

Summary

- The meeting discussed unicorns and sustainability, exploring both literal and metaphorical interpretations.
- The group brainstormed ideas for a campaign to promote sustainable growth, including interactive experiences, gamification, and storytelling.

Action Items

- Clara: Research report on unicorn traits and corporate sustainability
- David & Hannah: Campaign concepts and visuals emphasizing rarity and sustainability
- Emma & Fiona: Interactive experience and simulation of environmental impact
- George: Operations mapping and supply chain efficiency
- Ian: ROI analysis for green policies