

Video Link -

<https://youtu.be/3HQ9Tso3k5U?feature=shared>

Presentation used -

■ Consult Crusaders_presentation.pdf

Video Transcript

Intro:

BLUMA

[slide 2]

is a Lithuanian social business that specializes in green infrastructure and innovative nature-based solutions for social and environmental problems. Their vision is to bring harmony to cities by blending architecture with nature.

[Switch to Slide 3].

Goal: Our campaign's goal is to raise awareness of green architecture and help improve BLUMA's brand image starting with Lithuania and scaling it throughout Europe

[Switch to Slide 4].

Phase I: Our campaign will be laid out in 3 phases,

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starting with Phase I, EcoDrive, Plant Today and Drive Tomorrow which utilizes the power of recognition, certification, and social media to motivate citizens of Lithuania. It begins with collaboration of BLUMA and the Government to implement a certification programme to identify and award citizens' contribution.

A set number of trees planted will allow them to obtain bronze certificate and then proceed further to Silver and Gold

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Why certificates you ask? Because who doesn't want to be recognized as the Gold Citizen of the country. Our benefit though is that we organize the entire thing and will have our Brand Logo and name on every certificate. Their motive? The seeds till Bronze certification is free of cost! Of course from then onwards they just won't be able to stop themselves from competing with their neighbors. AND these awards will help them reduce their toll charges

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Why should the government be onboard? Well they invest 2.3 billion euros on carbon emission reduction, and our initiatives will help them reduce their investments by 14.7% and help bring the country together.

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Phase II: Green Wave Hospitality. In which we target cafes with excellent food quality but poor ambiance. In the second phase of our campaign, we present cafes with comprehensive renovation plan designed to enhance their ambiance and increase customer traffic.

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Our architectural services are flexible to fit the available space in each cafe and will be aligned with BLUMA's vision. Now the question is How will BLUMA benefit from this?

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In addition to architectural services, we'll introduce a unique branding technique for cafe cups. This means we'll print interesting environmental facts on the cups alongside prominent BLUMA branding. This approach not only enhances the cafe's physical environment but also boosts BLUMA's brand recognition and engagement with its target audience.

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Phase III: Entering phase III

[Switch to Slide 12],

our primary goal is to expand beyond Lithuania. Initially, we will establish ourselves in major European cities and afterward, extend our presence in whole Europe. We will set up a network of suppliers and distributors across Europe for seed distribution in EcoDrive campaigns and estimatedly require 250x times the budget for complete expansion. Continuing our green wave hospitality we will partner with prominent hotel and cafe chains across Europe by designing their spaces, and thereby expand to other clients.

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Timeline: We will commence the first phase immediately, starting in October 2023. Our target is to initiate phase 2 within the next six months, followed by phase 3 in two years from now.

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Thank You!