the **BIG IDEA** worksheet

# PROJECT NAME "Report: Global Transformation of the Passenger Vehicle Industry."(WORLD and US)

**WHO IS YOUR AUDIENCE?**

1. List the primary groups or individuals to whom you’ll be communicating.

* Automotive industry stakeholders
* Government policymakers
* Environmental organizations
* General public
* potential car buyers.

1. If you had to narrow that to a single person who would that be?

* An influential automotive executive or policy influencer.

1. What does the audience care about?

* Automotive industry stakeholders: Profitability, innovation, and market trends.
* Government policymakers: Environmental sustainability, economic growth, and public safety.
* Environmental organizations: Reducing carbon footprint and promoting eco-friendly solutions.
* General public and potential car buyers: Affordability, fuel efficiency, and environmental impact.

1. What action does your audience need to take?

* Embrace sustainable practices in the automotive industry.
* Advocate for and implement policies that encourage sustainable mobility.
* Make informed decisions as consumers.

WHAT IS **AT STAKE**?

1. What are the benefits if your audience acts in the way that you want them to?

* A thriving automotive industry leading in innovation and sustainability.
* Reduced greenhouse gas emissions and a healthier environment.
* Greater energy efficiency and cost savings for consumers.

1. What are the risks if they do not?

* Stagnation in the automotive sector, losing ground to competitors.
* Escalating environmental problems and air pollution.
* Increased dependency on finite fossil fuels, leading to higher costs.

FORM YOUR **BIG IDEA**

It should:

1. Articulate your point of view,
2. Convey what’s at stake and,
3. Be a complete (and single!) sentence.

"Report: Global Transformation of the Passenger Vehicle Industry."