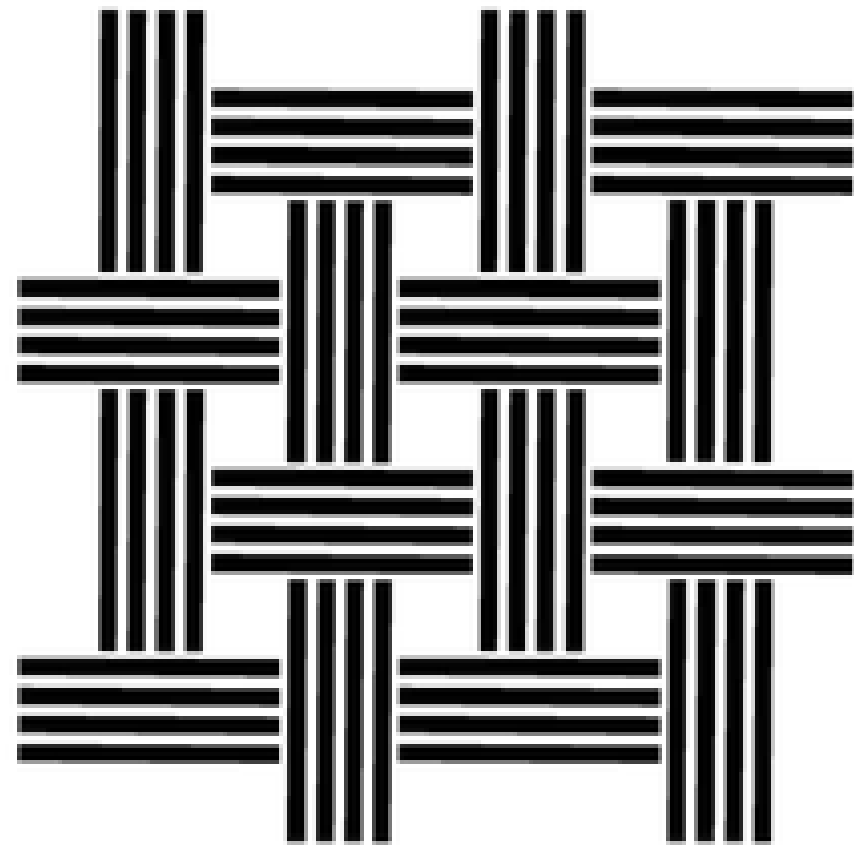


OUR OVERVIEW

- The problem ?
- Who is our customers ?
- Why is it sustainable ?
- The Poster.
- Marketing email.
- The Social media post.
- The Social media story.
- The Ganador.

PRESENTED BY

Anton – Annalena – Emma – Simon – Shovo – Ylenia





**WHO HAS
CLOTHES AT
HOME THAT
YOU NEVER
WEAR
ANYMORE?**

**SHOW SOME
HANDS!**



MIRA GRÜNWARD

SHE IS A 35 YEAR OLD ART TEACHER WHO LOVES TO DO ART OUT OF RECYCLED MATERIALS. THAT'S WHY SHE IS VERY INTRESTED IN SUSTAINABLE FASHION, PRIOITIZING FAIR WAGES, RECYCLED FABRICS AND LOW-IMPACT PRODUCTION ALSO SHE LOVES TO SUPPORT SMALL COMPANIES AND FOUNDATIONS.

WHAT MOTIVATIES:

SHE GETS A BETTER FEELING AFTER BUYING CLOTHES THAT ARE REUSED OR RECYCLED

PROBLEMS IT SOLVES:

IT REDUCES FAST FASHION AND ENSURES FAIR WORKING CONDITIONS

WHY THEY BUY

WHEN THIS PERSON BUYS SECOND-HAND, SHE REDUCES FAST FASHION AND ITS SAVING MONEY TO BUY SOMETHING THATS ACTUALLY GONNA LAST.

WHY THEY DON'T BUY

THE PRICES ARE TOO HIGH AND THE COMPANY DID NOT HAVE ANY CERTIFICATES



OUR GOAL IS ALSO TO REACH THE YOUNGER GENERATION

- FREQUENT PURCHASING
- TREND-SENSITIVE
- PEER INFLUENCE
- SOCIAL MEDIA

SUSTAINABLE STYLE → FEELS EMPOWERING



WHAT'S THE MISSION?

- **DEVELOPED TO SET UP A FAIR AND LOCAL TEXTILE CHAIN**
- **MAKE IT EASIER TO EXCHANGE AND BUY SUSTAINABLE OR REUSED PRODUCTS**
- **EDUCATION WORKSHOPS FOR SCHOOL AND BUSINESS**



POSTER

POSTER

POSTER

POSTER

POSTER

POSTER

POSTER

POSTER

POSTER

POSTER

SWAP, REPAIR, REUSE AND
RECYCLE



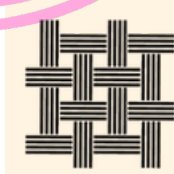
THE NEW WAY OF FASHION

“WEAR THE CHANGE”

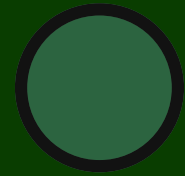
Groningen
werkt circulair



SCAN ME!



Textielhub



You got an email from Groningen Werkt Circulair



Dear Groningen community,

Do you have clothes you no longer wear?

Don't throw them away donate them and help give clothes a second life.

By donating your old textiles, you help reduce waste and support a circular future in Groningen.

To make it easy, we have added a checklist PDF with simple steps to prepare your clothes for donation.

Be proud of your impact, one small action can make a big difference.

Questions? Contact us at contact@groningenwerktcirculair.info

checklist: [GWC_Textile_Donation_Checklist.pdf](#)

Warm regards,

Groningen Werkt Circulair



REELS

REELS

REELS

REELS

REELS



did you know that your jeans
drink more water than you

REELS

REELS

REELS

REELS

REELS



BE THE CHANGE

THIS JEANS SAVES WATER

 Textiel Hub

OUR INSTAGRAM STORY

THIS IS THE STORY WE WOULD POST ON
INSTAGRAM TO PROMOTE THE FOUNDATION.

THANK YOU
THANK YOU
THANK YOU
THANK YOU

GANADOR TEAM



FOR LISTENING
FOR LISTENING
FOR LISTENING
FOR LISTENING