Business Model Canvas

Group: L'AGRAP – Green Fashion Week

Name vert: Additional present in the solution of the GFW is the GFW has two main aspects. On the one hand it creates awareness around the negative impacts of the fashion industry with the Fédération de la Mode. This topher Reaburn, Veja Hopaal, Pact, Wyle, Alternative Apparell, fashion show, partnership with the Fédération de la Mode to course. Presence on our own social media accounts and due to influencers, who share awareness around the negative impacts of the fashion industry with the Fédération de la Mode to course. Presence on our own social media accounts and due to influencers, who share awareness around the negative impacts of the fashion industry with effective signers. Through an impact ant mediative on the one hand it creates awareness is not industry with early to signup for a Newsletter of fiering background information, insight at the event. In contrary the GFW also reaches people who are interested in sustainable fashion. Presence in our own social media accounts and due to influencers. Presence in our wons out awareness is not inclustry with early test and the effective additional green fashion. Presence in our own social media fashion threads, inclustry with early test and the social offers. Presence in our own social media accounts and due to influencers, who share awareness is not inclustry with early test in subtribute additional green fashion. Presence in our own social media fashion threads is the event. In contrary the GFW also reaches people who are interested in sustainable fashion. Presence in our own social media accounts and due to influencers, sustainable transition of such a very and reactive appresent. Presence in our own social media fashion. Presence in ourown social media fastion.	Key Partners	Key Activities	Value Proposition		Customer Relationships	Costumer Segments	
Key partners: Organisation and realization of the Green Ray and realization of main actors and designers. The event includes presentation of main actors and designers in the fashion industry with effect and sources and the fashion industry with effect and the fa	Key Faithers						
Key zames in heating industry Fashion Week (GFW). The event induce: main aspects. On the one hand it creates accounts and due to influencers, who share There for full industry is a construction of the actors and designers around the negative important mediate Fashion Magazines, Moching, partnership with the Fádération de la Mode Fashion Magazines, Moching, pop-up stores. main aspects. On the one hand it creates accounts and due to influencers, who share accounts an		Organisation and realization of the Green	The value created by t	he GFW has two	- Presence on our own social media		
International of the subset	Key partners:	Fashion Week (GFW). The event includes:			accounts and due to influencers, who share		
 Fair Fashion Magazine, Mochni, gartnership with the Fédération de la Mole, Jackter and Viele (Jackter and Viele (J	Magazines in the fashion industry with	presentation of main actors and designers	awareness around the	negative impacts of	our vision and project, via our own		
Fair Fashion Magazine, Mochni), pattnership with the Fédération Magazines. Christopher Reaburn, Veja Hopaal, Pact, Wilde, Alternative Apparel), fashion show, po-up stores. Institutional gene fashion appendix show po-up stores. Institute offering background information, insight and yeal of Bers. Institute offering background information, insight and yeal of Bers. Institute offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight offering background information, insight and yeal of Bers. Insight bers. Insight offering background inform	different backgrounds (such as Vogue, Elle,	of eco-responsible fashion (such as	the fashion industry while promoting alternative production and consumption		websites and sponsored advertisement in Fashion Magazines.	Innovative and creative designers wanting	
 A literity in the event of the standard structure in the structu	Fair Fashion Magazine, Mochni),	Christopher Reaburn, Veja Hopaal, Pact,					
Customer control Customer control <td< td=""><td>partnership with the Fédération de la Mode</td><td>Wylde, Alternative Apparel), fashion shows,</td></td<>	partnership with the Fédération de la Mode	Wylde, Alternative Apparel), fashion shows,					
Ministre de l'Ecologie, European Union, private investors (such as Louis Vuitton, private investors (such as Louis Vuitton, procession as Louis Vuitton, provent investors (such as Louis Vuitton, provent influencers, features tell astion. Key Resources Susti altafell, Eco Fashion Platform SloWeAre. Key Resources Susti altable transf, commit Platform SloWeAre. Key Resources Susti altable transf, somet the provent investors (such as Charles person), for the organization of such an event). Contacts: partnerships with influencers, sustainable transf, sovernments, funds, medias (newspapers, radio), minute this position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute this position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position of publicity (before and during the GFW), salaries (before, during and after GFW). Minute the position or publicity (but cots and relative) (but variable cots. The categories 'communication of sub this flag docts and relatively low variable cots. The categ	et de la Haute Couture.	pop-up stores.	presence 'increasing a	wareness' is not	offering background information, insights		
Annumber of the consist of the consist of the consist of the constant of bigger brands, 'normal' people who are interested in sustainable fashion. The constant of bigger brands, 'normal' people who are interested in sustainable fashion. The constant of bigger brands, 'normal' people who are interested in sustainable fashion. The constant of the constant of bigger brands, 'normal' people who are interested in sustainable fashion. The constant of bigger brands, 'normal' people who are interested in sustainable fashion. The constant of the constant of bigger brands, 'normal' people who are interested in sustainable fashion. The constant of the co	Institutional partners:	<u>Guests:</u>	limited to those who	physically participate	and special offers.		
Portedial, influences (such as consciousnehic, michelleforgood, kissenundkarma, swatidkit29), other influencers for creating, Amee Song, Julia Engel), Eco Fashion Revluctional green fashion instants bit high the other hand, the GFW is a platform with the mode influences for creating an important one averant the other hand, the other h	Ministère de l'Ecologie, European Union,		reaches people that simply read and hear about it.			Needs: Revolutionary ideas and fashion trends,	
 For Constructions For Constructions<	private investors (such as Louis Vuitton,						
Mainter (Sector and Sector (Sector Constructions) Mainter (Sector and Sector (Sector Constructions)) Mainter (Sector (Sector (Sector Constructions))) Mainter (Sector					distributed 4 days after the event to all		
Microsoftwords and the endowney of the influencers for creating and therefore potentially more main-stream. Additionally, the event offers the opportunity to small sustainable brands to promote themselves will incentivity and therefore potentially more main-stream. Additionally, the event offers the opportunity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incentivity to small sustainable brands to promote themselves will incontain to the covent of the cover opartners (designers, clothing brands): population of such an event. Instagram (via influencers), fashion magazines (such as Vogue), any other media who will publicize our event (radio, TV, newspaper etc.). Society as a whole. Alim: Consists in creating an important green fashion community. Cost Structure Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - Viarible costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. K Revenue Streams Current (or between the events if the GFW becomes a yearly event): Our project is eligible to numerous grants (EU, French ministry of ecological and solidarity transition, region, cit conditioning participation in the PGFW for brands by paying the fee to enter our association, carry out a canvasing campa		fashion.			guests and designers.		
Swatukt29, outer minimizer is of reterm/minimizing costs: wine avareness (such a Chirara Ferragin, Aime Song, Julia Engel), Eco Fashion Platform SloWeAre. Such a Chirara Ferragin, Aimes Song, Julia Engel), Eco Fashion Platform SloWeAre. Such a Chirara Ferragin, for the organization of such an event), Contacts: partnerships with influencers, sustainable brands, governments, funds, medias (newspaper, radio, TV) Long term: Build long lasting partnerships with brands and designers, colting partnerships with brands and designers, colting for and such are vert, Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW)- Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW)- Streat Costs: Shacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. Streat Costa Structure: Surai a Chira Ferragin (Chira), for a be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions of value, not the creation of value, not the created through an increase in production value. The force work is the created through an increase in production value. The force work is the created through an increase in production value. The force work is the value acrowafies of the sales achieved by the poop-up stores located in the PGFW.	e .	Key Resources Q			Channels F		
 Almee Song, Julia Engel), Eco Fashion Platform SloWeAre. Volunteers (partnerships with schools etc.) Volunteers (partnerships with influencers, statinable brands to people competent in many areas necessary for the organization of such an event). Contacts: partnerships with influencers, statinable brands, governments, funds, medias (newspapers, radio, TV) Long term: Build long lasting partnerships with schools. Vith brands and designers, schools. Vith brands and designers, schools. Vith brands and designers, schools. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation or lightening etc. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation or lightening etc. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation or lightening etc. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation or lightening etc. Variable costs: Snacks, accommonies of scale are reductions in per-unit costs through an increase in production v		Short term/minimizing costs:			Tickets - sent via email or text		
Name construction (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Platform SloWeAre. (we do not expect to pay our team of 8 Contacts: partnerships with influencers, sustainable brands, governments, funds, medias (newspapers, radio, TV) (instance to pay our team of 8 Long term: Build long lasting partnerships with brands and designers, schools. (we and the signers, clothing brands): pop-up stores present during the event. Instrance(S), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - minimize this position by relying on volunteers. (method location for guests / brands), billable staff wages – installation of lightening etc. Variable costs: Snacks, accommodation (for guests / brands), billable staff wages – installation or lightening or volution volume. The focus or case exconding of scale are reductions in per-unit costs through an increase in production volume. The focus or care a coonding of the do not show and sponsors (in participation in the PGFW for brands by paying the fee to enter our association, carry out a campaign. Our project		volunteers (partnerships with schools etc.)			(eco-friendlier than paper) + in		
 Praddim Bowerde. people competent in many areas necessary for the organization of such an event). Contacts: partnerships with influencers, sustainable brands, governments, funds, medias (newspapers, radio, TV) Long term: Build long lasting partnerships with brands and designers, schools. Cost Structure Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - minimize this position by relying on volunteers. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. Yariable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of ure events: of read-expected to be the reastion of value, not the creation of value, not the creation of value, not the creation of cash. Value is created through raising awareness around the Word and the portuge of the sales achieved by the poo-up stores located in the PGFW. 		(we do not expect to pay our team of 8					
Contacts: partnerships with influencers, sustainable brands, governments, funds, medias (newspapers, radio, TV) invest or even to produce their own sustainable fashion. invest or even t	Platform SloWeAre.	people competent in many areas necessary			and the chocolate factory), publicity over	rasmon community.	
Contacts, partnerships with minuters, sustainable brands, governments, funds, medias (newspapers, radio, TV) Long term: Build long lasting partnerships with brands and designers, schools. sustainable fashion. Information/content on the event: Instagram (via influencers), fashion magazines (such as Vogue), any other media who will publicize our event (radio, TV, newspaper etc.). Cost Structure Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - Minimize this position by relying on volunteers. Revenue Streams OK Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. General cost structure: Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the Publicity' and 'created to be the most important ones. It is therefore crucial to create economies of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the Publicity' and 'created to be the creation of cash. Value is created through raising awareness around the		for the organization of such an event).			partners (designers, clothing brands): pop-		
Sustainable brands, governinels, funds, medias (newspapers, radio, TV) Instructure, industry (other event. with brands and designers, schools. Instructure, is the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cash. Value is created through raising awareness around the creation of value, not the creation of cas		Contacts: partnerships with influencers,		uce their own	up stores present during the event.		
Long term: Build long lasting partnerships with brands and designers, schools. magazines (such as Vogue), any other media who will publicize our event (radio, TV, newspaper etc.). Cost Structure Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - minimize this position by relying on volunteers. Revenue Streams can be split in two. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. Core the event (or between the events if the GFW becomes a yearly event): Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the		sustainable brands, governments, funds,	sustainable fashion.		Information/content on the event:		
with brands and designers, schools. media who will publicize our event (radio, TV, newspaper etc.). Cost Structure Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - minimize this position by relying on volunteers. Revenue Streams Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. General cost structure: Revenue streams can be split in two. Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the We plan to take a percentage of the sales achieved by the pop-up stores located in the PGFW.							
TV, newspaper etc.). Cost Structure Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW)- minimize this position by relying on volunteers. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. General cost structure: Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the							
Cost Structure Revenue Streams Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - Insurance(s), communication by relying on volunteers. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. General cost structure: Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the		with brands and designers, schools.					
 Fixed costs: Rent of location, rent of furniture, lighting equipment, decoration, Electricity, water etc., Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - minimize this position by relying on volunteers. Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. General cost structure: Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the 	<u> </u>		<u> </u>	D ()			
Insurance(s), communication and publicity (before and during the GFW), salaries (before, during and after GFW) - minimize this position by relying on volunteers. <u>Variable costs</u> : Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. <u>General cost structure:</u> Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the			🍋				
 minimize this position by relying on volunteers. <u>Variable costs</u>: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. <u>General cost structure:</u> Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the 				OK			
Variable costs: Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc. General cost structure: Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the				· · · · · · · · · · · · · · · · · · ·			
General cost structure: Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the We plan to take a percentage of the sales achieved by the pop-up stores located in the PGFW.							
Our project has high fixed costs and relatively low variable costs. The categories 'communication & publicity' and 'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus our event is the creation of value, not the creation of cash. Value is created through raising awareness around the We plan to take a percentage of the sales achieved by the pop-up stores located in the PGFW.		uests / brands), billable starr wages – Installation	i of lightening etc.	Our project is eligible to numerous grants (EU, French ministry of ecological and solidarity transition, region, city),			
'rent of location' can be expected to be the most important ones. It is therefore crucial to create economies of scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the Vertice of the sales achieved by the pop-up stores located in the PGFW.		low variable costs. The categories (communica	tion & publicity' and	.	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	· ·	
scale. Economies of scale are reductions in per-unit costs through an increase in production volume. The focus of our event is the creation of value, not the creation of cash. Value is created through raising awareness around the Vertice							
our event is the creation of value, not the creation of cash. Value is created through raising awareness around the We plan to take a percentage of the sales achieved by the pop-up stores located in the PGFW.	scale. Economies of scale are reductions in per unit costs through an increase in production volume. The focus of						
				we plan to take a percentage of the sales achieved by the pop-up stores located in the PGFW.			
hand clothing. Thus, if 'raising awareness' and 'promotion of sustainability' is our production/creation of value, the	hand clothing. Thus, if 'raising awareness' and 'promotion of sustainability' is our production/creation of value, the						
bigger our audience (mediatic presence, number of guests, number of spectators, number of brands present) the							
higher our economies of scale and the lower our marginal costs.			. ,				
Social and environmental costs	Social and environmental costs			Social and environmental benefits			
Social costs: inconveniences caused during the event it-self like the noise, amount of people on the spot,	Social costs: inconveniences caused during th	e event it-self like the noise, amount of people		Ť			
possible subventions payed through taxes fashion industry. People will open their eyes on how to consume differently, on how to decrease their				fashion industry. People will open their eyes on how to consume differently, on how to decrease their			
Environmental costs: Since it is a big event there is a high consumption of electricity and water, pollution due to consumption, to change their consumption habits. Socially, clothing will take a different importance.	Environmental costs: Since it is a big event the	ere is a high consumption of electricity and wate	er, pollution due to	consumption, to change their consumption habits. Socially, clothing will take a different importance.			

transportation (guests coming from far away by plane/car etc.), waste produced during the even it-self. Use of paper for advertisements in fashion magazines.

Environmental benefits: They are the main goal, at the heart of the project. 100% of clothes will be recycled and responsible fashion will be 100% of sales. There will be a decrease in greenhouse gas production, and mostly a huge decrease in pollution in the fashion industry.