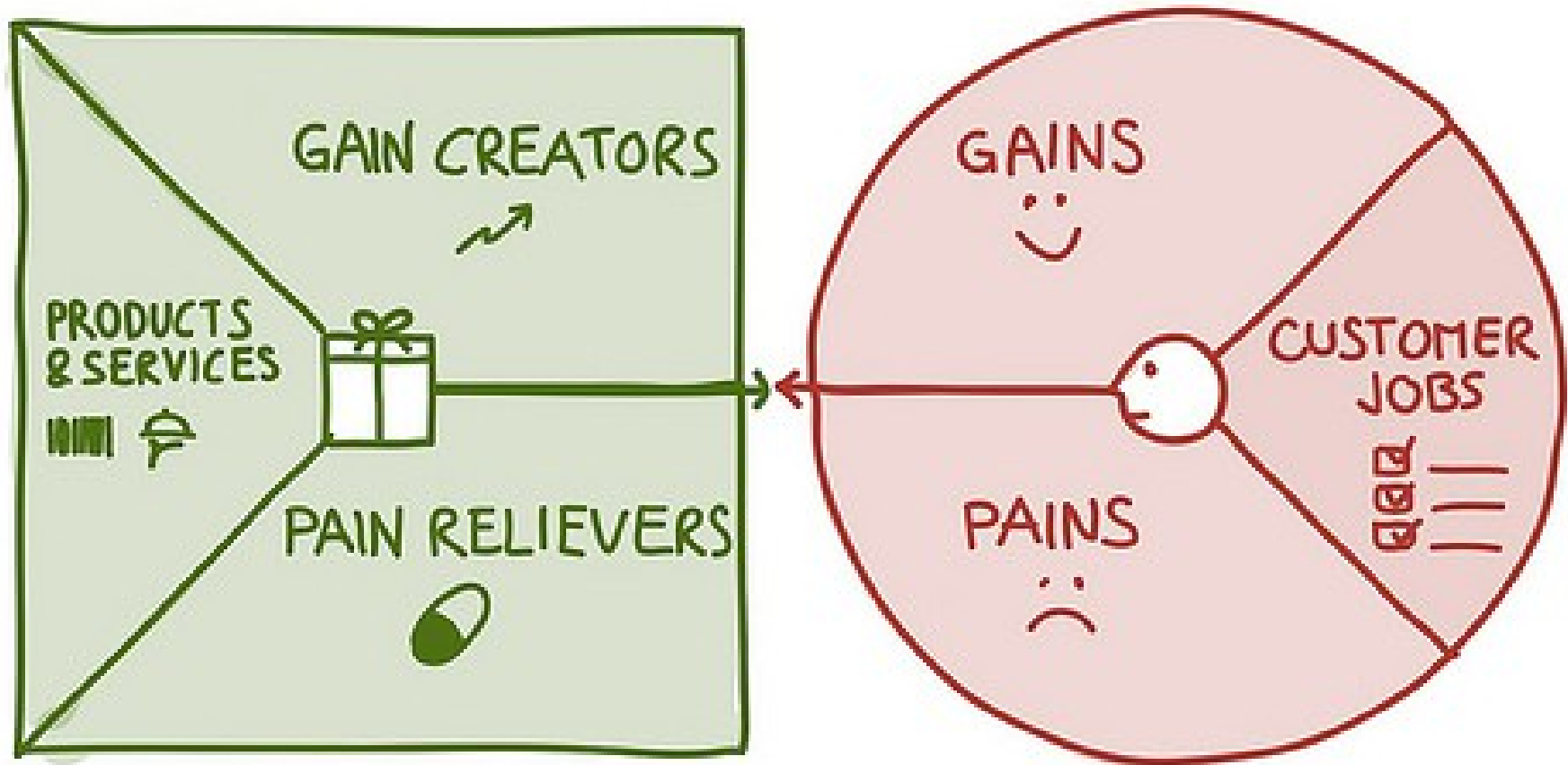


Was kann ich anbieten?

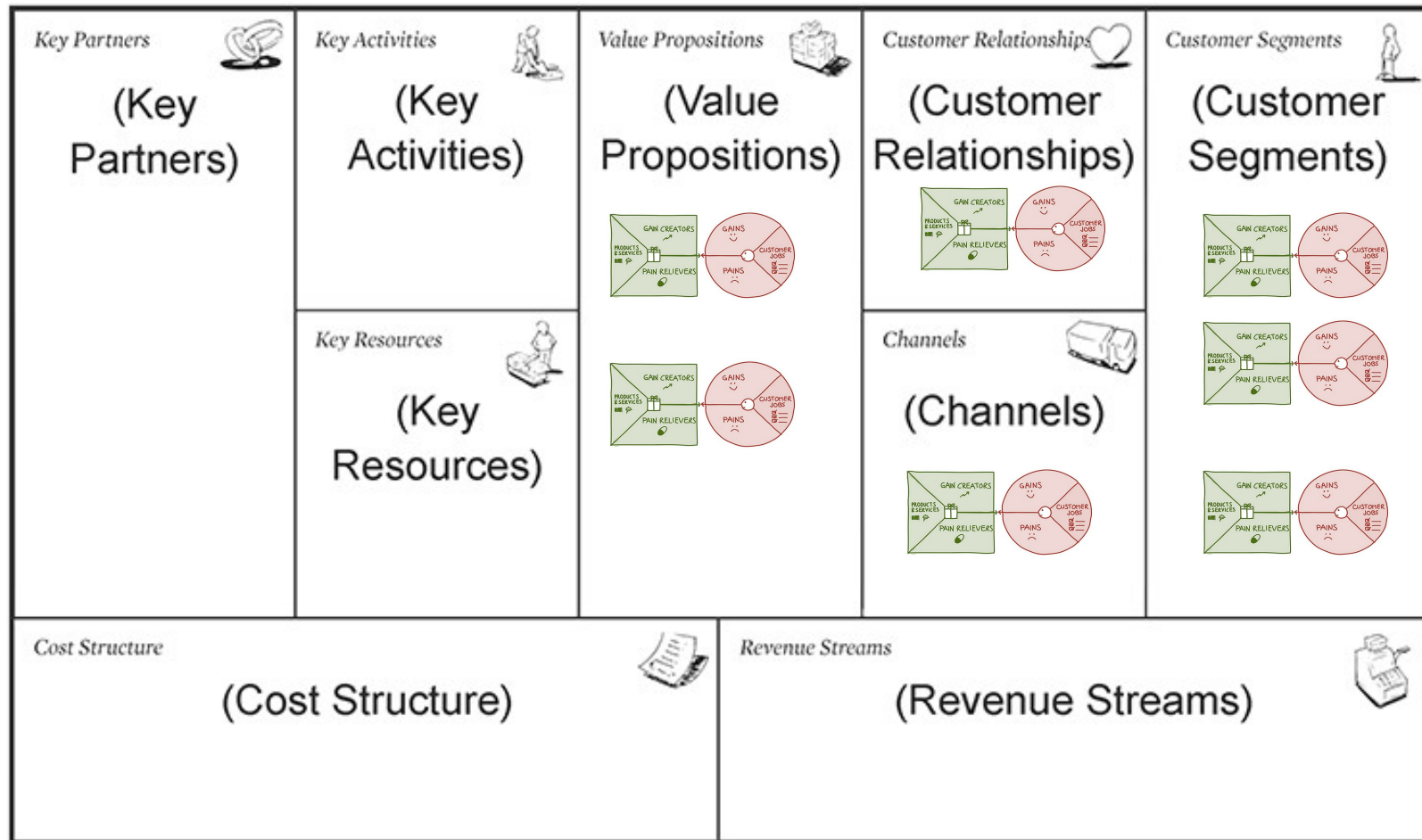
Value Proposition Design



It`s a match?



Und nochmal schärfen:



1. Verstehen
2. Mehrwert von Klimaschutz definieren
3. Erst dann „Call to Action“