



2014-1-HU01-KA203-002367

INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or
name of the social enterprise:** ECO (RE)ACTION

Keywords (max. 5) describing
your social business idea:

1) ECOLOGY 2) CIRCULAR ECONOMY
3) RECYCLING AND REUSING 4) INNOVATIVE ADVOCACY
5) CHILDREN'S CREATIVITY

**Name of the
team representative:** GREEN WHEELS

Team members: Maria Lepur
Igor Štrangarević

Represented country: Croatia



EXECUTIVE SUMMARY OF PROJECT

<ECO (RE)ACTION>

Today we speak about raising ecological awareness more often and much louder. Even so all of us can see that the implementation of it in reality has still been on its lowest and hasn't truly become a part of our values. We believe that it can be changed if we progressively bring into modern and more interesting approach to ecology, mostly within our younger generations. This issue of global awareness and minimized global reaction made us think about different ways we could use to start a change around us. We feel that we should start affecting locally to provide an example, but our ideas and further activities should interlink wider areas of our society.

By seeing the real picture of our environment, community and what we pass off as ideal, we created this project Eco(re)action. It has a main purpose of linking creativity, innovation, young population and ecology. With this project we want to answer a few fundamental social needs, such as upbringing of a child that has become more unstable because of the negative influence of computerization and modern technology that make harmful content very accessible; and environment that has been neglected for rapture with urban lifestyle, technological advancement, mass production and responding to more luxurious needs of our society.

Exactly by influencing a younger mindset through actual activity, they can be initiating changes while growing up and with that come values that can further affect our community and later the society.

In December 2015. EU Commission adopted an ambitious new Circular Economy Package to stimulate Europe's transition towards a circular economy which will boost global competitiveness, foster sustainable economic growth and generate new jobs. The aim of circular economy is to maintain the value of products and materials as long as possible, to reborn product which has reached the end of its life in order to be used again, in that way giving them an additional value. According to Commission this model can create secure jobs in Europe and promote innovations that give a competitive advantage, while they expect that waste prevention, eco design, re-use and similar measures could bring net savings of 600 billion euro for businesses in the EU. Project will be supported financially by 650 million euro from Horizon 2020 and 5.5 billion euro from structural funds.

Eco (re)action project is leaning on the re-use component of the circular economy strategy and available funds as main boost for starting a new business and generating new jobs.

Multiple benefits from the project reflects through three main aspects. First of them is *socio-cultural*: Aim of the project is to teach the society how to responsibly use the products in order to avoid the final disposal. Visiting the kindergartens, we will work with the children in order to show them how to make the simple, useful products from old used plastic bottles, glass bottles, plastic caps and cans (recovery). In this way we will encourage them to think creatively, to save the environment and money at same time. Children will spread their knowledge and they will courage their parents to act as environment friendly. Due to the fact that kindergartens always lack of





material for playing and education, this free of charge material will benefit to all. Development of ecological awareness and creativity in early age will influence on socio-cultural behaving in the future. Second benefit is *Economic*: According to EU legislation, reduction of waste disposal on the landfill is obligation of municipality, where strict goals are set. In order to achieve that goals municipal companies increased price for disposal, while government also included the special landfill tax. At the end of the day, both this taxes pay the citizens. Our goal is to reduce the quantity of the waste which should finish in the landfills and to reduce the invoices for the citizens in this way. We also count on the income from the sold goods and services. Due to the fact that our enterprise is social, profit will be redirected to social institutions in our town, which will be very useful for their lacking funds. Third, but not less important, is *environmental* aspect. Environmental benefits of recovering can be seen through two criteria: 1. Reducing the disposal on the landfill where plastic directly pollute the soil where some plastic needs up to 500 years for disposal. 2. Reducing emission of CO₂ during incineration of the waste.

In order to achieve the goals, we have to spread the word about our mission and explain the message which we are trying to send. Good communication with our stakeholders is crucial for the success, therefore we have prepared the communication strategy for Eco (re)action project. There are two communication objective, first is to inform the community about environment threats and possibility to save our habitat in creative and cost effective way, while the second is to present Green Wheels Ltd. as the tool that will help you doing that. To effectively spread our key message: "Green wheels are turning your habits! We (re)act on your wish to start to (re)use." We have divided our stakeholders in three priority groups. Highest priority has our mayor customers, online consumers. Strong priority we give to the local community, while the lowest priority we give to event planning companies. A unique key message is determined for different stakeholders, where for online consumers we use the phrase: "Recovered is modern word for antique". For the local community we lean on strategy: "We can help you to make your town more beautiful free of charge". To event planners we approach with the: "You plan the fest, we have plan for the rest". For each of stakeholder communication tactics and methods are planned. To online consumers we approach with our web/sales page, newsletter, email, social networks Facebook, Twitter, Instagram, online Skype calls. With local community we communicate on meetings, conference calls, presentation, lunch meetings and public events. With event planners we communicate on meetings, during conference calls, lunch meetings. To stay on the track for each mean of communication, and each stakeholder, we have set a budget. With divided responsibilities and with established communication calendar we can track our progress and record the feedback.

In order to start with the project its necessary to obtain unobstructed financing, to find adequate skilled employees and to purchase equipment. Regarding the personnel, one of the key characterises are creativity and craftsman skills. Our colleagues should also have good interpersonal skill, should be innovative and should have experience in education and presentation. For the star of enterprise, beside two of us, additional craftsman is necessary. From the equipment we should have small caddy vehicle, electric driven hand tools, tools for carpentry, metal working and textile processing tools. For demonstration purposes laptop and projector are



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necessary. For promotional material we would use old paper and free of charge guerrilla marketing.

Initial capital for the start of social enterprise is personal savings combined with the financial support for start-up of small enterprise and self-employment program in our hometown. Necessary equipment is approved for the financing by the EU structural and national funds for waste management in circular economy package. Most of income should be generated from the online shopping web page. Our intention is to be included in EU online market of recovered goods where goods can be changed between two major sellers or sold online. Sell is auction style, where initial price should cover the cost of business, while all additional profit will be redirected to social institution. Part of the income should come from “opened” sales on our two town markets and on the public events as “antique weekend”. Education in the kindergartens in our county will be free of charge, while education and projects in other municipality and counties will be charged. The part of income should come from the cleaning after the “events” (like festivals) organised by our partners in event planning, where useful waste will be used for recovering or sold as raw material.

Taking into account the fact that EU regulations, and domestic legislation, obligates municipal authorities to adopt the circular economy package, part of which is an opening of centre for recovery of the goods for re-use purposes, we see a big opportunity for our enterprise. In order to achieve the goal of strategy, municipal companies have to collaborate with craft enterprise, where municipal company will provide bulky waste (free of charge), while small craft enterprises should recover this waste. Our enterprise will recover old waste on creative and innovative way and put it back on market, donate it to charity or use it to improve our hometowns communal infrastructure. Due the fact that this strategy is at its early phase, we expect that small craft enterprise, with creative and skilful employees, can find their way to market. Concerning that our enterprise leans on EU strategy and regulation, therefore for the start-up and necessary equipment we have available EU and national funds, and that this strategy is in early phase, where we almost have no competition on Croatian market, we see our social enterprise very feasible.

Although modification of the product for reusing is not an innovative idea, but combination of the advantages and well being to all included in the enterprise makes it innovative. Combining the legal obligation, available funds and contribution to government, economy and civil community we have made the project financially and environmentally sustainable and therefore innovative as well.