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FORUM **KYIV**

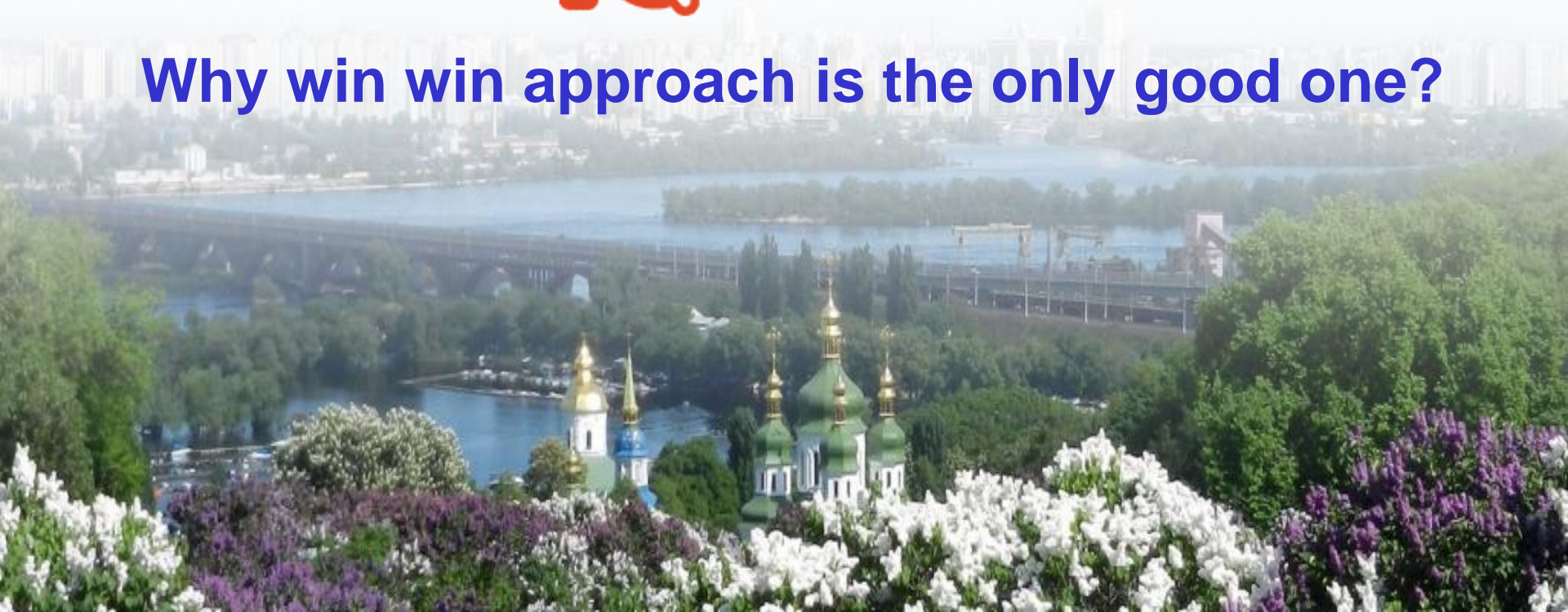
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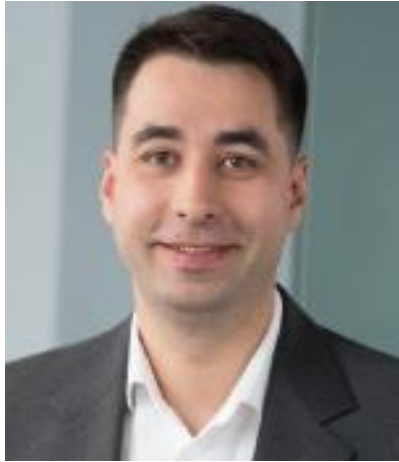
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Why win win approach is the only good one?



Background



Dmytro Adabir

- Managing Director of PROVID
- #3 Creative Agency in Ukraine 2016/2016
- 16 years of experience in marketing, communications and advertising

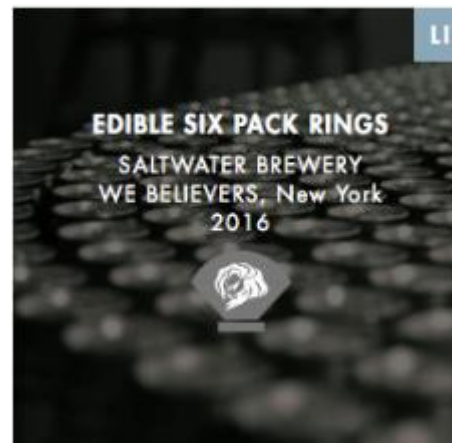


Oksana Bulgakova

- Programme director for IQ energy
- Energy efficiency of residential sector by EBRD
- 17 years of experience in marketing, communications and advertising



It is not enough just to push sells



We need to do something good for the world!



IQ energy

IQ energy – energy efficient modernization of homes, using consumer finance, with a compensation from donors 15%, 20% 25% 35% of investment - up to 3000 euro



www.iqenergy.org.ua



IQ energy – 7 win approach

Win win win win win win win win approach

1. People
2. Ukraine
3. Earth
4. Suppliers
5. Dealers
6. Producers
7. Banks



Why 7-win approach?

- Best efficiency
- Best results in medium term perspective
- Best not only for your business, family, town, country but globally as well
- Helps\drives innovation
- Smart consumption
- Better living

Try for your business and your life!



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You do not decide how
your story begins...

...but you do decide
how it ends!



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Thank you!