



SISLAG

Sustainability Information Services Latin America – Germany



I want
it ALL!



What we do today 1: Business Development

What we do:

- Business development in Latin America for innovative companies in the field of decentralized environmental technologies (often working with Startups)

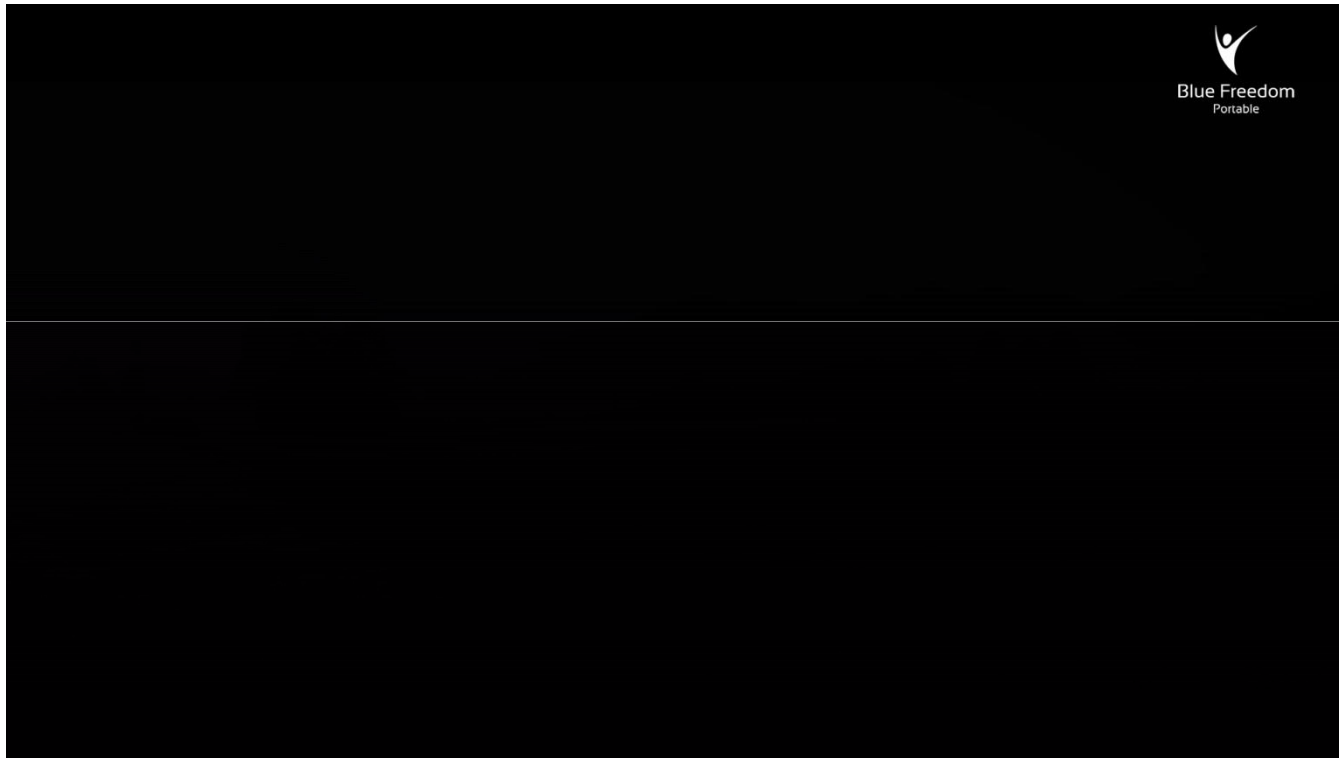
Why:

- Because we love to connect ecologically sustainable technologies with intelligent and economically sustainable strategies (business model experimentation)

How:

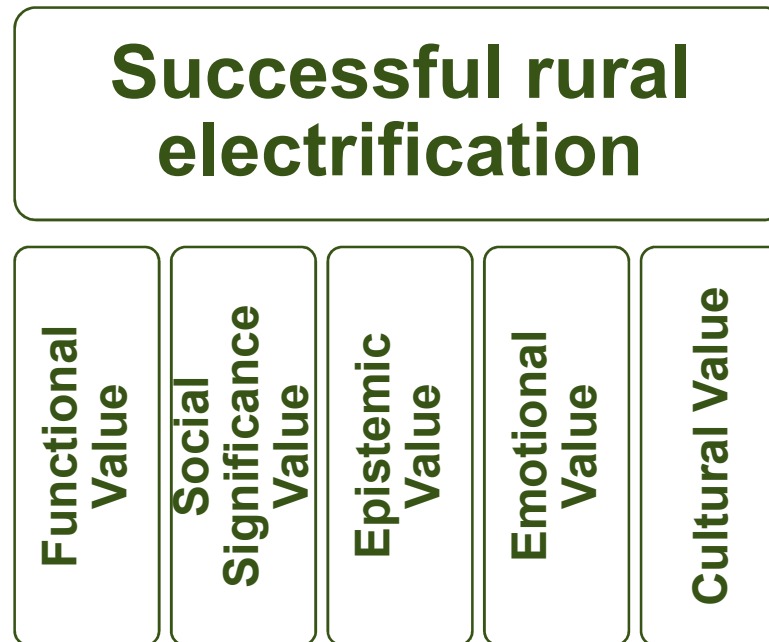
- By doing everything that needs to be done in order to reach central goals:
 - A. Survive (cashflow)
 - B. Develop stable long term relationships and business strategies (maximize cashflow and do good)
- Innovative business models (PayGo, leasing, etc.)

What we do today 2: (Video-)Marketing



The user-value of rural electrification

“Learning from the design, psychology and sociology literatures, it is important that rural electrification projects incorporate the value perception of the end-user and extend their success beyond the commonly used criteria of financial value, the appropriateness of the technology, capacity building and technology uptake. [...]”



In: Stephanie Hirmer and Heather Cruikshank 2014: The user-value of rural electrification: An analysis and adoption of existing models and theories. Renewable and Sustainable Energy Reviews, Volume 34, Pages 145-154.

“Teamwork makes a dream work”

My friend and colleague Greta quoting John C. Maxwell

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