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<p><b>Cost Structure</b> </p> <p><u>Fixed costs:</u> 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.</p> <p><u>Variable costs:</u> Snacks, accommodation (for guests /brands), billable staff wages – installation of lightening etc.</p> <p><u>General cost structure:</u> Our project has high fixed costs and relatively low variable costs. The categories 'communication &amp; 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 impact of the fashion industry on the environment, and by promoting the attractiveness and the profile of second-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.</p>		<p><b>Revenue Streams</b> </p> <p><b>OK</b></p> <p>Revenue streams can be split in two.</p> <p><u>Before the event (or between the events if the GFW becomes a yearly event):</u> Our project is eligible to numerous grants (EU, French ministry of ecological and solidarity transition, region, city), conditioning participation in the PGFW for brands by paying the fee to enter our association, carry out a canvassing campaign to find donors and sponsors (in particular foundations), &amp; finally we will lead a crowdfunding campaign.</p> <p><u>During the events:</u> We plan to take a percentage of the sales achieved by the pop-up stores located in the PGFW.</p>		
<p><b>Social and environmental costs</b> </p> <p><u>Social costs:</u> inconveniences caused during the event it-self like the noise, amount of people on the spot, possible subventions payed through taxes</p> <p><u>Environmental costs:</u> Since it is a big event there is a high consumption of electricity and water, pollution due to 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.</p>		<p><b>Social and environmental benefits</b> </p> <p><u>Social benefits:</u> It will raise awareness of producers and consumers on the issue of sustainability in the fashion industry. People will open their eyes on how to consume differently, on how to decrease their consumption, to change their consumption habits. Socially, clothing will take a different importance.</p> <p><u>Environmental benefits:</u> 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.</p>		