social youth development k.A.NE.

THINKATHON

KALAMATA - MAY 2023

BUSINESS PLANS FOR A GREEN FUTURE

Co-funded by the European Union

ΙΔΡΥΜΑ ΝΕΟΛΑΙΑΣ & ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗΣ

Art & fashion

PLASTIC PROJECT

01 • Mission statement

02 • Product Description

03 • Marketing Plan

04 • Structure

05 • Fundrising

FASHION :
ECOLOGIQUE & SOCIAL DISASTER

LESS THAN 1%
OF THE CLOTHES
ARE REUSED

2ND MOST
POLLUTING
INDUSTRY

STATISTICS

ON 8 MILLION

PIECES OF PLASTICS IN THE OCEAN,

ONLY 9% OF IT IS RECYCLING

2 MILLIONS PLASTIC BAGS ARE USED EVERY MINUTE

FOR 1 MILLIONS OF PLASTIC BOTTLES

OUR STATEMENT

local

Mission

Fashion and ecology

Vision

SLOW FASHION

3 different type of clothes and accessories for man and woman

MISSION STATEMENT

SLOW FASHION

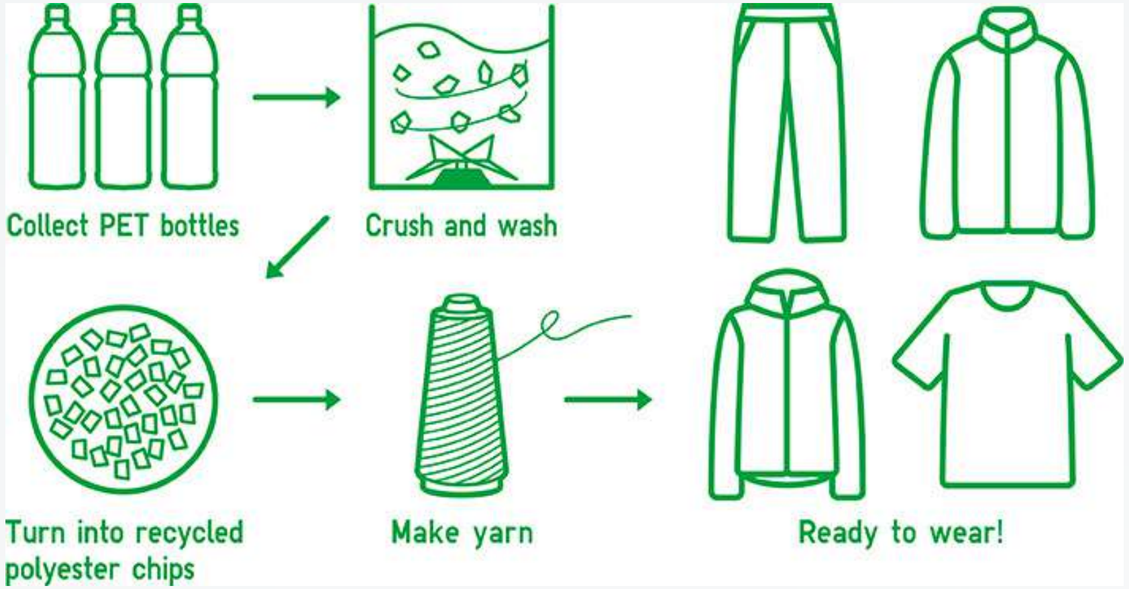
We have to change
our way
to consume fashion
as sustainable

MAKING BEAUTY FROM WASTAGE

Provide a new vision
of fashion as a way of
expression by
participation for a
beautiful and better
world.

UCW LOGO

PRODUCT DESCRIPTION



CROSHINE

30 €

MADE OUT OF PLASTIC BAGS

ECOFRIENDLY

TRENDY

Tote bags

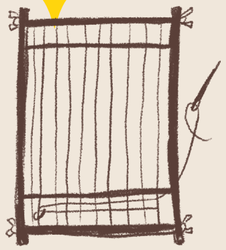
baguette bags

Tops

Crocheter un sac à courses avec des poches plastique..

BICYCLE WEAVING

making some lines
by cutting it while doing bicycle



weaving the lines to make the fabric

sew it to make bags and accessories

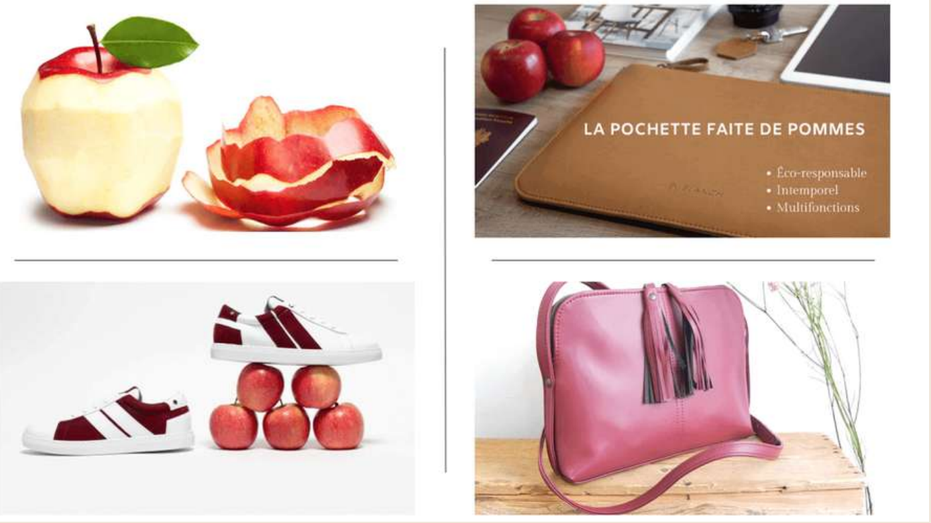
REUSED UPPERS, RECYCLED SOLES

VEGAN LEATHER

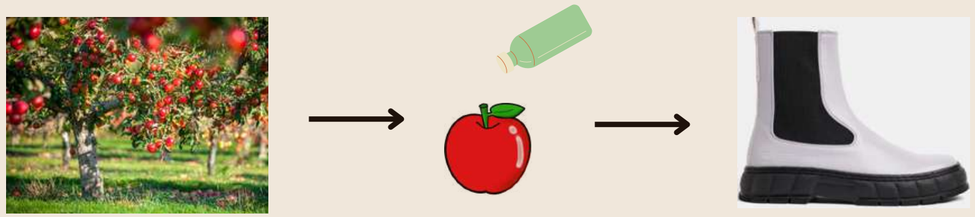
We are growing a farm in kalamata where the volunteers and other people from the city can make their own fruits.
The material producting by the different fruits is an alternative to Leather and plastics.
All the collection of accessories is vegan.

VEGAN ROCK

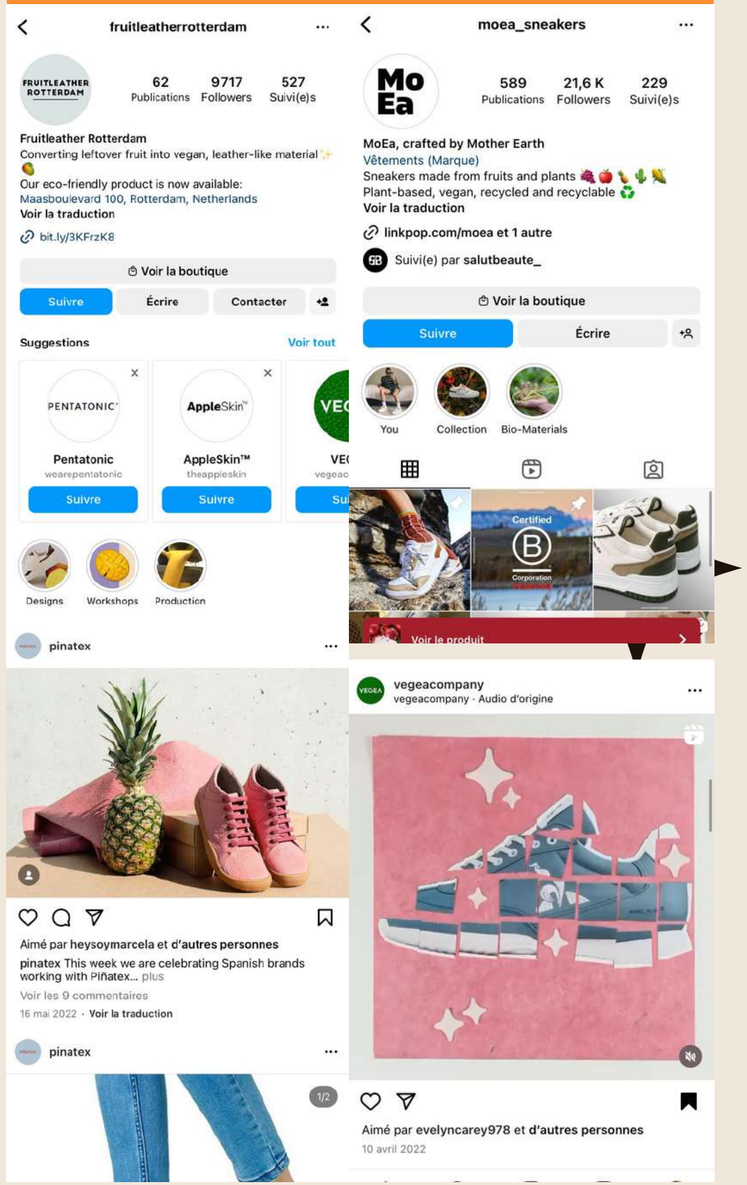
HOW



By making a partly bio-based material like apple leather, the amount of fossil fuels and synthetic material required is significantly reduced

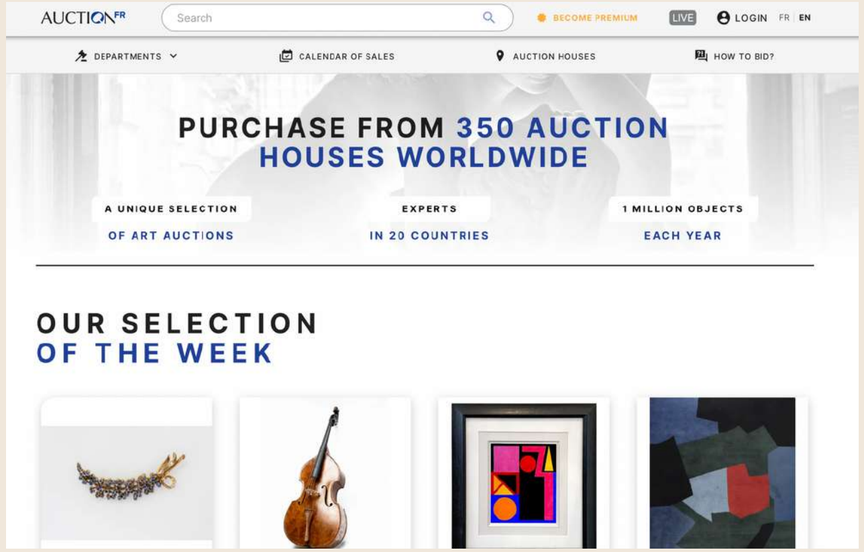


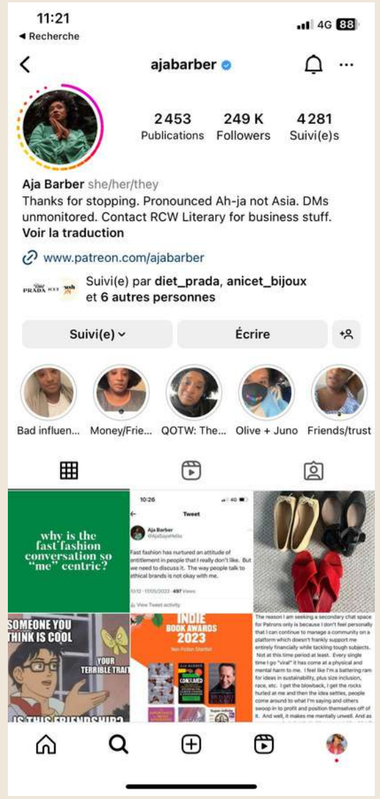
Concurrence



MARCETING

AUCTION WEBSITE



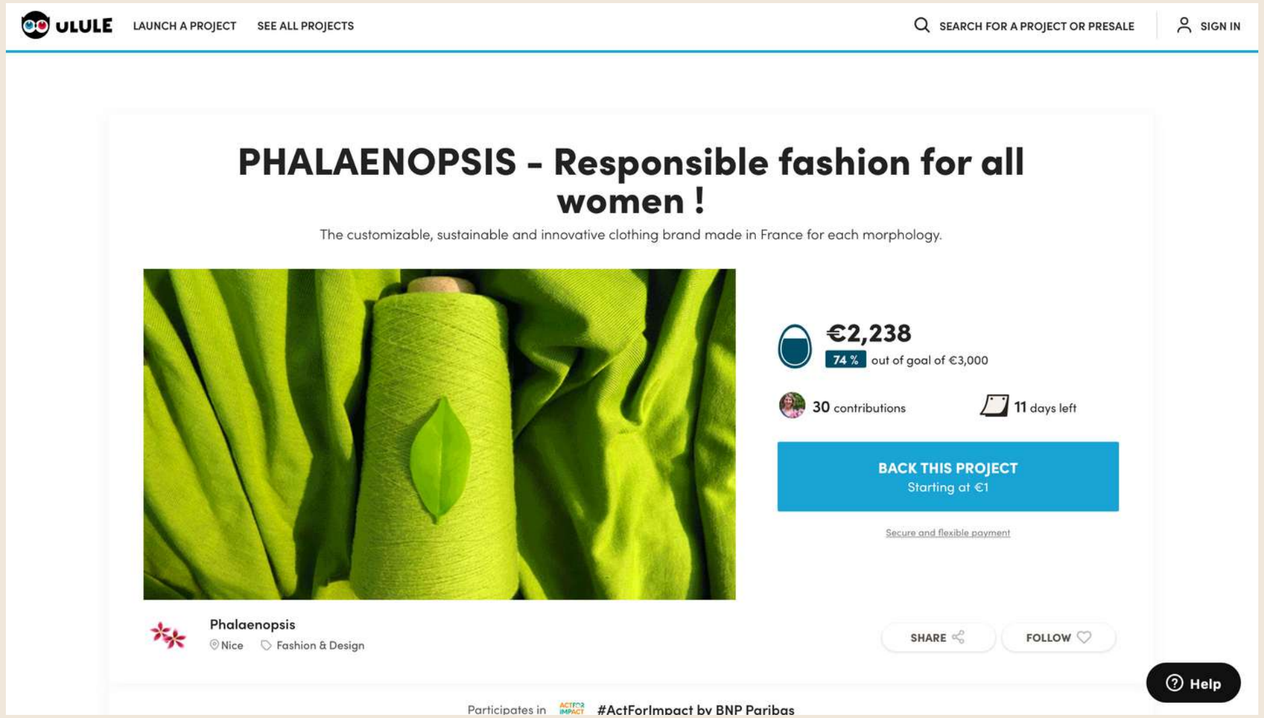


SOCIAL NETWORK

MARKETING

COLLABORATION
WITH AN ORGANISATION

FUNDRISING


ULULE
LAUNCH A PROJECT
SEE ALL PROJECTS
SEARCH FOR A PROJECT OR PRESALE
SIGN IN
PHALAENOPSIS - Responsible fashion for all women !
The customizable, sustainable and innovative clothing brand made in France for each morphology.
€2,238
74 % out of goal of €3,000
30 contributions
11 days left
BACK THIS PROJECT
Starting at €1
Secure and flexible payment
Phalaenopsis
Nice
Fashion & Design
SHARE
FOLLOW
Help
Participates in
#ActForImpact by BNP Paribas


UpCycle
Wear

“WASHED UP”

UPCYCLING and ART

Fostering innovating and environmental focused art

washed up

art and upcycling

Fostering innovating and environmental focused art

what is the purpose of a plastic bottle?

washed up

art and upcycling

Fostering innovating and environmental focused art

what is the purpose of a plastic bottle?

It doesn't have to be harmful!

washed up

art and upcycling

Fostering innovating and environmental focused art

what is the purpose of a plastic bottle?

The potential is neverending!

washed up

art and upcycling

Fostering innovating and environmental focused art

Create a safe space for upcoming and underpriviledged artists artists

Create a plastic collection center

Create a new artistic and cultural space

Implement new ways the community can get together

Light up creativity and imagination

washed up

art and upcycling

Fostering innovating and environmental focused art

Create a safe space

Create a plastic

up-cycle

centered on re-use

cultural space

and imagination

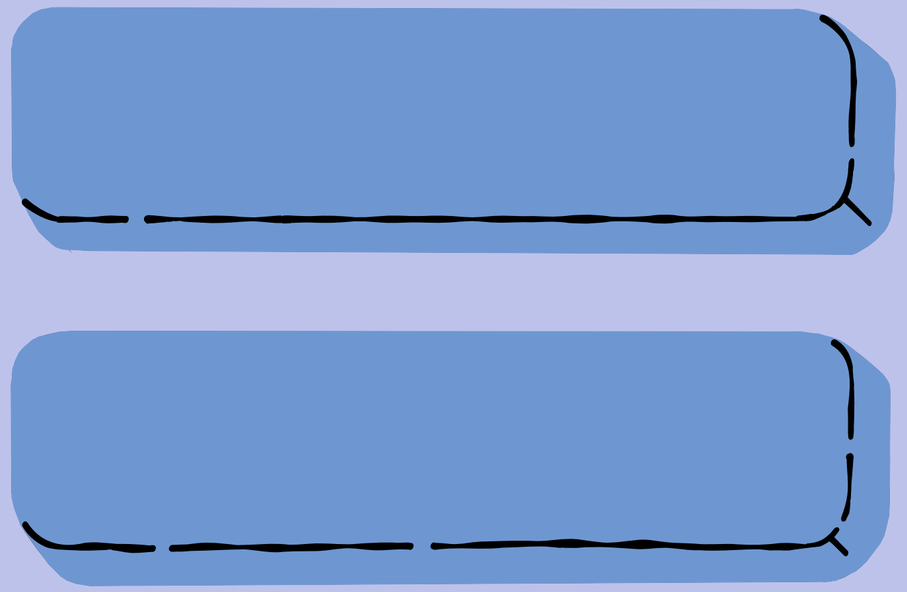
together

washed up

art and upcycling

Fostering innovating and environmental focused art

up-cycle =/= re-cycle

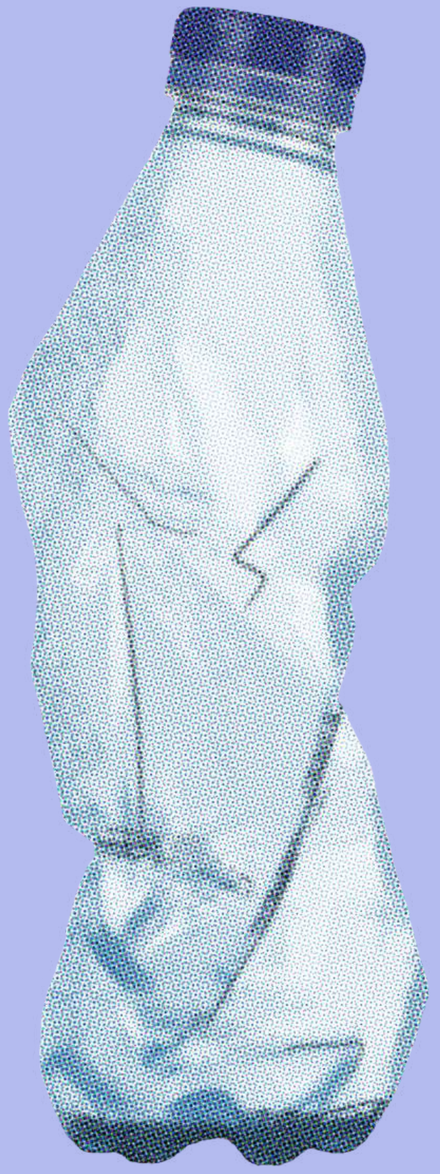


A WORLD OF POSSIBILITIES

WASHED AWAY: ARTIST RESIDENCY

+

MUSEUM



PLASTIC

INTO ART

1.COLLECTION

2.ART

2.ART

2.ART

WHERE THE TIDE EBBS AND FLOWS 2.ART

PEDRO MARZORATI

WHERE THE TIDE EBBS AND FLOWS

2.ART

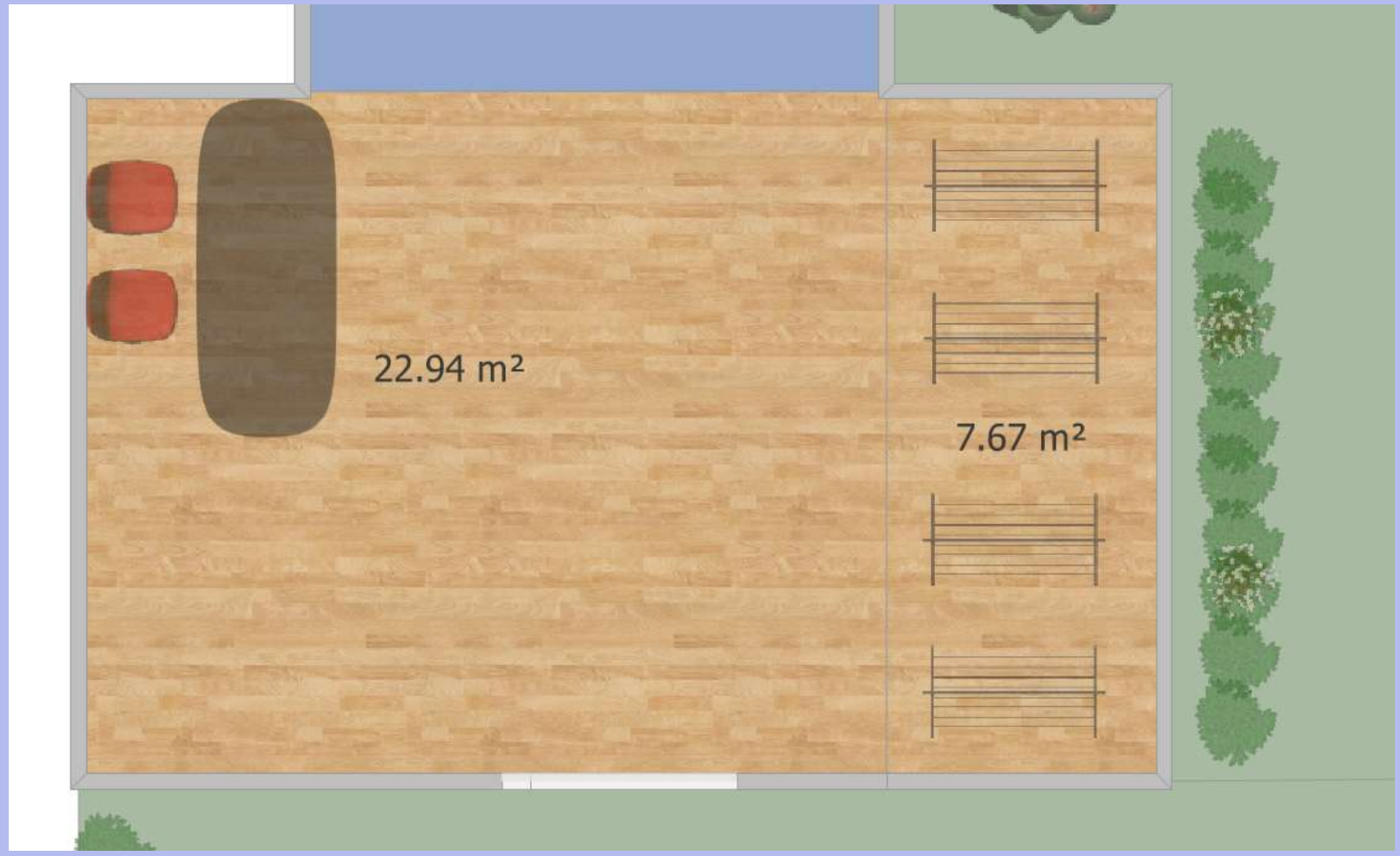
PEDRO MARZORATI

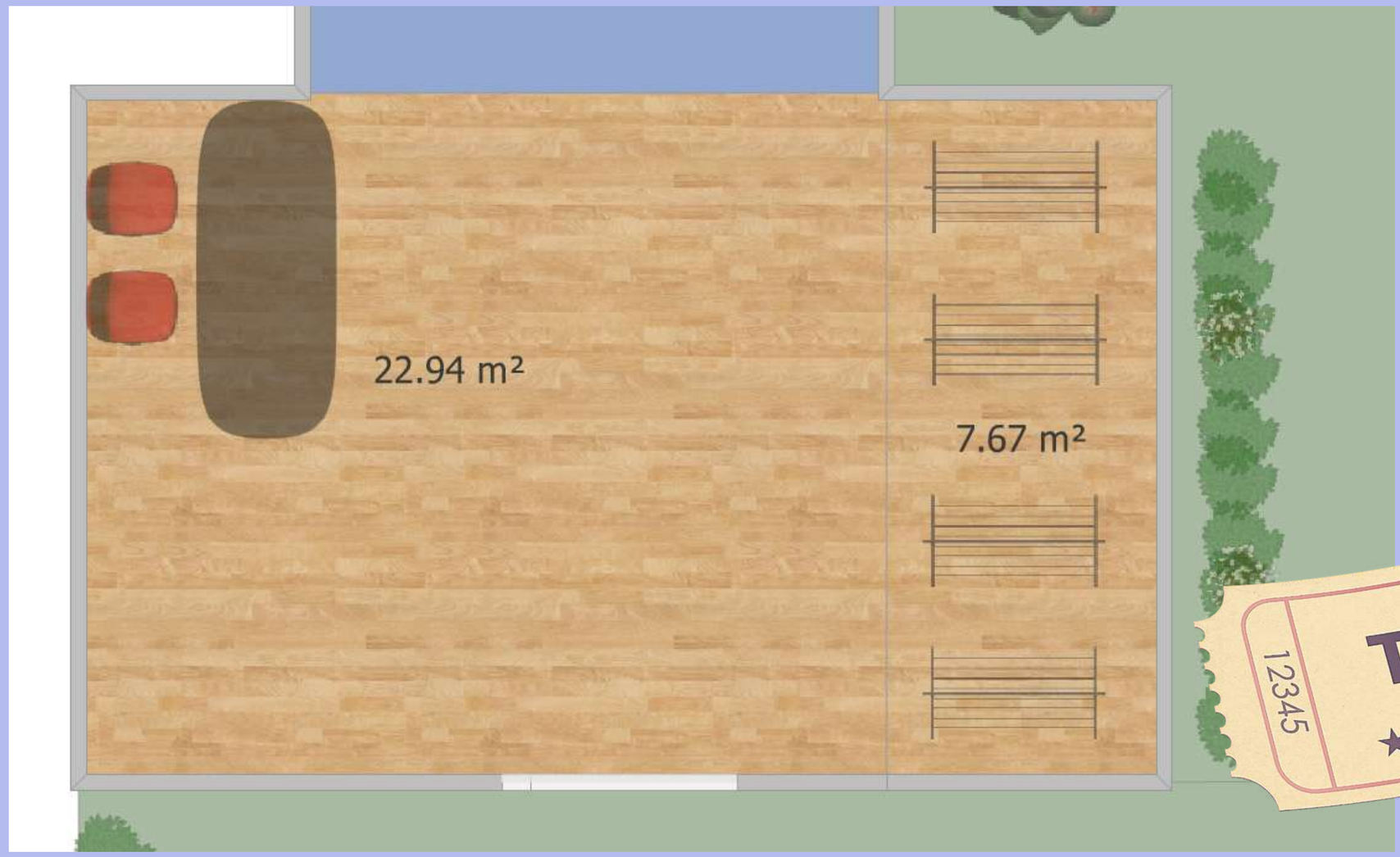
3.SHARE!

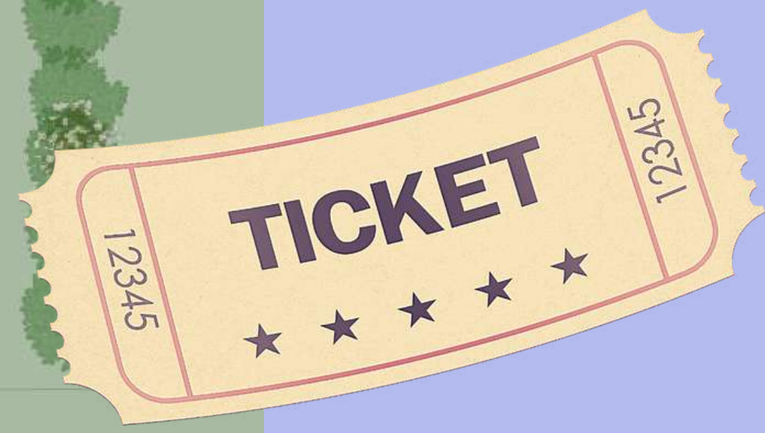
OUR IDEAL SPACE:


118.48 m²
16.90 m²
67.07 m²
17.14 m²
22.94 m²
7.67 m²
30.26 m²
90.10 m²


118.48 m²
17.14 m²
67.07 m²
22.94 m²
7.67 m²
30.26 m²
90.10 m²

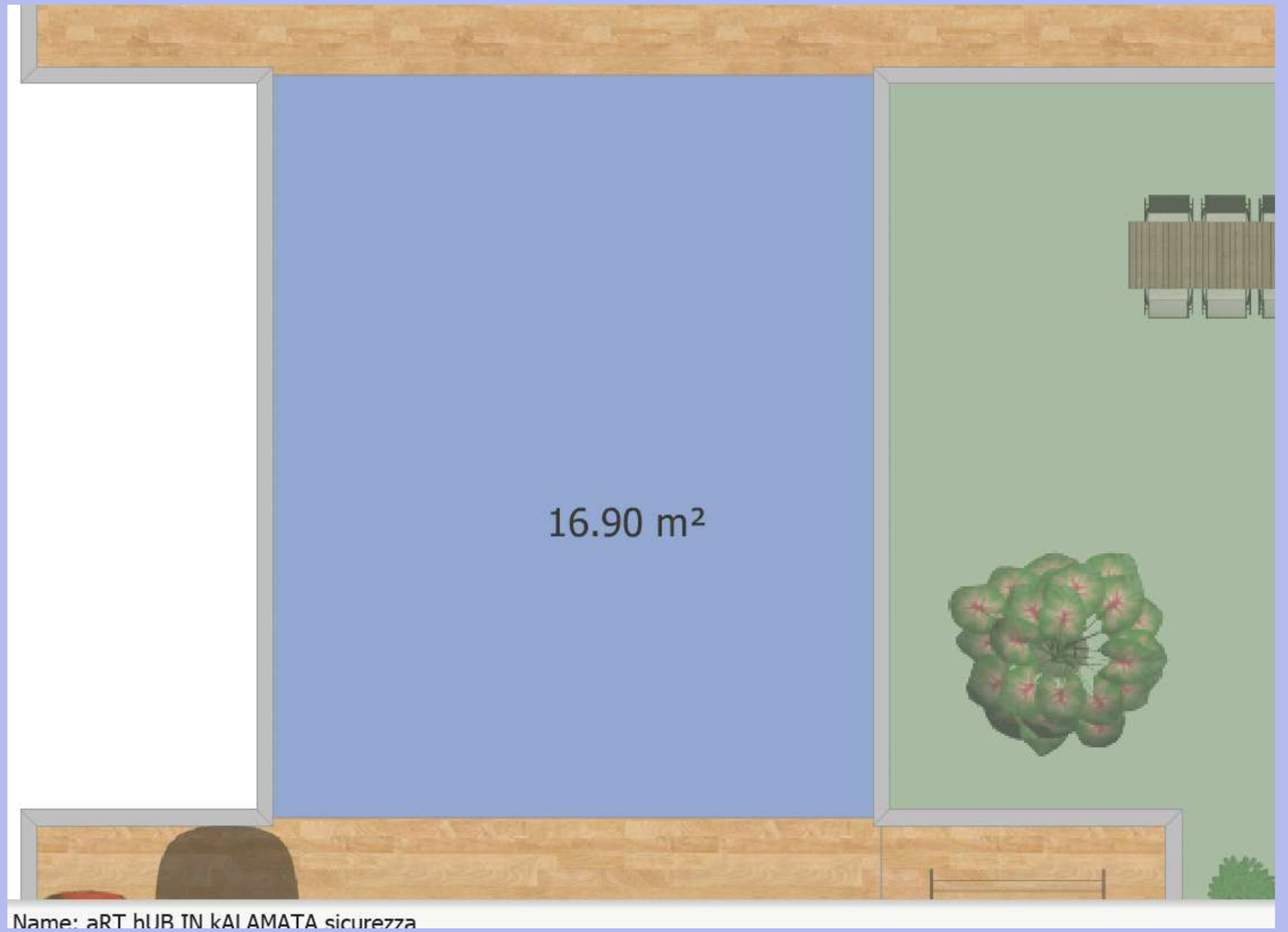

22.94 m²
7.67 m²

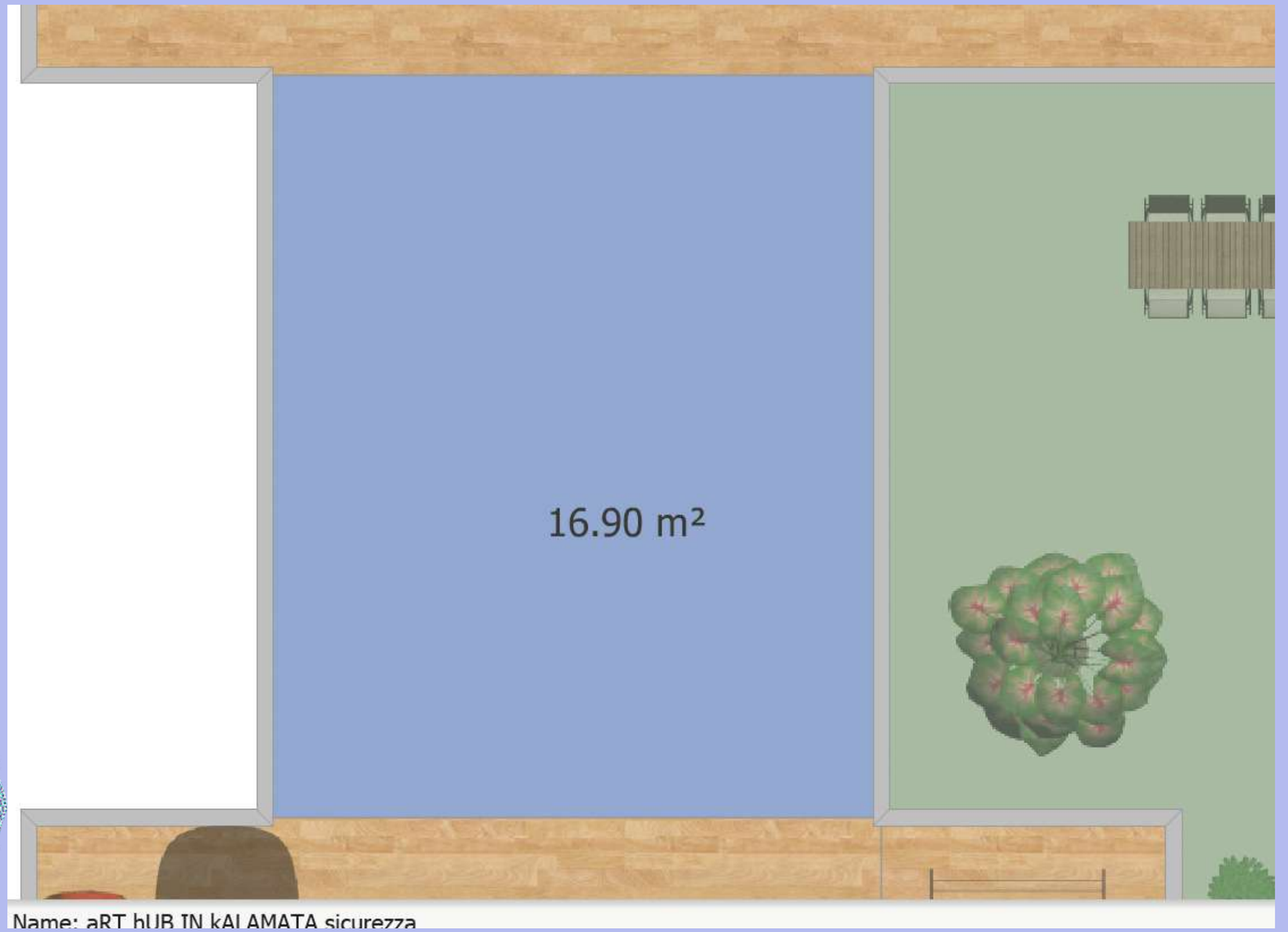




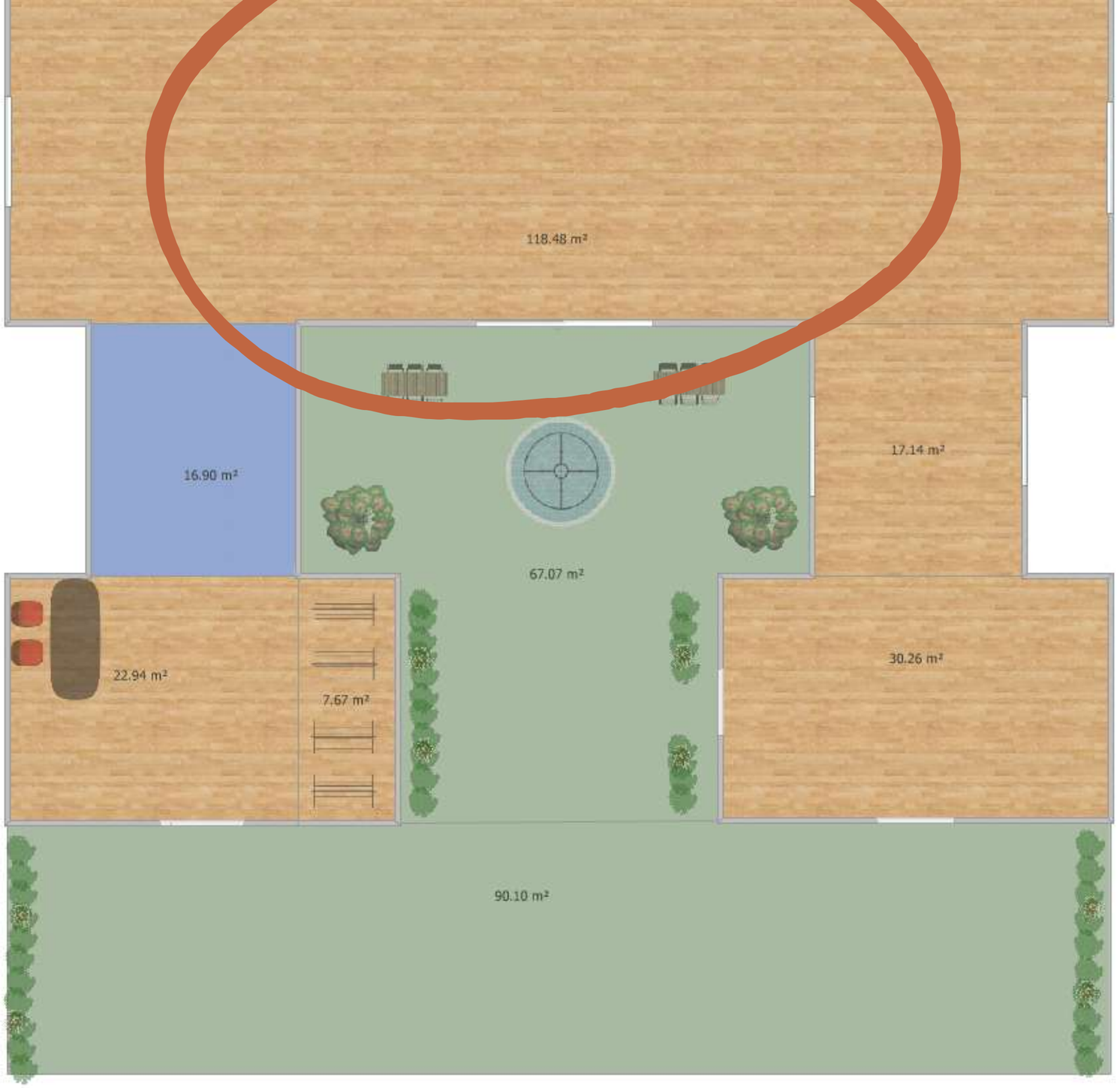
TICKETS+ENTRANCE

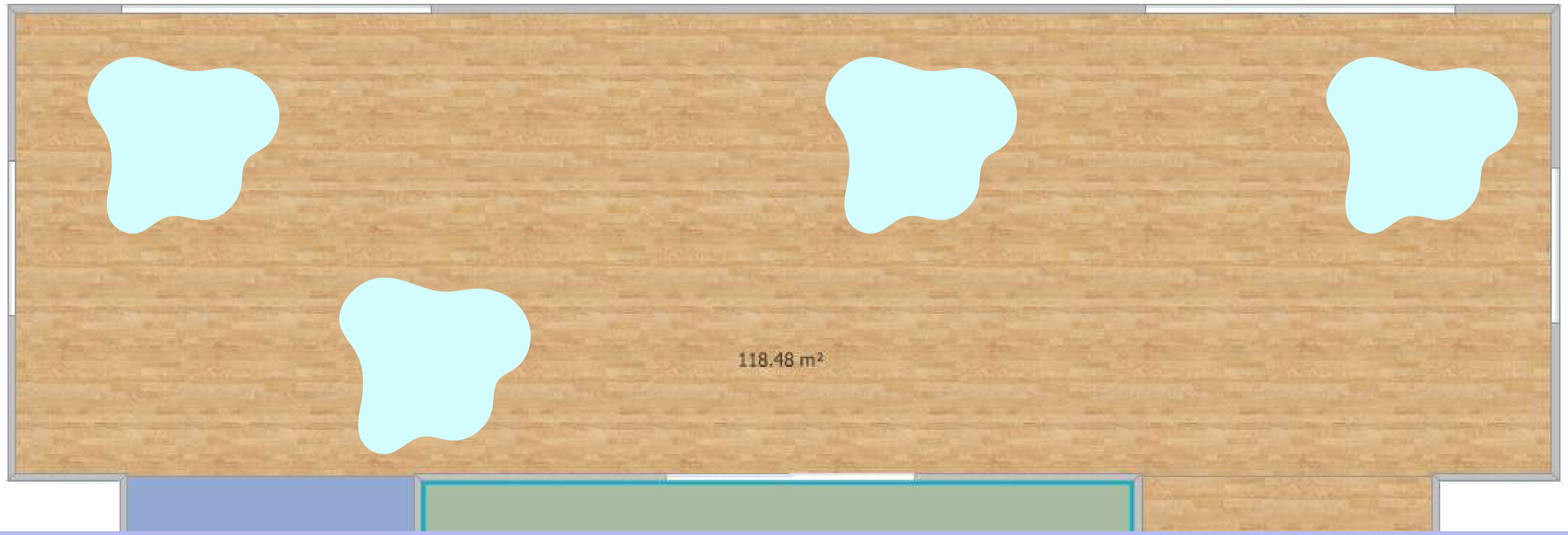

118.48 m²
16.90 m²
67.07 m²
17.14 m²
22.94 m²
7.67 m²
30.26 m²
90.10 m²


16.90 m²
Name: aRT hUB IN kALAMATA sicurezza

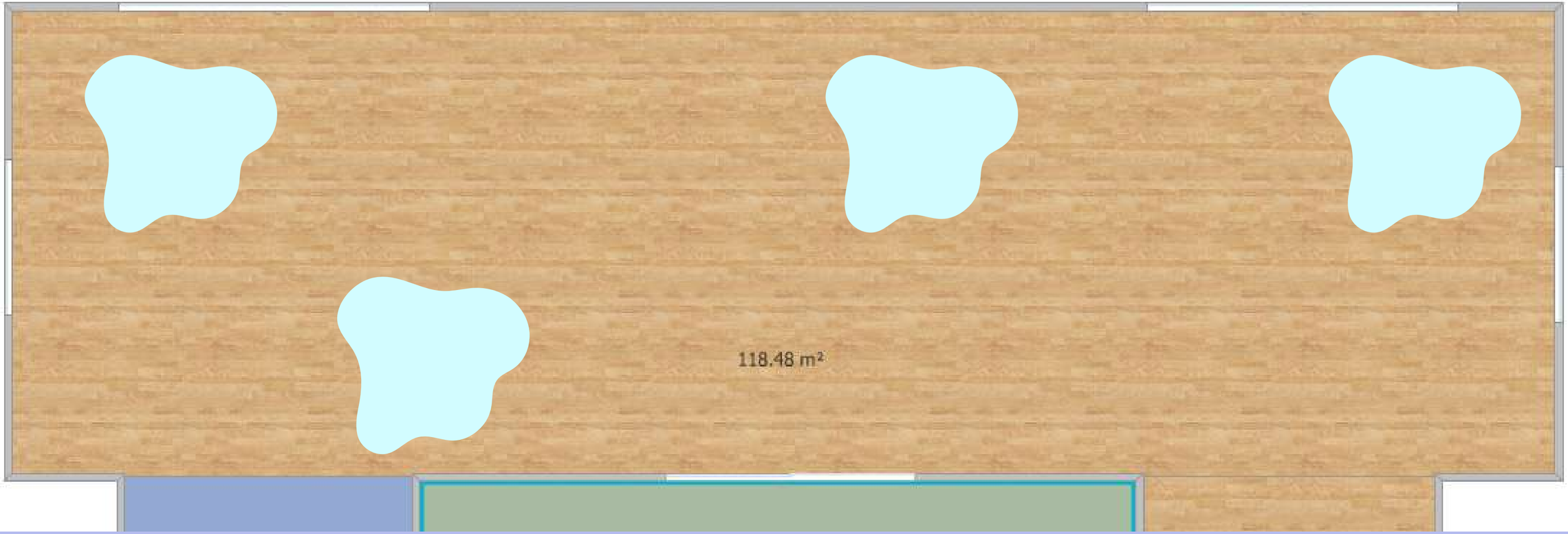


BLACK CHAMBER


118.48 m²
16.90 m²
67.07 m²
17.14 m²
22.94 m²
7.67 m²
30.26 m²
90.10 m²


118.48 m²

LOTS OF WINDOWS!



MAIN EXPOSITION


118.48 m²
16.90 m²
67.07 m²
17.14 m²
22.94 m²
7.67 m²
30.26 m²
90.10 m²


17.14 m²

MUSEUM SHOP


118.48 m²
16.90 m²
17.14 m²
67.07 m²
22.94 m²
7.67 m²
30.26 m²
90.10 m²


30.26 m²

FASHION SHOP+CAFE!

BIODEGRADEBLA ORGANIC PLASTIC PACKAGING

BOPP

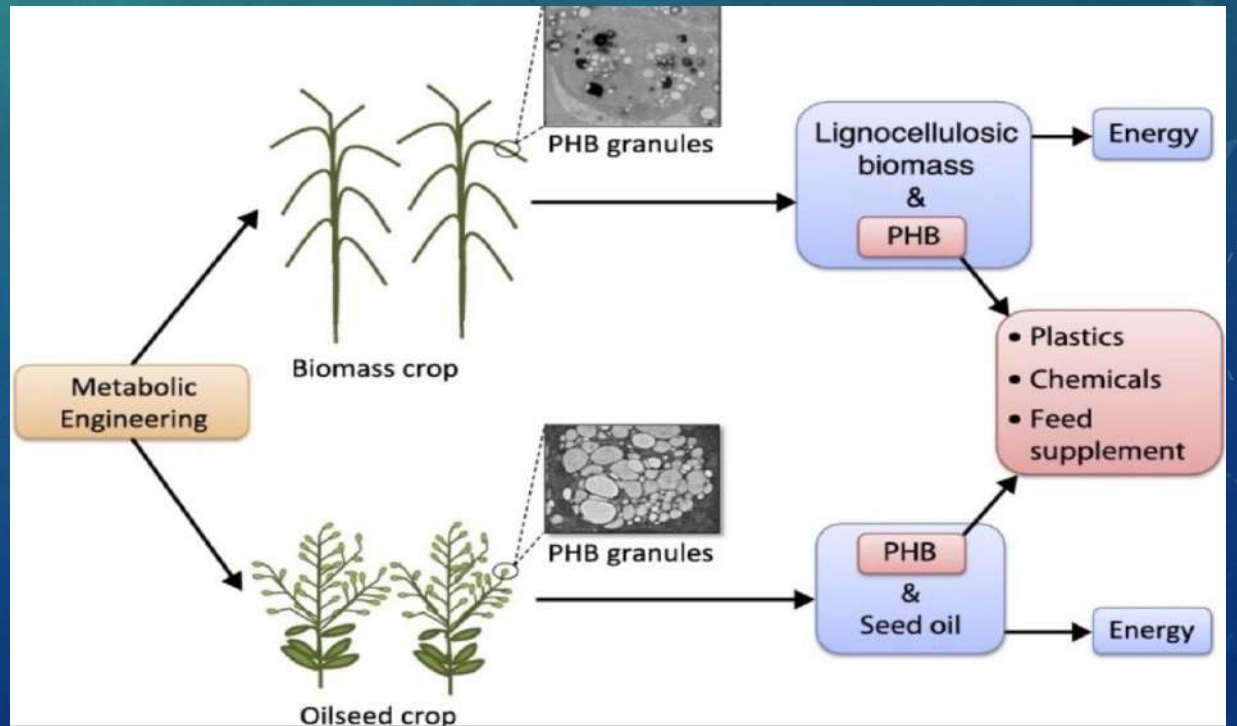
DO YOU THINK THAT FROM CORN 🌽 YOU CAN OBTAIN PLASTIC BOTTLES ?

- Yes
- No
- Maybe

The production of novel biopolymers in plants has the potential to provide **renewable sources** of industrial materials through **agriculture**. In this review we will highlight recent progress with **plant-based production of plastic.**

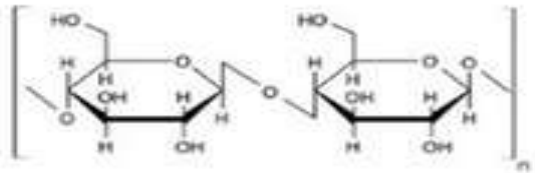
WHAT BIO-PLASTIC IS ?

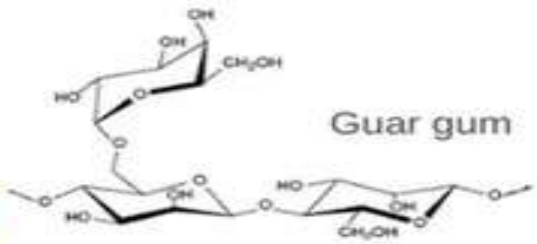
Biopolymers are emerging as an advanced business **sector progressively** and **gained the attention of researchers** and industrialists. Polymeric materials are useful due to their flexibility, reusability and toughness!



PLANT POLYSACCHARIDES

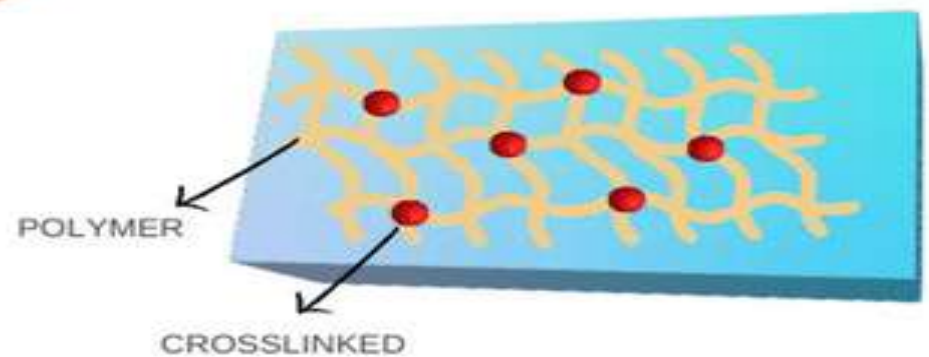
Cellulose





NATURAL POLYMER

PLANT POLYMER BASED HYDROGEL



PLANT


1
Plants based material
(cellulose collagen casein polyester, starch)
cassava
Legumes
Sugarcane
Corn
2
Dissolution
(lactic acid, ethanol,ete)
Bioplastics
3
Chemical compound
(resin, polyethylene,ete)
4
Forming process
(plastic Injection Molding)
Decomposition process
(uv sunlight, heat, oxigen)
Day 80
Day 58
Day 38
Day 28
Day 1

APPLICATIONS

Today, bioplastics can be found in almost all market segments, as:

- Packaging
- Food-services
- Agriculture & horticulture
- Consumer electronics
- Automotive & transport
- Consumer goods and household appliances
- Building & construction
- Coating & adhesives
- Fibers

BUSINESS PLAN FOR **BOPP**: BIODEGRADABLE ORGANIC POLYMER PACKAGING

Who are we ?

BOPP aims to **revolutionize the packaging industry** by offering viable organic alternatives to traditional plastic packaging. By leveraging advancements in our manufacturing process, we intend to **reduce the cost of organic packaging**, thereby encouraging its widespread adoption. This business plan outlines our marketing and financial strategies to achieve these objectives.

MARKETING PLAN:

A. Educating the Public:

Sponsor events, organizations, and businesses to raise awareness about the availability of sustainable packaging solutions.

Implement large-scale online advertising campaigns to reach a broader audience and promote the benefits of organic packaging

B. Influencing Industry Collaboration:

Establish a negative perception of companies still relying on plastic packaging, encouraging consumers to advocate for change.

Lobby and engage in constructive dialogue with politicians to promote regulations favouring the restriction of plastic packaging usage, thereby incentivizing collaboration with BOPP.

FINANCIAL PLAN:

A. Product Development:

Invest in research and development to manufacture a wide range of disposable, biodegradable items such as utensils, cups, and boxes.

Integrate eco-friendly packaging solutions into existing manufacturing processes of partnering companies, ensuring a seamless transition.

B. Funding:

Seek funding from government entities and investors who recognize the significant profitability potential of dominating the packaging sector with sustainable alternatives.

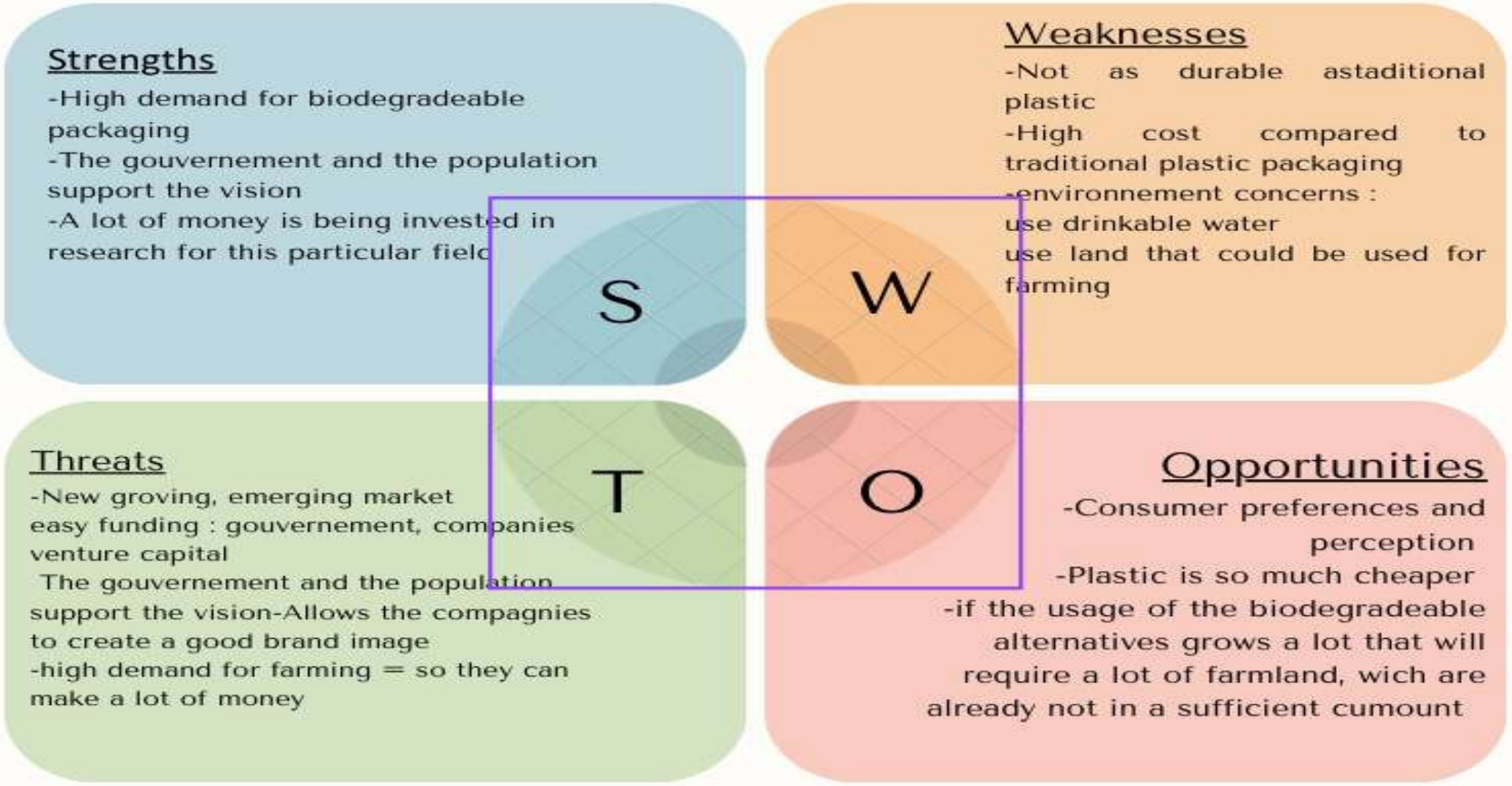
C. Goals:

Expand market presence by securing a larger customer base and increasing brand visibility.

Foster innovation in the manufacturing of biodegradable packaging through ongoing research and development efforts.

Bridge the gap in manufacturing costs between traditional plastic and organic packaging, making the latter a more cost-effective choice.

SWOT


Strengths
-High demand for biodegradeable packaging
-The gouvernement and the population support the vision
-A lot of money is being invested in research for this particular field
S
Weaknesses
-Not as durable astaditional plastic
-High cost compared to traditional plastic packaging
-environnement concerns :
use drinkable water
use land that could be used for farming
W
Threats
-New groving, emerging market
easy funding : gouvernement, companies venture capital
The gouvernement and the population support the vision-Allows the compagnies to create a good brand image
-high demand for farming = so they can make a lot of money
T
Opportunities
-Consumer preferences and perception
-Plastic is so much cheaper
-if the usage of the biodegradeable alternatives grows a lot that will require a lot of farmland, wich are already not in a sufficient cumount
O

CONCLUSION:

BOPP's business plan centers on creating a paradigm shift in the packaging industry by offering biodegradable organic polymer alternatives to traditional plastic.

By implementing an effective marketing strategy and securing adequate funding, we aim to gain a **substantial market** share and become leaders in sustainable packaging solutions.

Through **innovation**, **strategic partnerships**, and **public awareness**,
BOPP will drive positive change and contribute to a more environmentally friendly future.

CAN WE MAKE THE DIFFERENCE ?

Team: Yoana, Vladimir, Daria, Laura

3D printer with reused plastic

The Plastic Clogging European Freshwater Environments

Most prevalent forms of plastic waste detected in European waterways*

* Items were identified through five UK-specific studies, three country-specific (France, Switzerland, Poland) studies and one pan-European study.

Source: EarthWatch Institute

THINKATON YOUTH EXCHANGE
3D printer with reused plastic

Mission statement:

Our mission is to reuse the plastic material collected from rivers, seas and oceans into reusable trash bins. To realize that aim we want to cooperate with robotic companies and using our 3D printer to offer new solutions on the market. Part of our profits will go to invest and donate to the companies that supply us with plastic, to sponsor them to clean the seas, oceans and rivers more efficiently.

GET INSPIRED: MR TRASH WHEEL!

3D printer with reused plastic

Product description:

Small trash bins (up to 10 kg) and big trash containers (up to 300 kg) will be printed in 3D technology from raw plastic recycled material. The product has an option to be customized to the preferences of the customer, as every product is pre-made on a program, before it is manufactured.

We could offer our products for both individual clients as well as groups (companies, local governments, research teams etc).

Once the product is made, it has a guarantee period and within that period it can be re-made again.

SOME OF OUR PRODUCTS:

SWOT analysys

Strengths	Weaknesses
- Professionalists in the founders team - Creativity potential - 3 D print technology - Cleaning the rivers, seas, oceans, - Real impact on the environment	- Time consuming process - High costs of the tools - Money resources - Transportation costs
Opportunities	**Threats**
- Local and global market - Impact on public bodies and stakeholders - Support science - Development on research - Potential for strong brand	- Highly competitive market - Not enough money resources - Lack of interest from customers - Electronics damage - Loosing our partners

Financial Plan:

1.Start-up Costs:

- Initial investment: EUR 80,000 (this includes expenses such as purchasing 3D printers, setting up infrastructure, acquiring raw materials, marketing, legal fees, and any other initial investments)

2.Funding:

- Founders' investment: EUR 10,000
- Seed Funding: EUR 40,000 (crowdfunding, investors)
- Bank loan: EUR 30,000

3.Sales Forecast:

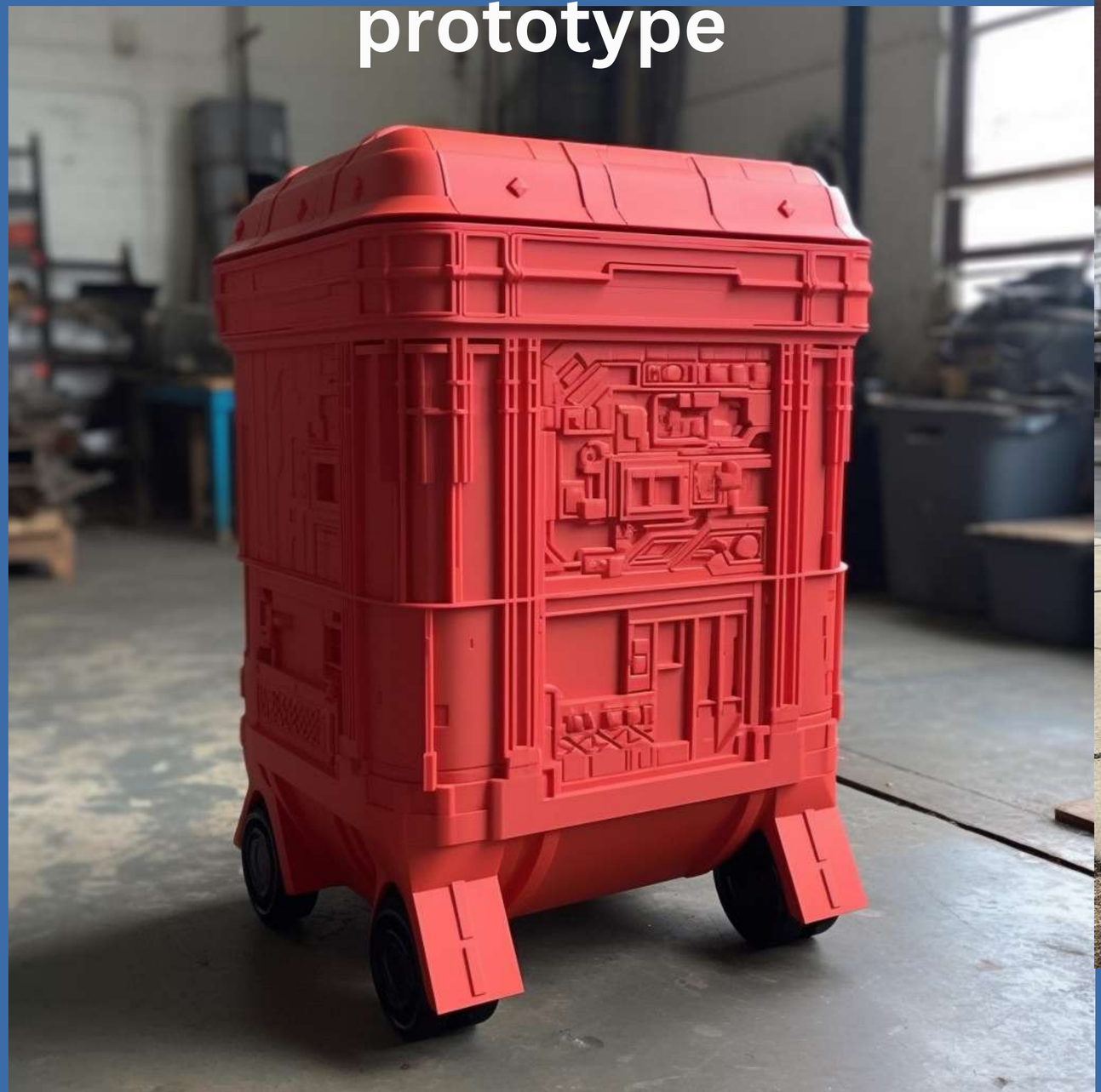
- 1st Year: EUR 60,000
- 2nd Year: EUR 180,000
- 3rd Year: EUR 300,000

Estimated cost of our product: EUR 50

Marketing:

1. **Website: We'll create a user-friendly website that showcases our small trash cans and provides essential product information;**
2. **Social Media Platforms: We will share visually appealing photos of our small trash cans in different settings, showcasing their design, functionality, and eco-friendly attributes.**

"Village" customized prototype



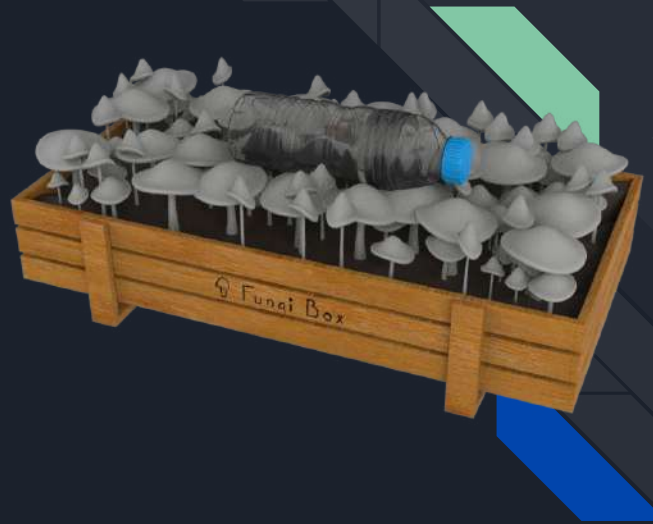
"Ancient" customized prototype

FungiBOX

Our mission is to revolutionize waste management by providing innovative, eco-friendly waste boxes that leverage the power of nature's recyclers - Pestalotiopsis fungi and wax worms. We are committed to transforming the way we handle plastic waste, contributing to a cleaner, healthier environment, and educating our customers about sustainable living. We believe that small changes in everyday habits can lead to big changes in our world. Join us on our journey to make plastic waste a thing of the past.

Product Description

Introducing FungiBOX, an innovative solution by EcoFungi Solutions that brings our groundbreaking biotechnology into your hands. We are committed to the fight against global plastic pollution and now offer a way for you to join this battle directly from your home or office.



About our product

Here’s the bottle (plastic)

About our product

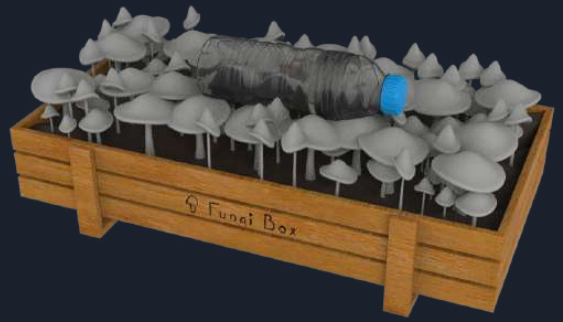
Here’s the Shrooms

What we can do about it?

Connect them and make our planet happier

Shrooms which eat bottles (and other plastic things)

Shrooms for everyone! That’s our idea :)



Other initiatives

Product Description

At FungiBOX, we have developed EcoFungi Home Sets, which utilize a proprietary cultivation method to allow you to grow plastic-dissolving fungi. We leverage the extraordinary relationship between specific fungi strains and plastic polymers, providing you with a controlled environment for these fungi to efficiently break down various types of plastic waste into harmless organic compounds. The Product will be a mycelium in a box, the size depends on the customer.

SWOT Analytics

Strengths	Weaknesses
● Unique proposition - product combines waste management with eco-friendly biotechnological solutions. ● Strong marketing message - product responds to global issues related to plastic pollution. ● Response to society's growing interest in sustainable living. ● Potential to build a strong brand based on ecological values.	● High R&D costs that may affect the final price of the product. ● Need for consumer education - both about environmental benefits and how to properly use the product. ● Possible limited product availability due to complex production. ● Requirement for constant monitoring and maintaining conditions suitable for fungi and worms.
Opportunities	**Threats**
● Growing public awareness of issues related to plastic and environmental pollution. ● Growth in the market for innovative, eco-friendly products. ● Possibility of obtaining grants and funding for green innovations. ● Opportunity for cooperation with eco-friendly organizations, local governments, etc.	● Legal regulations concerning the use of live organisms in consumer products. ● Potential customer concerns about safety and hygiene of the product. ● Competition with other waste management solutions. ● Possibility of negative reactions to unconventional use of fungi and worms in waste management context. ● Financial Plan ● Marketing plan

Financial Plan

Financial Plan for Plastic-Breakdown Startup in the European Union (EU):

1

Start-up Costs:
Initial Investment: €550,000 (including research and development, lab equipment, facilities, staffing, legal compliance, and marketing)

2

Funding:
- Seed funding: €300,000 (through grants, angel investors, or crowdfunding)
- Founders' investment: €100,000
- Bank loan: €150,000

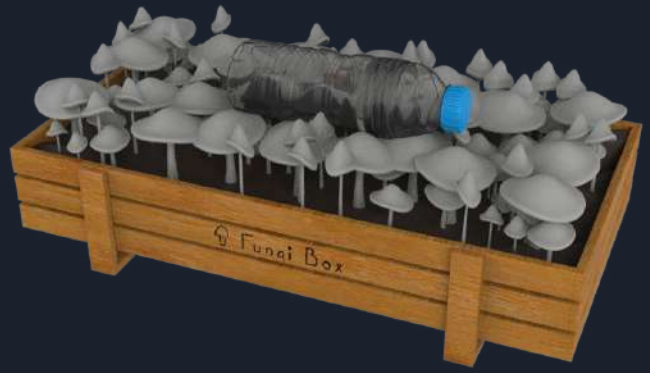
3

Revenue Model:
- Product sales: The start-up will sell the plastic breakdown solution in the form of worms and fungus to waste management companies, municipalities, and environmentally conscious consumers.
- Pricing: Competitive pricing with other waste management solutions, considering higher research and development costs.
- Revenue streams: Direct sales, bulk orders, and subscription models for regular supply.

Marketing Plan
And our logo

Example of different product with logo

Pains, Gains and Jobs



Pains (Problems that customers want to solve):

- Growing awareness and concern about plastic pollution and its negative impact on the environment.
- Desire to contribute to environmental sustainability but feeling overwhelmed by the magnitude of the problem.
- Limited opportunities to recycle or reduce plastic waste at a personal level.
- Lack of educational resources or opportunities to learn more about biotechnology and its applications in sustainability.

Pains, Gains and Jobs

Gains (Outcomes and benefits that customers want):

- Ability to contribute to reducing plastic waste in a tangible, meaningful way.
- Direct involvement in an innovative, scientific solution to a global problem.
- Personal satisfaction and fulfilment from actively contributing to environmental sustainability.
- Learning opportunity to understand more about fungi, biotechnology, and the science of plastic decomposition.

Pains, Gains and Jobs

Jobs-to-be-done (Tasks that customers are trying to accomplish):

- Actively participate in reducing their plastic footprint.
- Find a practical, home-friendly solution to manage plastic waste.
- Educate themselves and their families or communities about sustainable practices.
- Invest in products and companies that align with their values of sustainability and innovation.

Professional marketing plan adapted for the FungiBOX:

Month 1:

- Short video (1-2 minutes): This will give a brief overview of the project, how it works, its benefits, and the mission of EcoFungi Solutions. The video will be visually engaging, educational, and shareable, making it ideal for social media platforms.
- Flyers: Design visually striking flyers featuring imagery of fungi digesting plastic and the cleaner world that our product contributes to. Include a brief explanation of the product, our mission, and a QR code that directs people to our website.
- Social Media: Launch a social media campaign to go viral.
- Instagram: Post 8 times throughout the month. This will include posts about the product, behind-the-scenes looks, customer testimonials, educational content about plastic pollution, and our efforts to combat it.
- TikTok: Create 11 engaging and fun videos that highlight the benefits of our product, fun facts about fungi, the problem with plastic pollution, and how our product helps combat it.
- Facebook: Make 4 posts that include links to our blog articles, share our mission, and highlight the impact of our product.
- YouTube: Upload 2 videos. These could be longer, more in-depth looks at our product and the science behind it.
- Twitter: Tweet 3 times with engaging content, retweet relevant environmental posts, engage with followers.
- Flyer Distribution: Leave flyers in places you visit, such as coffee shops, bookstores, community centers, etc.
- Sponsorship: Partner with local environmental organizations or businesses that share our mission for sponsored content or events.
- QR Code: Include a QR code on all physical marketing materials that link to our website for more information about our product.

Professional marketing plan adapted for the FungiBOX:

Month 2:

- Short Video: Update the video to include testimonials from month 1 users and any other interesting updates about the product.
- Flyers: Update flyers with any new testimonials or product updates.
- Social Media: Continue with the social media campaign but adjust the number of posts based on the engagement levels from month 1.
- Instagram: 8 posts
- TikTok: 8 posts
- Facebook: 2 posts
- YouTube: 2 posts
- Twitter: 3 posts
- Flyer Distribution: Continue distributing flyers in new locations.
- Sponsorship: Seek new sponsorship opportunities, possibly with larger or more niche-specific organizations.
- QR Code: Continue to include the QR code on all physical marketing materials.

Timeline

Prototype and Analysis

- **Month 1-2:** Develop a detailed plan for the prototype including design and functionality specifics.
- Month 3: Develop the initial prototype of the FungiBOX.

Test

- **Month 4-6:** Begin initial testing of the product. Plant the fungi and start observing the plastic dissolution process.
- **Month 7-8:** Continue testing the sustainability of the product. Observe and analyze the regeneration of the fungi after the plastic has decayed.

Launch

- **Month 9-10:** Incorporate the data and feedback obtained from the tests into the final product.
- **Month 11:** Prepare for the launch: finalize packaging, update the website, and organize launch event.
- **Month 12:** Officially launch the FungiBOX making the product generally available for purchase.

Marketing

- **Month 13:** Conduct a post-launch review to gather feedback and make any necessary adjustments to the product or strategy.
- **Month 14-15:** Execute the marketing plan developed previously. This includes social media campaigns, flyers, sponsorships, and QR code promotions.
- **Month 16:** Review the success of the marketing strategies used and adapt accordingly. Look for new opportunities for marketing and partnerships.

Company Structure

Executive Manager

The Executive Manager is responsible for planning, organizing, leading, and controlling the entire operation of the company. Specific tasks may include:

- Setting company goals and strategies
- Leading team meetings
- Overseeing the company's financial performance
- Ensuring all departments are coordinated and achieving their objectives
- Representing the company in official capacities and public events

Assistant Manager

The Assistant Manager supports the Executive Manager and helps in managing daily activities of the company. Their duties could involve:

- Assisting the manager in planning and implementing strategies
- Coordinating and managing team meetings
- Managing correspondence including answering phone calls and emails
- Keeping records and taking minutes during meetings
- Handling daily administrative tasks and operational duties

Company Structure

Operations Consultant

The Operations Consultant helps in streamlining the company's operational processes and ensures the business is running as effectively as possible. Tasks might include:

- Reviewing and improving operational processes
- Implementing new systems and procedures
- Consulting with the manager and assistant manager on operational planning
- Training staff on new processes

Marketing Manager

The Marketing Manager is in charge of promoting the product and building its brand. They would oversee tasks such as:

- Developing and implementing the marketing strategy
- Managing social media platforms
- Overseeing creation and distribution of marketing materials like flyers and videos
- Tracking and analyzing the performance of marketing campaigns

Company Structure

Research and Development Specialist

The Research and Development Specialist would be responsible for continuously improving the product and keeping up with scientific advancements in the field. Their responsibilities could include:

- Overseeing product testing and improvement
- Keeping up with latest research on plastic-dissolving fungi
- Coordinating with external labs or institutions for third-party verification

Customer Service Representative

The Customer Service Representative handles customer inquiries, complaints, and provides information about the product. Responsibilities include:

- Responding to customer queries via email, phone, and social media
- Resolving product or service problems
- Providing information about the product, its use, and benefits
- This structure is designed to ensure all important areas of the business are covered, while also maintaining flexibility to adapt as the company grows.

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