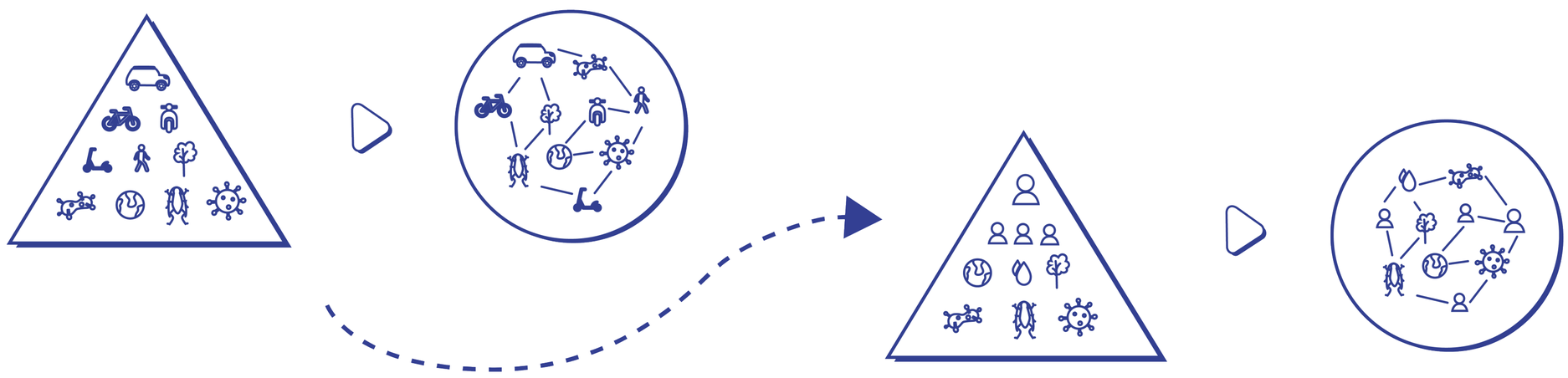
EXPLORING MINIS CONTRIBUTION TO URBAN ECOSYSTEMS

Igniting Strategies on heatwave mitigation



From ego-system to eco-system

City Strategy

2025	2030	2035
Raise citizens awareness on heatwaves	Lower temperatures in the city by creating more green/blue areas, new mobility solutions etc.	Developments lead to a more healthy and sustainable city

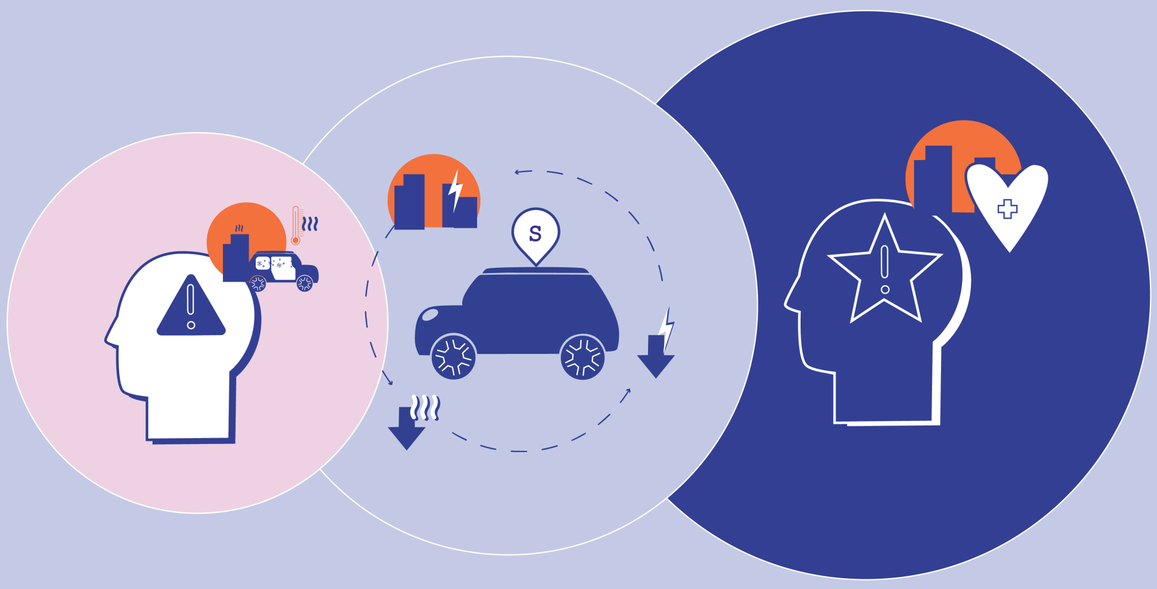
Lower temperatures in the city by changing car usage
1) avoiding combustion engines
2) foster electric vehicles
3) minimize car ownership

Synchronising the City Strategy and the MINI Strategy

Making it easier to share cars by offering different low entry opportunities

Add parking lots outside the city to lower car amounts in the city centre

Integrated Strategy



SERVICE	PRODUCT	INTEGRATED PRODUCT SERVICE
Raising awareness on heat waves and how cars contribute by informing through services	Adapting the product to the changing climate and needs by lowering cabin greenhouse effect and giving back the left over energy	Integrated product service solutions towards a mindset change

Vision

MINI as an active participant in the fight against heat wave mitigation

Mission

Creating the heat negative vehicle of tomorrow

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Exploring MINIs contribution to urban ecosystems. Igniting strategies on heat wave mitigation
23.10.23
Strategic Product Design

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