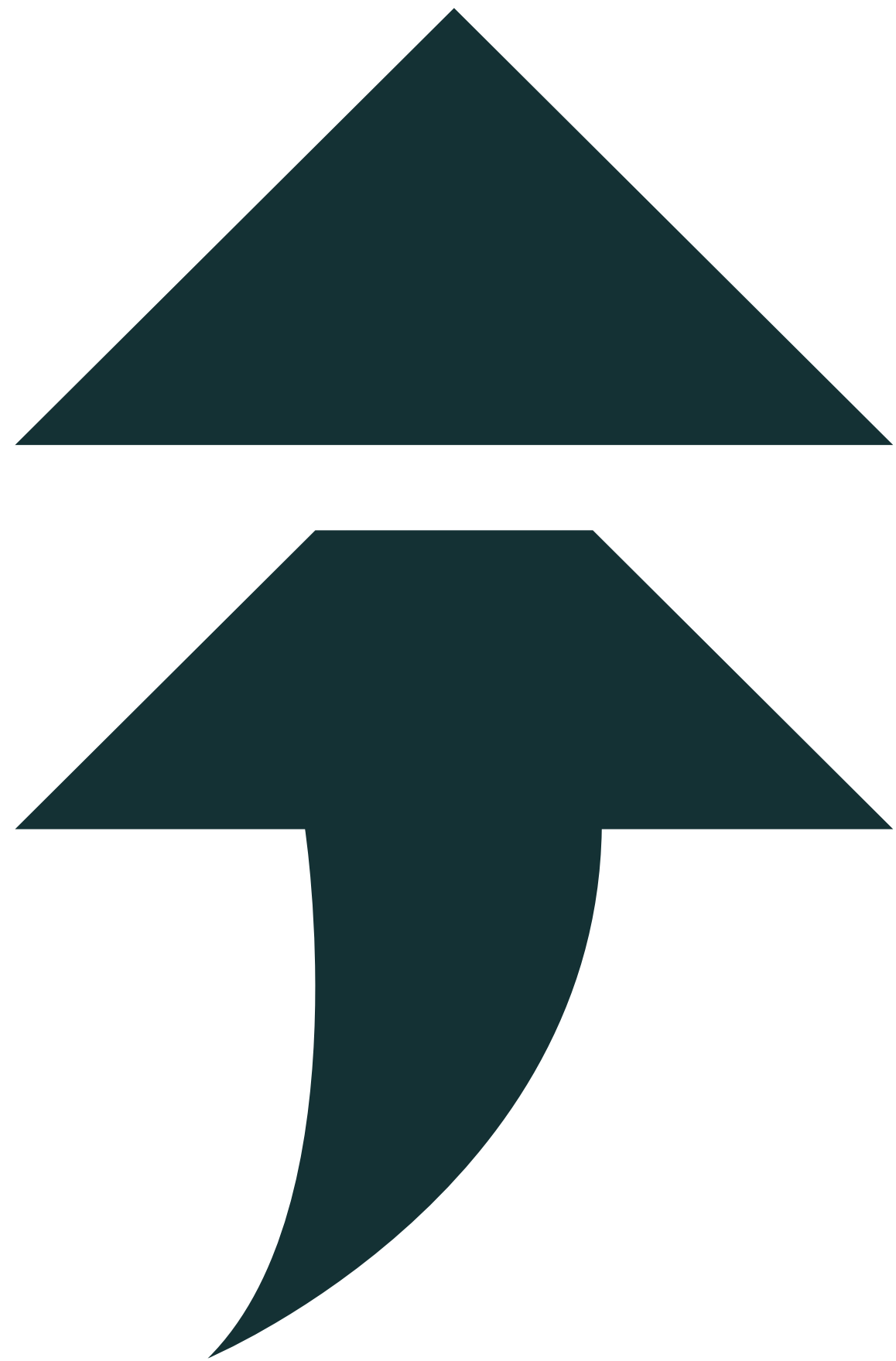


Théophile Clément
Mathis Blanchard
Abdelkrim Debbouza
Elena Di Benedetto
Amélie Ha
Pierre Kopp
Manon Oresve
Adja Marième Sy
Eszter Viszló
Qin Yujie

GREAT TRANSITION

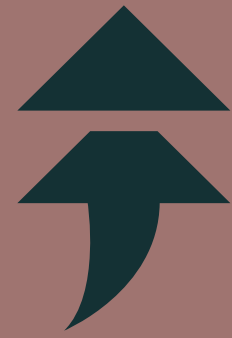
Collective project

— group 33



HËKKO

your smooth journey to Christmas



**1-
Your early
Christmas present**

**2-
Who are we ?**

Häkko : name and design
The team : an association
An advent calendar : Why ? How ?

**3-
Our products**

Food
Everyday life items
Urban agriculture
Price

**4-
What is our market ?**

The environment
PESTLE analysis
What are we competing against ?
Benchmark and SWOT
To whom is it directed ?
Target

**5-
How are we going to sell it ?**

Communication plan
Where to buy our product ?

**6-
The legal aspects**

**7-
Why get involved
in our project ?**

1

Your early Christmas present



5.45

As we grow increasingly aware of our environmental footprint, each of us knows what everyday habits should be adopted to make an impact : turn off the lights when you leave the room, sort out your waste, reduce water consumption, etc. But have you ever thought about your Christmas waste ? Christmas is about sharing moments of happiness, exchanging with people we love, making lifelong memories together. Unfortunately, Christmas is also the period during which households produce the most waste. According to Eco-Emballages, each of us generates 1 kg of paper per day throughout the year, and 2 kg during year-end celebrations ! Every year, 20,000 tonnes of gift wraps are sold in France, the equivalent of 340,000 trees.

Do we really need to waste food and electricity, cut trees every year, or wrap our presents in twenty layers of wrapping paper for a successful Christmas ?

Do we really need to waste food and electricity, cut trees every year, or wrap our presents in twenty layers of wrapping paper for a successful Christmas ?

At HĚKKO, we believe that the answer is no. That is why we have come up with an environmentally-friendly calendar to replace your traditional advent calendar. No more calendar to toss away after the 25th, no more useless figurines bound to end up in the garbage can. Choosing our calendar is choosing to :

Have fun and make your loved ones happy

Let the whole family enjoy the calendar's presents



Reduce the 20% share that paper and cardboard represent in the overall waste production

Discover environmentally-responsible products and items you have never heard of before

2

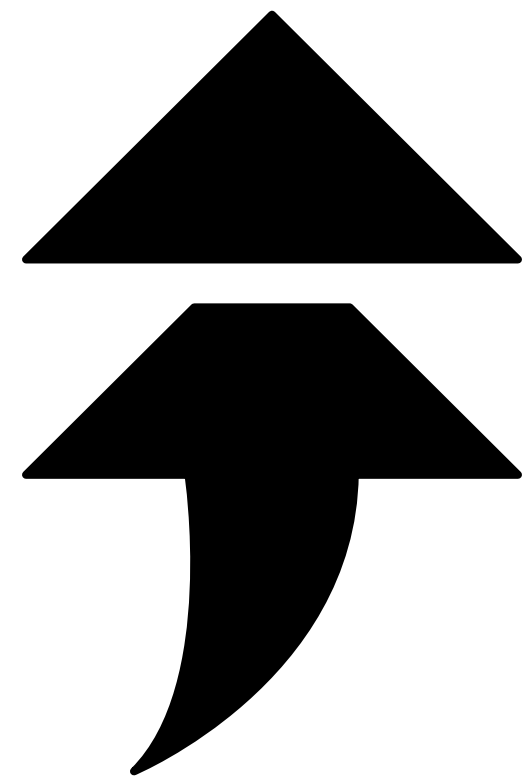
Who are we ?

HËKKO

Naming and design

HËKKO

The idea is to give a name at this object, to personalize it and humanize it. A short name, easy to memorize. By this way, HËKKO is a contraction between « Hello » and « Ecology ». The meaning is to welcome ecology in families houses. It sounds like a Scandinavian name and evokes something very clean and simple.



The intention is to illustrate two main notions : Christmas, obviously, and the recycling too. Its appearance seems like a fir tree composed with two arrows to evoke the re-use and the second life that customers can give it to this calendar.

HĚKKO

Naming and design



THIS IS HĚKKO !

The furniture is made in wood naturally. Its design is refined for a perfect match with many styles and then, with many families interiors.

The team

An association

We are a team of young individuals who, convinced and moved by the idea that every one of us can make a difference, created combined our strengths to create HĚKKO. HĚKKO is a not-for-profit association which mission is to introduce responsible habits into families' daily life.

What happens to your money after purchasing a calendar ?

Our team members earn nothing from the revenues made. Any money made is instead reinvested into the association to fund its activities. If all of our activities are covered, the surplus is used to further our environmental purpose, through donations to other associations and environmentally-driven activities.

This principle has been included in the article 2 of the association's statutes.



An advent calendar

Why ? How ?

What's in the calendar ?

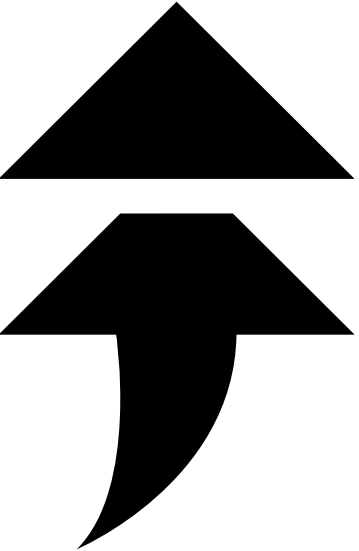
Don't spoil the surprise, let yourself be delighted with unexpected gifts every day ! More seriously, our calendar includes three categories of products to please the whole family. Convenient and useful everyday objects and products, mouth-watering delicacies and items to help you grow your own plants, even indoors.

Because we believe sustainability entails social inclusion, we partnered with an association working towards social rehabilitation of former detainees to produce our calendars' structure.



A durable calendar frame made of wood comes with these items, so that you can reuse it every year or for whatever alternative purpose you might think of (spice drawers, haberdashery cabinet).

Our idea is to introduce you, your spouse, your parents and your children to a range of products and samples that you might not know exist, but which could help you reduce your ecological footprint. What we strive to do is to spark responsible behaviour in you, by giving you incentives to use certain products rather than more polluting equivalents.



HÄKKO
your smooth journey to Christmas

3

Our products

Products Food



Nine products of the calendar can be related to the taste world.

Honey, Candies, Organic mix of spices, Organic cinnamon, Gingerbread, Cashew nuts, Biologic cola, Bissap and Organic tea are offered to consumers to discover new producers. We expect producers to offer us a discount for the advertising we do to them.

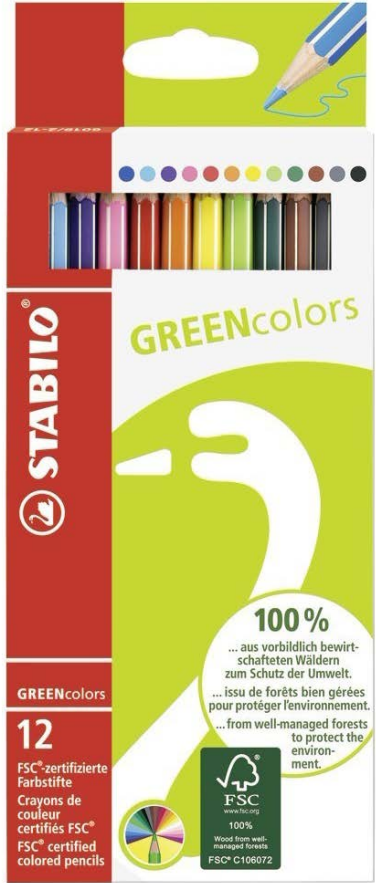


This part of the calendar is the most expensive with a cost of 16,32€ each item being around 2€.



Our products are divided on three main types : those attached to food, everyday life items and those related to the urban agriculture.

Products Everyday life



For 10,66 € we are planning 7 products.
Colour pencils, Tote bag, Wooden whirling,
Biological soap, Water saving tap aerator,
Incense stick, Eco-friendly toilet paper.



An example : Colour pencils
Made in EU, from ecologically controlled
forests, recycled cardboard box.
Useful for the whole family, and kids from
any age. Classic AND responsible product.

Price : 3,90€ for 12 pencils
4 per calendar = 1,30€ per calendar



Our products are divided on three main
types : those attached to food, everyday life
items and those related to the
urban agriculture.

Products

Urban agriculture



With a “How to do compost ?” leaflet we sensitize. With carrot & poppy seeds and a grow pencil we give the opportunity to discover gardening. With watering can and pot we help to make this opportunity a reality. And with fat balls for wild birds and insect magnifier we allow young and old to see all the beauty of the garden.

Finally with eight items (7,59€) linked to the urban agriculture we bet not just make to consume organic but also to act organic.

Our products are divided on three main types : those attached to food, everyday life items and those related to the urban agriculture.

Price

DIRECT EXPENSES

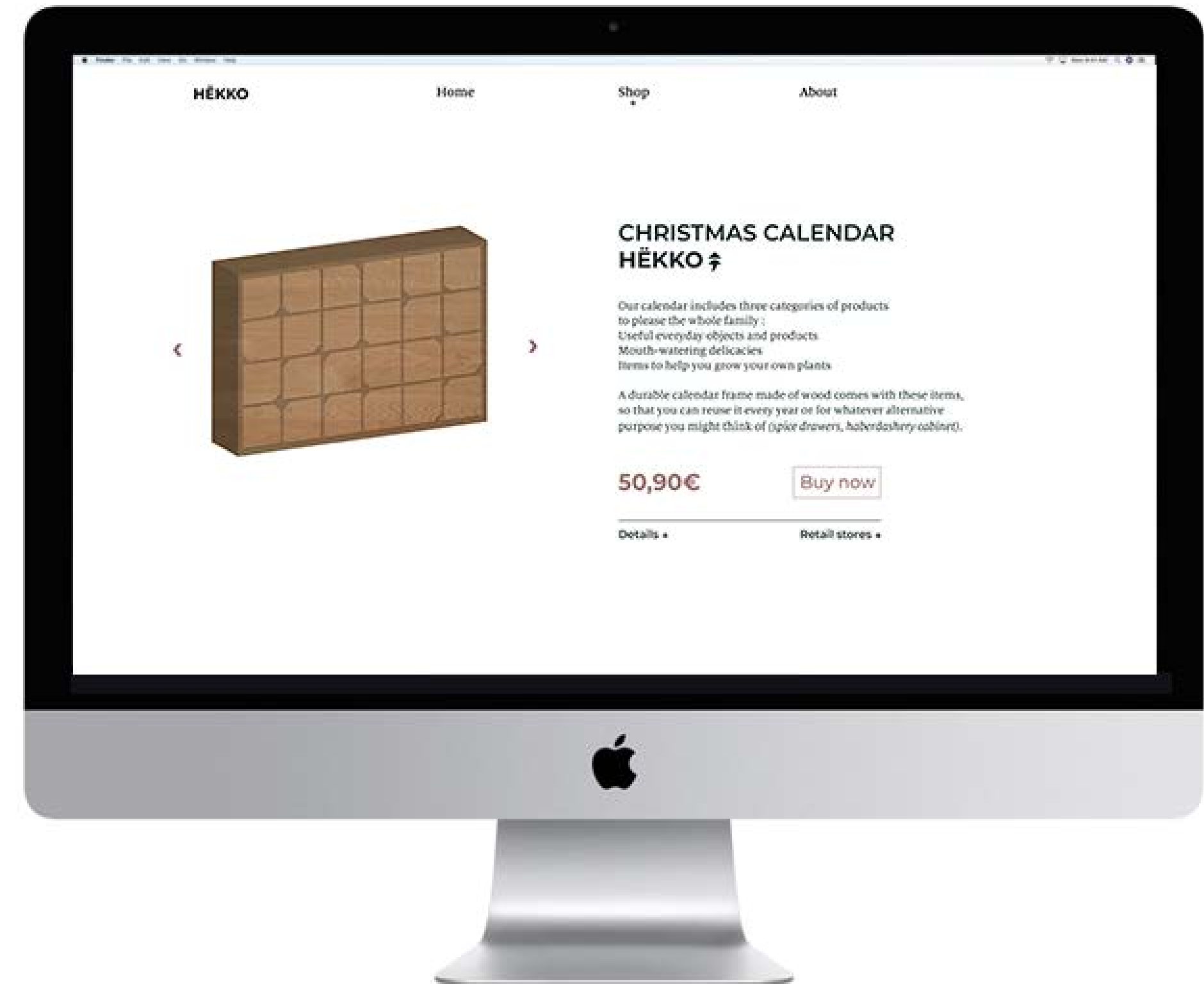
Products : 34,57€
Sustainable wooden calendar : 15€
Income for the deposit : 10% of 60€ = 6€
Price point rounding : +0,33€

Total : 55,90€
On our website

RECEIPTS

Price in stores = 59,90 €

59,90 - 55,57 = 4€
For the association
and the project
maintenance



4

**What is
our market ?**

The environment

PESTEL analysis

Political Environment

France is a politically stable country. The current government says it encourages innovation, start-ups, entrepreneurship. The current political climate is also more aware of environmental problems and encourages solutions.

Economic Environment

According to specialists (Olivier Ezratty for instance), the economic environment for innovation in France is getting better every year. Moreover, according to France Info, "Never has the business of the Advent calendar worked so well : more than 50 million euros in turnover and a growth of 12%"

Social Environment

The society is more and more aware of environmental issues. Advent Calendars are also part of the culture of a lot of french people, traditionally. Although 60 to 70% of French people say they do not belong to a particular religion according to «Le Monde», they remain attached to traditions. For example, according to the Superior Council of Audiovisual, 80% of French think that Christmas is an important moment of the year, and 86% of them intend to celebrate it.

Technological

Our project does not use a very extended use of technology. Still, the technological environment in France is good and growing. According to the Deloitte Technology Fast 500 classement, french businesses and technologies in France are developing quite fast, thanks to start-up. We could easily have access to the computers and systems we need for our business.

Environment

Populations and policies in general are engaging more and more in this area. There is a growing importance of eco-friendliness and bio lifestyle in France. According to a Toluna survey, 64.9% of french people eat at least one environment-friendly product a month.

Legal

The current french government, through Macron, has stated that it wants to encourage entrepreneurship and wishes to materialize it in the legal field. Laws in France are not a barrier to starting a business.

Who is our competition ?

Positioning of advent calendars

Chocolate advent calendars and toy advent calendars are the most common alternatives. But advent calendars with beers and cosmetics are more similar to HĚKKO's product. They are sold between 50 and 100 euros. According to our premium and ecological positioning, we can target a price in the upper 50-100 range.

One of our key differences is that our advent calendar is not gender or age targeted: it is made for the whole family. Beers and cosmetics, on the other hand, are particularly gendered products.

They are sold both in specialized stores (cosmetics stores, Nature & Découvertes...) and online.

Examples of existing advent calendars on the market

L'Occitane en Provence
99 euros
24 cosmetics for women

Biotherm
58 euros
24 cosmetics for women and men

Berry Christmas – Saveur-bière.com
69,90 euros
24 draft beers

Craft beer – Original Kalea
59,95 euros
24 draft beers in 33cl bottles

Thés bios – Nature & Découvertes
19,95 euros
24 tea and herbal tea bags



SWOT analysis

STRENGTHS

Our project is original and adapted to current social configurations with respect to the environment.

OPPORTUNITIES

As we mentioned above, the French are turning more and more towards environmentally friendly practices. Also, in recent years, the Advent Calendars are more and more interesting to adults, according to France Info. The tradition is evolving and now includes all types of adult products as well.

WEAKNESSES

In terms of proportionality, the target audience is limited. Our project may also not fit religious minorities.

THREATS

The offer during the Christmas period is very strong, so there are many possible substitutes for our project. Also, once the project is launched, others can quickly be inspired to offer similar products.

What is our segmentation ?

CHRISTMAS CALENDAR

Big cities
(Paris, Lyon, Lille)

CSP +
Families

Green values
(Ecologic)

Earth
Engagement

Why to focus on one target market ?

By aiming your marketing efforts at specific groups of consumers it makes the promotion, pricing, and distribution of your products and/or services easier and more cost-effective. It also makes digital advertising and promotion easier by the tools that Facebook, Instagram and Twitter offer for targeted advertising which will make to choose the right people online very simple and our communication strategy more efficient.



Our target market

1/2

DEMOGRAPHICS

PHYSIOGRAPHIC

LIFESTYLE

BELIEFS AND VALUES

Mothers

Values minimalism

Spends time to DIY with her family

Christian or atheist

Age : 33-45

Importance of eco-friendliness

Does sports frequently

The religion is not that important rather just an habit

Middle-high and high level of income

Education for her kids is in the center

Recycles

Values family holidays

Managerial, executive positions

Health and sport is important for her

Holidays abroad with her family

Culturally open

Married and kids

Married and kids

Likes to cook organic meals

Wants to know new things



Our target market

2/2

LIFE STAGE	GEOGRAPHIY	BEHAVIOUR	BENEFITS
Young mothers	France	Loyal to eco-friendliness	Possibility of a purchase online (time saving)
Mother who have small kid(s)	Urban citizens	Open to online shopping	New, pleasent way to educate the kids for an eco lifestyle
Kids between 4-11 years old	Metropolitan areas	Shopping experience : online or real experience (Christmas fairs, farmer markets)	Show a new side of the Christmas waiting time which fits more her values
Managerial, executive positions	Continental climate (Christmas : cold)	Holidays abroad with her family	Possibility to spend time together with her family

Why this target market ?

PROFITABLE

We chose this segment to target because urban mothers working in a managerial or executive position have higher revenues than other segments of the same kind in general, they are ready to spend on these kinds of occasions.

MEASURABLE

The target market is big enough.

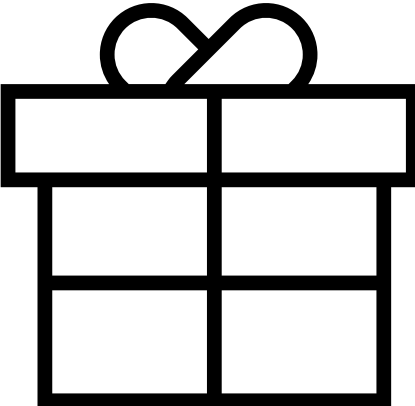
ACCESSIBLE

The target market is reachable online and by special shopping experiences which is our chosen distribution channel.
Different benefits: our target sees a very clear benefit in buying our product.

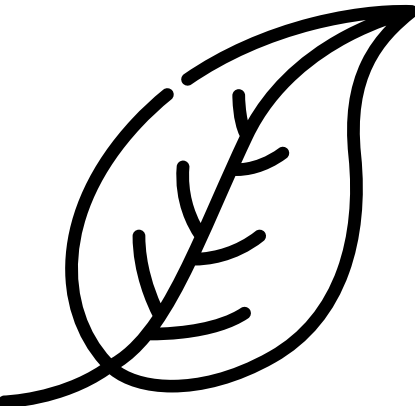


Core values for our positioning strategy

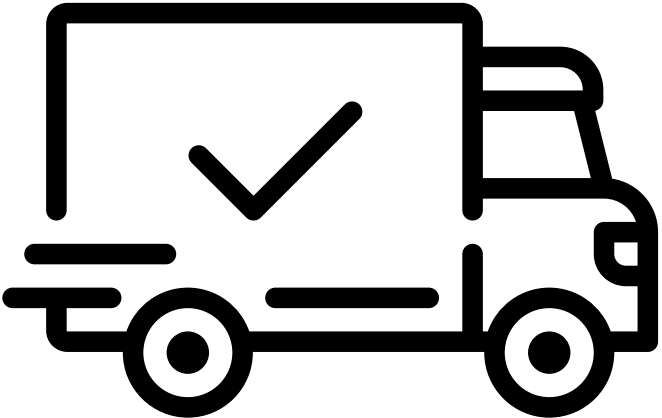
Festive, Christmas spirit



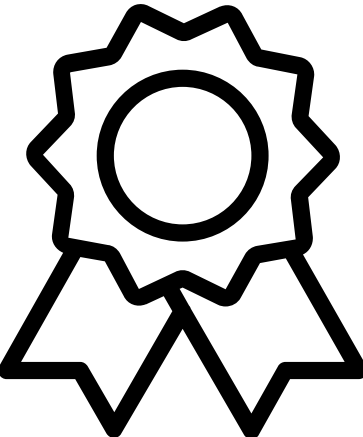
Eco-friendly brand



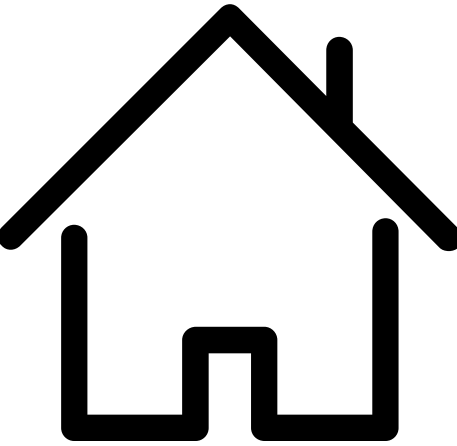
Comfort



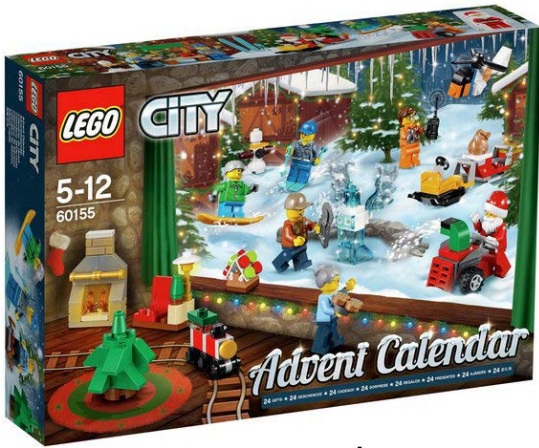
Quality brand



Family-friendly brand



Positioning map



Lego



Look Fantastic



Puzzle calendar



Body Shop

Eco-neutral



Beery Christmas



Kinder calendar

27·45

Innovative

Traditionnal

Eco-friendly

Positioning statement of our brand

For all to moms and dads who care about our Earth, for all the families who think that Christmas spirit is something important to preserve and to keep up, to everybody who is excited to get to know eco-friendly products, HĚKKO created the perfect option !
Discover the unique eco-friendly Advent calendar which will be your perfect companion during the busy days of Christmas preparation. An easy and enjoyable way to get your family into the Christmas spirit while educating your children about the importance of the protection of the environment and discovering exceptional eco-friendly products during the 25 days before Christmas.

Let's put the Christmas holidays to a new perspective.



5

**How are we
going to sell it ?**

Communication plan

Two ways to communicate on our project

PHYSICAL

Timeline : From November

Fairs in big cities.

Introducing our product directly to our targets, that is to say bobo families.

Partnership with the companies that provided us with their products : going to their retail points and explaining the concept of our product directly to their regular clients of these brands (more receptive to our project). Going to schools and universities to provide our product (Hello SciencesPo Environnement).

ONLINE

Timeline : Launching the project one year before without explaining precisely what it is, just appearing as a new ecological media. And six months before, launching the product itself, starting to promote it as such. And from October, aggressive communication : at least one post/day.

Really strong presence on social networks. Necessity for a strong community management.

As a consequence, we expect our product to be mentioned in magazines (fashion, newspapers...).

There will be NO traditional advertising.

Communication plan



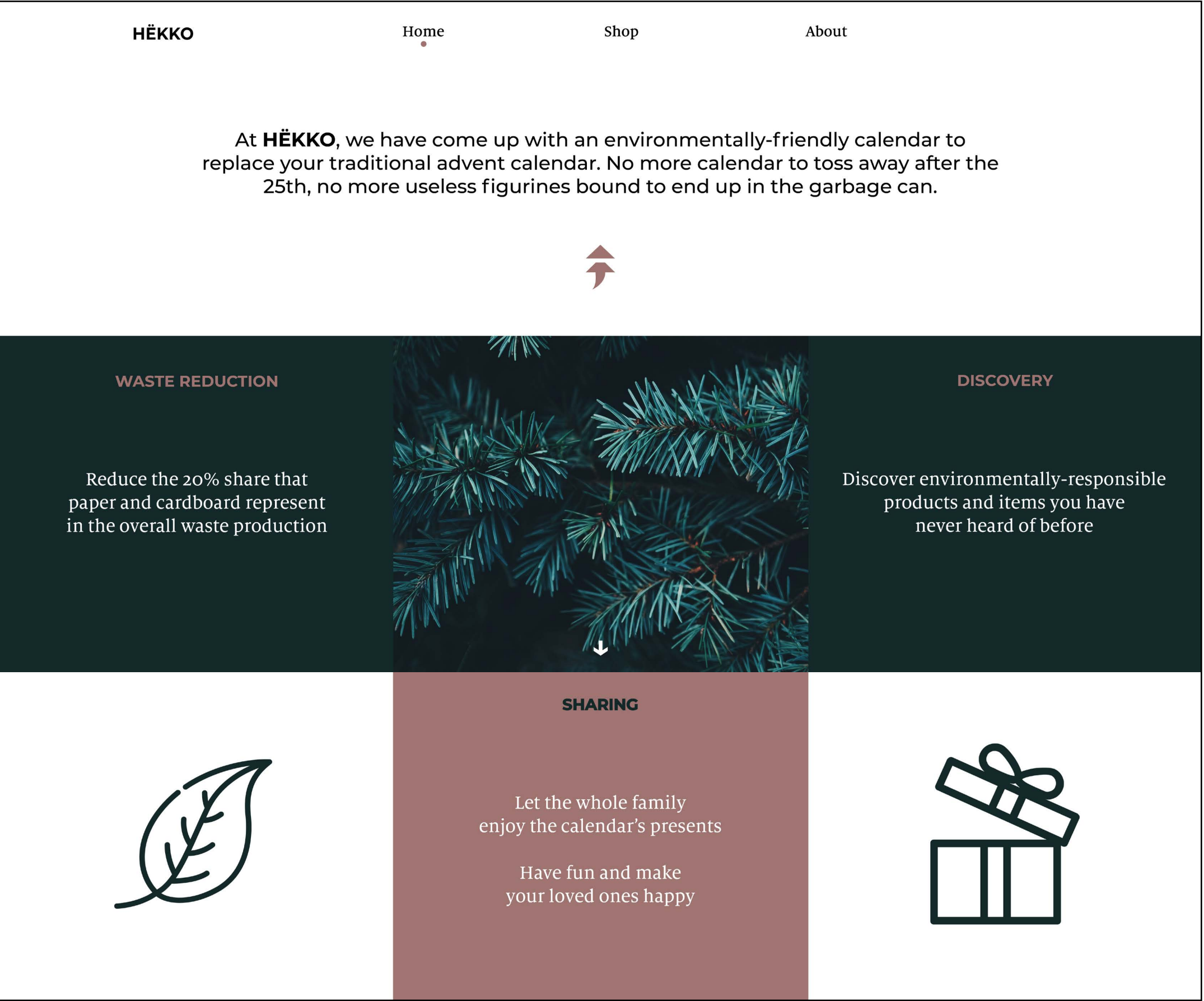
Facebook page, sharing our website's posts
Game to win our product through sharing posts and liking page...



Trying to create buzz by answering all the climate change skeptics' posts (taking example on "The Pope"'s TV Show.

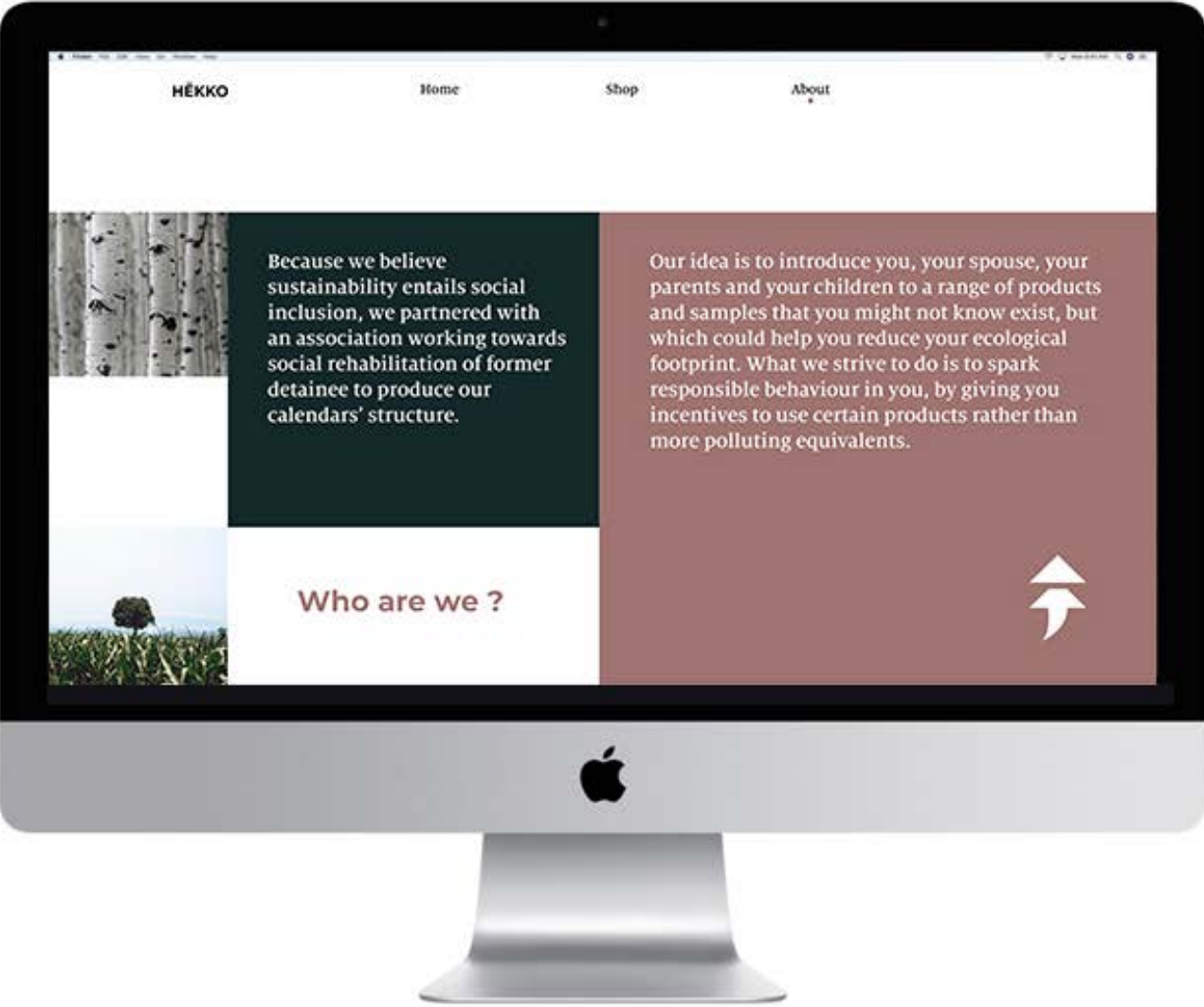
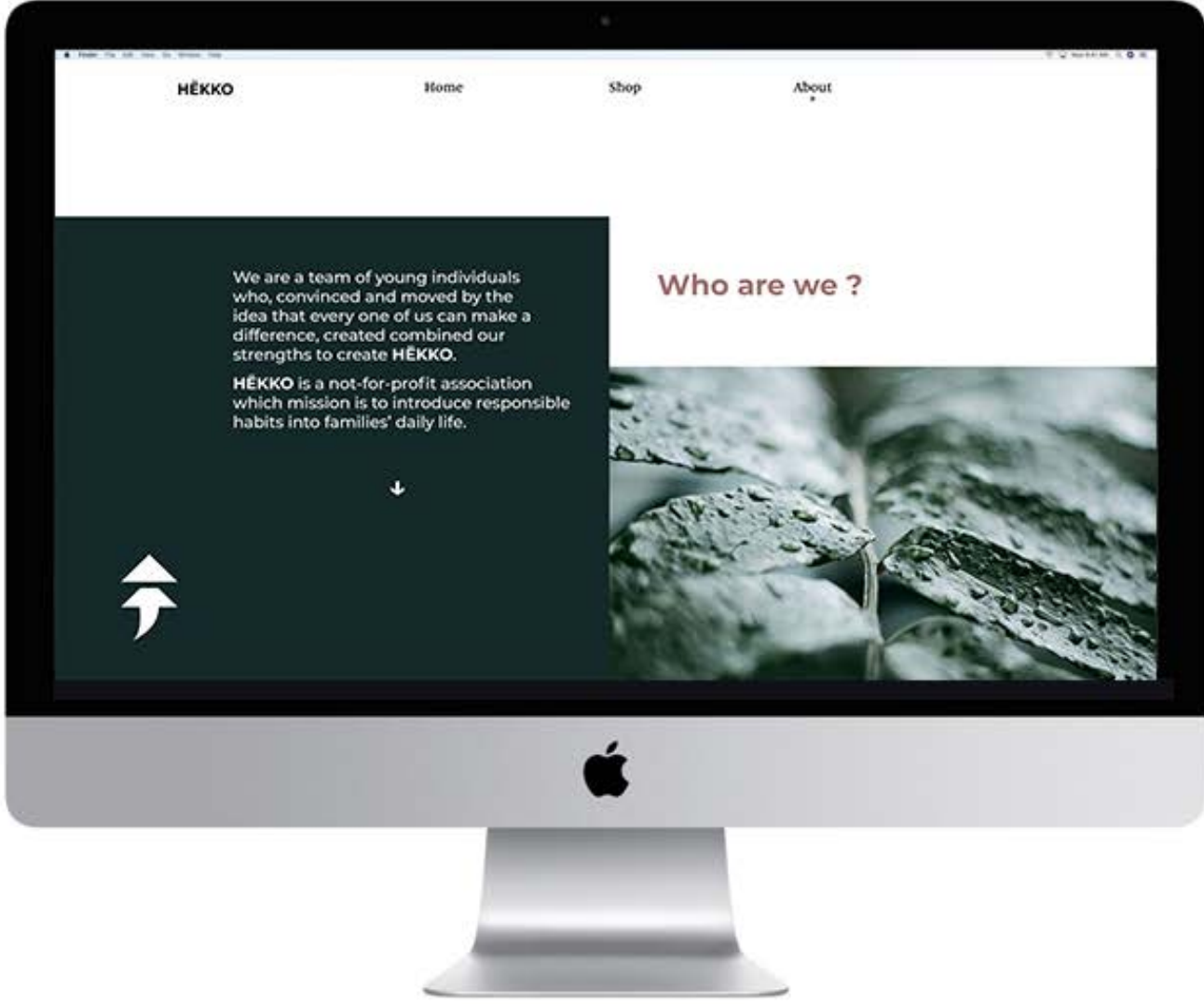


Clear, easy, clear tones, Scandinavian influence and user-friendly. Updating original content as well as sharing some of other websites' articles (and they would promote our product on their platform). Providing content for kids as well (games, quizzes on biodiversity and ecology).

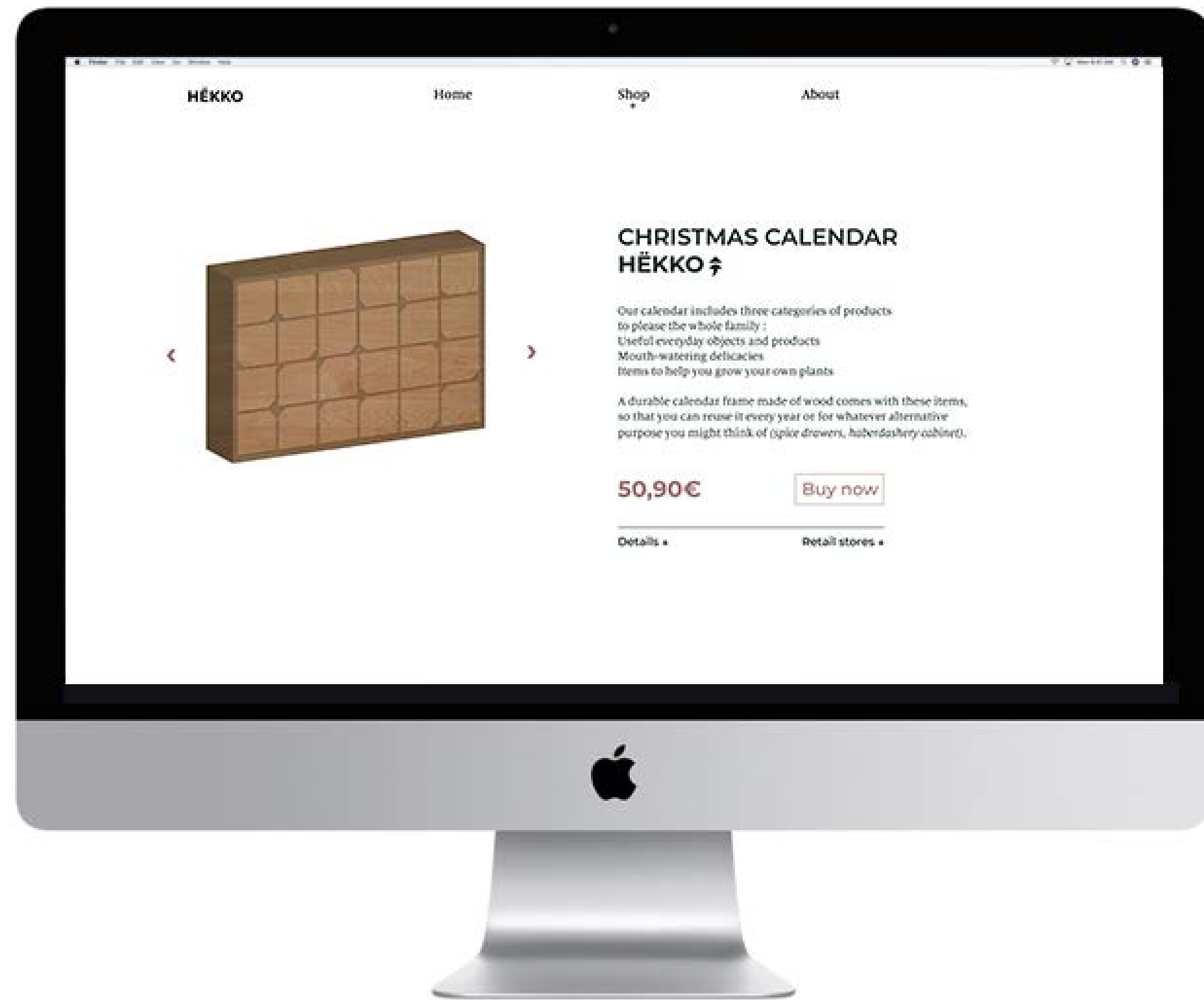


Home page of our HĚKKO website

Communication plan



Where to buy your HĚKKO ?



Online - Our own platform

We've created our own website and put all information on it. Customers and wholesalers can order directly from our website.

Where to buy your HËKKO ?

Offline – Shops and Christmas fairs

ORGANIC SHOPS

Løv Organic
Carrefour Bio
Naturalia
Touch of Bio
Bio c' Bon
Biocoop
Holy Planet
La Minga
Bien l'Épicerie
Sol Semilla

DESIGNER SHOPS

La Vallée Village
Reciproque
Arlettie
Misentroc's Store
Atelier Beaurepaire
Babel
Club 75
L'exception
Centre Commercial
Misericordia
Études Studio
Valentine Gauthier
Omayya Vintage
Wait



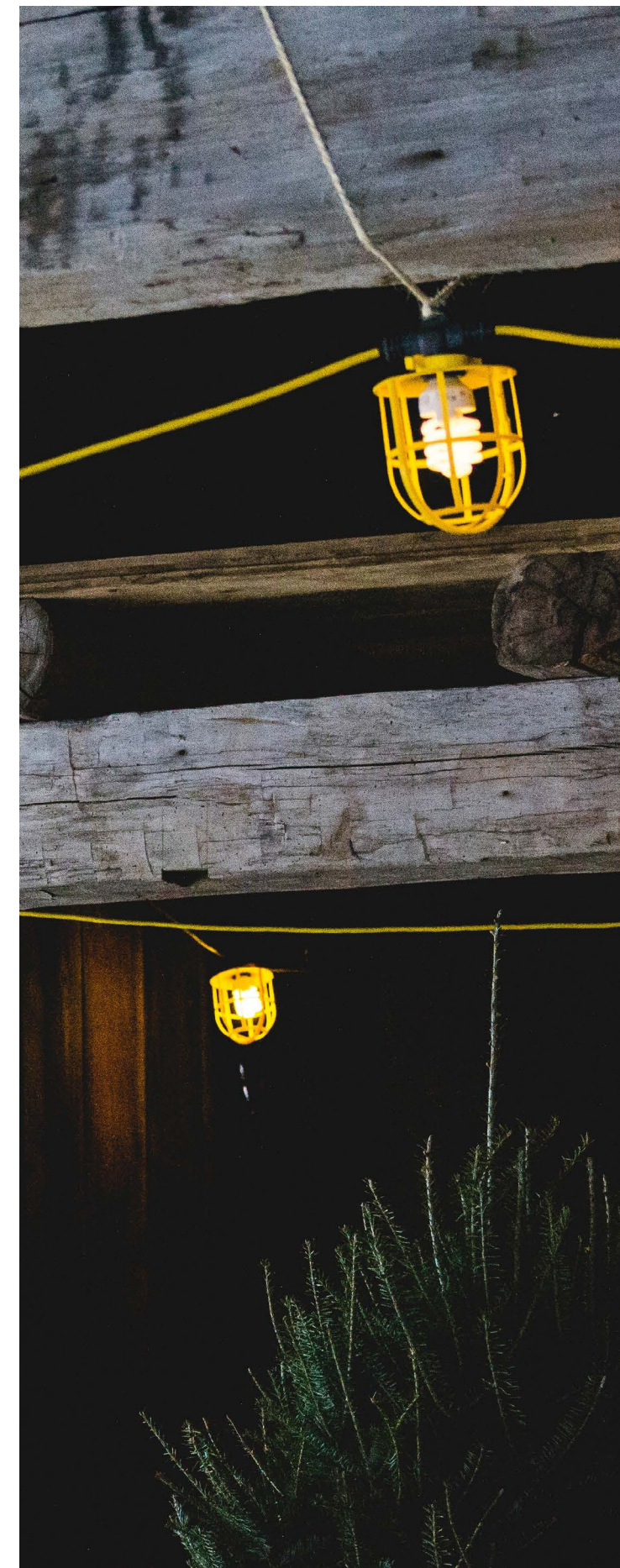
Where to buy your HĚKKO ?

Offline –
Shops and Christmas fairs



35 · 45

Anancy	17. December – Marché de Noël
Barr	2./3., 9./10. et 16./17. Dec – Christmas at Barr
Besançon	10. - 24. December – Marché de Noël
Bordeaux	25. Nov - 26. Dec – Marché de Noël
Clermont-Ferrand	24. Nov - 31. Dec – Marché de Noël
Colmar	24. Nov - 31. Dec – Marché de Noël
Eguisheim	24. Nov - 23. Dec – Marché de Noël
Épinal	24. Nov - 1. Jan – Village de Saint Nicolas
Haguenau	25. Nov - 29. Dec – Marché de Noël
Kaysersberg	Advent Weekends – Marché de Noël de Kaysersberg
Lens	8. - 23. December – Marché de Noël
Lille	17. Nov - 27. Dec – Marché de Noël at the Place Rihour
Marseille	Nov - Dec – Marché de Noël
Metz	18. Nov - 24. Dec – Marché de Noël
Monaco	2. Dec - 2. Jan 18 – Village de Noël
Montbéliard	25. Nov - 24. Dec – The Christmas Lights of Montbéliard
Montpellier	30. Nov - 30. Dec – Christmas Market
Mulhouse	24. Nov - 23. Dec – Christmas Market
Nancy	24. Nov - 30. Dec – Le marché de Saint-Nicolas
Nice	2. Dec - 1. Jan 18 – Village de Noël
Obernai	25. Nov - 31. Dec – Christmas in Obernai
Paris	10. - 31. December – Marché de Noël du Montparnasse
Paris	1. Dec - 1. Jan 18 – Marché de Noël Saint Germain des Prés
Paris	23. Nov - 28. Dec – L'Arche de Noël de la Défense
Paris	8. Dec - 2. Jan 18 – Trocadero Gardens Marché de Noël
Paris	11. Nov - 7. Jan 18 – Marché de Noël Disney Village
Riquewihhr	25. Nov - 25. Dec – Christmas in Riquewihhr
Saint-Louis	9. - 10. December – Marché de Noël
Strasbourg	24. Nov - 24. Dec – Marché de Noël
Thann	24. Nov - 24. Dec – Marché de Noël
Toulouse	24. Nov - 26. Dec – Marché de Noël
Turkheim	1. - 24. December – Marché de Noël



6

The legal aspects

We are an association

We chose to form an association to emphasise our ideals. We do not want to make financial profits out of this activity. **The only profit we make is the satisfaction of feeling that we can make a difference in this ecological great transition.** That's why the association status was the best way to achieve our goal.

In French law, an association is defined as : *“a contract concluded between several people who decide to share their knowledge or their activity to realize a collective project in a purpose other than sharing profits.”*

Our association is a business association operating under French competition law. We are therefore able to produce Advent Calendars, sell them, and gather money without sharing any financial profit made.

Moreover, being an association allows us to avoid paying the business tax. We also benefit from the lowest consumption tax (TVA) as long as our annual sales are under 82.000€.

The association status also allows us to ask for a bank loan to begin our first year of activity.



We are an association

To officialize an association and be recognized by the State, we need to declare it. To set the association, we had to write the statutes of the association, which you can find on the next slide. Please note that the law requires that the statutes be written in French.

To complete the process and acquire legal and moral personality, we will have to declare our association on the following website : **government service-public.fr**.

The declaration receipt and a copy of the publication in the Journal Officiel will be kept by the association.

Our association's objectives and organisation are written and detailed in the Statutes, on the next slide.



We are an association

STATUTS

Loi du 1er juillet 1901 et du décret du 16 août 1901.

ARTICLE PREMIER - NOM

Il est fondé entre les adhérents aux présents statuts une association régie par la loi du 1er juillet 1901 et le décret du 16 août 1901, ayant pour titre : HÈKKO.

ARTICLE 2 - BUT OBJET

Cette association a pour objet l'exercice d'une activité économique et commerciale : la production puis la vente d'un bien matériel, un calendrier de l'avent éco-responsable. Les bénéfices tirés de la vente seront en partie réinvestis pour assurer l'activité de l'année suivante, l'autre part sera reversée à des associations de sensibilisation écologique. Le choix des associations sera réalisé par l'assemblée générale.

ARTICLE 3 - SIÈGE SOCIAL

Le siège social est fixé au 66 Avenue de Versailles, 75016 Paris.
Il pourra être transféré par simple décision du conseil d'administration.

Article 4 - DURÉE

La durée de l'association est illimitée.

ARTICLE 5 - COMPOSITION

L'association se compose de personnes physiques : membres actifs ou adhérents.

ARTICLE 6 - ADMISSION

Pour faire partie de l'association, la personne physique doit être agréé par le conseil d'administration, qui statue, lors de chacune de ses réunions, sur les demandes d'admission présentées.

ARTICLE 7 - MEMBRES – COTISATIONS

Sont membres actifs ceux qui ont pris l'engagement de verser annuellement une somme de 20€ à titre de cotisation. C'est l'assemblée générale qui fixe le montant des cotisations.

ARTICLE 8 - RADIATIONS

La qualité de membre se perd par :

- a) La démission ;
- b) Le décès ;
- c) La radiation prononcée par le conseil d'administration pour non-paiement de la cotisation ou pour motif grave, l'intéressé ayant été invité à fournir des explications devant le bureau et/ou par écrit. Le membre n'a pas de possibilité de recours.

ARTICLE 9 - RESSOURCES

Les ressources de l'association comprennent :

- 1° Le montant des cotisations ;
- 2° Les éventuelles subventions de l'Etat, des départements et des communes ;
- 3° Le montant des ventes réalisées dans le cadre de l'activité économique ;
- 4° Toutes les ressources autorisées par les lois et règlements en vigueur.

ARTICLE 10 - ASSEMBLÉE GÉNÉRALE ORDINAIRE

L'assemblée générale ordinaire comprend tous les membres de l'association à quelque titre qu'ils soient.

Elle se réunit chaque année au mois de janvier.

Quinze jours au moins avant la date fixée, les membres de l'association sont convoqués par les soins du secrétaire. L'ordre du jour figure sur les convocations.

Le président, assisté des membres du conseil, préside l'assemblée et expose la situation morale ou l'activité de l'association.

Le trésorier rend compte de sa gestion et soumet les comptes annuels (bilan, compte de résultat et annexe) à l'approbation de l'assemblée.

L'assemblée générale fixe le montant des cotisations annuelles.

Ne peuvent être abordés que les points inscrits à l'ordre du jour.

Les décisions sont prises à la majorité des voix des membres présents ou représentés. Il est procédé, après épuisement de l'ordre du jour, au renouvellement des membres sortants du conseil.

Toutes les délibérations sont prises à main levée, excepté l'élection des membres du conseil. Les décisions des assemblées générales s'imposent à tous les membres, y compris absents ou représentés.

ARTICLE 11 - ASSEMBLÉE GÉNÉRALE EXTRAORDINAIRE

Si besoin est, ou sur la demande de la moitié plus un des membres inscrits, le président peut convoquer une assemblée générale extraordinaire, suivant les modalités prévues aux présents statuts et uniquement pour modification des statuts ou la dissolution ou pour des actes portant sur des immeubles.

Les modalités de convocation sont les mêmes que pour l'assemblée générale ordinaire. Les délibérations sont prises à la majorité des membres présents ou représentés.

ARTICLE 12 - CONSEIL D'ADMINISTRATION

L'association est dirigée par un conseil de 4 membres, élus pour 2 années par l'assemblée générale. Les membres sont rééligibles.

Le conseil étant renouvelé chaque année par moitié, la première année, les membres sortants sont désignés par tirage au sort.

En cas de vacances, le conseil pourvoit provisoirement au remplacement de ses membres. Il est procédé à leur remplacement définitif par la plus prochaine assemblée générale. Les pouvoirs des membres ainsi élus prennent fin à l'expiration le mandat des membres remplacés.

Le conseil d'administration se réunit au moins une fois tous les six mois, sur convocation du président, ou à la demande du quart de ses membres.

Les décisions sont prises à la majorité des voix ; en cas de partage, la voix du président est prépondérante.

Tout membre du conseil qui, sans excuse, n'aura pas assisté à trois réunions consécutives sera considéré comme démissionnaire.

ARTICLE 13 – LE BUREAU

Le conseil d'administration élit à bulletin secret parmi ses membres, un bureau composé de :

- 1) Un-e président-e- ;
- 2) Un-e ou plusieurs vice-président-e-s ;
- 3) Un-e secrétaire et, s'il y a lieu ;
- 4) Un-e- trésorier-e-, et, si besoin est, un-e- trésorier-e- adjoint-e-.

Les fonctions de président-e et de trésorier-e ne sont pas cumulables.

ARTICLE 14 – INDEMNITÉS

Toutes les fonctions, y compris celles des membres du conseil d'administration et du bureau, sont gratuites et bénévoles. Seuls les frais occasionnés par l'accomplissement de leur mandat sont remboursés sur justificatifs. Le rapport financier présenté à l'assemblée générale ordinaire présente, par bénéficiaire, les remboursements de frais de mission, de déplacement ou de représentation.

ARTICLE 15 - RÈGLEMENT INTÉRIEUR

Un règlement intérieur peut être établi par le conseil d'administration, qui le fait alors approuver par l'assemblée générale.

Ce règlement éventuel est destiné à fixer les divers points non prévus par les présents statuts, notamment ceux qui ont trait à l'administration interne de l'association.

ARTICLE 16 - DISSOLUTION

En cas de dissolution prononcée selon les modalités prévues à l'article 11, un ou plusieurs liquidateurs sont nommés, et l'actif net, s'il y a lieu, est dévolu à un organisme ayant un but non lucratif ou à une association ayant des buts similaires conformément aux décisions de l'assemblée générale extraordinaire qui statue sur la dissolution. L'actif net ne peut être dévolu à un membre de l'association, même partiellement, sauf reprise d'un apport.

Article 10 - LIBÉRALITÉS

Le rapport et les comptes annuels, tels que définis à l'article 11 (y compris ceux des comités locaux) sont adressés chaque année au Préfet du département.

L'association s'engage à présenter ses registres et pièces de comptabilité sur toute réquisition des autorités administratives en ce qui concerne l'emploi des libéralités qu'elle serait autorisée à recevoir, à laisser visiter ses établissements par les représentants de ces autorités compétents et à leur rendre compte du fonctionnement desdits établissements.

Fait à Paris, le 15 décembre 2017

Signature des deux représentants : Pierre KOPP et Manon ORESVE

7

**How get involved
in our project ?**

You produce or distribute environmentally-friendly products ? What's in for you ?



You are an association

Raise awareness about your activities through a project consistent with your goals and beliefs

You are a new or local producer

Make your brand more visible and broaden your market share

Position your product on the market as an environmentally-friendly project

You are distributor or an already-established producer

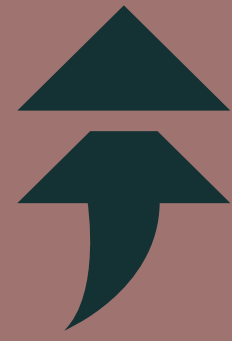
Be associated with an inspiring project and consolidate your brand image

You are an individual artisan

Find a channel through which your work can be distributed

Position your product on the market as an environmentally-friendly project

Make yourself and your work known



Inclusive

for the whole family



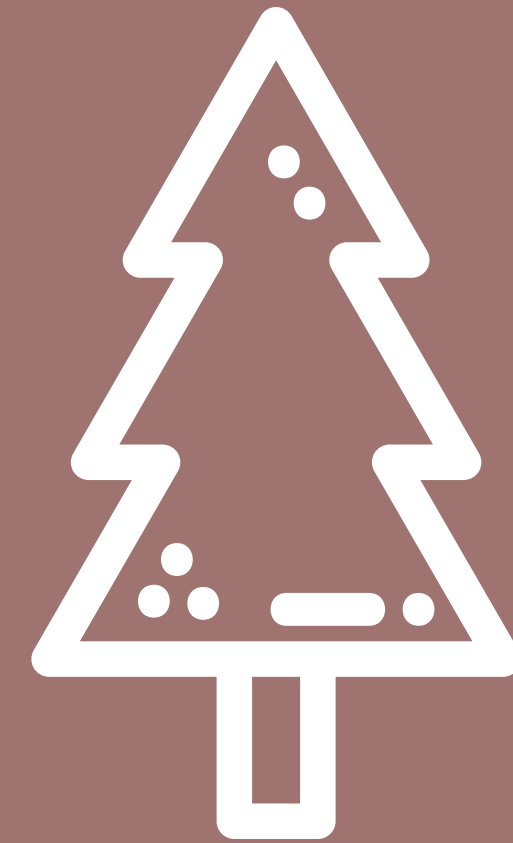
Eco-friendly

for the planet



Festive

for a better Christmas



HËKKO

Now it's your turn to imagine its second life

