



## RESULTS



### INFORMATIVE VALUE

need of a  
**CLEAR**  
MESSAGE

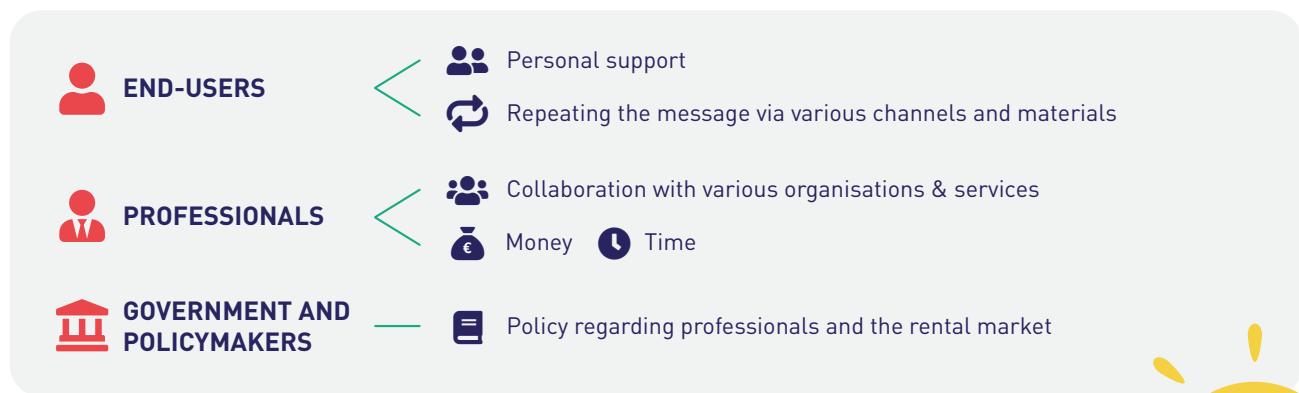
added to  
**IN-DEPTH  
PERSONAL APPROACH**

- help-line, packages
- air buddies, specialists



### CHANGING BEHAVIOUR

- More than just providing information
- Strategic long-term approach



## FUTURE

Developing a strategy with test projects

with a view to learning and making adjustments

