

ClothCraft



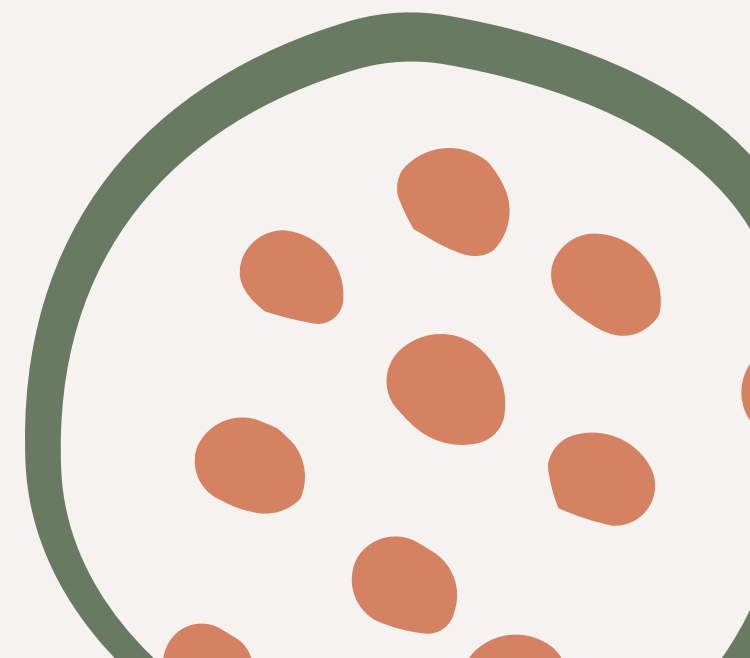
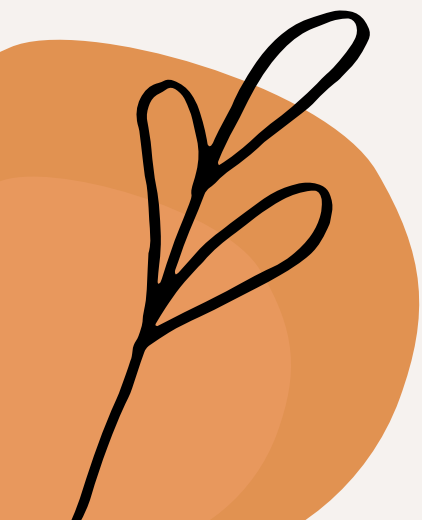
AGENDA

- What is the project about?
- Business model
- Fundraising
- Marketing
- Market analysis
- Summary

Overview

ClothCraft is a social enterprise dedicated to transforming discarded clothing into fashionable, high-quality pieces while addressing the needs of our community. By collecting used and donated garments, we not only reduce textile waste but also provide valuable resources to those in need. Our innovative approach includes hosting upcycling workshops that integrate individuals and fostering a sense of community.

Committed to sustainability and community empowerment, we strive to create positive change in the fashion industry and beyond.



Problems we tackle:



1. Textile waste

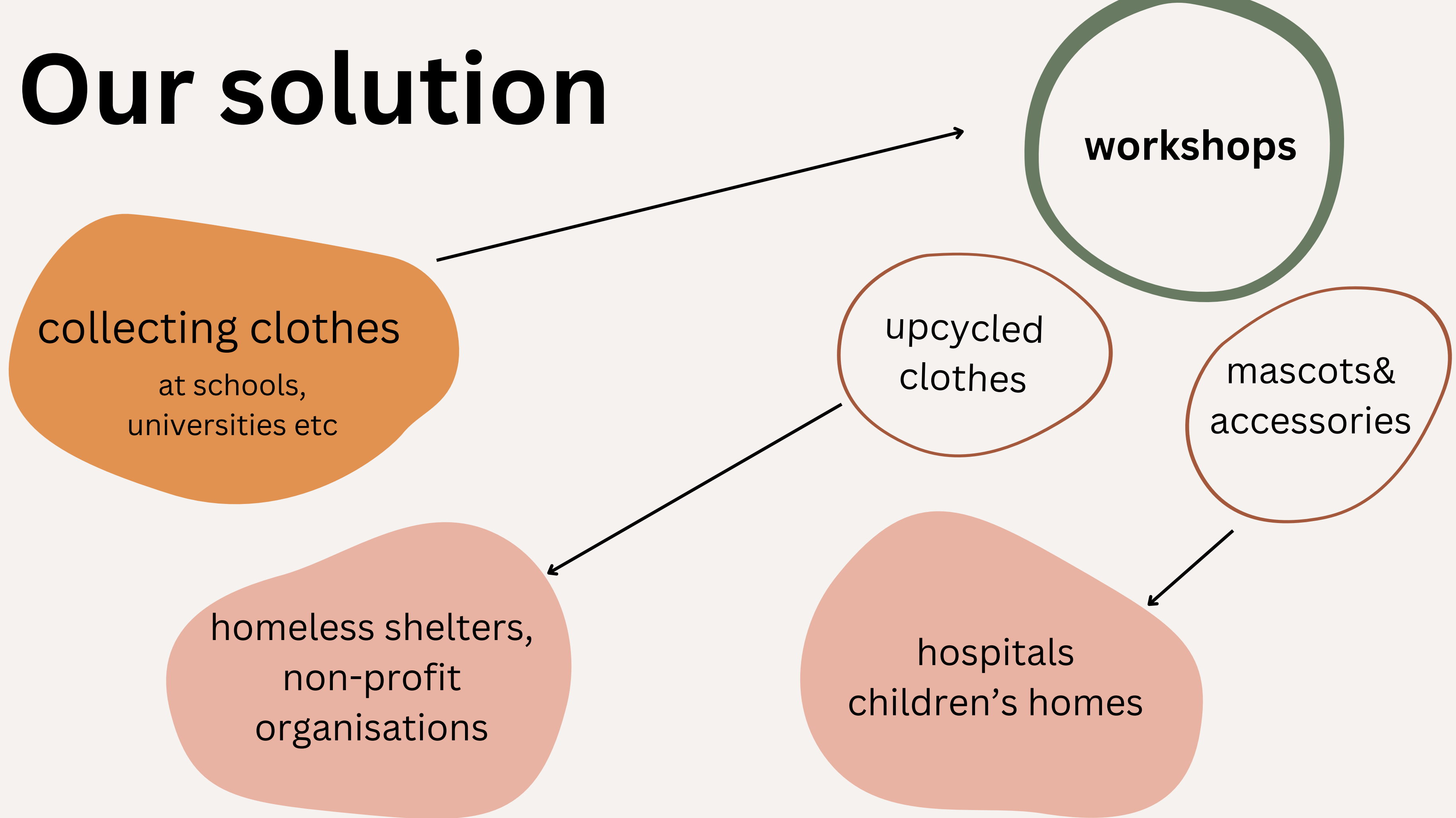
- only about **15%** of textile waste is recycled globally
- 1 person generates **12 kg** of textile waste per year (according to the European Commission)
- in Poland an average person buys **60% more** clothes than 15 years ago

2. Social Inclusion and Empowerment

- limited access to high-quality clothing for people in need
- lack of inclusive spaces for skill development, creativity, and collaboration



Our solution



collecting clothes

at schools,
universities etc

workshops

upcycled
clothes

mascots &
accessories

homeless shelters,
non-profit
organisations

hospitals
children's homes

BUSINESS MODEL

Our whole project is focused on creating social space for people where they can develop their sewing skills but also help other people. To make it real plan is needed. We not only want to initiate charitable movements but also make a profit.

We would have plenty types of workshops:

- **paid**
 - >for companies which would like to integrate their employees
 - >for basic people who want to develop their skills or just learn something newEvery month we plan to organise special theme workshop related to seasons, upcoming holidays etc.
- **free**
 - once/twice a month we would organise events where people would sew clothes or stuffed animals, which would be donated later on to homeless people, people in need or we may organize auctions.



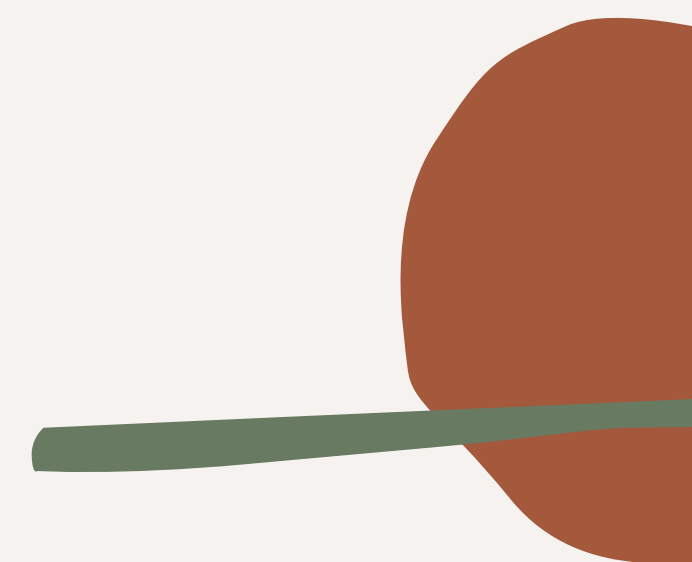
HOW WOULD WE COLLECT CLOTHES?

We spread environment friendly attitude so we would like to give old, dirty, broken clothes second life. We would like to place baskets in public places like schools, universities, offices where unnecessary clothes could be thrown.



REVENUE STREAM

- tickets
- organizing private events
- % from auctions



LOCATION

We would like to collaborate with towns, cities governments and private units to get free permission to use place in public places but not only like:

- town halls
- community centers
- libraries
- social places

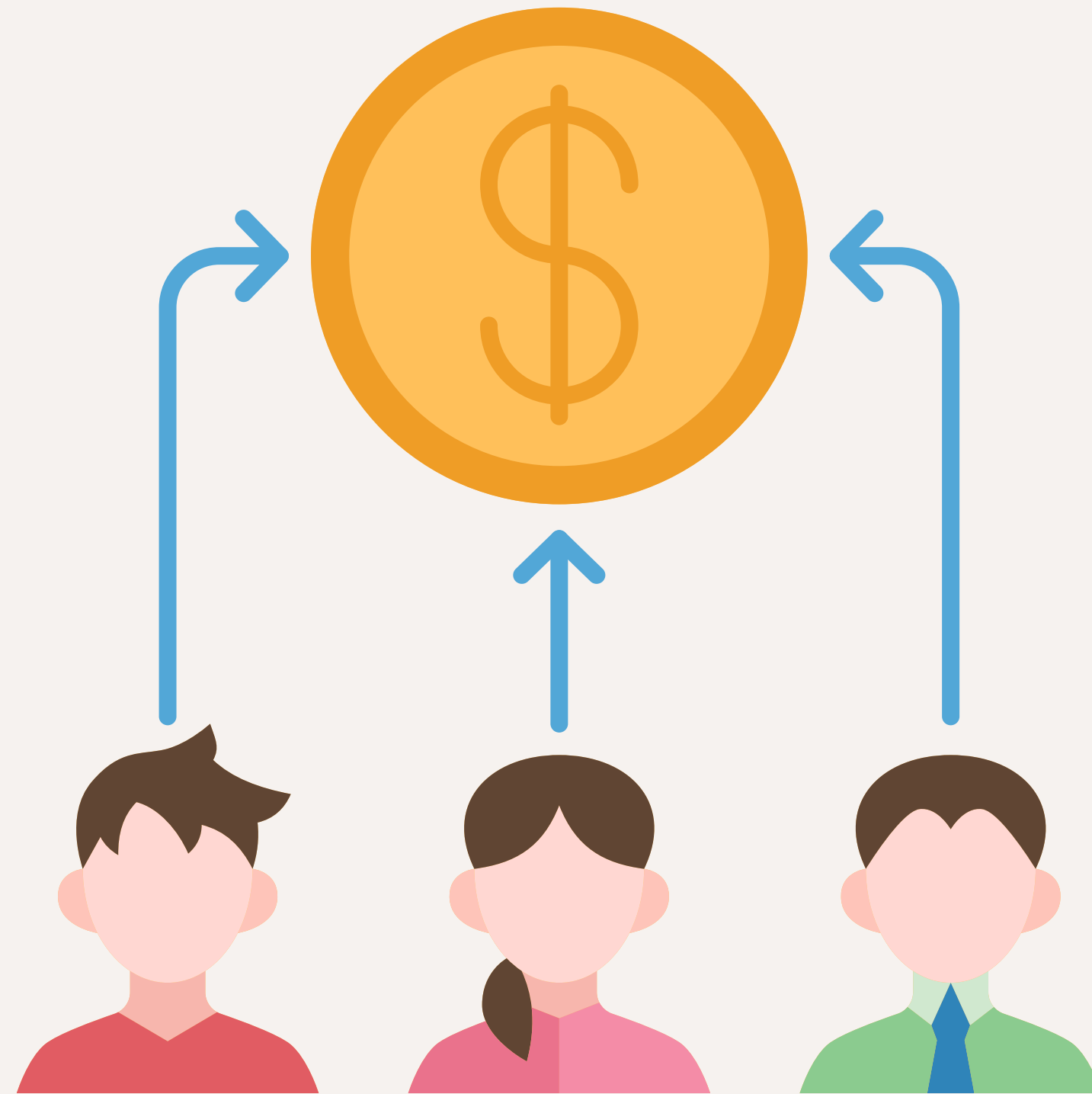
We think many authorities would be interested in getting into this idea because who don't want to involved in charitable activities specially when it comes to public organizations, it gains people trust;)



FUNDARISING

As we want to be independent of the location and organize workshops in different places in different parts of the city, we will need our own sewing machines.

- we will collect money for sewing machines by crowdfunding
- we will try to look for volunteers, which would like to teach others how to sew
- we will collaborate with city and schools (in terms of location for workshops and places where used clothes would be collected)



**VOLUNTEERS
NEEDED**

MARKETING



SOCIAL MEDIA

We will create ClothCraft social media, where we will promote workshops and reach out to interested people. We will post all needed informations where to give clothes, time and places of workshops etc.



COLLABORATIONS

We will colaborate with schools, where we can hang posters. Teachers also would share the information to students and their parents about our projects and initiatives.

We will also colaborate with city board. Maybe they could help us to gain media attention which would write a few words about our project in local radio and newspaper. We would love to colaborate with city board in terms of locations where we would be able to organise workshops.

Targeted audience

Workshop participants

- Students from schools and universities
- Community members interested in sewing and social initiatives
- All ages and genders
- Socioeconomic Status: Middle to lower income groups
- Location: Urban and suburban areas
- Interests: learning new skills (sewing), community involvement and volunteerism, environmental sustainability (recycling and upcycling old clothes)

Targeted audience

Recipients

- Homeless individuals, low-income families, children in orphanages, elderly in need
- All ages and genders
- Socioeconomic Status: Lower income groups or those without a stable income
- Location: Primarily urban areas with higher populations of disadvantaged individuals
- Needs: warm clothing for various seasons, basic clothing essentials, comfort items like plushies for children, durable and practical items made from recycled materials

Participation and aid prediction



- **Workshop Participants:**
- Aim to engage around 100 participants in the first year.
- Workshops will be conducted periodically, possibly bi-monthly, with around 10-15 participants per session.
- **Disadvantaged Aid Recipients:**
- Estimate to provide aid to approximately 300 disadvantaged individuals in the first year.
- Each workshop aims to produce 1-2 items per participant, resulting in about 100-200 items distributed annually.

Consumer expectations

Workshop participants

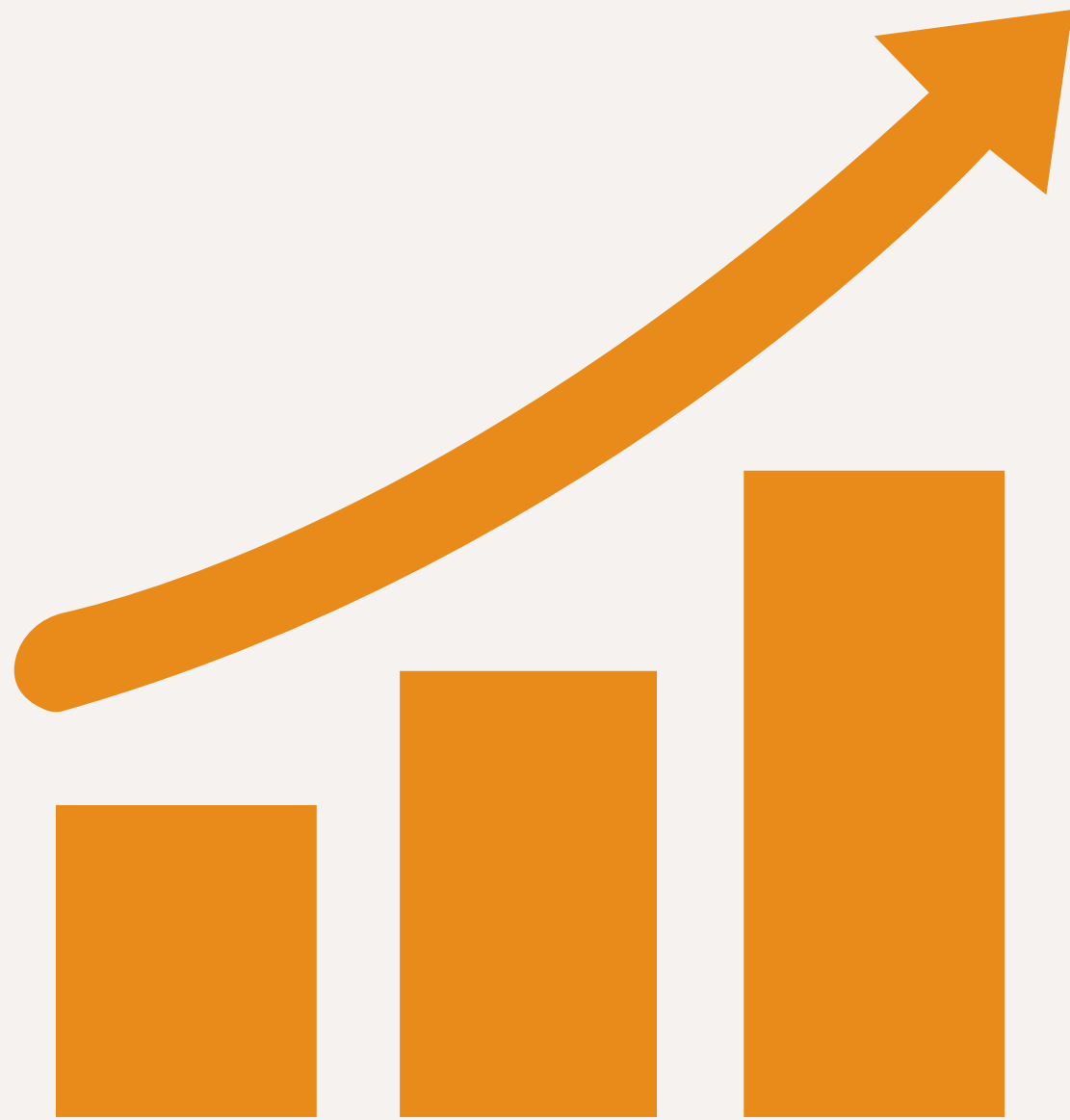
- Educational Value: learning how to use sewing machines and other tools, understanding basic and advanced sewing techniques
- Community and Social Value: opportunities to meet like-minded individuals., participating in meaningful social work.
- Practical Benefits: taking home some of the created items, gaining a potential skill for personal or professional use.

Consumer expectations

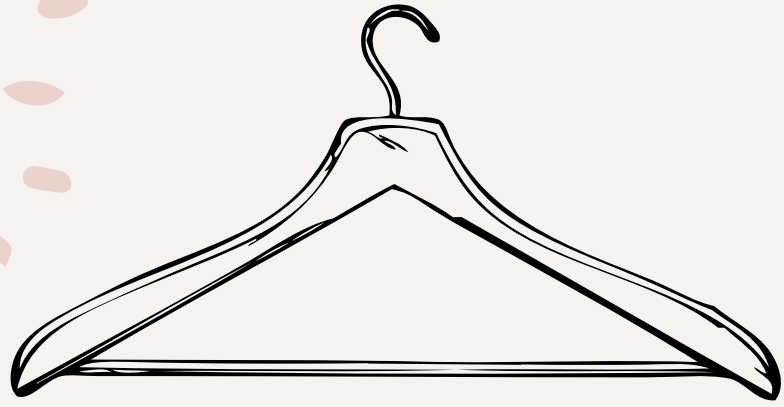
Recipients

- Functional Needs: durable and usable clothing and items.
- Emotional Needs: items that bring comfort and warmth, like plushies, feeling cared for by the community, a sense of belonging

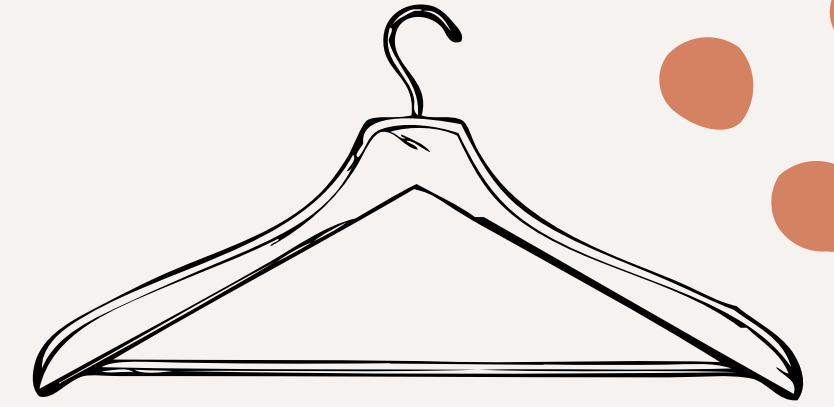
Market trends



- **Sustainability and recycling:** increased awareness and preference for sustainable practices
- **DIY and handcrafted goods:** popularity of workshops and skill-based learning experiences
- **Social responsibility:** enhanced focus on community service and social initiatives, greater public and corporate support for programs aiding the disadvantaged
- **Educational workshops:** demand for practical, hands-on learning experiences, Trend of schools and universities supporting extracurricular learning opportunities.



CONCLUSION



Our project covers 3 elements essential in social entrepreneurship which are:

- **environment** (we promote the concept of recycling and giving clothes new life)
- **education** (not only sewing skills but also knowledge about recycling)
- **human rights** (we strive to ensure equitable access to clothing)



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