

**CITY WATER**

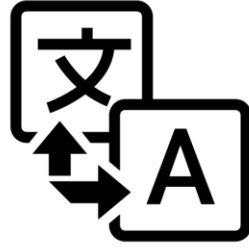
jointhepipe







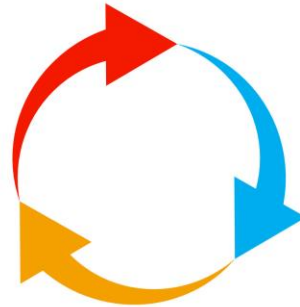
# Steps



1. Translating  
communication  
materials



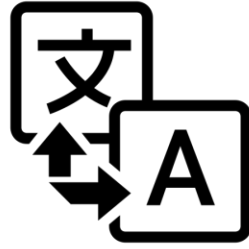
2. Developing  
products







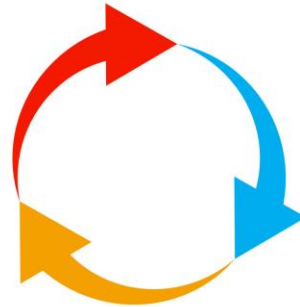
# Steps



1. Translating  
communication  
materials



2. Developing  
products



3. Obtaining  
certificates



4. Getting on  
the ground

the pipe  
**CITY WATER**  
DE L'EAU POTABLE  
DANS UNE BOUTEILLE  
REUTILISABLE



PARIS

L'ALTERNATIVE AUX  
BOUTEILLES D'EAU EN PLASTIQUE  
À USAGE UNIQUE

**REMPLIR ET RÉDUIRE**

CETTE BOUTEILLE EST FABRIQUÉE  
À PARTIR DE LA CANNE À SUCRE

[WWW.JOIN-THE-PIPE.ORG](http://WWW.JOIN-THE-PIPE.ORG)



REFILL • RE-USE • REDUCE

**CITY WATER**

**Casino**  
MONTENEGRO MONDIALE  
DE JEUX D'AZAR

**Casino**  
franprix

LEADER PRICE

# Steps

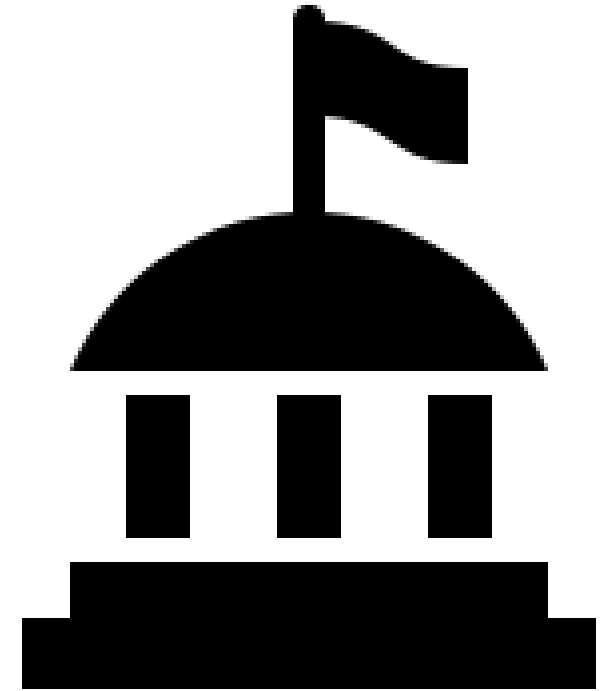




Key learning #1:  
French market is  
NOT easy!

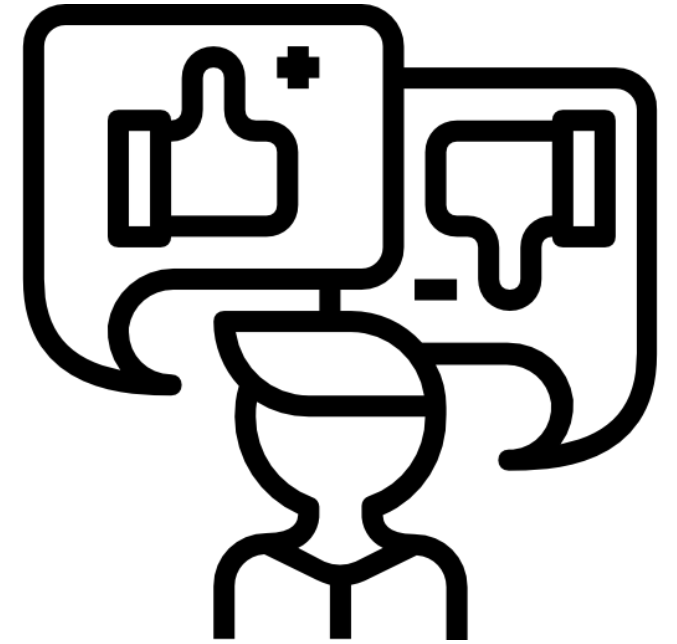


**Key learning #2:**  
Dutch embassy very  
helpful to kick off





**Key learning #3:**  
Receiving feedback  
is essential

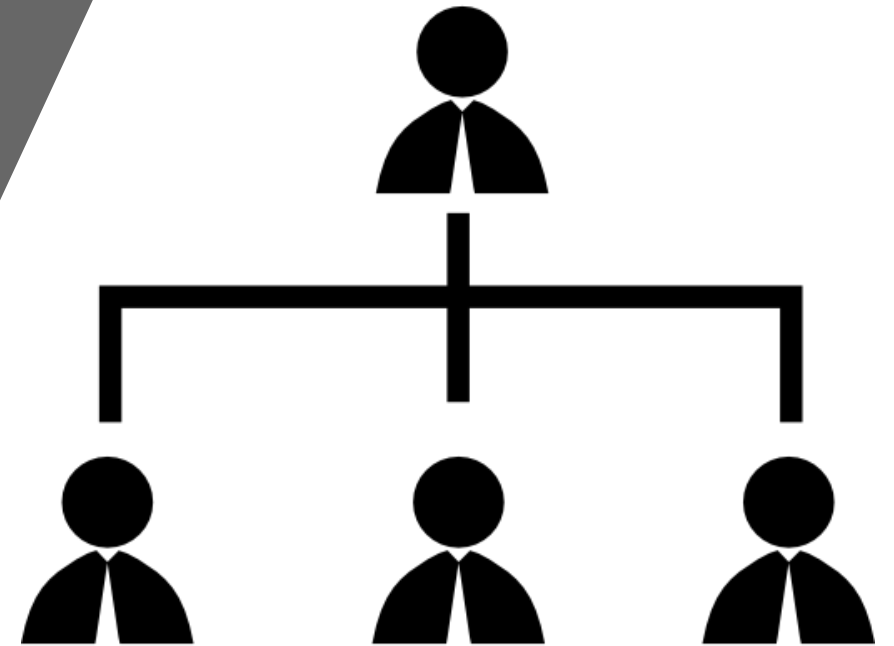


Key learning #4:  
French not so direct &  
honest as the Dutch





**Key learning #5:**  
Hierarchical culture:  
formal & top-down



**Key learning #6:**  
Made in France  
comes first



JoinThePipe



Bon voyage, et bon courage!

JointhePipe

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