Clima Now — Mission Model Canvas

Name of your Spotlight Idea: Climate Fresk : Climate Education for all

Key Partners
Which operational or strategic partners do you need to make your idea work and succeed?

- Impact Hub swiss network
- French NGO Fresque du Climat
- Others NGOs :
  Swiss Youth for Climate
  Green buzz
  Sehen und Handeln
  WWF

Key Activities
Which are the key activities that you need to conduct to create value?

- Workshop facilitation
- Training participants into facilitators
- Accompanying organisations until self-sustained Climate Education

Key Resources
Which key resources do you need to make your idea work?

- Rooms and tables
- 42 cards based on IPCC reports
- Volunteer and pro- facilitators
- coordinators of local facilitators hub

Value Proposition
What is the value proposition for each beneficiary? Which problem do you solve for whom?

For participants
- Learn and have fun with the team's collective intelligence
- Get a systemic understanding of climate change
- Collective Empowerment for Climate action
- Orders of magnitude for individual and collective actions

Facilitator skills development and networking

Relationships
What kind of relationship are you aiming to have with each beneficiary?

- Segment-specific roll-out products
- Facilitators Community management

Deployment / Channels
How are you going to reach your beneficiaries?

- Word of mouth
- Media
- Domino effect
- Workshop & feedback

Beneficiaries
Who are you are creating value for?

Participants from all market segments
- Public at large
- Professionals /companies
- Students / universities
- Elected representatives
- NGOs

Facilitators
Same origins than participants

Cost Structure
What are the most important costs to deliver your value proposition?

- Room rentals
- Human resources
- Advertising

Income Streams
What income streams do you generate? What is the pricing mechanism?

- Licence fees
- Workshop and training contributions
- Segment-specific fees

Social and Ecological Costs
What social or ecological costs could be caused (also unintentionally) by your solution?

None else than paper waste !

Positive Impact
What positive impact do you want to create?
How do you structure, define and measure the positive impact of your solution?

- Foster citizen climate initiatives at local scale
- Better acceptance of life changes related to Climate change
- Impact surveys, Participants counter
- Skilled climate education ambassadors