Lectures 1.1 & 1.2

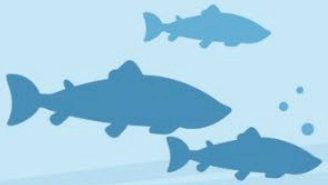
…why do "obviously important ideas" fail?

THE BLUE ECONOMY.

uses smart shipping to lessen the impacts on the environment

is inclusive and improves the lives of all

harnesses renewable energy

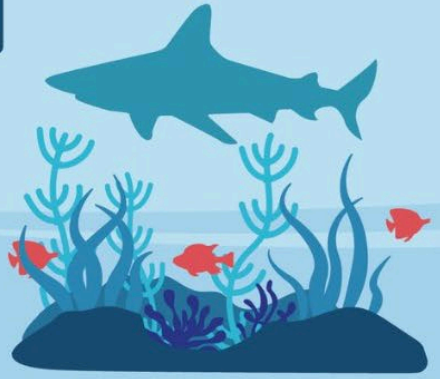


is based on sustainable fisheries

takes action against illegal fishing

creates jobs, reduces poverty and ends hunger

protects coastal communities from the impacts of climate change



conserves marine life and oceans

tackles marine litter and oceans pollution

OCEAN ACTION HUB

2017
Mexico

2017
Mexico

2020
EU

2017
Mexico

2020
EU

2014
USA

2017
Mexico

2020
EU

2014
USA

2021
NA, EU, APAC

2017
Mexico

2020
EU

2014
USA

2021
NA, EU,
APAC

2017
Mexico

2014
USA

2021
NA, EU,
APAC

2017
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2014
USA

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NA, EU,
APAC

2017
Mexico

2014
USA

2021
NA, EU,
APAC

2017
Mexico

2014
USA

2021
NA, EU,
APAC

But why?

But why?

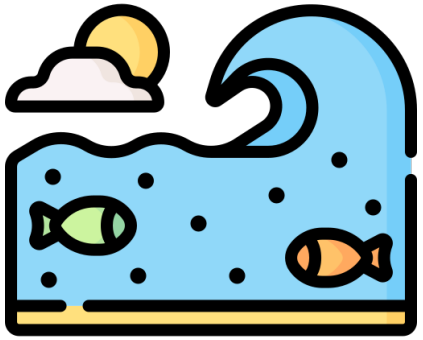
BLUE ECONOMY
STAKEHOLDERS FORUM
Rasi Mali Yetu
Uchumi Wetu

Customers Represent Different Roles

Who matters in an adoption decision?

End Users

Interact Directly with Product



Beneficiaries

Customers of the Business

?

Decision Makers

Make Financial and/or Use Decisions

Other Influencers

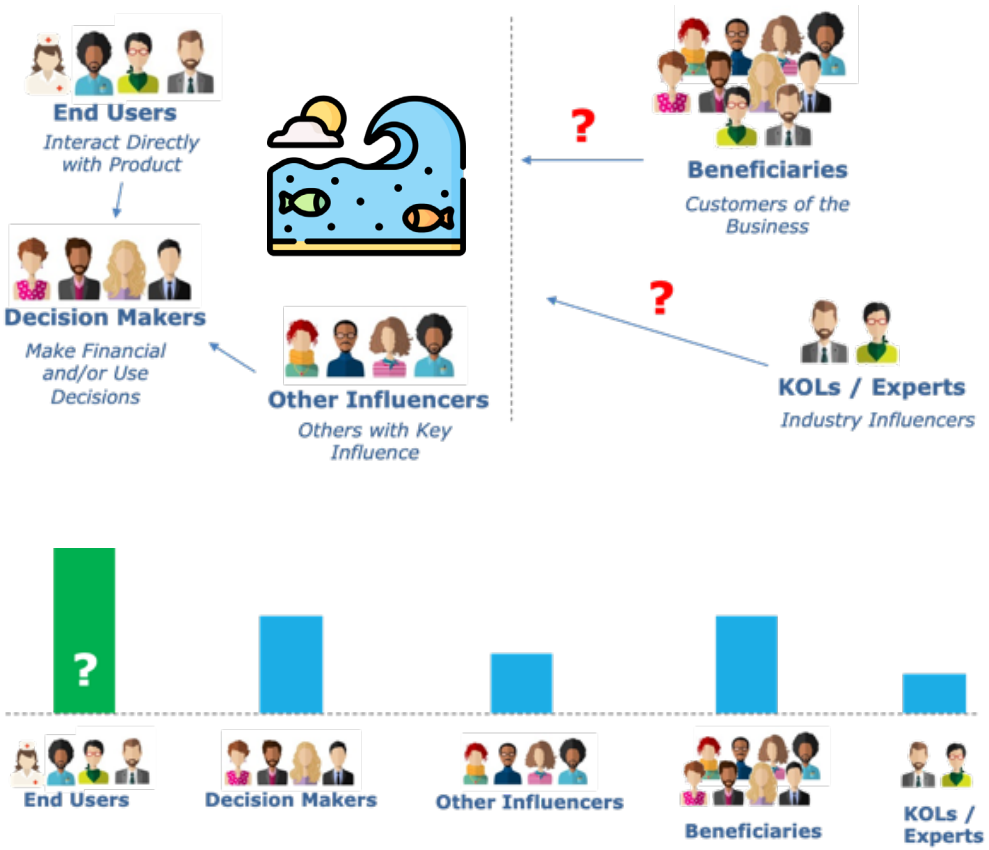
Others with Key Influence

?

KOLs / Experts

Industry Influencers

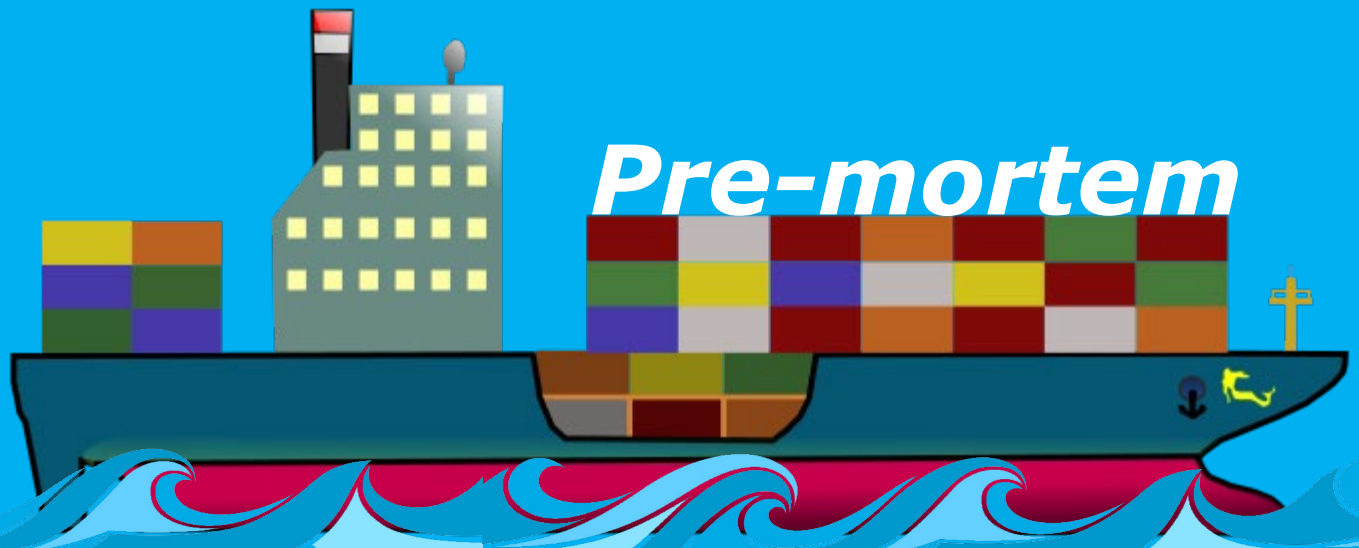
Customer Stakeholder Map



Why use the tool

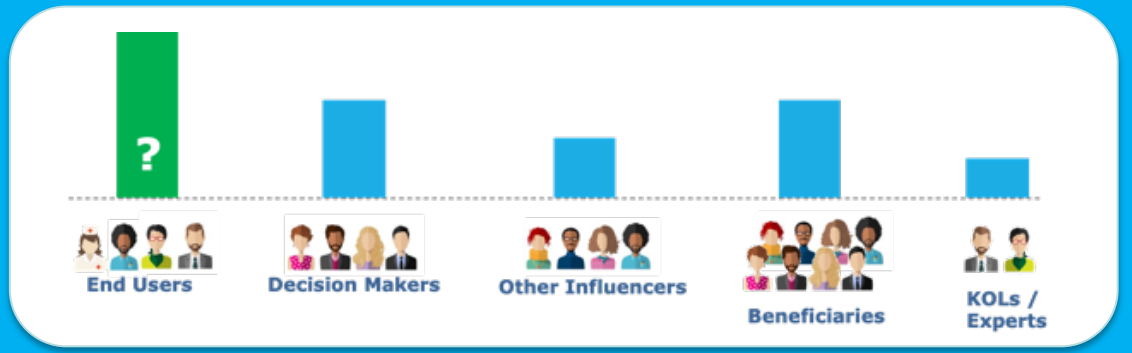
- Indicates typical “company type” or “consumer type”
- Identifies key stakeholders in adoption decision and typical job titles (B2B)
- Balance of influence can also be assessed – who appears to have the most say?
- For ingredient / component solutions, “customer of the customer” can be shown

ACTIVITY 1



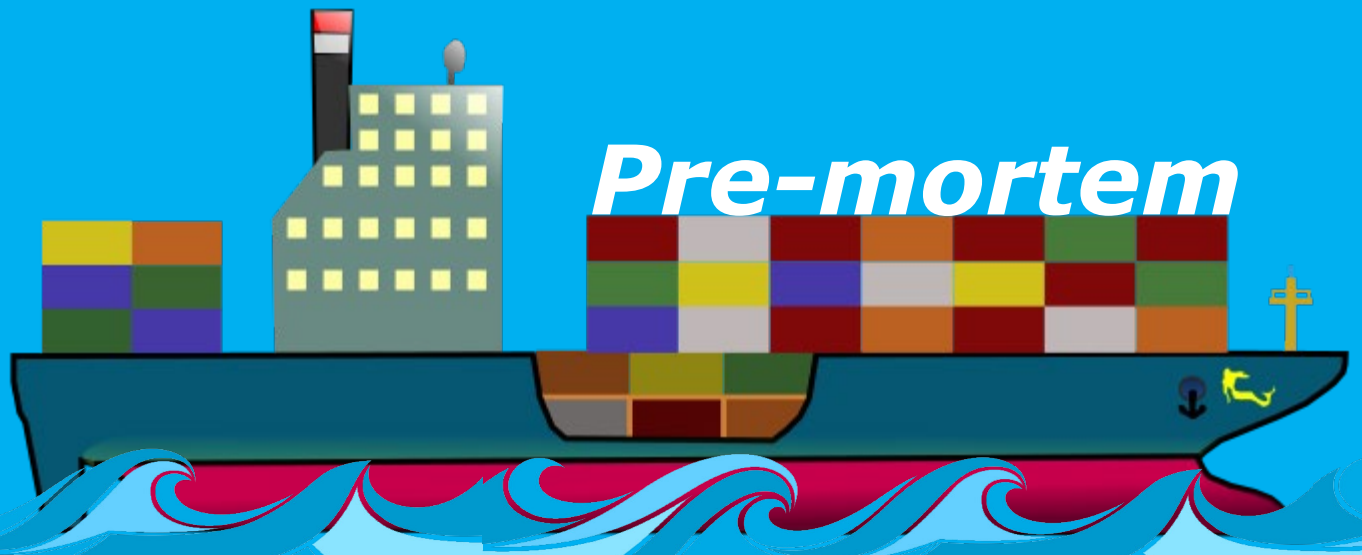
ACTIVITY 1

15 minutes
2 minute presentations



Why is your project "dead" in 5 years? Who was involved?

WORKSHEET #1



Pre-mortem