

Define CS, Fit into CC

Focus on

Demographic
psychographic
behavioural
and geography
and
geographic
segmentation
are considered
the four main
type of market
segmentation

6. CUSTOMER CONSTRAINTS

every business system, regardless of the industry, has at least one limiting factor affecting optimal performance

2. JOBS-TO-BE-DONE / PROBLEMS

Improving incomes,
employment and
enterprise
opportunities for the
poor, improving
gender equality and
reducing the
negative impacts of
climate change and
environmental
degradation

9. PROBLEM ROOT CAUSE

inconsistent access to enough healthy food

poverty, unemployment/underemployment, and

5. AVAILABLE SOLUTIONS

Adopting the use of solar cold storage can decrease food waste and increase food security. See the latest insights on cooling applications that can unlock agricultural productivity.

7. BEHAVIOUR

Food security exists when all people at all times have physical and economic access to sufficient food to meet their dietary needs for a productive

Explore AS, differentiate

3. TRIGGERS The leading cause of food insecurity is poverty, increasing population, drought, etc. awareness, decrease food waste and donations, etc.	10. YOUR SOLUTION Giving more people benefits through nutrition assistance programs, increasing benefit amounts, and addressing unemployment may help reduce food insecurity and hunger.	8. CHANNELS of BEHAVIOUR Food security and insecurity , the food system and climate change. The food system encompasses all the activities and actors in the production, transport,
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<p>4. EMOTIONS: BEFORE / AFTER Serve meals and sit-down snacks more frequently at first or if a child is healing from food preoccupation. Offer reassurance: "There will always be enough food." Aim for pleasant family meals— if you're battling over broccoli or a therapy task, that's not helping them feel secure. Include fat, protein, and carbs.</p>		<p>— d e n</p>	<p>ti</p>
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