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HABITATS

Agenda

01 Problem

02 State of the Art

03 Design Concept

04 Smart Systems

05 Ethics & Sustainability

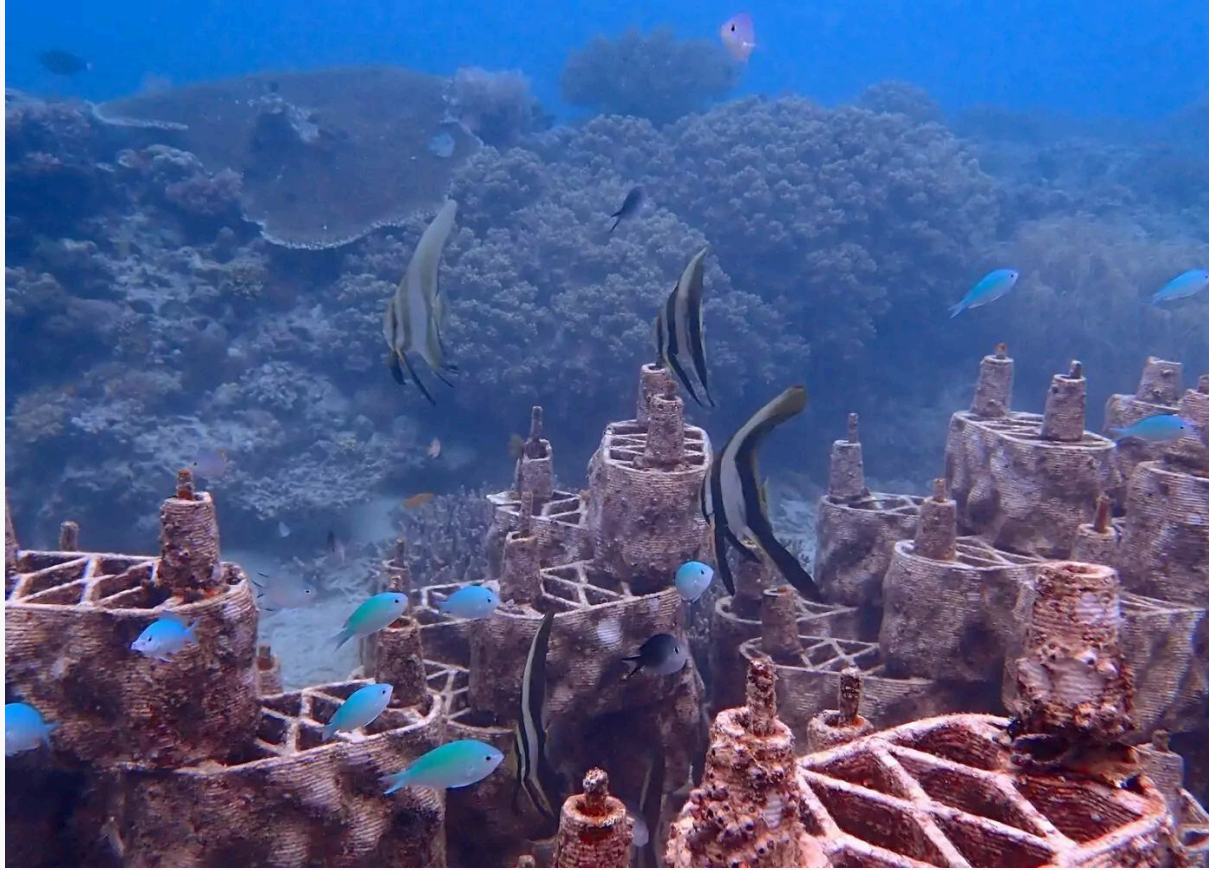
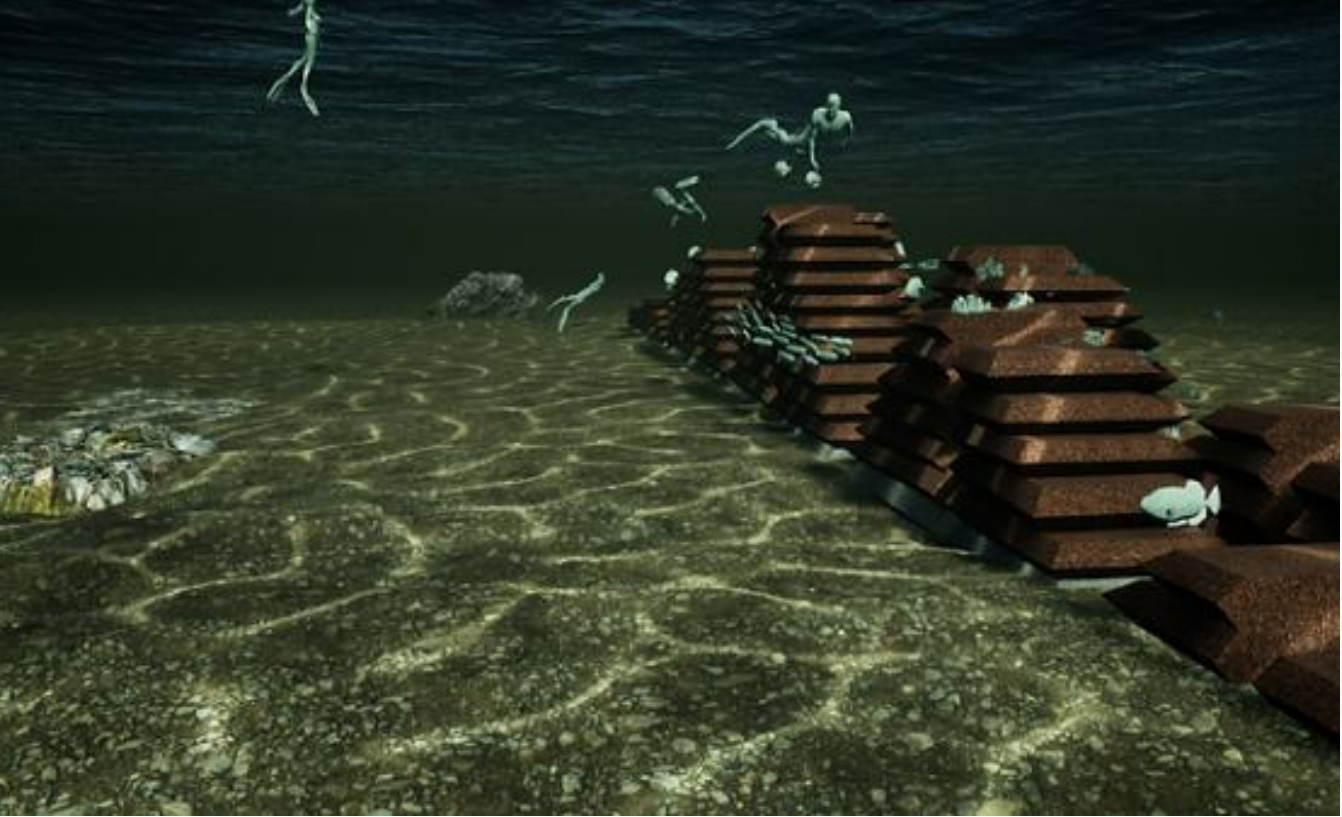
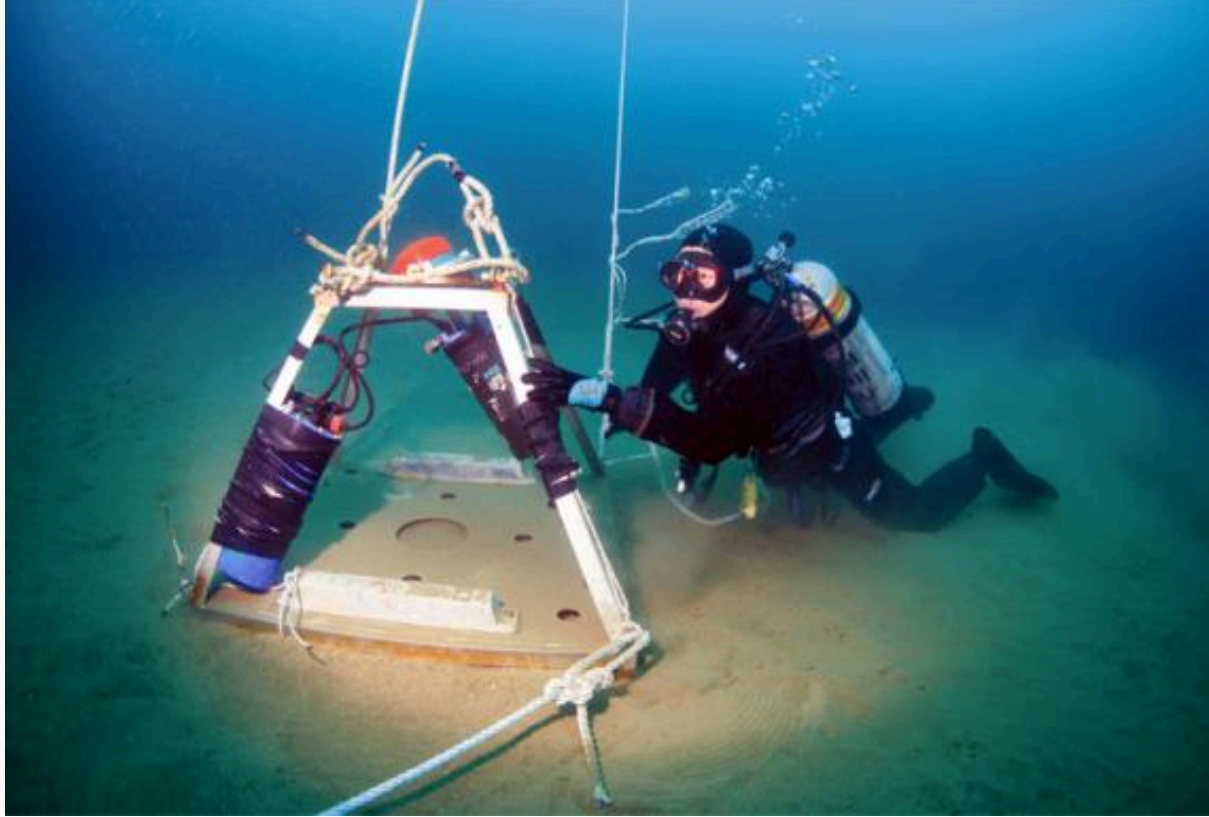
06 Marketing & Communication

07 Project management

08 Conclusion

Escalating pollution and global warming are driving climate change that is rapidly degrading marine ecosystems, disrupting biodiversity, and threatening the sustainability of aquatic life and coastal livelihoods.

State of the Art





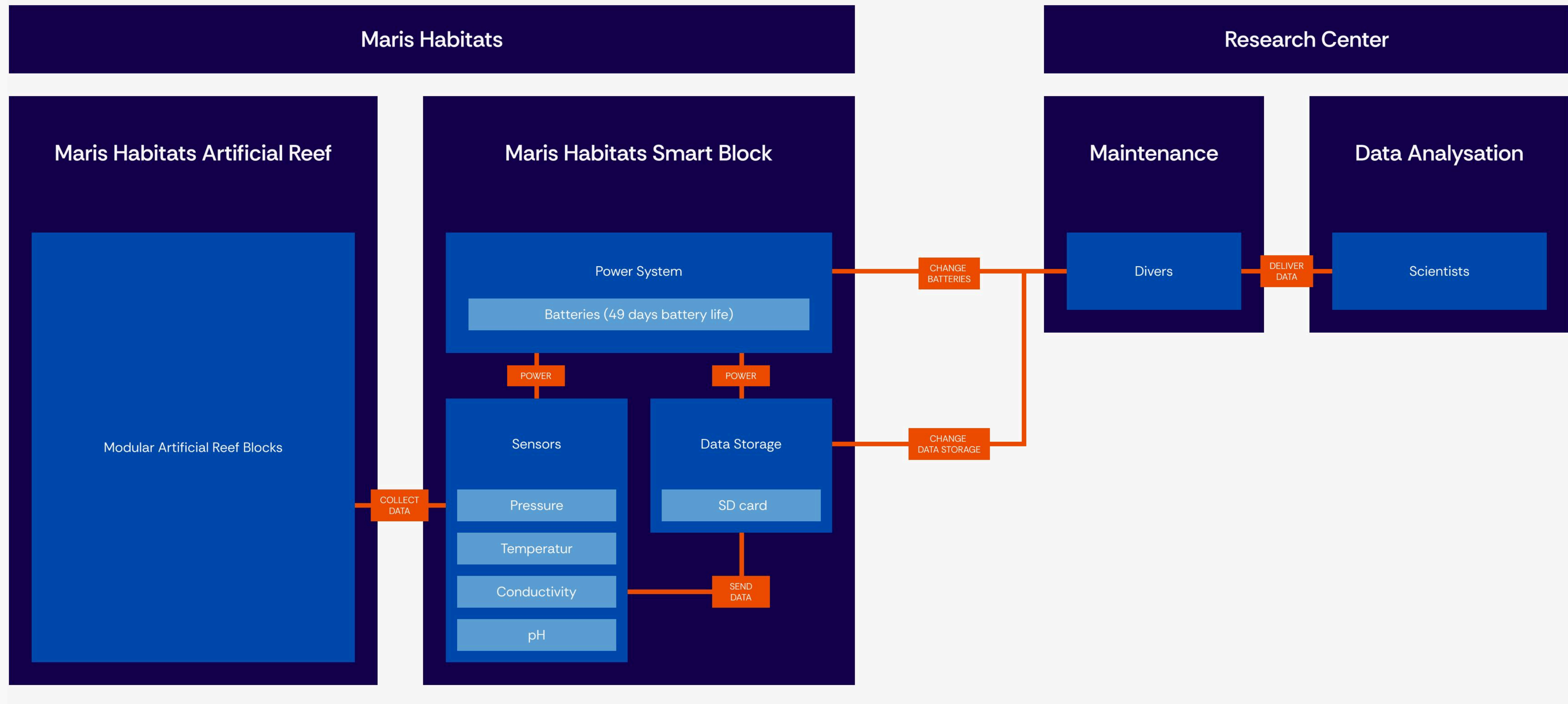
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HABITATS





Smart Systems



Ethics

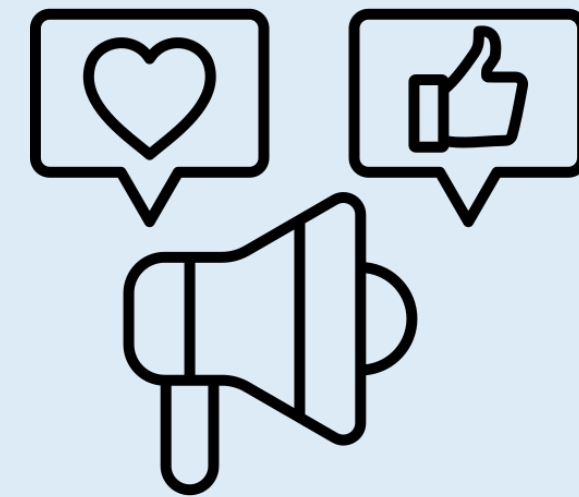
- **Not cause any harm**
- **Interact with the sea**
- **Safe data collection**

Sustainability



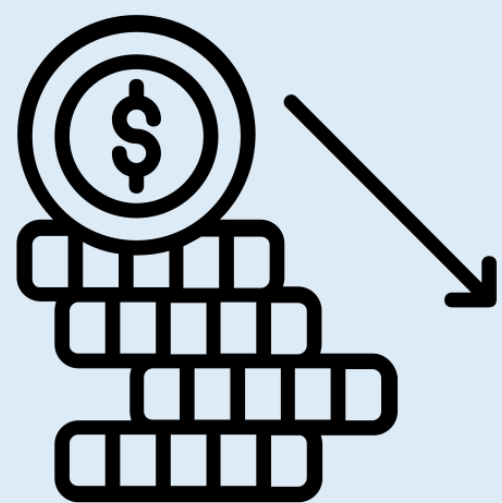
Environmental

- Marine growth → artificial reef
- Modular design → reduced waste



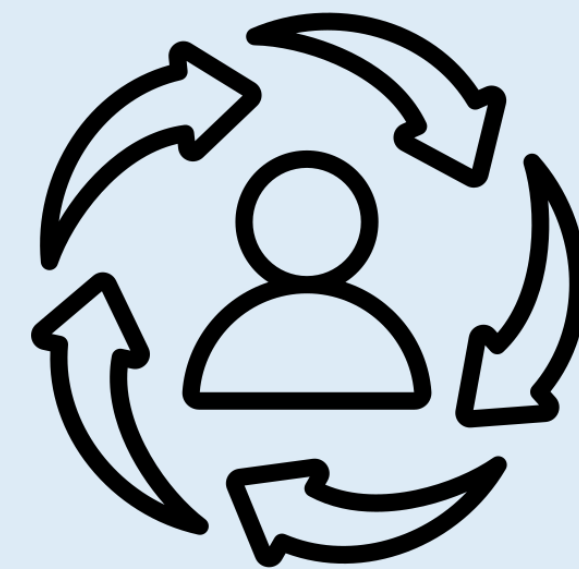
Social

- Data for research
- Collaboration



Economical

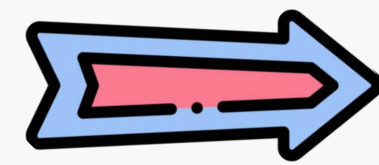
- Fisheries & tourism
- Existing infrastructure → cost efficiency



Life-cycle

- Strong materials & sensor module
- End-of-life → ecosystem integration

Marketing



ANALYSIS

SWOT



Environmental need

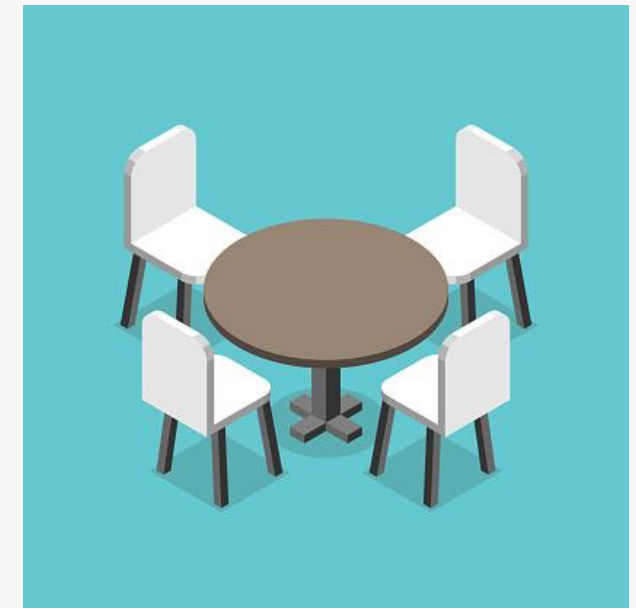


Desperate solutions

PESTEL



Low competition



STATUS

STRATEGY

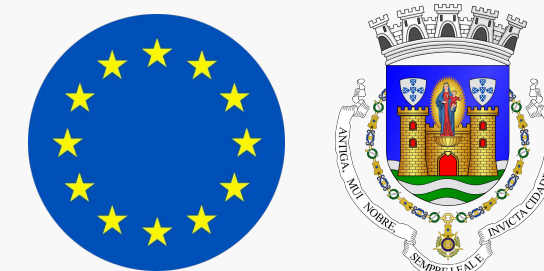
- Monitoring metrics
- Critical Relevance
- Exp Paradigm



SEGMENT



TARGET



CRITERIA:

- Environmental awareness
- Financial capacity
- Strategic Alignment

Brand Identity

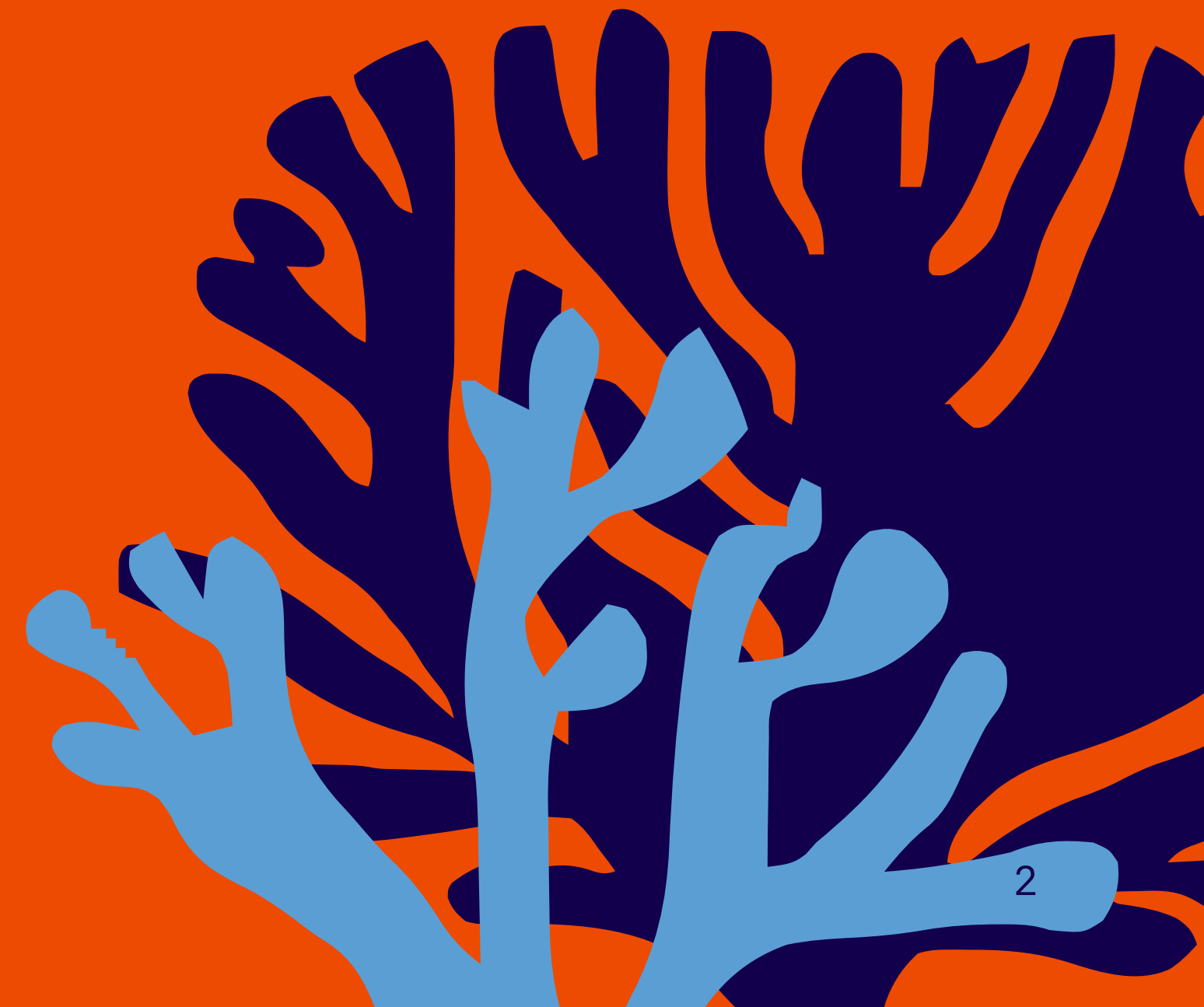


Deep Sea Blue #14004D	Ocean Blue #004AAD	Fish Blue #5C9FD5	Sky Blue #DDEBF6	Coral Orange #EE4C01	Orca White #F9F9F9
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Project Management

- **Hybrid**
- **Planning**
- **Risk**

Conclusion & next steps



Thank you!

European Project Semester
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