



# MANUFACTURING DOSSIER



## WHAT IS AN OCCGUARANTEE® PRODUCTION?

At Organic Cotton Colours we have been creating organic cotton garments for more than 30 years under ethical and environmentally friendly production criteria.

We offer you a global manufacturing service, which begins with the first idea you have about what your collection should be and accompanies you throughout the process of creating it. Guiding you and offering professional advice when you need it.

The production process is carried out entirely in Europe and emphasizes the quality of the garments as a fundamental objective.

Thanks to the production based on our organic cotton OCCGuarantee® from Brazil with more than 350 farmers and their families involved, your brand will be collaborating in a project that has a direct impact on the improvement of economic and social conditions within the community.

**Shall we start?**



## DO YOU KNOW THE MODELS TO PRODUCE?

If you send us the technical specifications of the models to be developed, our Project Assistant, Sandra Venzal will study your project and will contact you with an approximate price of production before prototyping as well as the minimum number of units required for each model.

As a standard we work from **300 units per style and colour** in up to **4 to 5 sizes**.

## DON'T YOU HAVE TECHNICAL KNOWLEDGE TO CREATE THE TECH PACK?

Don't worry, to give you a first idea of an approximate price, it is enough that you send us images of similar models to the ones you want to develop and explain what modifications and additional elements you want us to take into account.

If the approximate production price that we provide suits you, we offer you the technical data sheet development service for each of the models to be developed before the production of the first prototype.

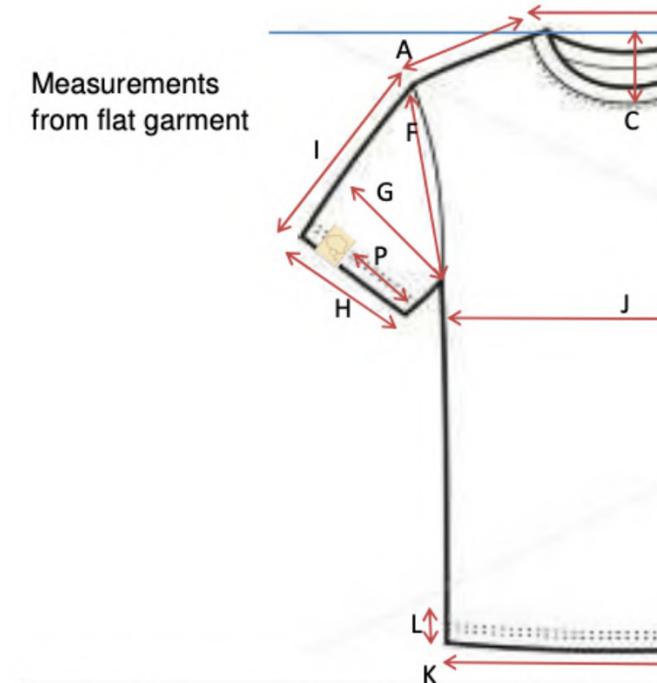
At this point the price is approximate. Once we make the prototype, we will confirm it.

Cost per technical pack for style / model = between **40€** and **120€** depending on the model.

## DO YOU NEED ADVICE FOR THE CREATION OF YOUR BRAND?

In addition to manufacturing, we also offer you consulting and support services in the process of creating your brand.

Check the new services we offer to shape your brand in different areas such as the financial plan, communication strategy and social networks, ... You will find more information in the final part of the dossier.



Ref.	Measurement	XS	
A	Shoulder length		
B	neck width (without rib)		
C	front neck drop (from hps)		
D	back neck drop (from hps)		
E	neck band finished width		
F	armhole length		

## PROTOTYPE PRODUCTION

Once the first rough production price is approved, we will begin the sample creation process. We can work with the pattern you provide or create it based on the information compiled in the technical sheet.

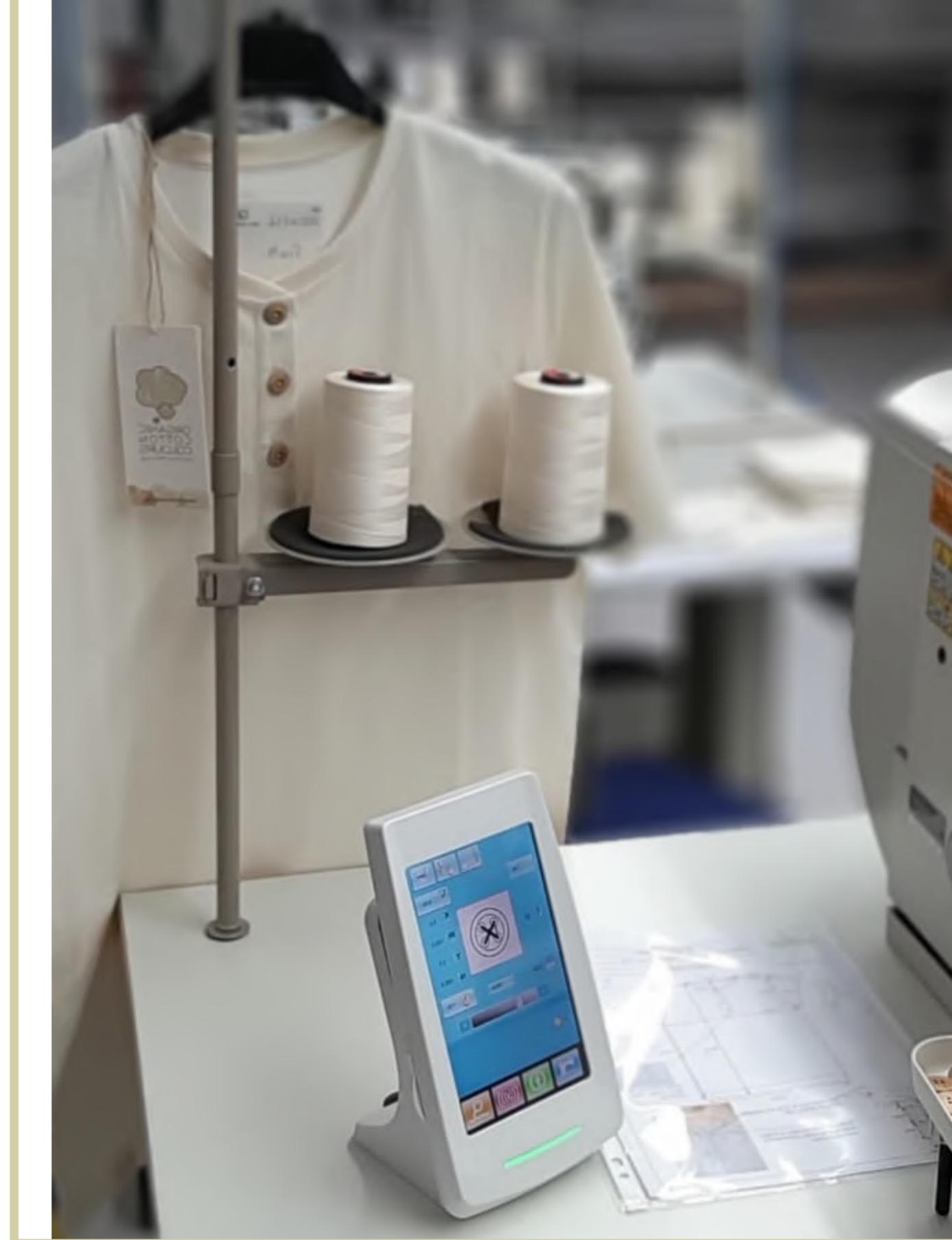
Prototype cost + pattern creation by OCC = **175€** per model

Prototype cost without pattern (the pattern is supplied by the client) = **125€** per model

In case the production is confirmed, we will refund you **100€** for each model produced as a sample return.

If the first prototype does not represent 100% what you expected, we will repeat it at no additional cost. As long as it is not an unforeseen design change in the information we work on at the beginning of the process.

The prototype will be produced in a natural ecru colour to approve measurements, tailoring, design and without the custom finishes positioned on the garment. It is not a garment to market. It is a sample to confirm measurements, fitting, ...



## SAMPLE OF DIGITAL PRINTING OR SERIGRAPHY (STRIKE OFF)

For the production of embroidery and printing samples we need to receive the design file to be reproduced in vector, .ai or .eps format. Traced, with final production measurements and actual colours. In the case of all-over prints (across the width of the fabric) it must also be matched so the rapport can be repeated across the length and width of the fabric and the design fits perfectly.

Printing sample cost (strike off) and / or positional screen printing = From **50€** to **80€**

Depending on the design, the dimensions of the print and the number of colours, the cost of each screen will be approximately: **30-50€**.

In case the production is confirmed, we will refund you **100% of the cost of the sample**.

## EMBROIDERY

Embroidery sample cost = **60€**

Cost of opening the embroidery depending on the design and dimensions = **50€** to **200€**

In case the production is confirmed, we will refund you **100% of the cost of the sample**.

## COLOR SAMPLE (LAB DIP)

For the production of a fabric color sample we need to receive the code of the tone according to the TPX or TCX Pantone.

Color sample cost = **40€** per colour

In case the production is confirmed, we will refund **100% of the cost of the color sample**

The amount paid for the screens and discs will not be refunded.



We will produce samples of additional design elements to be confirmed in parallel with the prototype



## DYED

Within the manufacturing service we can offer you both roll dyeing and garment dyeing services.

Roll dyeing with GOTS certified dyes = From **300 units** per color  
Garment dyeing = **100 units** per colour for a total of 300 units.

## NEED TO DEVELOP A CUSTOM PRINT?

We offer you the development of unique patterns and rapports as well as a wide range of patterns already created, ready to be used. Check our additional services in the final part of the dossier.

## SIZE SCALING

Once the prototype is approved, the contiguous sizes that the production must contain will be created according to the measurement table provided by the client or according to standard grading criteria.

PATTERN GRADING cost: **12,50€** per reference and size.

SIZE SET cost (physical sample to confirm size): The cost per sample of size set is the quoted price per garment.

For example:

If we have quoted your t-shirt at 10€ per production and we have created the sample in size M, the cost of grading the pattern in size S, L and XL will be 12.50€ / size and the creation of each sample in those sizes will be 10€ per sample. Thus, the total cost of the Size Set will be **37,50€ + 30€ = 67.50€**

## WHAT DOES THE PRODUCTION PRICE INCLUDE?

- ✓ **Fabric**
- ✓ **Cut**
- ✓ **Confection**
- ✓ **Ironing**
- ✓ **Folded**
- ✓ **Individually packed in kraft paper bag**
- ✓ **Dying (if applicable)**
- ✓ **Printing (if applicable)**
- ✓ **Accessories (if applicable)**
- ✓ **Standard composition label**
- ✓ **OCCGuarantee® label (optional)**
- ✓ **OCCGuarantee® for Manufacture cardboard label (optional)**

### **The manufacturing unit price does not include:**

- x Prototype
- x Patterns and pattern scaling
- x Samples of colour, printing and / or embroidery
- x Opening printing screens or embroidery discs
- x Custom labels
- x Custom packaging
- x Production shipping cost
- x Pre-production items
- x Tax

The final price per garment will only be confirmed once the first prototype is produced and all accessories and finishes such as embroidery, prints, ... are approved

### PACKAGING

The production price includes the individual garment packaging. The type of packaging will depend on the product but in a standardized way we use recycled Kraft paper envelopes with an FSC certificate that ensures that the material with which the paper has been made comes from sustainable forests.

## WHAT IF I JUST NEED THE FABRIC?

We have a wide range of 100% organic cotton fabrics in stock available to designers and brands who want to use them in their creations. These fabrics are naturally colorful, with the colours that are born from the seed; ecru, green and brown. No added dyes or chemical processes.

For the order of the fabrics and materials that we have in stock there is no minimum order. Request that we send you the **Fabric Dossier** so that you can study all the proposals!

We have a **Complete Sample Book** with all the references that we have in stock at your disposal.

In addition to the fabrics, we also have **tapes and cords** for use as garment accessories. All available references are summarized in the **Complements Dossier**.

## WHAT IF NONE OF THE REFERENCES FITS YOUR NEEDS?

From Organic Cotton Colours we can reproduce in organic cotton any knitted or flat fabric from a physical sample or a technical sheet. Below we detail in general lines the minimum production for each type of fabric:

- Knitted fabrics: **100 Kg.** (Depending on the weight of the fabric approximately **150-350 meters**)
- Knitted fabrics and plates: According to each project
- Thick and medium woven fabrics and towel: **500 meters** per reference
- Fine woven fabrics: **2000 meters** per reference

These amounts can vary depending on the desired weight, width and structure. The project will be valued and a minimum adjusted production will be offered in each case.



## DYING

We can dye any fabric with **GOTS certified inks** starting from a Pantone TPX or TCX tone.

The minimum production to dye a fabric is:

Knitted fabrics: **120 meters** per fabric and colour

Knitted fabrics and plates: According to the project

Medium and heavy woven fabrics and towel: **200 meters** per fabric and colour

Fine woven fabrics: **200 meters** per fabric and colour

## PRINTING

We print any fabric according to the design provided with **GOTS certified inks**. We offer two types of printing services:

### ALL OVER SERIGRAPHY

We can print fabrics from a width of **135cm. at 200cm.** The minimum production is **200 meters** per fabric and print.

### ALL OVER DIGITAL PRINTING:

The minimum production is **120 meters** per fabric and pattern and we can print **up to 200cm.** wide without limitation of colours.

Since the technique requires a semi-bleaching of the fabric with a minimum associated quantity of **50 linear meters**, to produce the production sample, the amount corresponding to the production of 20 meters of fabric already printed must be paid.

### All over serigraphy: Technique- Support:

**Screen**

In this case we can combine up to 5 colours. The cost of each colour screen is 200€ additional to the price of the printed fabric

**Cylinder**

In this case we can combine up to 8 colours. The cost of each cylinder is 300€ per colour additional to the price of the printed fabric

Sample price stamped with cylinder or screen = 80€. If the production is confirmed in the last invoice, 100% of this cost will be refund

## BRAND LABEL PRODUCTION

We produce printed textile labels made with our organic cotton tape. These labels are printed with vegetable dyes.

The minimum production is 1 roll of 100 meters of tape per design. Approximately 1300 to 1600 labels depending on design.

We have three widths of natural ecru tape: **15mm. 20mm and 30mm.** and two widths of natural brown tape: **20mm and 30mm.**

Based on the label design artwork, we will offer you the production price per label and the associated production minimum.

The labels are served cut and folded under your own specifications.

The screen price is between **40€** and **80€** depending on the design.



## ADVANTAGES OF BEING PART OF THE OCCGUARANTEE® PROJECT

- ✓ Being a **Project Supporter of the Social Project** that Organic Cotton Colours is developing in Brazil with more than 350 independent farmers and their families. Ensuring that the project grows year after year in a stable way.
- ✓ We provide your brand with our **informative capsule** with audiovisual material to illustrate the garment production process, from the field to the final garment.
- ✓ We include **OCCGuarantee® labels** on each garment free of charge that offer information to the end customer about the **origin, traceability and impacts** associated with the production of each of the garments.
- ✓ We offer **free and unlimited space** (for your collection) on our website to enhance the visibility of the brand.
- ✓ **Post on our blog and social networks** introducing your project to our followers as a brand with soul OCCGuarantee®.
- ✓ We make our online store available to the brands for which we produce to sell the collection for free and without any cost or commission.



# OCCGUARANTEE®

At Organic Cotton Colours we have our own OCCGuarantee® guarantee seal that ensures that we have been working under the strictest sustainability standards for 30 years and respecting the human rights and working conditions of all the people who are part of the fiber transformation. Maintaining a total balance between sustainability and ethical production that generates a positive economic impact on the community.

## OCCGUARANTEE LABELS and TRANSACTION CERTIFICATE

We make available to brands and designers that produce with us the OCCGuarantee® for Manufacture cardboard labels as well as the OCCGuarantee® transaction certificate where the end customer can check the origin and traceability of the garment. You will also find on each label the QR code with information on the environmental impacts associated with the production of the garment and the savings it has meant compared to a conventional textile production model thanks to the study carried out jointly with Bcome Conscious where these are collected and analyzed data.

## GOTS

In addition, we are a GOTS (Global Organic Textile Standard) certified company with CU832882 and we produce fabrics and final garments under this globally recognized seal. In case you want your production to include this seal, let us know from the beginning so that we take into account the documentation that we must collect during production to request the Certificate of Transaction once the collection is ready.

## ORGANIC BRAZIL

All farmers that are part of the OCCGuarantee® Social Project in Brazil are registered by the *Ministerio de Desenvolvimento Agrário* within the *Programa Nacional de Fortalecimento da Agricultura Familiar*. Through the participatory certification system, they obtain the Organic Brasil seal. This seal is not specific to the cultivation of cotton but also allows them to commercialize the surplus food they grow in organic markets.

## BCORP

We are in the final phase of obtaining the Bcorp certification. This seal measures the different impacts that we generate with our activity.



## PAYMENT CONDITIONS

To start the production process we require the payment of 50% of the amount of the complete production as an advance. Once the production is ready for shipment, we will request the payment of the remaining 50% plus the expenses derived from the transport, quoted units VS units produced, returns of samples,... to proceed with the delivery.

Production prices never include the production shipping cost. This cost will be valued once the production is ready for shipment depending on the volumetric conditions of the same. We will offer the client the best option according to the contracts that we maintain with our usual transport companies and we will also offer the client the possibility of contracting the service on their own.

The number of garments finally produced can vary by 5-10% up or down with respect to the order initially requested.

The production will only be confirmed when the client has signed the quote and the production sheets, thus accepting both the production price and the technical specifications of the same.

## PRODUCTION TIME

The production time will vary depending on the characteristics of each project and the volume of work that the factory has in the seasonal period. In general, we can confirm that once all the production elements are confirmed and the payment of 50% of the amount has been made as a production advance, the production process can take between 6 and 8 weeks.



The actual delivery date will only be given once the factory has all the necessary materials to start production.

A woman with dark, curly hair is smiling broadly, leaning on a dark metal railing. She is wearing a light-colored, long-sleeved top. The background is a soft-focus landscape of trees with autumn foliage in shades of yellow, orange, and green. A semi-transparent white rectangular box is overlaid on the image, containing text.

## OCCGUARANTEE® ADDITIONAL SERVICES

DO YOU NEED ADDITIONAL HELP TO THE PRODUCTION OF YOUR COLLECTION?

From Organic Cotton Colours we expand our manufacturing services by putting professionals in the different areas that make up the creation of the brand at your fingertips to accompany and guide you during the maturation of your project beyond the production process itself.

# FINANCIAL PLAN FOR TEXTILE BUSINESS

PACK 1



## FINANCIAL PLAN FOR TEXTILE BUSINESS

The main objective of the Financial Plan is to define the necessary strategies to achieve the economic purposes of the textile business, making efficient use of its resources and generating positive results. Identify current and future financial needs.

In the hands of our professional consultant, Ivan Valderrama, the Financial Plan is based on the following points:

✓ **Setting of objectives. Mission, vision and values.**

✓ **Work with current billing and determine expenses, margins and sales prices.**

✓ **Determine the roadmap (New target point). Define deadlocks, room for maneuver, liquidity tensions and financing needs.**

✓ **SWOT Matrices (Strengths and Weaknesses) Analysis of the competition and determine the differentiating points**

✓ **Financial summary. Profit and loss. Position balances in the treasury sheet and the amortization table.**

The cost of the service is **46€/hour**.

Depending on the tasks to be carried out, a time of between 10 and 20 hours is estimated. Initially we will study the project and we will offer you a budget adjusted in each case to the needs of your brand.



# TEXTILE COLLECTION PLAN

PACK 2



## TEXTILE COLLECTION PLAN

We offer you the possibility of testing each specific plan through the Check mode. If you finally contract the complete plan, we will refund you the price paid for the Check service.

We put at your disposal the Textile Collection Plan through our professional consultant **Cristina Gispert**. The objective of this plan is to make a complete revision to the collection planned by the brand. The analysis includes the search for trends and materials. It also emphasizes the quantities of production and the sale prices of the same.

The Collection Plan is divided into three meetings of 3 hours each, where the points detailed below are analyzed. Tools will be offered to serve as a guide to be able to work in depth on all aspects of the collection.

### MEETING 1 (180 Minuts)

- ✓ Research trends. Coolhunting according to target
- ✓ *Shopping competition (if necessary)*
- ✓ Analysis of bestseller products
- ✓ Creation of collection moodboards and possible reactive updates.

### MEETING 2 (180 Minuts)

- ✓ Selection or review of knitted fabrics - woven
- ✓ Realization to review colour chart, prints and serigraphs (technical decision)
- ✓ Review technical sheets and pattern (global)

### MEETING 3 (180 Minuts)

- ✓ Production planning control
- ✓ Specification of quantities color size
- ✓ Brand labeling
- ✓ Solving specific production problems

The cost of the Collection Plan is **1725€**

## CHECK Plan service for textile collection

We analyze and write a first report generated on the pluses and minuses of your offer. To carry it out, we will need you to answer the following questions:

- ✓ Briefly explain what your collection is inspired by and to whom it is addressed.
- ✓ Where have you found the trends? Subjects? Colours?
  - ✓ Have you relied on shopping malls? Who is your competition?
  - ✓ Have you relied on sales from previous collections?
  - ✓ What are your basics? And your most trending products?
- ✓ What did you want to do that you have not been able to develop?
  - ✓ Presents the colour chart, the material chart and the range of patterns.
- ✓ Based on what have you chosen the quantities? Prices?
  - ✓ How many technical sheets does your Collection Plan have? (attach them)
  - ✓ How many modifications (on average) have your technical sheets - your models undergone?

The cost of the CHECK service is **275€**

PRINT DESIGN

PACK 3



## PRINT DESIGN

Our professional collaborator Sunsmith Studio offers you a collection of exclusive prints already made and ready to buy.

Exclusive printing cost: **460€-575€.**

Includes after-sales service. Volume discounts can be proposed.

### DON'T YOU HAVE CLEAR WHAT YOU NEED?

No problem! We will advise you depending on what you need, advising you in each case on which of the patterns in our collection best suit what you are looking for.

### IS YOUR PROJECT UNIQUE AND DOES IT NEED A SPECIFIC DESIGN?

We are by your side! The design team develops projects from scratch, working on the search for inspirations, concept, colour palettes, until the creation of final prints. If you already have a moodboard prepared but you don't know how to get to it, we can also work for you using your preferences as a source of inspiration to create something 100% adapted for you.

The cost of this service will be valued depending on the needs of each project.

### DO YOU NEED HELP IN BRANDING BEYOND THE PRINTS?

We know that apart from the prints, the image of your brand communicates a lot about you. That is why we also have a personalized branding service where we will make it possible for the corporate image you have in mind to become a reality. Make your colours, logo and image match your style.

The BRANDING service includes:

- ✓ Definition of brand concept + moodboard
- ✓ Logo
- ✓ Corporate colour palette
- ✓ Typography
- ✓ Complementary graphic resources
- ✓ Creation of the style book or brand manual.

It collects all this information to be able to use its different applications correctly.

GIFT - Templates for social media and basic business card BRANDING service cost: 745€.

This price is indicative and may vary depending on the needs of each project.

# TEXTILE BRAND IMAGE PLAN

PACK 4



## TEXTILE BRAND IMAGE PLAN

We offer you the possibility of testing each specific plan through the Check mode. If you finally contract the complete plan, we will refund you the price paid for the Check service.

We put at your disposal the Textile Brand Image Plan through our professional consultant **Cristina Gispert**.

The objective of this plan is to do a complete review of your brand image. The analysis includes the global concept of your image, but also specifically the expressions in each medium.

The Textile Brand Image Plan is divided into two meetings lasting 3 hours each where the points detailed below are analyzed. Tools are offered that serve as a guide to be able to work in depth on all aspects of the brand image.

### MEETING 1 (180 Minutes long)

- √ Global Art Direction (seasonal concept in relation to the brand)
- √ Planning of the work to be carried out and responsible
- √ Communication budget

### MEETING 2 (180 Minutes long)

- √ Photo / video shooting consulting: photographer casting, model casting, location, styling.
- √ Catwalk organization (lookbook)
- √ Other communication channels if necessary
- √ Other RP (according to brand)
- √ Other collaborations with brands

The cost of the Image Plan is **1495€**

## CHECK service Textile brand image plan

We analyze and write a first report generated on the pluses and minuses of your offer.

To carry it out, we need you to answer the following questions:

- √ What is the concept of Artistic Direction of your Project? (includes inspiration if necessary)
  - √ What is the artistic concept of the season?
- √ Who are your references, your competence in terms of communication?
  - √ What communication budget do you have? (details games)
  - √ List the professionals who have been part of your communication project
    - √ What was your briefing for the casting? For the photographer? For the location?
      - √ Have you done catwalk? Attach images.
- √ Social networks What is your goal? Who manages them and how?
  - √ Do you carry out other public relations actions? How, when and why?
    - √ Do you collaborate with other brands?

The cost of the CHECK service is **275€**

# COMMUNICATION CONSULTANCY

PACK 5



## COMMUNICATION CONSULTANCY

People need products and services, but most of the time we consume emotions. Through our professional consultant **Sonia Flotats** from SOGOOD Studio we work on the storytelling of your project and help you find the best strategy to reach your stakeholders.

### PHASE 1 KICK OFF

We will immerse ourselves in your project to know it in detail and we will return you a work plan with concrete proposals so that, you are at a point you want to be so you can grow your communication in a strategic way.

Cost of the service: **750€**

### PHASE 2 ACCOMPANIMENT

We will be a compass for your brand, accompanying you in the implementation of the work plan, decision-making, validation of materials and actions, analysis of new opportunities and everything you need to contrast.

Cost of the service: 6 months (+ or - 4 hours / month) **1380€ (230€ month)**

### TECHNICAL SUPPORT

If you need it, we offer you technical support for the development of actions and communication materials that you do not reach: Content creation, preparation of catalogs, dossiers and reports, relationship with the media, support in the organization of events, ...

Cost of the service: **40€ / hour**

### BONUS TRACK

Also, we know that the relationship will not last forever. Therefore, while we work, we train you so that you can capitalize on knowledge. Even so, if you wish, we can stay from time to time so you can tell us how you are doing.

# POINT OF SALE ANALYSIS AND VISUAL MERCHANDISING

PACK 6



## POINT OF SALE ANALYSIS AND VISUAL MERCHANDISING

We offer you the possibility of testing each specific plan through the Check mode. If you finally contract the complete plan, we will refund you the price paid for the Check service.

We put at your disposal the Analysis of the Point of Sale and Visual Merchandising through our professional consultant **Cristina Gispert**.

The objective of this plan is to analyze your online and offline distribution strategy and, if you have a physical store, the visual merchandising and shop windows.

The Point of Sale and Visual Merchandising Plan is divided into three meetings of 3 hours each, where the points detailed below are analyzed. Tools will be offered to serve as a guide to be able to work in depth on all aspects of positioning at the point of sale and visual merchandising.

### **MEETING 1** (180 Minutes long)

- √ Search or refine the list of stores
- √ Possibility of working with agent
- √ Visual merchandising website and Social Media

### **MEETING 2** (180 Minutes long)

- √ Realization of the visual merchandising catalog for the store if necessary
- √ Shop windows: Artistic concept, styling, lighting. Window dressing catalog
- √ Planning VM and window dressing

### **MEETING 3** (180 Minutes long)

- √ Sales tracking and order control in shop

The cost of the PV Plan is **920€**

## CHECK service Textile brand image plan

The Point of Sale Check and Visual Merchandising offers a review of your distribution strategy and image at the point of sale. We analyze and carry out a first generalized report on the pluses and minuses of your offer. To carry it out, we need you to answer the following questions:

- √ Briefly explain your online and offline distribution strategy
- √ Advantages / Disadvantages of your distribution system.
  - √ If you have a physical store, how is your visual merchandising?
  - √ If you have a physical store, how are your walls organized? Your tables? Shopping tour.
- √ In the case of distribution in other stores, how do you manage it?
  - √ What is your website layout?
- √ If you make shop windows, how do you make the concept? Who does it and with what budget?
- √ If you make shop windows, how do you work on styling?
- √ What tools do you use to analyze sales of your Visual merchandising and your shop windows?
  - √ What is the sales packaging?

The cost of the CHECK service is **275€**

# ECODESIGNED VALUE PROPOSAL

PACK 7



# ECODESIGNED VALUE PROPOSAL

Like the rest of the proposals, we offer you this service through our consultant and reference in sustainable fashion **Gema Gómez**, Founder and Director of the **Slow Fashion Next** platform. The objective of this module is to analyze your value proposition for your target customer and from there to look for all the ecodesign strategies that may be applicable to improve it with Ecodesign and Circular Economy criteria, from the origin of the matter to the end of the life of the final product. Once we have the questionnaire included in the next filled page, we will analyze it plus other materials that we will request and / or that you want to send us: brand image, collection plan, suppliers of sustainable materials, coherence between communication and what you are doing , among others.

With all this material we will analyze in depth the brand you want to put on the market and we will promote your business with different ecodesign strategies.

## **MEETING 1** (180 Minutes long)

- √ We will analyze together the results of the conclusions that we have obtained in the questionnaire to see if they are really aligned with the philosophy of the company.
- √ We will propose different ecodesign strategies throughout the product life cycle analysis.
- √ Relevant didactic material will be provided on each of the chosen strategies so that it can be used in the future in the communication, for example, of the brand.
- √ We will help you with tools to ensure that your beliefs about your clients are accurate.

## **MEETING 2** (180 Minutes long)

- √ We will validate together one by one the proposed Ecodesign strategies both at the level of interest for the brand, interest for its users as well as viability.
- √ Relevant information will be given during the meeting to carry out each of these strategies through providers.

## **MEETING 3** (120 Minutes long)

- √ It will be verified with the company that the different strategies are correctly implemented. If this is not the case, the guidelines and corrections will be given so that they can be carried out.

## **MEETING 4** (120 Minutes long)

- √ Second verification. This time everything should already be rolling.



## QUESTIONNAIRE ON ECODESIGNED VALUE PROPOSAL

We will start with a questionnaire that will help us to better understand your business:

- √ Who is your buyer person?
- √ What are your needs, pains, and aspirations?
- √ Which ones do you solve with your value proposition?
- √ Do you propose a service or a product, or both, to solve their needs?
- √ How do you carry out that service or product?
- √ Does it meet the functional aesthetic needs of the user?
- √ Do you already know the price that this user must pay for your proposal?
- √ Have you analyzed your competition understanding as competition other brands that can solve this need in a similar or different way to yours?
- √ Have you already defined a customer journey?
- √ Do you have an original idea that no one else is doing?
- √ Have you verified that no one else is really doing it?
- √ Have you defined what other benefits you can bring to your customers beyond what your competition's brands do, for example, with higher quality materials, clearly improving their proposals on environmental and social issues, improving service in terms of time or ease?
- √ How are you going to materialize your idea? That is, what materials, processes and digital platforms are you going to use?
- √ Have you thought about optimizing your production so that it is more profitable for your customers?
- √ Do you have anything else to comment on that we have not asked in this questionnaire about the value proposition that will make your brand indispensable for your customers?



At the end of each of the stages there will be a deliverable with a summary of the meeting that the brand / company can use as a guide in its development.

Ecodesigned Proposed Investment: **2.215€** (Includes 4 meetings: 2 of 180 minutes and two of 120 minutes in duration).

## MEET THE TEAM



JOAQUIM BARBOSA

### Project Manager

With more than 25 years of experience as director and technical coordinator of textile productions in companies such as Organtex and Petratex, Joaquim manages factory productions



SANDRA VENZAL

### Project Assistant

Graduated in fashion design from the Escuela Superior de Diseño (ESDI). She has worked for several companies knowing well different types of design and production processes focused on sustainability in fashion.



IVAN VALDERRAMA

### Freelance Financial Consultant

Banking and insurance operator graduated from the Master in Financial Advice from the Polytechnic University of Valencia (UPV) in financial advice, he operates as a freelance advising companies to increase financial security in their activity.



JÚLIA FERRER

### Textile graphic designer

Trained in Surface Pattern & Textile Surfaces by Staffordshire University (UK) and in CAD for Textiles by NTU (UK). She is currently CEO of Sunsmith Print Studio.



CRISTINA GISPERT

### Freelance Fashion Consultant

She has worked as Head of Design and Creative Director for more than 20 years for fashion companies both nationally and internationally.



SONIA FLOTATS

### Sustainable Communication Consultant

Communicator specialized in fashion, sustainability and corporate social responsibility (UAB, UPF and ESADE). Creator of So Good Studio and So Good So Cute. BCorp multiplier.



GEMA GÓMEZ

### Executive Director at Slow Fashion Next

Founder of the Slow Fashion Next platform, Gema also works as a trainer helping to develop fashion businesses aligned with the social and environmental challenges of the 21st century.

Do you want to walk with us  
towards a more ethical future?



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