



# EcoCrafters

COME CRAFT A GREANER FUURE



# EcoCrafters

COME CRAFT A GREANER FUURE



# EcoCrafters

COME CRAFT A GREANER FUURE

## ECO-CRAFTERS

types of plastic- materials for workshops  
being eco-  
eco straw-materials for workshops  
zero waste  
ecological offices-we will use eco-friendly places

### **Social green enterprise**

**ecocrafters.just.com**

Dana, Emiliano, Szymon

**Topic:** Green awareness through the art

**Aim:** We want to make people aware of the problems concerning the environment, by stimulating the artistic side of people.

**Why:** People lack knowledge about the environment and sometimes they don't wanna see the problems around them.

Useful information and statistics:

- <https://sloactive.com/world-environment-day/>
- <https://www.statista.com/statistics/895943/important-environmental-issues-globally/>
- <https://www.theworldcounts.com/stories/facts-about-the-environment>
- <https://www.theworldcounts.com/challenges/planet-earth/waste/global-waste-problem/story>

**When:** Weekend when people have much more time.

**Where:** Every place with easy access (public transport, bikes, etc.)

**Who:** Everybody - in our society, many people lack knowledge about the environment so our project is mostly dedicated to those people, especially the young generation because we want to reach the old generation through youngsters.

*We would like to attract people with limited opportunities, give the educational support through organizing events where you can get free participation tickets, access to the courses*

**How:** Collecting garbages, and trash (make photos of them), then using them as a material for handmade (every kind of them), then doing photos of them and putting them with explanations on the website to make people aware of the problem and eventually selling them and using that money for developing workshops.

## GROW

**Goal:**

-Making people aware of environmental problems that they see every day in their cities without realizing that they are a dangerous issue. Through craft workshops, social media, video-making and photography.

- Encouraging people to make a change right now, not when it will be too late.
- We will use only resources that people will find and people will only do digital photography because it damages less the environment.
- Every workshop will have a 50 PLN entrance fee. The entrance fee will cover the salaries of specialists and renting the place. Business plan sustainability depends on initial funding
- After we transform from micro (online) to macro-scale in Wrocław - Poland. There are two places that we can use at the beginning. We will use our connections. For the summer we can use tent inside one of the Wrocław parks. They are opened for cooperations especially if they are connected to environment. Also in the middle of the city there are cheap office space to rent. There is possible to implement workshops to make people aware of environmental problems. We could rent an office in Co-Spot ([https://cospot.pl/biura/?gclid=Cj0KCQjwgMqSBhDCARIsAIIVN1U8fx5M\\_mcHUgBkQOXfnKUy3S7Lf\\_gnHueG0KffQprMwqCu0HEShiYaAhTNEALw\\_wcB](https://cospot.pl/biura/?gclid=Cj0KCQjwgMqSBhDCARIsAIIVN1U8fx5M_mcHUgBkQOXfnKUy3S7Lf_gnHueG0KffQprMwqCu0HEShiYaAhTNEALw_wcB)).
- The space must be handled according to green policies, using the 5Rs classification
- We will develop some exhibitions in public spaces (we will use free space - because those kinds of places exist in every city (at least in Poland)).
- Every month we will start auctions to sell our crafts, if we don't manage to sell them we will recycle materials and reuse them if there will be the possibility of trashing them in an eco way.

## 5Rs

### Refuse:

- We won't use unnecessary packing materials. We are going to use alternatives.
- Use solar devices that we can charge during the day and use during night instead of normal one.

### Reduce:

- The activities will be done as much as possible in daytime hours in order to use the natural light and not consume too much electricity

### Reuse:

- We are going to collect leftovers like bottles, cans, paper etc.
- Collect materials from local organizations, f.e. bike repair company can give us tires and tubes instead of trash disposal
- Maintain cleanliness to prolong the life of the materials: Wipe down working surfaces and keep materials away from dust and dirt. -Regularly clean storage areas.

### Repurpose:

- We are going to receive materials and adapt for future use in workshops(making crafts)
- Remaking already existing craft works into new ones

### Recycle:

- The different types of garbage will be disposed separately, with trash cans for plastic, paper and general

## Expenses:

- approximately 2500 PLN (520 Eur) - for renting place (Co spot)/month - 50 entrances
- for local trainers 100-200 PLN (20-41 EUR)/per day/4-8 Hours - 2-4 entrances
- for quests from other cities we will add accomodation costs that will be 120PLN per day. - 2-3 entrances
- We will need at least 200 entrances per month.

-Money from advertisements and patrons will cover additional costs and will help to develop a common space plus some of that money will go for the events (to integrate people).

-Also we will apply for the European Union funds. We will use two of them. For the investments: Horizon Europe fund and to reach audience Creative Europe fund

### **-3 associates + employees with monthly work contract**

-Business plan that includes a progressive growth: at the beginning we will employ less people that will have to do more roles, but with time, if the business plan works, we will be able to employ more people

-Roles in the short term perspective: -At least 5 visual artists/visual arts trainer

-1 social media manager/video editor

-1 finance manager

-1 HR manager

-1 external trainer per week with performance contract

-Roles in the long term perspective: -Hiring more visual artists and specialist (up until 8)

-Splitting the social media manager and video editor duties for two people

### **Reality:**

-There are online platforms to post photos, and buildings that you can use, and there are institutions/organizations that want to donate money to make the world more suitable for living.

-Rent or find a free green place (suitable for crafts, photography, developing workshops), create a profile on the website where you can share photos and where you can hold digital courses, and Patreon profile to finance us.

-The main problem can be the place.

-Find people with knowledge and ambitions to create courses. Some of them will be normal employers and some of them will be youngsters as volunteers. Giving them opportunities to get experience.

-Need to employ someone who can take care of the financial part:

- Financial Statements
- Balance sheets
- Income Statement
- Cash flow
- Explanation notes
- Banking etc.

-We will use digital photography and not analogic because in this way we create less waste

### **Options:**

-If we don't find a suitable place at the beginning we can start everything online or do it during summer in the open space. We can always use a tent.

- With the platforms, there won't be any problem because there are thousands of thousands of alternatives and platforms: Youtube, Zoom, Discord, Instagram, SkillShare, Facebook, Skype, Twitch, Behance, Flickr, EyeEm, Unsplash, TikTok, etc.
- Risk of not growing and remaining always a small business entity, but with the help of a oculute financial management, a clever use of social media advertisement and the creation of good connections we can be able to avoid this
- Risk of mismanagement of financial resources and going bankrupt - everything will be double checked

### **Will:**

- Start by summer 2023 when the weather will be much better
- During the first week gather at least 5 specialists (visual artists/visual arts teachers) who will develop content, like online courses about basic photography/visual arts/sculpture etc. and ideas for group activities that can relate these crafts to the environmental issues
- We will need support who have knowledge about estates (to rent and help organize the place according to law). Notary, handmade/crafts specialists, photographers, artists, and visitors.
- After 1 month get the first to profit from the online advertisements and patrons.

### **Sponsors:**

- Places and organizations that made plastic, metal leftovers etc. will use them for our workshops.
- Possibility of creating a partnership with a sustainable clothes shop: we dress with their clothes during courses (online and not), promoting their craft and the use of sustainable clothing

### **Social media plan:**

Because at the beginning we won't have that many resources so we will be obligated to rely on one person. He/she will be responsible for all social media channels. Basically, in the beginning, we will focus on Instagram, Facebook, tik-tok and YouTube. Most of those channels have a common thing:(short vertical videos) it's a very easy way to reach many people. For those videos, the content can be the same but for the normal posts/videos every channel needs to have different content. I mean essence can be the same but the text needs to be more personalized.

The person will be responsible to take photos, videos, edit them and post them. That will be a full-time job because each channel will need a lot of time for research and making content every day. We can choose 1-2 days during the week when there will be fewer or even 0 posts but that needs to be systematic. Because people will get used to it.

### **Content:**

TikTok: will be soft and easier for the younger generation  
 Facebook: more serious and specific one post can be a little longer  
 Instagram: focused on photos and short descriptions

YouTube: generally we will show videos that we are exactly doing. Every video won't be longer than 5minutes. Plus videos/streams from entire workshops will be much longer.

- Through social media, we will be looking for opportunities for cooperation
- Inform what we are doing (showing our content)
- daily vlogs about daily activities
- Inform about future events

Every 2 days we will send cooperation proposals to the people from our field of interest. looking for cooperation opportunities.

In the first month, we will devote ourselves to observing statistical tools to create the most optimal posting plan

#### **Monetization of our social media:**

- We will get money through advertisements on our videos
- Putting advertisements of our partners(from our field of interest) in posts
- Make sponsored posts, relations, videos of products, etc.
- Google ads

#### **Communication:**

- For internal communication we will use Discord as soon as there is a need to reunite and discuss strategies and plans
- Communication in extra work time will be confined to the strict necessary in order to keep the employees too busy in what is supposed to be their free time
- Meetings will be held once per month, plus any other time we deem it necessary
- Extra meetings or any other news is communicated by email
- We will use Gantt charts to track meetings, activities and progress
- For external communication much will be done through social medias
- Use of a video platform like Youtube to make promos and hold online lessons

#### **Costs:**

- Marketing: Facebook CPM -10000/71,9 Euro, Instagram CPM - 10000/67 Euro;

Total: 138,9 Euro/Month

- Office: 400 Euro/Month addition places 200 Euro/Month

Total: 600 Euro/Month

- Employers salaries: 700 Euro\*4/month - 2400Euro, 300 Euro/15 workshops, Accounting: 100 Euro/month

Total: 2800 Euro

- Employers taxes:

Total: 652,17Euro/month

- Software: adobe business packet 79.99Euro/month x2

Total: 159,98 Eur

- Post office: 25 Euro/Month

Total: 25 Euro

- Supplies, materials: 250 Euro/month

Total: 250 Euro

- Food, snacks: 100 Euro/month

Total: 100 Euro

Total expenses per month: 4 726,05 Euro





## ART

In order to achieve our goals we will hold workshops that connect environmental issues to visual art, mainly sculpture and photography, providing the participants with non formal classes where the basic features of a craft are taught



## GREEN IMPACT

Our set of activities and workshops have the goal of creating an impact on local environmental problems, through the exposition of photographs that document environmental decay and the use of garbage as material to create new art.



## AWARENESS

The main goal of Ecocrafters is to give the participants a new perspective on environmental issues that surround them.



## COMMUNITY

Ecocrafters aims at strengthening the relations between the inhabitants of the local communities and the environmental issues that surround them, creating cohesion and shared goals



## FUN

Of course every workshop and class will be held in a non formal way, with the aim of enrichening the participants' green awareness, but also making sure that they are having fun







EcoCrafters

COME CRAFT A GREENER FUTURE







EcoCrafters

COME CRAFT A GREENER FUURE