

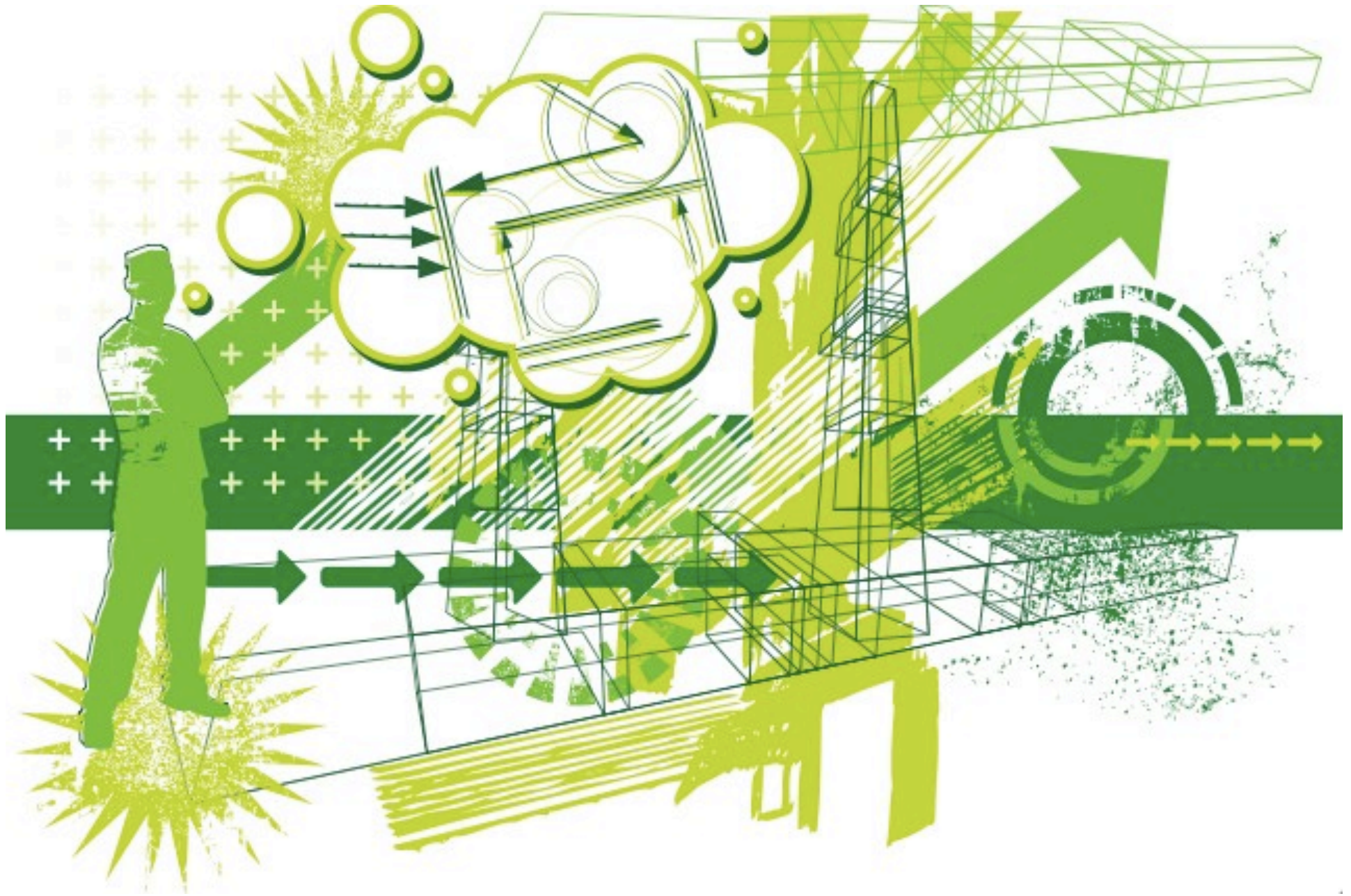


WS 11: Match-making: Entrepreneur – Company – Investor

Plenary

Speakers James Miners – DOW
Jason Molring – *UnLtd*
Guillaume Taylor – *Quadia Impact Investors*





sustainable innovation

capitalism for good

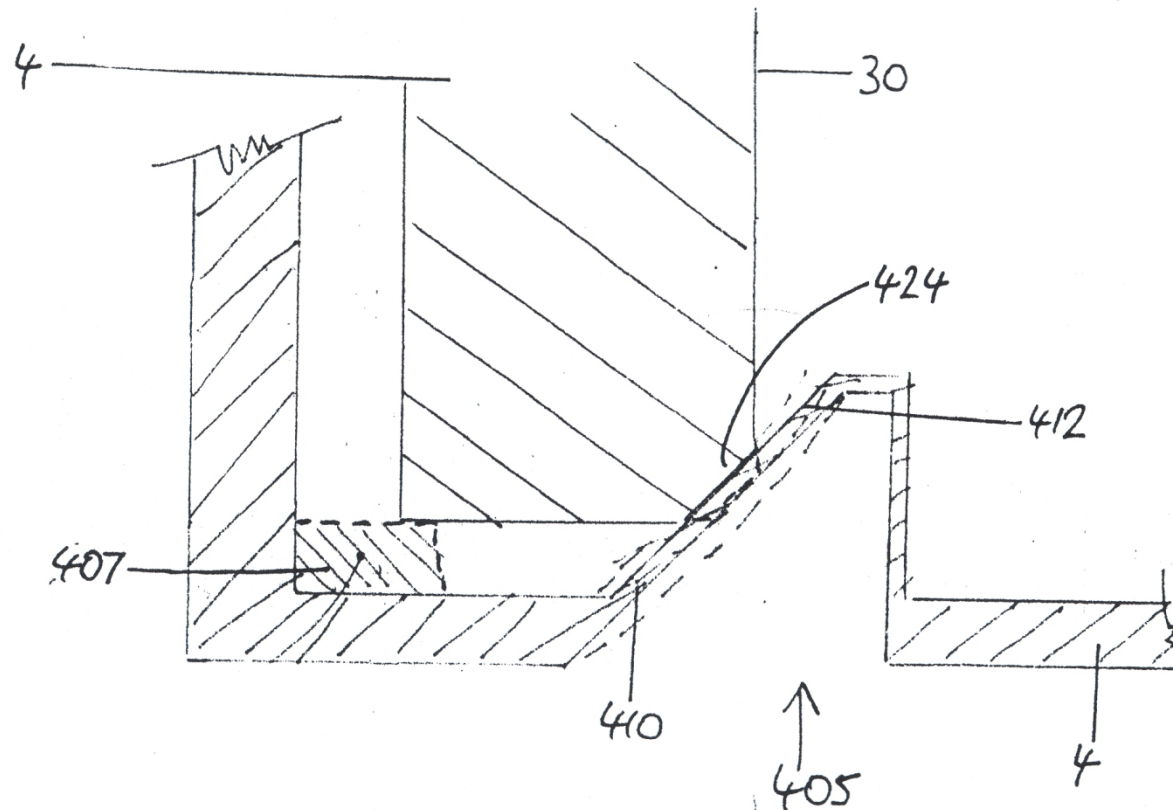


one
earth
innovation
business for a sustainable future



“spring cap” design

Figure 4

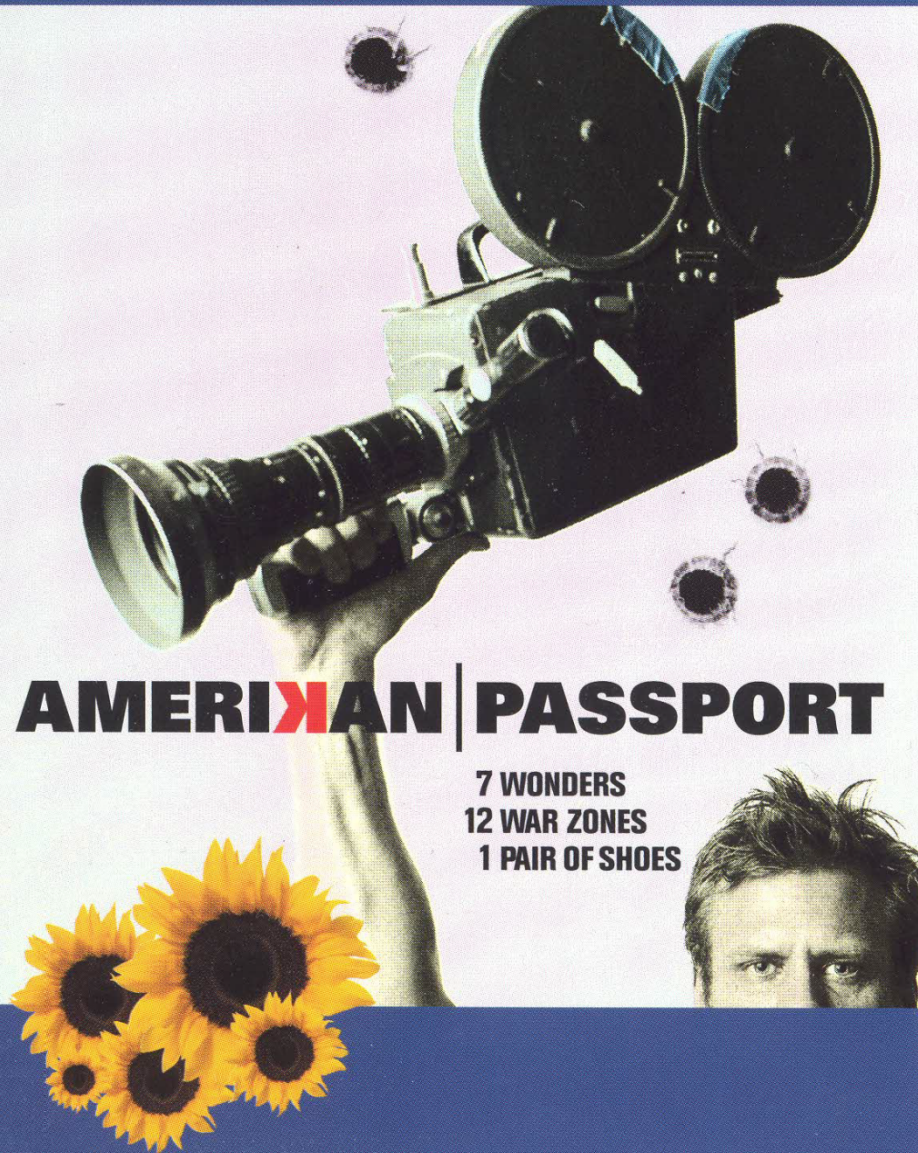




Tiananmen Square

WINNER
SLAMDANCE 1999
Best Documentary

A FILM BY REED PAGET



AMERICAN | PASSPORT

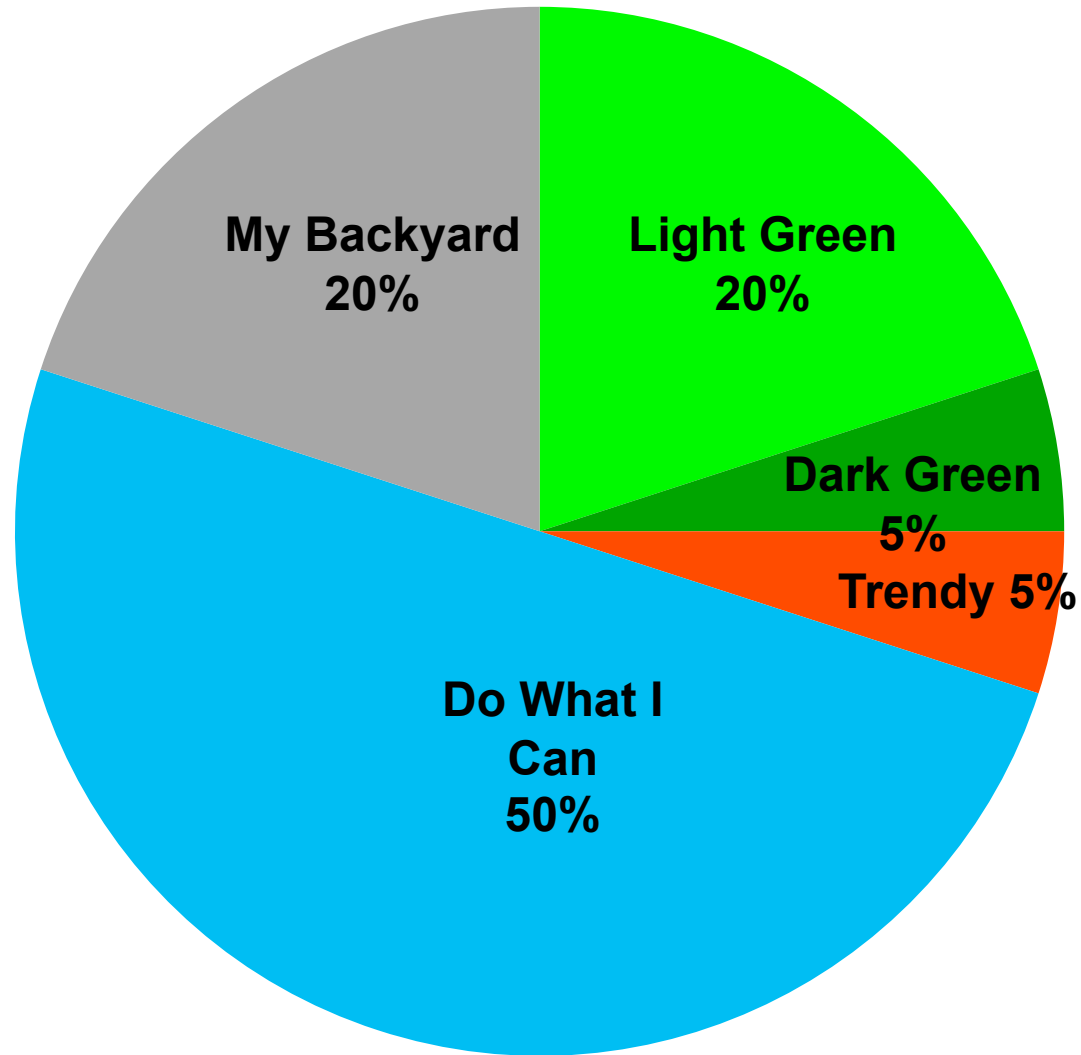
7 WONDERS
12 WAR ZONES
1 PAIR OF SHOES

a finite resource



a new economy

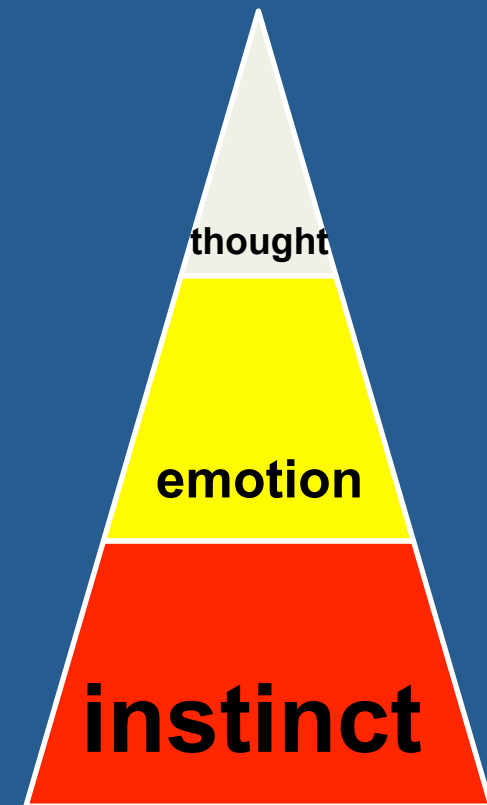
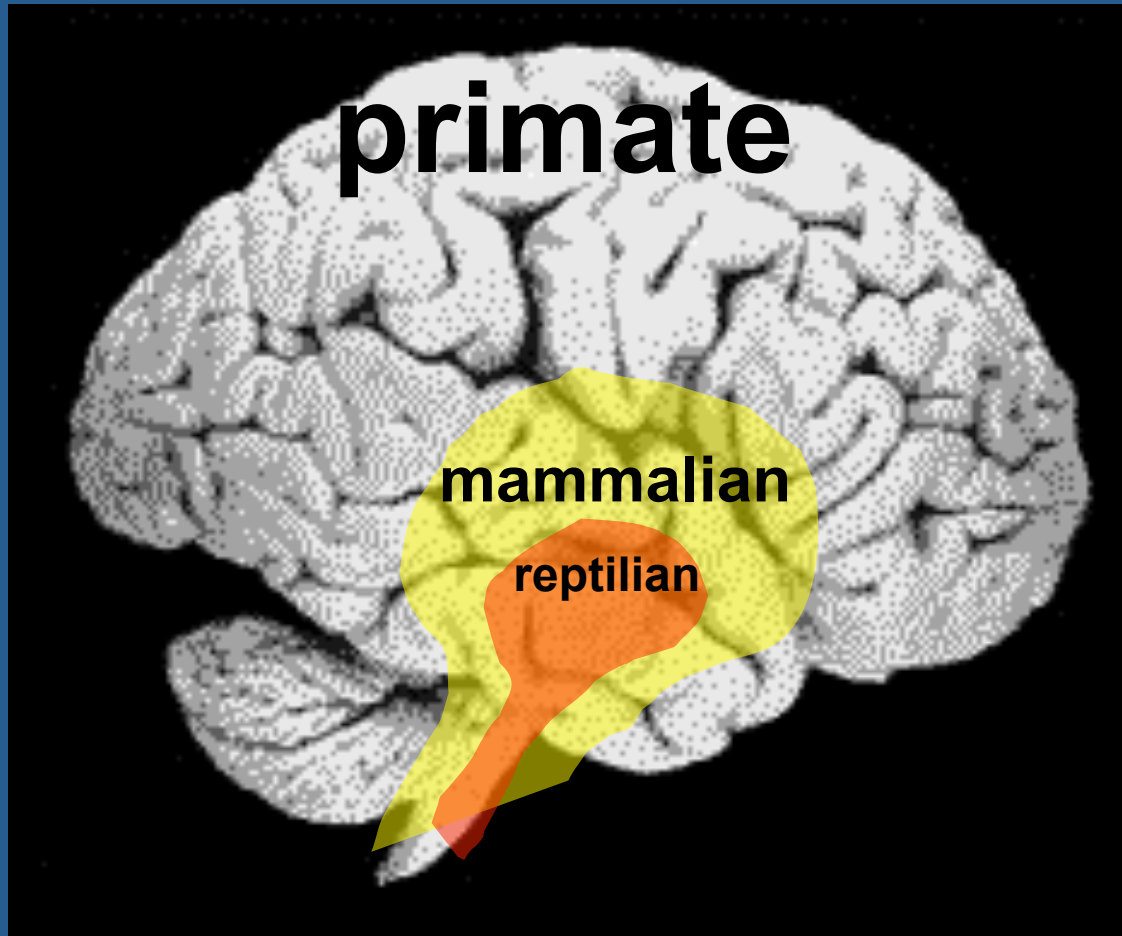
psychographics of eco-ethical consumerism



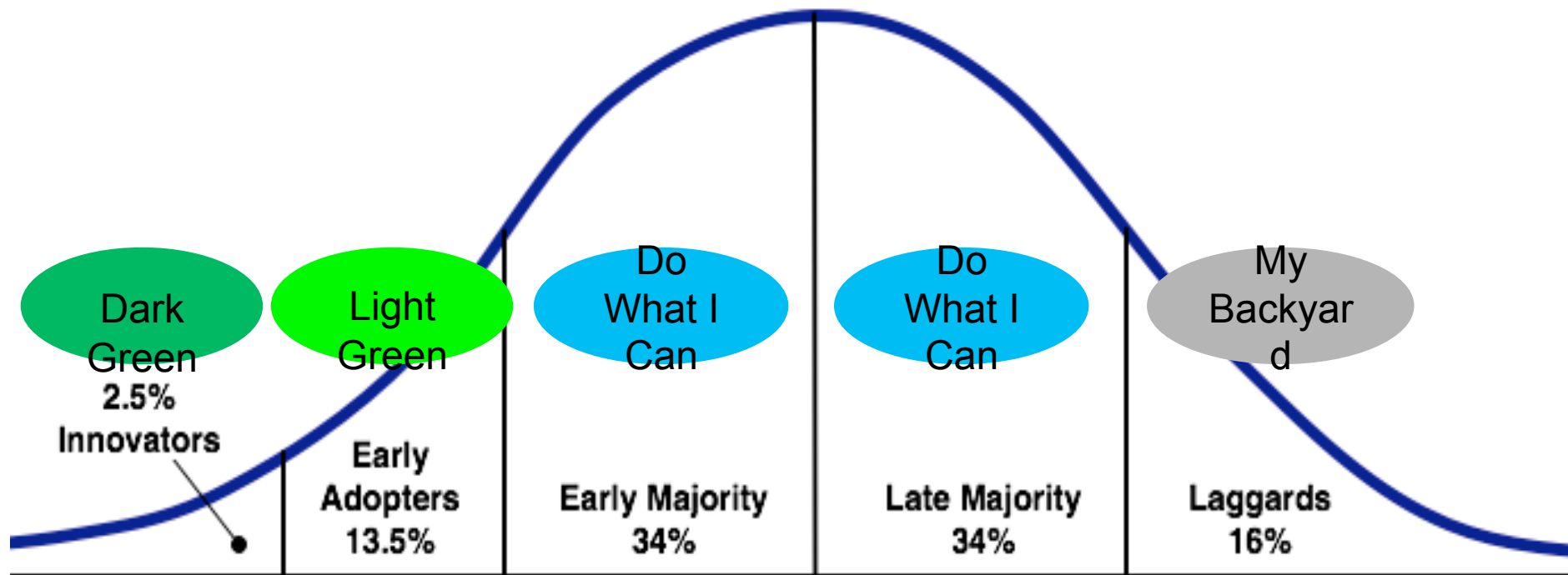
values-based market segmentation

MORI

NEURO-PHYSIOLOGY OF MOTIVATION



tipping point dynamics



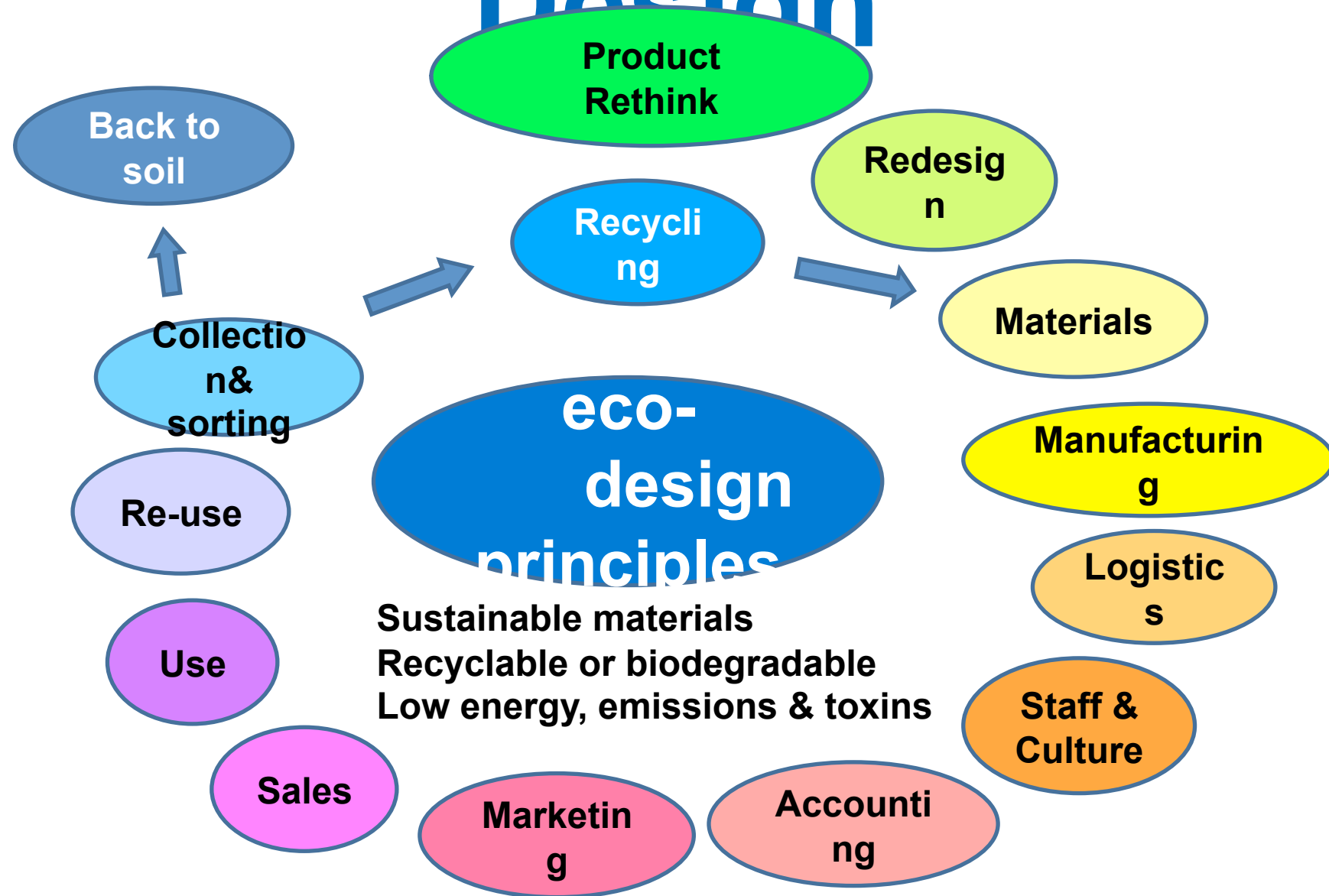
Source: Everett Rogers, Diffusion of Innovations model

creating a green trend



green is the new cool

Closed Loop Eco-Design

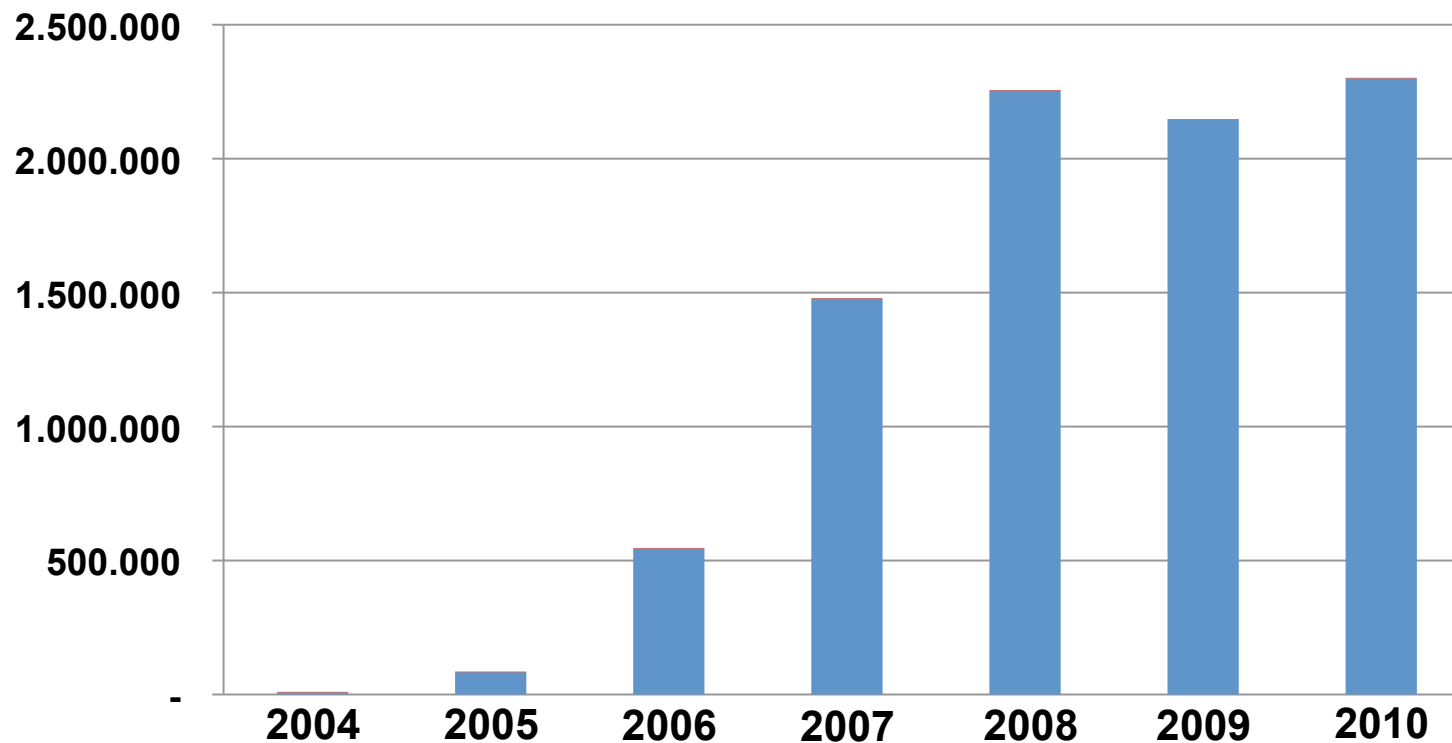




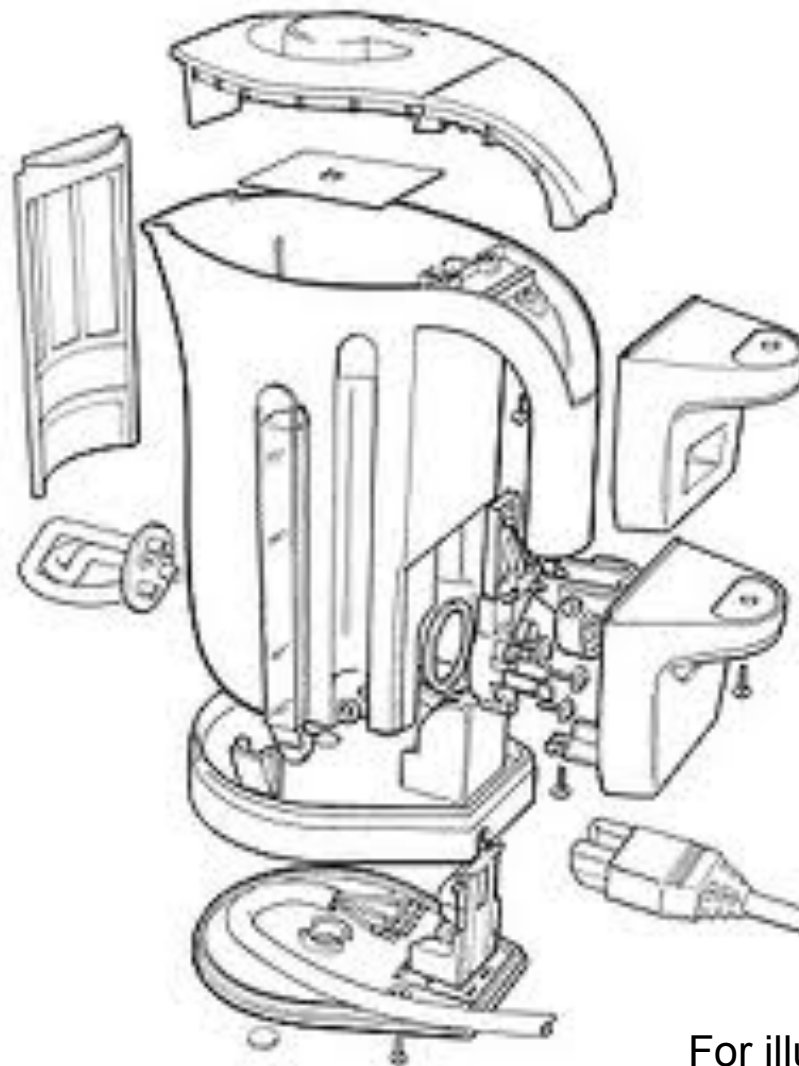
The UK's most eco-friendly bottled water

Explosive growth

Belu has been UK's fastest growing bottled water brand



eco kettle



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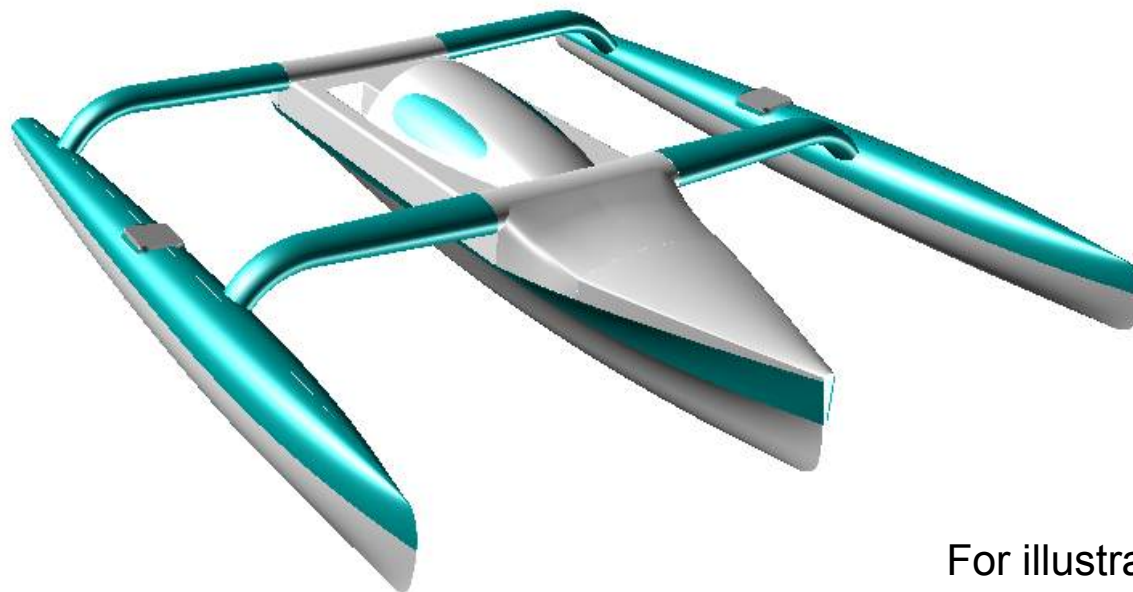
home compost device



For illustration purposes only



eco-friendly composite



For illustration purposes only



Low Energy Shower

50% energy
savings

For illustration purposes only



one earth innovation

business for a sustainable future