

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

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





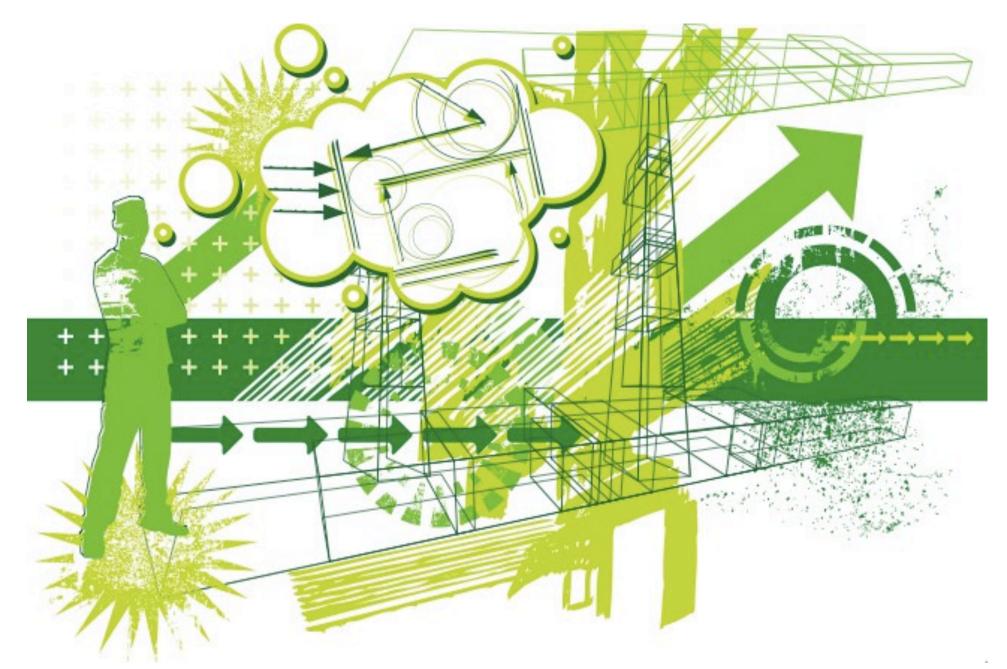




Ministry for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the State of North Rhine-Westphalia







sustainable innovation

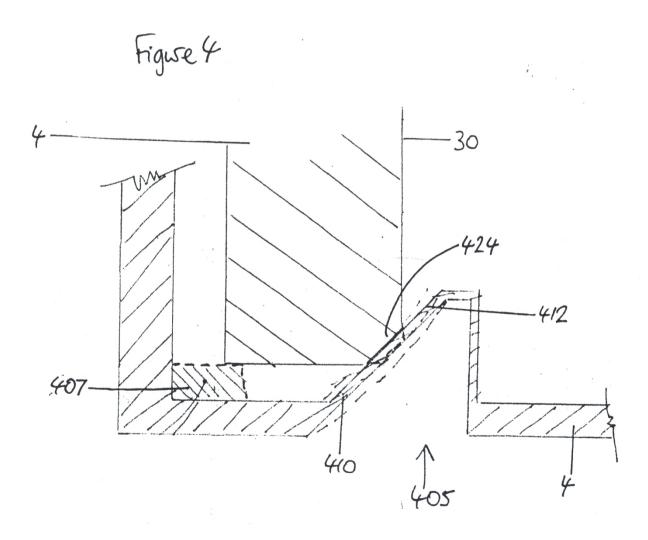






One earth innovation business for a sustainable future

"spring cap" design



Tiananmen Square



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A FILM BY REED PAGET

AMERINAN PASSPORT

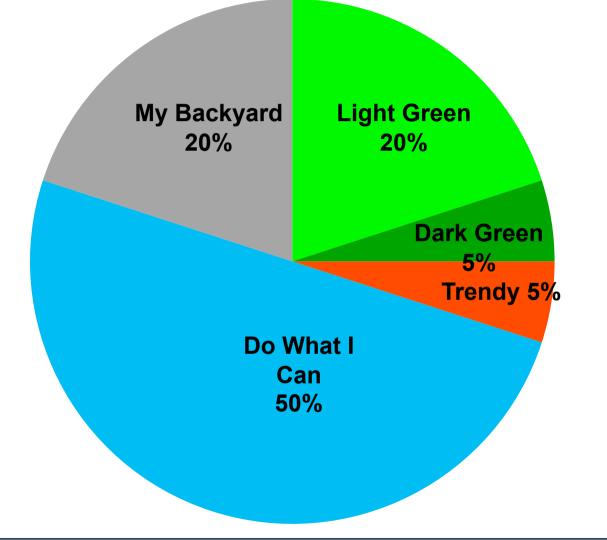
7 WONDERS 12 WAR ZONES 1 PAIR OF SHOES

a finite resource



a new economy

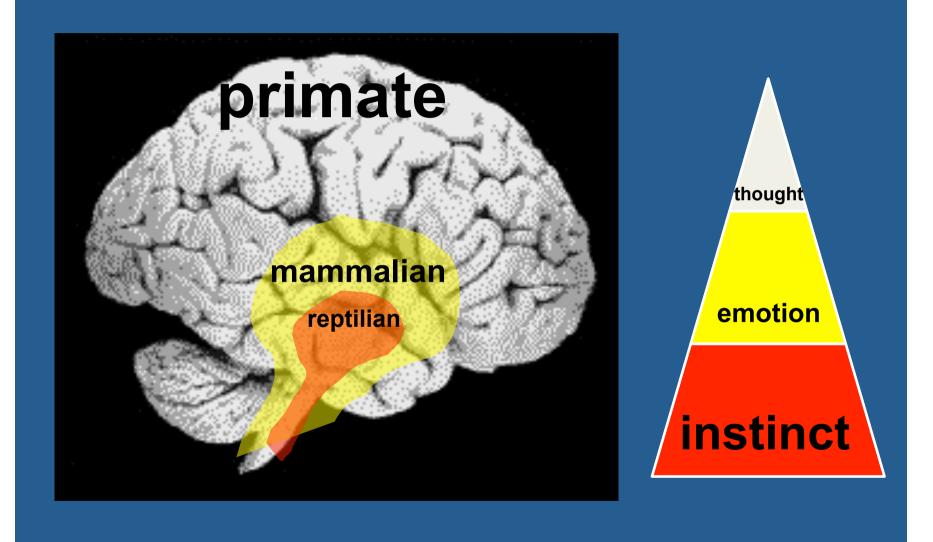
psychographics of eco-ethical consumerism



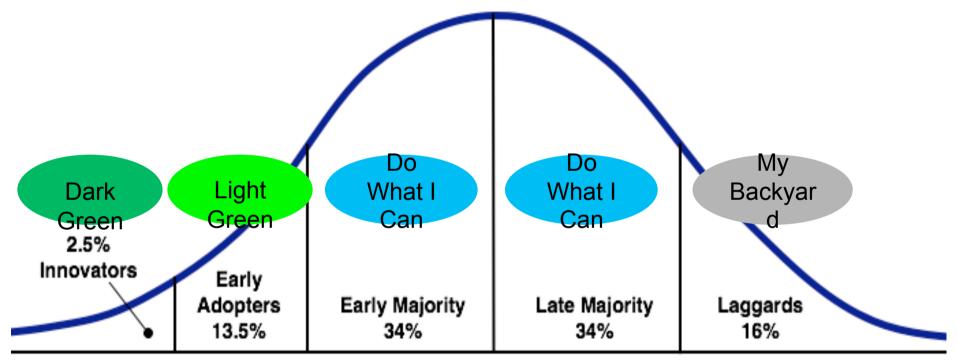
values-based market segmentation

MORI

NEURO-PHYSIOLOGY OF MOTIVATION



tipping point dynamics

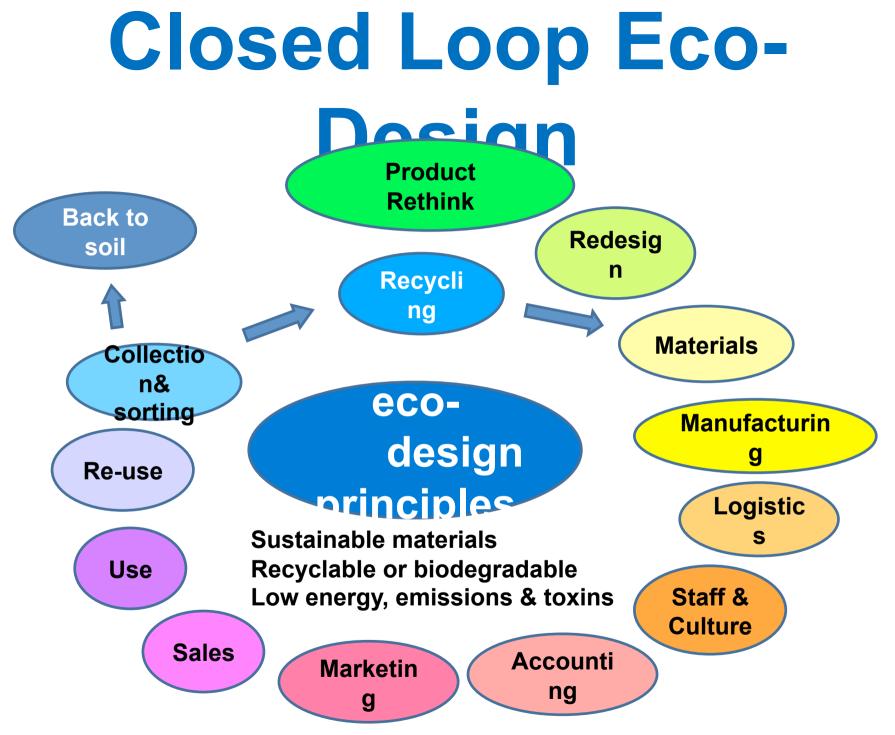


Source: Everett Rogers Diffusion of Innovations model

creating a green trend



green is the new cool





First 'green' container goes on sale in British stores
Leading firms opt for biodegradable packaging
Development could help out nation's waste mountain

<text><text><text><text>

The bottle The bottle that heralds a plastic revolution

Biodegradable bottle offers hope of cutting Britain's mountain of waste

MONDAY 29 MAY 2006 THE INDEPENDENT



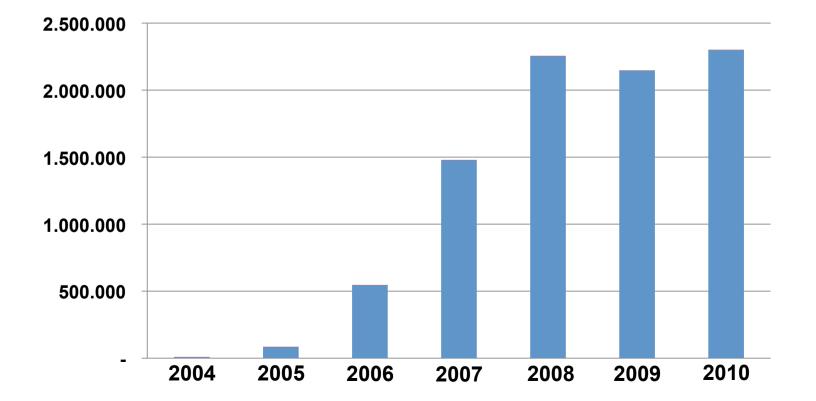




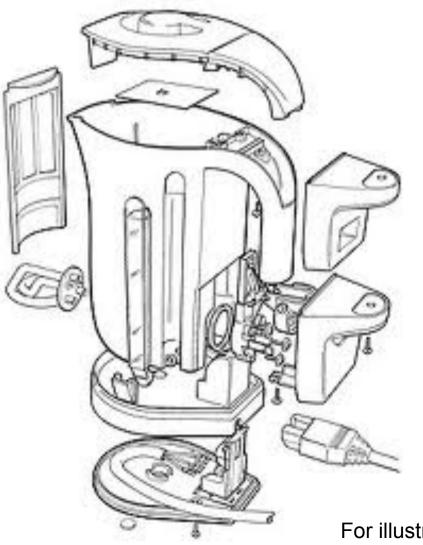
The UK's most eco-friendly bottled water

Explosive growth

Belu has been UK's fastest growing bottled water brand







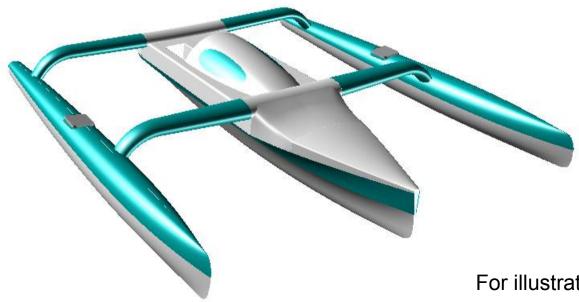
For illustration purposes only

home compost device





eco-friendly composite



For illustration purposes only



Low Energy Shower

50% energy savings

For illustration purposes only



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