

The Great Transition – Final Project

T A K T



YOU CAN ACT

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1. What is TAKT?

Starting from the simple observation that consumption is nowadays excessive, our team of ten change makers decided to create a free app for smartphones, giving the consumer the choice to consume responsibly.

TAKT, as a mix between “Think” and “Act”, allows its users to scan shops’ signs and to be given information about the companies’ respect of multiple criteria.

The project promotes the empowerment of consumers. Indeed, by giving a key and pedagogic information through the app about the companies the user is facing, TAKT enables consumer to choose more responsibly their favourite brand. TAKT unites innovation, serious index based on data and a pedagogic setting so as to make consumption a tool for world's improvement.

In a first phase, TAKT will function for shops’ sign in Rue de Rennes, the sixth arrondissement, a temple of mass consumption. Over time, we hope to enlarge the zone to Paris and even, why not, international big cities.



- How to use TAKT?

TAKT is designed to be really intuitive and easy to use: the user just has to scan the shop sign when he passes it in the street.

When the scan is done, an index appears giving crucial information about the brand's respect of multiples criteria, developed further in the document.

The consumer can then decide to share this index card through Facebook, Twitter and other social media, to spread a wave of respectful consumption.

- TAKT multiple functionalities

The app is rich in potential discoveries. After logging in a first time, the consumer has access to a brand new TAKT universe in order to act effectively. In the menu, he can access the scan functionality but also the **Brand List**, the list of brand that will simplify its research or allow him to visualize the index without being in front of the shop.

The **Index functionality** will explain the different parameters used and the creation of the global index.

The **Heart Bank** is an interactive and useful tool: after seeing the index of a brand, the consumer can choose to 'like' it. As a consequence, the index card will be saved in his Heart Bank and he can thus remember which brands are better to consume and create a list of responsible brand. He can also share his Heart Bank on social media, to encourage his friends to change their habits.

The last functionality is a **pop-up notification**. Every 3 days, a pop-up notification will come up to inform the consumer about a crucial global issue concerning social and ecological topic. For instance, the notification can deal with water scarcity, deforestation, Child Labour, Gender Inequalities, Climate Change etc. ...

This functionality allows informing and making the consumer even more aware and responsible.



2. How is the TAKT Index built?

Our index gathers several indexes that aim at scoring companies on different criteria linked to two main fields: the environment and the human. We use the results of these indexes to build ours, relying on 6 elements.

We chose Inditex group (a Spanish multinational clothing company including stores like Zara, Massimo Dutti, Bershka...) to test our first approach and illustrate how to represent it on our app. The group operates in many countries worldwide, including France.

Our team built 2 main indexes covering different aspects of Inditex's social responsibility. Data comes from independent NGO, annual reports delivered by Inditex and press reviews. All the data gathered is then combined, weighted and summarized by a score (a letter). The score will allow the users to clearly identify the good/bad sides of the brand. Here are the main criteria.

- **3 criteria for environmental matters:**

- **Awareness for climate change.** This element refers to level of carbon rejections, involvement to use clean energy, and awareness for the current situation.

Score for Inditex: 85/100

- **Conscious handling of natural resources** includes protection of the biodiversity, gathering water protection, purchase of clean raw materials...

Score for Inditex: (mainly based on biodiversity and water protection) **72,5/100**

- **Responsible production.** This item is about the post-production moment: how does the group sell/uses its products.

Score for Inditex: Even though Inditex put a lot of effort in order to use materials that are respectful of the environment, the "Fast fashion" model still often implies an excessive use of resources. **85/100**

Sub-grade for Inditex (environmental matters): **80,83/100**

- **3 criteria for social matters:**

- **“Well-being at work”** includes employee’s protection (insurance, holiday, respect of the number of hours worked) and efforts to fight against child labour and poor work conditions (indecent wages).

Score for Inditex: 30/100

- **“Reducing inequalities”** designates the involvement of companies to reduce gender inequalities, race inequalities, and to encourage the employment of disabled.

Score for Inditex: 30/100 → Zara received several complains about racially insensitive designs over the years as well as several problems of discrimination.

- **“Transparency of the information”** gathers two main elements: the global CSR efforts towards the consumers (ensuring products’ traceability for example) and the collaboration with local authorities to pursue social policies.

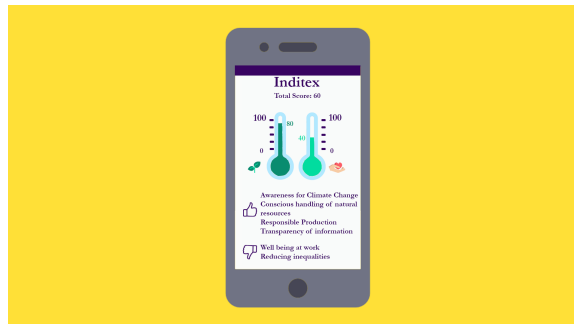
Score for Inditex: 60/100

Sub-grade for Inditex (social matters): **40/100**

Total grade for Inditex: 60,415/100

Each element is weighted according to a percentage, obtained thanks to our base of indexes, representing its importance according to the element it has to reflect: environmental consciousness; social responsibility. After aggregating the rates for each criterion, it makes a result over 100, permitting to establish a global ranking of all the companies registered on the application. The user can see the details of the score: if whether the company is good at environmental or social efforts thanks to gauge.

The companies chosen are from the textile industry. For the moment, the focus has been put on the big groups, which have shops around Sciences Po, particularly in the Rue de Rennes, a street with a lot of fashion corners.



3. TAKT Business plan

- Market & target audience

TAKT has been mainly designed for connected young people. Receptive to ecology and endowed of a certain ecological responsibility, they represent our **core target**.

A larger target can be seen in all connected people, especially between 18 and 60 years old, and owning a smartphone or a tablet. The mobile app may naturally be more used by young generations, whereas the 40-year-old users and plus would rather download the tablet version.

- SWOT analysis

<p>Strengths:</p> <ul style="list-style-type: none"> • Innovative application, no competition yet. • Patent pending / Exclusive QR codes that only work within the app. • Innovative and complex index: Multidimensional but clear. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Free App: might be hard to make it viable and lucrative as it aims to be transparent (ad restricted to local shops, restaurants or NGOs). • Possible lack of resources, difficulty to find information.
<p>Opportunities:</p> <ul style="list-style-type: none"> • Fast development and democratization of technologies. • More and more brands looking for a « green image » will be interested by the app. • French regulation is aiming at more transparency concerning companies' environmental footprint. • Strong tendency of consumers' empowerment. Will to consume better and better. 	<p>Threats:</p> <ul style="list-style-type: none"> • App's funding. • Very competitive App market.

- TAKT positioning

Our App positions itself as a support for an ecological responsibility, with the key mission to inform consumers and create more responsible comportments.

Thus, our positioning is an app aiming at sensitizing the population to create a “cleaner world.”

Putting an emphasis on the educative aspect, our app would be well rooted in family environment: likely to be used by children as both playful and educational.

- Pricing

So as to gain certain notoriety, it is necessary to create a free app. Not only because a very large part of downloaded apps today is free, but also because ours is presented as educative, neutral and thus non-profit.

To insure both the app free access and sustainability, different financing options are viable.

A **public crowdfunding** can be implemented, but also **fund-raising through large companies** wishing to adopt “greener” and eco-friendlier image. However, these partnerships will have to be considered with a particular attention, in order to avoid any conflicts of interests.

Supermarkets could invest in the app to promote their products and their sustainable position for instance. It can also be the case for restaurants and smaller shops.

Insisting on the “sustainable development” aspect of the app, it could also attract **public investors** such as The Ministry of the Environment or environmental agencies.

- Promotion & distribution

The app will be available on the Apple Store and Play Store so as to be compatible with both Apple and Android. Besides, it will be **available on both smartphones and tablets**, to target a larger audience.

To promote better the app, and highlight its credibility, some solid touch points are needed. Support by associations, environmental agencies, and “ambassadors” personalities or influencers could help getting an essential promotion.

Digital publicity, especially on social media, with a link leading to downloading pages of the app seems inescapable.

So as to gain a concrete visibility, **demonstration corners** in stores or during public events could be implemented. Goodies could also be used to attract the consumers and encourage them to try the app.

Besides these demonstrations, **conferences** inspired by the TED-talk-model could help gaining visibility among a wider audience.

Appendix: Index sources

- Brands Data

- Inditex annual reports
<https://www.inditex.com/investors/investor-relations/annual-reports>

- NGO/ Organization Data

- United Nations Sustainable development goals
<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>
- Changing Markets Foundation:
<https://changingmarkets.org/>
- The Popular Centre for Democracy:
http://populardemocracy.org/sites/default/files/Zara-Report_web%20june%200215.pdf
- NGOs: Baptist World Aid : the 2017 Ethical Fashion Report :
<https://baptistworldaid.org.au/resources/2017-ethical-fashion-report/>

- Press Reviews

- The Guardian
<https://www.theguardian.com/fashion/2015/may/12/zara-owner-inditex-fines-brazil-working-conditions-claim>
- Le Monde
http://www.lemonde.fr/m-styles/article/2015/04/30/la-strategie-durable-d-inditex_4625623_4497319.html#yODKWJ3ctocryh2p.99