**Project Florian**

**Website for sustainability**

**Sub Categories**

**🛠 Services**

* **Handwerker & Bau** (Craftsmen & Construction)
* **Reparaturen & Upcycling** (Repairs & Upcycling)
* **Haus & Gartenservice** (Home & Garden Services)
* **Umzug & Transport** (Moving & Transport)
* **IT & Elektronik-Hilfe** (IT & Electronics Help)

**🍎 Products**

* **Regionale Lebensmittel** (Local Foods)
* **Hofläden & Märkte** (Farm Shops & Markets)
* **Handgemachtes & Kunsthandwerk** (Handmade & Artisan Goods)
* **Naturkosmetik & Pflege** (Natural Cosmetics & Care)
* **Zero Waste & Unverpackt** (Zero Waste & Package-Free)

**💚 Sustainable Living**

* **Sharing & Leihen** (Sharing & Renting)
* **Fahrrad & Mobilität** (Bike & Eco Mobility)
* **Secondhand & Tauschbörsen** (Secondhand & Swap)
* **Nachhaltige Mode** (Sustainable Fashion)
* **Energie & Umweltberatung** (Energy & Environmental Consulting)

**👥 Community**

* **Nachbarschaftshilfe** (Neighborhood Help)
* **Workshops & Kurse** (Workshops & Courses)
* **Initiativen & Vereine** (Initiatives & Associations)
* **Lokale Events & Märkte** (Local Events & Markets)

**🔄 Optional Filters/Tags You Can Add Later**

* "Bio" / "Fairtrade" / "Klimafreundlich"
* "Nur in deiner Nähe" / "Innerhalb von 10 km"
* "Sofort verfügbar" / "Wochenende geöffnet"
* "Für Unternehmen" / "Für Privatpersonen"

Blogposts:

**🏡 Local & Community-Focused Posts**

1. **"5 Reasons to Shop Local (and Why It Matters More Than Ever)"**
2. **"Meet the Makers: Local Businesses Making a Big Impact"**
3. **"A Day in the Life of a Local Craftsman"**
4. **"What Does 'Regional' Really Mean?"**
5. **"How to Support Your Neighborhood – Even in Small Ways"**

**🌿 Sustainability & Eco-Friendly Living**

1. **"How to Live Sustainably – Right Where You Are"**
2. **"Fix It, Don’t Ditch It: The Case for Repair Over Replacement"**
3. **"A Beginner’s Guide to Zero-Waste Shopping"**
4. **"Sustainable Gift Ideas from Local Businesses"**
5. **"10 Things You Can Rent Instead of Buy"**

**🛠️ DIY & Practical Tips**

1. **"Simple Home Repairs You Can Do Yourself"**
2. **"Natural Cleaning Hacks Using What’s Already in Your Pantry"**
3. **"Creative Upcycling Ideas for a Greener Home"**
4. **"Designing an Eco-Friendly Garden in Your Backyard"**
5. **"How to Save Money with Secondhand and Swapping"**

**👥 Platform & Partner Stories**

1. **"New on the Marketplace: Meet Our Latest Local Providers"**
2. **"Behind the Scenes: How Our Platform Works"**
3. **"How to Become a Provider on Our Marketplace (Step by Step)"**
4. **"Our Vision: Local. Sustainable. Together."**
5. **"What People Are Searching for This Month on Our Platform"**

**📆 Seasonal & Timely Ideas**

1. **"How to Enjoy a Sustainable Summer Locally"**
2. **"Discover Autumn’s Best Regional Specialties"**
3. **"Eco-Friendly Holidays: Your Local Christmas Guide"**
4. **"Spring Cleaning with Natural Products"**
5. **"Don’t Miss These Local Events & Farmers' Markets"**