

How You and Your Customers Gain
Economic and Ecological Profit.

Based on Lessons learned and many years of personal
experience consulting not only Europe's largest engineering
conglomerate in different countries.

How to advise and moderate in integrated planning, construction
and operation.

How to get commissioned to ensure sustainability and energy
efficiency in concepts and system planning, targeting as well cost
reduction and competitive advantages.

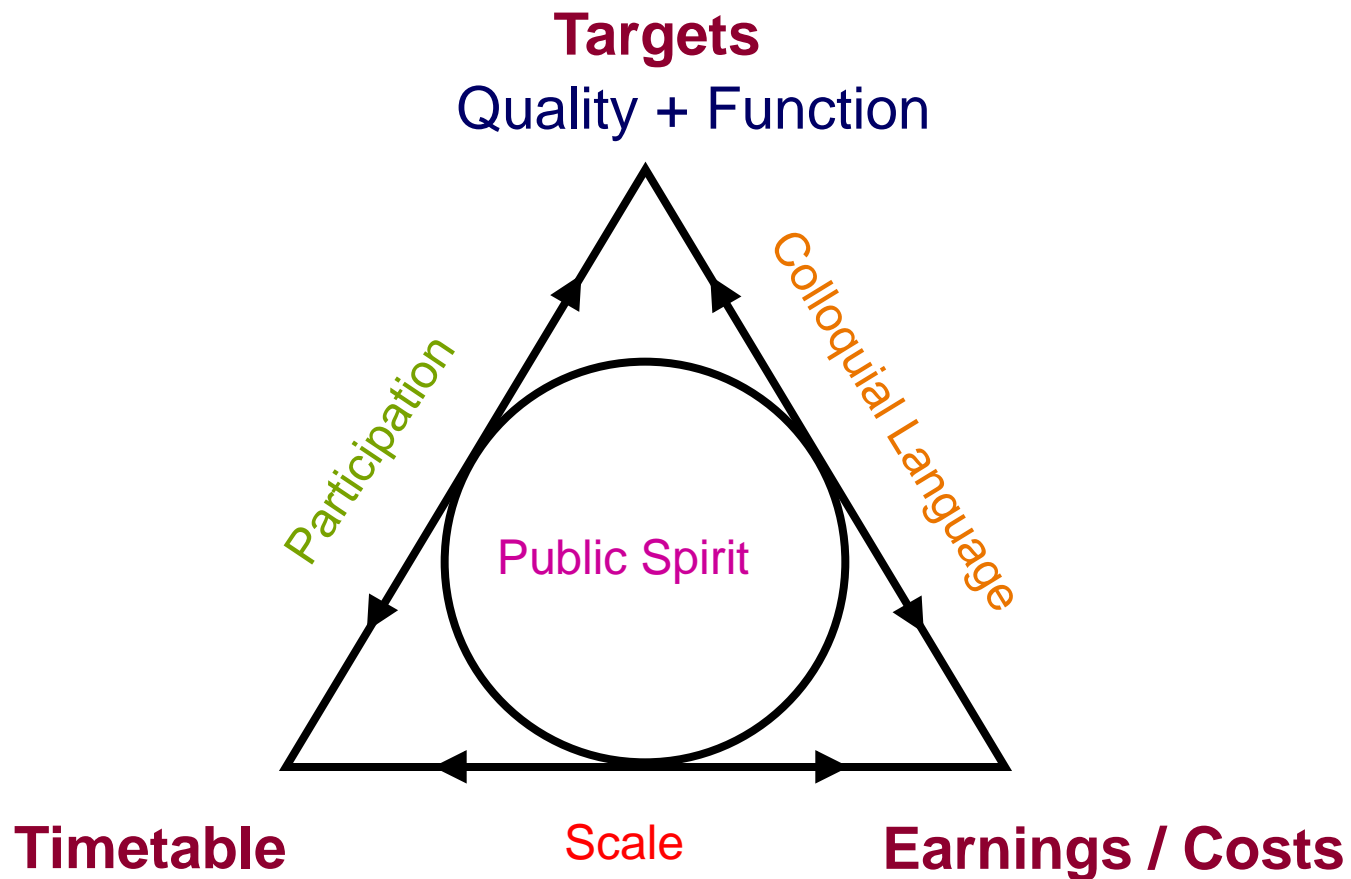
Stop talking about **saving** energy !

Communicate: **profits** by clever use of resources !

Half full ?

Half empty ?

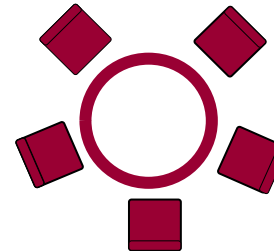




- ① Client Dialog Forums to identify Energy Efficiency potential.



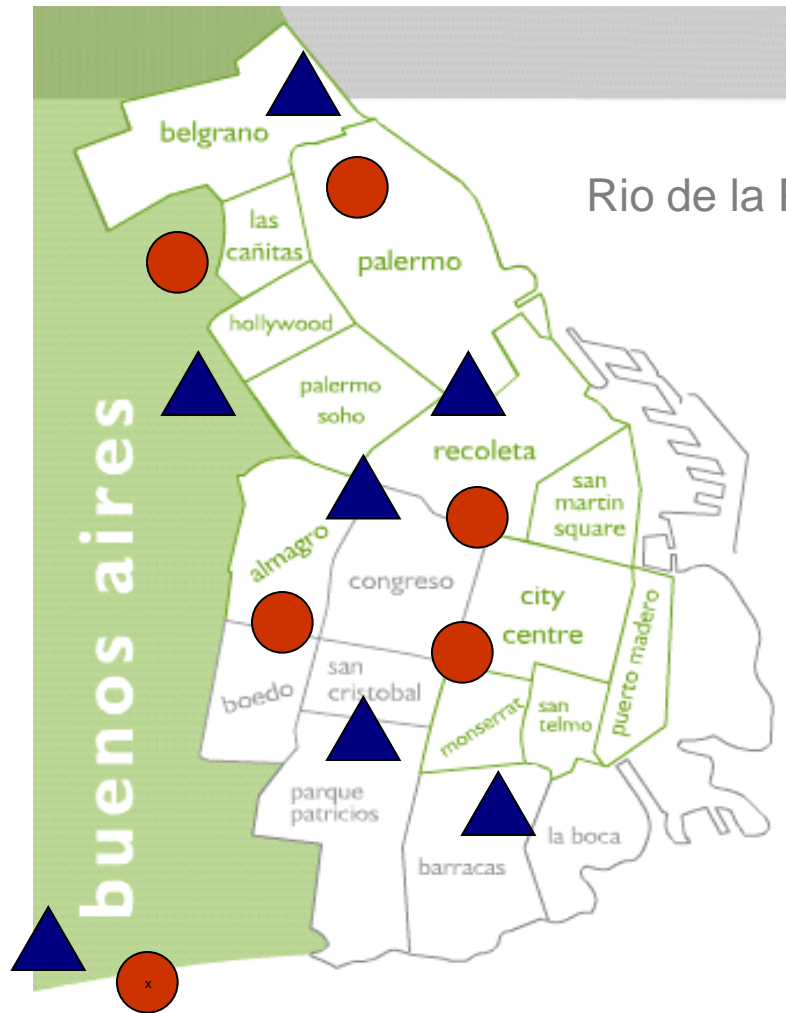
- ② Client Project Round Tables, Action Groups and Sustainable Energy Action Plans.



- ③ Energy Efficient, Sustainable Buildings and Community. Establish examples / Showcases.



BASICS / SEE THE SYSTEMS OF YOUR SYSTEMS



- Emotio actors
- ▲ Ratio actors

BASICS / SEGMENT YOUR TARGET GROUPS

Define your communication and timing concepts accordingly.



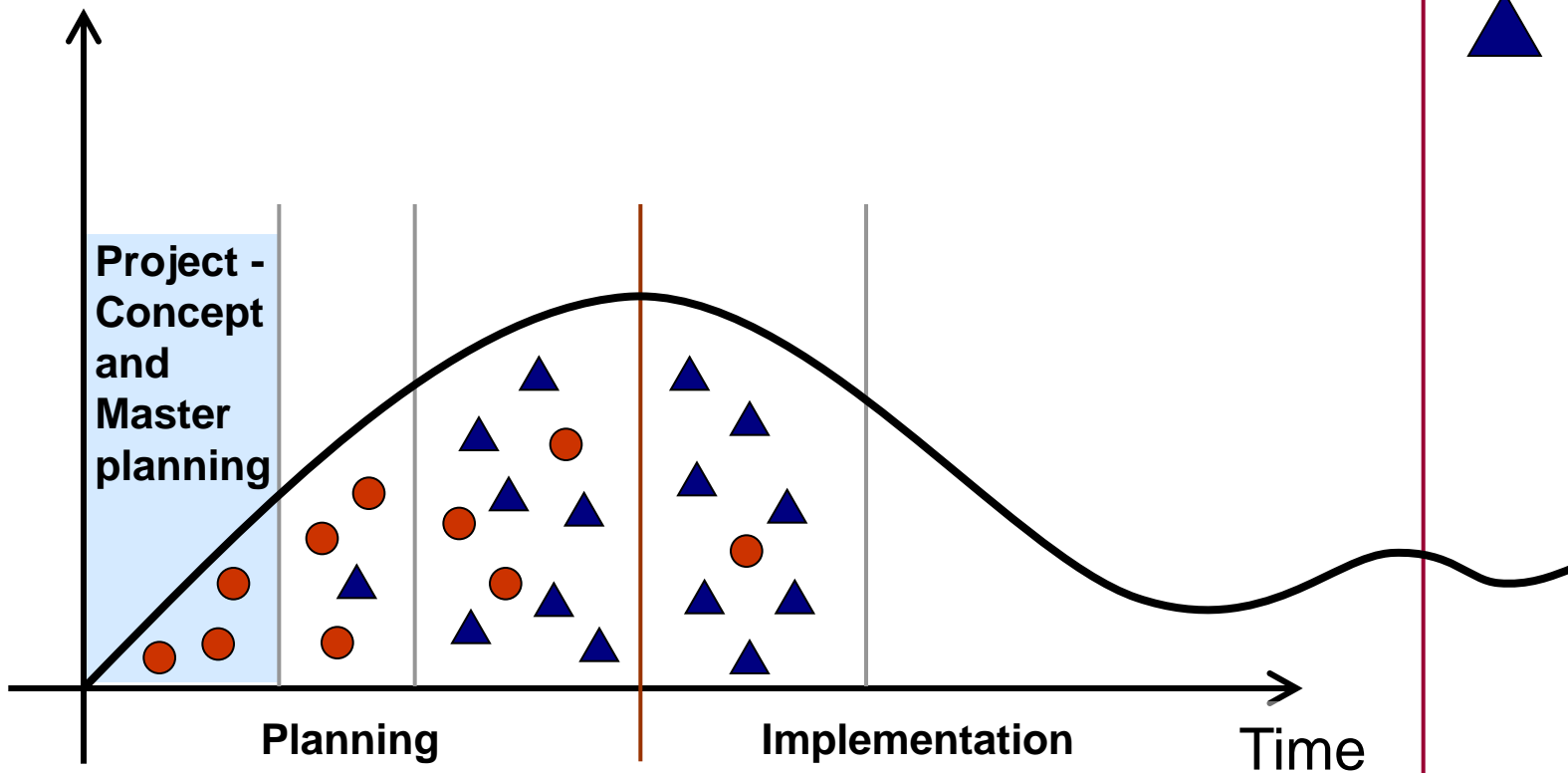
- real estate, investors
- architects
- political parties and institutions
- sport and social clubs

- ▲ engineers, technicians
- ▲ financial directors
- ▲ facilities Manager
- ▲ ...

- Emotio actors
- ▲ Ratio actors

BASIC / SINGLE PROJECT TIME PHASES

QTY of Decisions to be taken

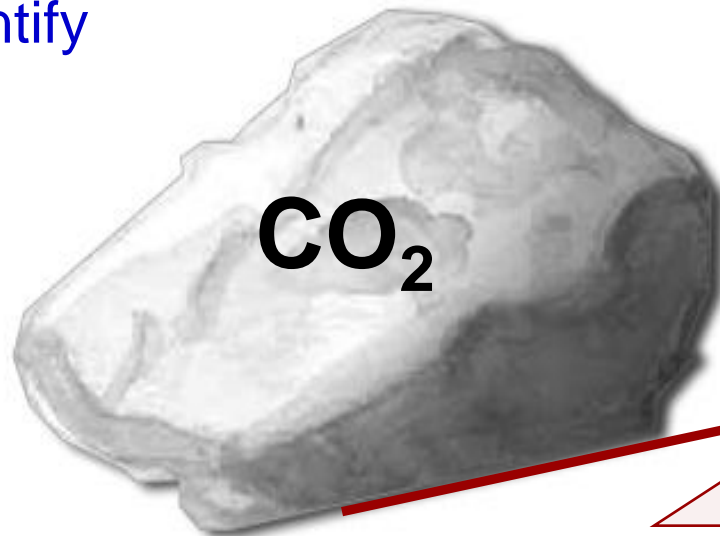


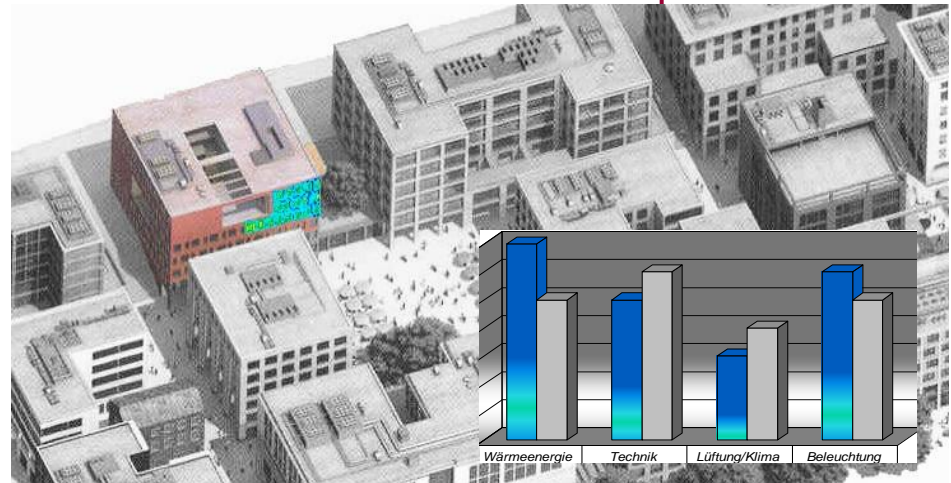
- Emotio actors
- ▲ Ratio actors

von Nessler curve

... to optimise your **own** efforts and sustainability !

Iteration, dialogs, forums, best practice projects,
poster markets. Systemic approaches. Modelling,
adaptations and reproduction.
Identify leverage effects.





METHODS / ORGANISE DIALOG FORUMS ...

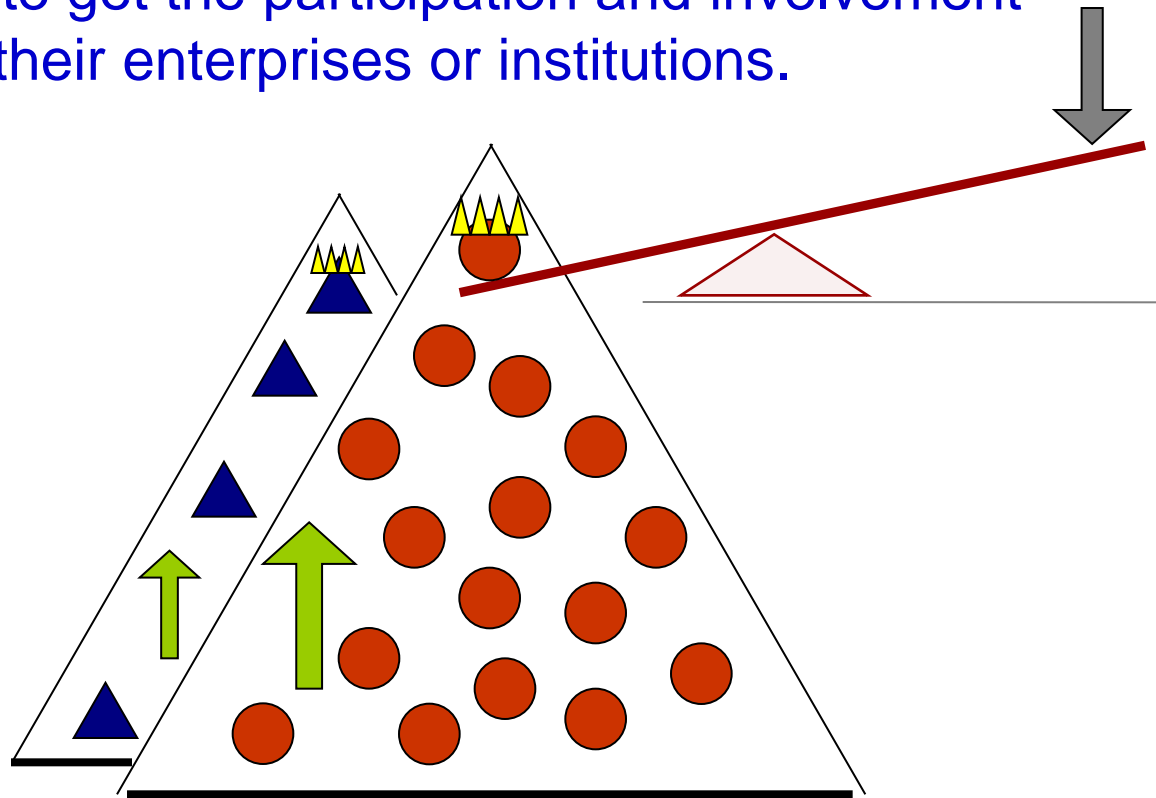
... in iterative processes with different client groups
– identify and support topics, best practice projects.
Thereafter adopt and duplicate within your area.

- Emotio actors
- ▲ Ratio actors

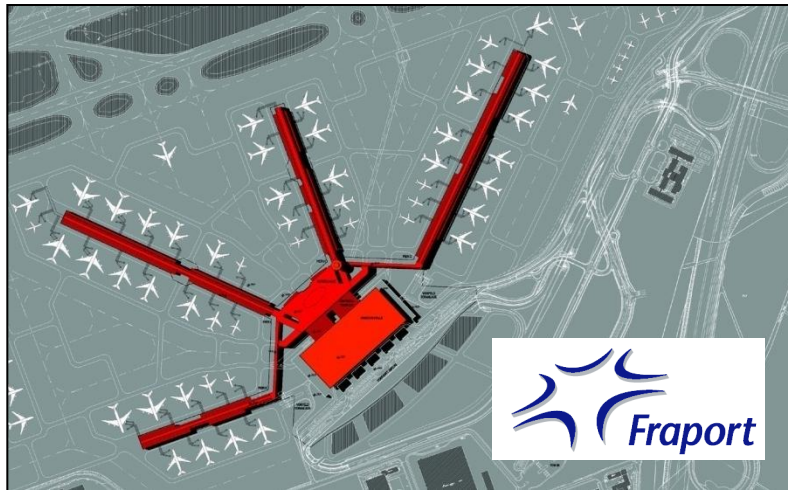
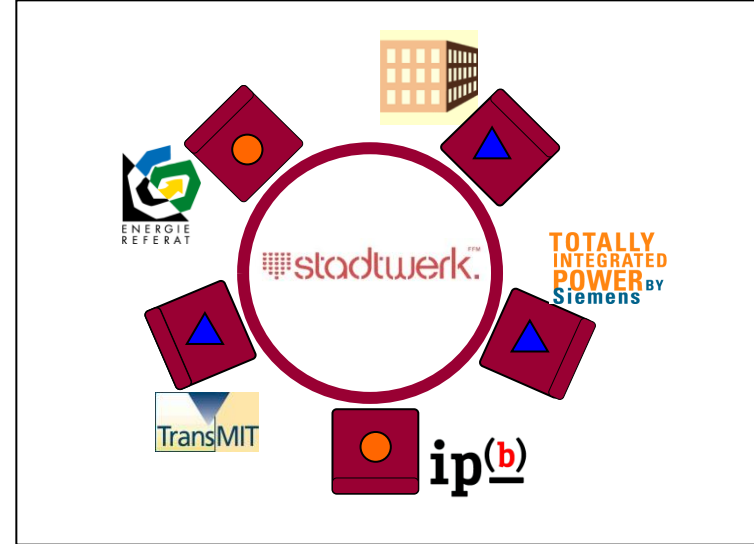


Address opinion leaders, presidents, chairmen ...

... to get the participation and involvement of their enterprises or institutions.



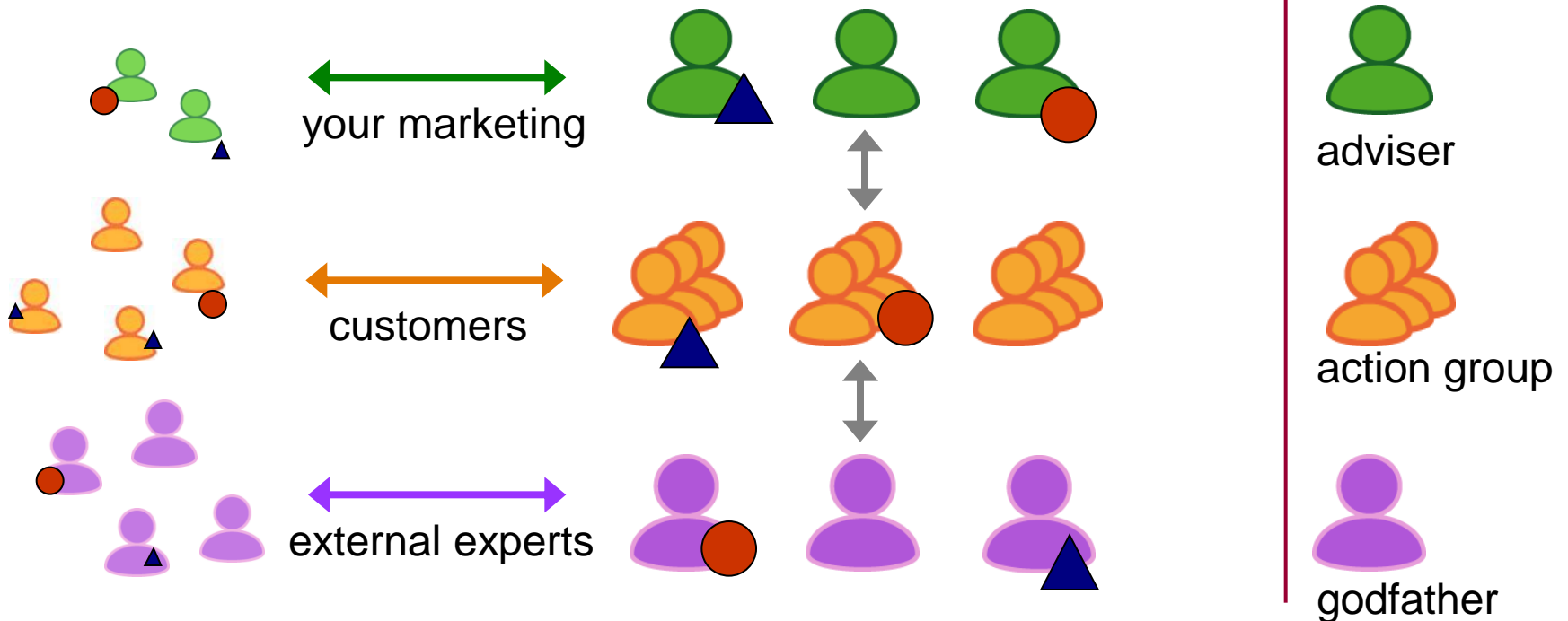
- Emotio actors
- Ratio actors
- Opinion leaders



ORGANISE / INSTALL INTERACTION PLATFORMS ...

... by forums with poster sections for concepts, help, partner matching and finance.

To set up self propelling action groups and project round tables.



ORGANISE / INSTALL INTERACTION PLATFORMS



METHODS / LET'S SHARE AND EXCHANGE

Energy Efficiency is a climate change cure with immediate effect

Thank you for Listening !

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