



THE RENEWAL WORKSHOP

Spreading A-wear-ness One Post at a Time

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Table of Contents



[Slide 3 Background](#)

[Slide 4 Problem and methodology](#)

[Slide 5 The authors page](#)

[Slide 6 Prime prospect](#)

[Slide 7 How should the product be presented?](#)

[Slide 8 What to do to spread the love](#)

[Slide 9 What do you need to take away from us?](#)

[Slide 10 Appendix](#)



c1

What's Behind



They take what's broken and fix it



To divert garments from landfills



By specifically selecting from a large pool of unsellable inventory



So the world can be a better and more livable place

"We are a new kind of apparel company that believes a business has multiple responsibilities for generating positive, lasting value."¹⁰



Cascade Locks, Oregon

In our first 4 months, #RENEWING saved



135 Olympic-sized swimming pools worth of water



11,337 gallons of gasoline



47,425 pounds of toxic chemicals



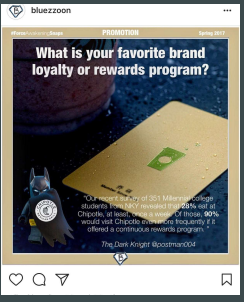
Enough energy to power 10,241 lightbulbs for a year

Slide 3

c1

caseyrashel@gmail.com, 5/6/2017

The Problem and Methodology



- Analyzed Bluezzoon and The Renewal Workshop social media

- Analyzed countries prevalent in outdoor and physical activity



- Created a survey on sustainable shopping for insights



- Found Justin through Instagram and interviewed him

Bottom Line: We used multiple sources of information from social media posts and comments, personal interviews, surveys, the True Cost documentary, and cultural insights from countries with markets that match The Renewal Workshop's target customer, to formulate our best solution to the problem of building brand awareness and social growth. Our recommendation does this, and in addition, raises awareness of sustainability as an issue overall.

Meet the Authors



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Prime Prospect: Meet Justin

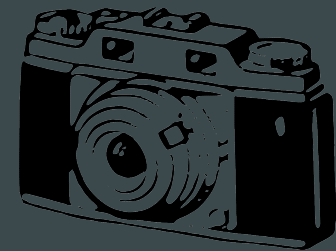
Justin is...

- University of Oregon college student with a passion for the outdoors and photography
- Wants to make purchases from environmentally conscious brands with a mission to do good
- Likes photos of products on Instagram with contests to win

Countries scoring high in indulgence like high quality material¹⁴



45% surveyed would buy renewed. 37% said depending on style, 18% on price, and 0% said they wouldn't buy¹¹



Bottom Line: Justin is a millennial studying Business Advertising who loves nature and photography. He is loyal to brands that think beyond clothing and that have goals to solve problems like Patagonia and The Renewal Workshop. He shares a passion for the greater good like these companies and is willing to spread awareness in return for points in a loyalty program. He also likes posts that include photos of the clothing, and is interested in a subscription type service

How Should the Product be Presented?



littlemissmktg If you are what you wear, then choose to be renewed, unique, and environmentally conscious. You're one of a kind. Shouldn't your clothing be too?

RW103243

IMPACT SCORE: 123

45% Organic cotton

55% Hemp

1 year warranty

Free shipping

The story:

Born at PrAna

Renewed by Yolanda

-Fabric Repair

-CO2 Clean

Original Price: \$85

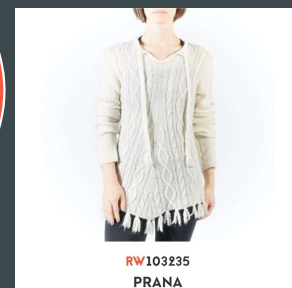
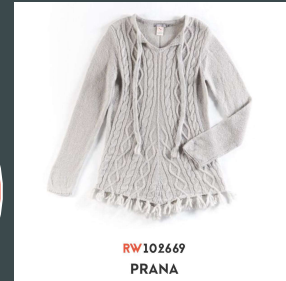
Renewed Price: \$63

#Tagafriend who would love this sweater for a chance at 25 awareness points! #ootd #spreadawareness #renewnotnew #renewedinamerica

42% of Bluezzoon followers would buy a more expensive shirt if it had high quality material, was fair trade certified, high performance and had a customer guarantee.⁷

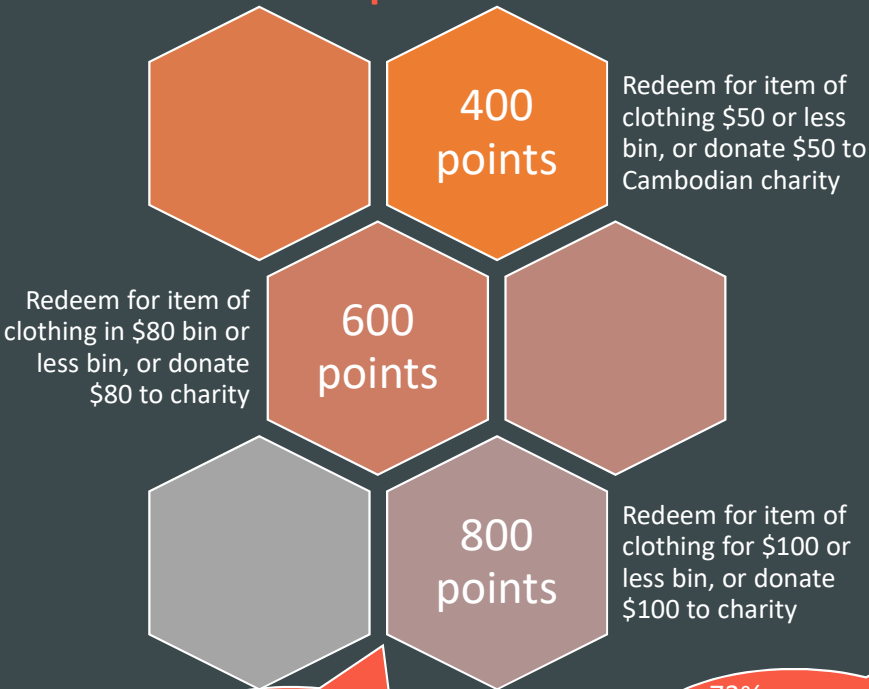
82% of Bluezzoon followers would pay more for a product that benefits a cause.⁶

56% of Bluezzoon followers would pay more for a product made in the USA or that has free shipping.¹



Bottom line: Post multiple angles of the article of clothing, some with people wearing it, with details of the material and clothing type since most countries score high in indulgence and appreciate quality. Posts should include impact score, type of material and repairs, and the name of who repaired it. Each article of clothing is unique and has a story, which will resonate with customers who score high in individualism.

How to Spread A-WEAR-NESS



Loyalty program:
1 a-wear-ness point for every dollar spent

Earn a-wear-ness points on Social Media by following The Renewal Workshop and tagging a friend in posts

Earn a-wear-ness points by reposting a specific photo and adding the hashtag #spreadawearness

96% of Bluezoon followers use and love rewards programs where they accumulate points for discounts or free items

73% surveyed would repost a branded post for reward points

Bottom Line: A loyalty program that rewards customers for not only purchases, but also engagement on social media, will help spread the word about The Renewal Workshop and sustainability. Incorporate hashtags that align with the brand like #spreadawearness, but also that are popular like #sustainability or #fashion. Followers can either reposts a branded post like in example, or post a photo of them wear Renewal Workshop clothing with the #spreadawearness hashtag

What do you need to take away from this?

01



A-wear-ness Points

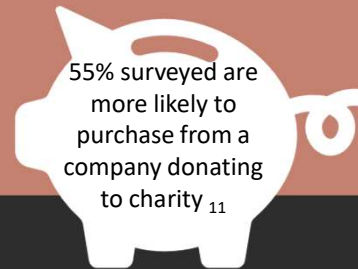
- A loyalty program
- Rewards customers for purchases and social media engagement
- Gives back to earth, the consumer, and Cambodian Charities

02



Donate

- Partner with Cambodian Charities
- A-wear-ness points can be donated
- Helps shed light on unsustainable fashion impacts



55% surveyed are more likely to purchase from a company donating to charity ¹¹

03



Posts

- Type 1) Multiple photos of garment worn by a person with in detail history of product from original manufacture to what and who renewed by and type of material
- Type 2) Branded Posts that followers can repost to spread a-wear-ness

Appendix




1. *Table 1. SWOT analysis table (Internal) slide 10,11*
2. *Table 2. SWOT analysis table (external) slide 12,13*
3. *Table 3. SWOT analysis summary table slide 14*
4. *Table 4. Segment profile summary table slide 15,16*
5. *Table 5 + Figure 1. Target marketing summary table with perceptual map figure slide 17*
6. *Table 6. Marketing mix summary table slide 18*
7. *Table 7. How to use cultural insights to improve social growth slide 19*
8. *Figure 2. How to use cultural insights to improve social growth slide 20*
9. *Table 8. How to use Human Development Index to improve social growth slide 21*
10. *Figure 3. How to use Human Development Index to improve social growth slide 22*
11. *Table 9. How to use insights from OECD Better Life Index to improve social growth slide 23*
12. *Figure 4. How to use insights from OECD Better Life Index to improve social growth slide 24*
13. *Table 10. How to use insights from Happy Planet Index to improve social growth slide 25*
14. *Figure 5. How to use insights from Happy Planet Index to improve social growth slide 26*
15. *Table 11. How to use insights from Index of Economic Freedom to improve social growth slide 27*
16. *Figure 6. How to use insights from Index of Economic Freedom to improve social growth slide 28*
17. *Figure 7. Why does ensuring sustainable consumption and production matters? Slide 29*
18. *Figure 8. What's the story behind? Slide 30*
19. *Figure 9. What's the story behind True Cost documentary? Slide 31*
20. *Figure 10. What's the story behind Renewable Workshop social media slide 32.*
21. *Reference list slide 33*



Table 1. SWOT analysis table (Internal)

	Strengths	Weaknesses
Company	<ol style="list-style-type: none"> Over 81 million in venture funding Market leader in building new infrastructure in the apparel industry Zero waste system which allows them to recover full value Reduce waste by revitalizing clothes that are returned to stores or damaged during manufacturing process Efficiency through operating as a production facility Located in a prevalent green conscious area Sustainable practices Have repair reports on products Employs people with Hispanic origin's 	<ol style="list-style-type: none"> Currently only five employees They currently only work with 6 brands Market size is unknown and possibly limited Start-up company with associated risks In the beginning stages of growth Thin margins and need for efficiency Suppliers aren't motivated to supply Consumer reaction is unpredictable
Brand	<ol style="list-style-type: none"> Unique value proposition Only partners wit sustainable-focused brands Sleek and appealing logo Personable brand values Environmentally and ethically conscious Co-brand which boosts both companies 	<ol style="list-style-type: none"> Low brand awareness Inconsistent branding Not associated with charitable organizations Brand image dependent on co-branding Associated with controversial celebrities

78% of Bluezzoon followers chose Renewal Workshop's focus on the environment and recycling clothing as what makes them unique. ³

Product	<ol style="list-style-type: none"> 1. Co-branded renewed discarded apparel from premium USA outdoor brands 2. Kind of Etsy element of the unique repair lends some individuality to each of product 3. Eco-friendly products made through sustainable practices in America 4. Unique, simple packaging with brand values 5. Warranty based on customer happiness 6. Washed through waterless process 7. Upcycled products such as aprons out of clothes that can't be repaired (planned) 	<ol style="list-style-type: none"> 1. Limited sizes, styles, colors 2. Most clothing is discarded/unwanted 3. Styles quickly change and some are outdated 4. No children clothing 5. No accessory clothing items like socks 6. No children's clothing
Channels	<ol style="list-style-type: none"> 1. Online website 2. Pop-up sales at Nordstrom and Whole Foods (planned) 3. Various Social Media platforms 	<ol style="list-style-type: none"> 1. No brick and mortar stores 2. Weak social media presence: 358 followers on Facebook, 2,136 on IG, 90 on Twitter, 33 on Medium, 14 on Pinterest
Promotions	<ol style="list-style-type: none"> 1. #WearItOut #renewalworkshop #renewedinamerica #renewnotnew hashtags for social media outlets 2. Present on Instagram, Facebook, Twitter, Pinterest, and Medium 3. Renewable Life Newsletter 4. Promoted in Grist 50 and The Guardian 	<ol style="list-style-type: none"> 1. No loyalty program 2. Better communication on "Renewed" 3. No rewards for purchases 4. No incentives on social media engagement
Price	<ol style="list-style-type: none"> 1. 30%-50% discounted price from original 2. Varies from \$20-\$200 3. Warranty on clothing 4. Free delivery shipping 	<ol style="list-style-type: none"> 1. High priced 2. Few low priced items 3. \$5 restocking fee 4. Customer paid return shipping 5. Gender inequality in pricing
Bottom lines 	<p>There is a strong and unique value proposition of individuality, environmentally friendly, and transparency that the company is built upon.</p>	<p>By incorporating a charity that benefits Cambodia clothing workers, and introducing a loyalty program, Renewal Workshop can simultaneously build brand awareness, cause awareness, brand loyalty, and credibility.</p>

74% of Bluezoon followers love loyalty programs with points that can be redeemed for a discount/free item



Table 2. SWOT analysis table (External)

	Opportunities	Threats
Suppliers	<ol style="list-style-type: none"> 1. Can find more brands to partner with 2. Partnerships with premium outdoor brands prAna, Mountain Khakis, Toad & Co., Thread, Indegenous, Ibex 2. Partner brands provide damaged goods for free but receive undisclosed portion of the sales from RW 3. Partner brands have access to data on what types of repairs the clothes needed and can pay extra for more detailed reporting. 4. Tersus Solutions waterless washing machine supplier 5. 85% of apparel goes straight to the dump with only a small fraction being resold at thrift stores or recycled 6. Clothing makers toss out around 10%-12% of garments with simple flaws such as broken zippers 	<ol style="list-style-type: none"> 1. Co-branding relationship can be a double-edged sword - a partner brand's image could suffer if consumers think the quality has been compromised –but the same thing could happen if shoppers decide they like the discounted clothes more than the full-priced versions. 2. Partner brands must pay a membership fee to the Renewal Project 3. Co-brands could decide to renew their damaged clothing themselves.
Channels	<ol style="list-style-type: none"> 1. Pop-up sales at Nordstrom and Whole Foods (planned) 2. Partner brand stores (by the end of 2017) 3. Social media driven sales 	<ol style="list-style-type: none"> 1. No physical location to try before buying 2. No brick and mortar location For returns
Target Customers	<ol style="list-style-type: none"> 1. Outdoor enthusiasts 2. Environmentally conscious 3. Current premium brand buyers 	<ol style="list-style-type: none"> 1. Interest in trying before buying 2. Might experience cognitive dissonance 3. Looking for a mix of quality, style, and price
Competition	<ol style="list-style-type: none"> 1. Burgeoning maker movement that seeks kind of Etsy element of the unique repair that lends some individuality to each style. 2. Partnering with companies like CAUSEBOX. 	<ol style="list-style-type: none"> 1. Might be competing with thrift stores 2. San Francisco based thredUp that allows customers to buy and sell used clothing online and donates or recycles the items that don't pass muster 3. Twice, a similar Bay Area-based company for buying and selling secondhand clothes, acquired by eBay in 2015 4. Green Eileen Project

67% of Bluezzoon followers would buy renewed clothing contingent on style and price

4



THE RENEWAL WORKSHOP

Opportunities

Threats

90% of Bluezoon followers would buy renewed clothing₄

Society & Culture	<ol style="list-style-type: none"> Americans throw away 25 billion pounds of clothing, shoes, accessories and other textiles every year Education of problem could draw more support for change The US isn't currently long term minded but growth in that area will equal growth for Renewal Workshop 	<ol style="list-style-type: none"> Negative perceptions about recycled. discarded products Might be perceived as "knock off" Short-term rather than long-term oriented culture Pre-existing beliefs about thrift stores Lack of education on the true cost of clothing apparel Low environmental concerns
Economy	<ol style="list-style-type: none"> Renewed clothing opens a new market A cheaper price point encourages more spending Sustained practices lead to improved economy 	<ol style="list-style-type: none"> Current partner brand businesses could be hurt Effects on nonenvironmentally conscious company's reputations.
Political & Legal	<ol style="list-style-type: none"> Possibility of changing the clothing industry laws and regulations Enforce transparent supply chain laws Reward companies who use sustainable practices 	<ol style="list-style-type: none"> Increased pressure on companies manufacturing in Cambodia could stir up issues Pressuring Cambodia to raise wage laws has negative affects like companies going to other countries for manufacturing
Technology, Communication, & Transportation	<ol style="list-style-type: none"> Social media growth Spread awareness of true cost of clothing Transparency in Supply Chain 	<ol style="list-style-type: none"> Social media growth orders out number supply Cost of shipping goods
Natural Environment	<ol style="list-style-type: none"> Environment supportive of sustainable practices Culture in tune with the type of product Renewable Workshop offers 	<ol style="list-style-type: none"> Entering other environments may not be as successful Location isn't central to customers/ shipping costs Nearly 13 million tons of textiles were dumped into landfills in the US in 2013

Bottom Lines:

The Renewal Workshop has the opportunity to offer more products such as accessories and children's clothing. They can streamline products to only stylish products, and upcycle outdated products into unique products like book bags. They have a huge opportunity to educate their market and grow their supplier chain. Our social media plan is designed to spread awareness of the issue of sustainability as a whole.



Table 3. SWOT Analysis Summary

Strengths

Unique brand value proposition with sustainable practices. Athletic apparel brand with appeal to sports and environment enthusiasts. Partners with high quality and sustainable brands

Weaknesses

Low brand and true cost of clothing awareness, no accessories, children's clothing, or loyalty program. No humans wearing the clothes so you can see what it looks like, customer funded return shipping. Limited styles and higher price point

Threats

Margins on products, Suppliers aren't motivated, Corporate companies not wanting the Cambodian laws changes, View on renewed clothing is unknown due to the newness of market.

Opportunities

Offer more products, partner with Cambodian charity, loyalty program connected with social media engagement, Grow number of partners and employees

Bottom Line: The Renewal Workshop has huge opportunities for growth and can achieve their goals of building brand awareness with the incorporation of loyalty programs and growing their partnerships with companies and charities. They can also grow their product line while simultaneously streamlining it to trendy products. This will strengthen their current weaknesses and lower the impact on threats.

Table 4a. Segment Profile Summary – What does Justin need?

Demographics	Name	Justin
	Age	21 - 45
	Gender	Male or female
	Family Status	Single or married
	Children	Maybe 1 or 2
	Job	Photographer
	Education	College degree
	Income	50,000-80,000
	Location	Eugene, Oregon USA
	Ethnicity	Beautifully diverse
Religion	Beautifully diverse	
Psychographics	Interests	Environment, nature, photography, hiking, rock climbing
	Values	Ecological footprint, Education, Humanity
	Traits	Caring, honest, open-minded, adventurous, laid-back

82% survey preferred outdoor activities like hiking, rock climbing, or riding bikes ¹¹

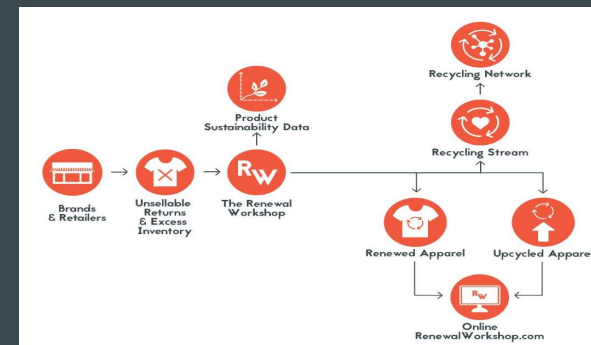
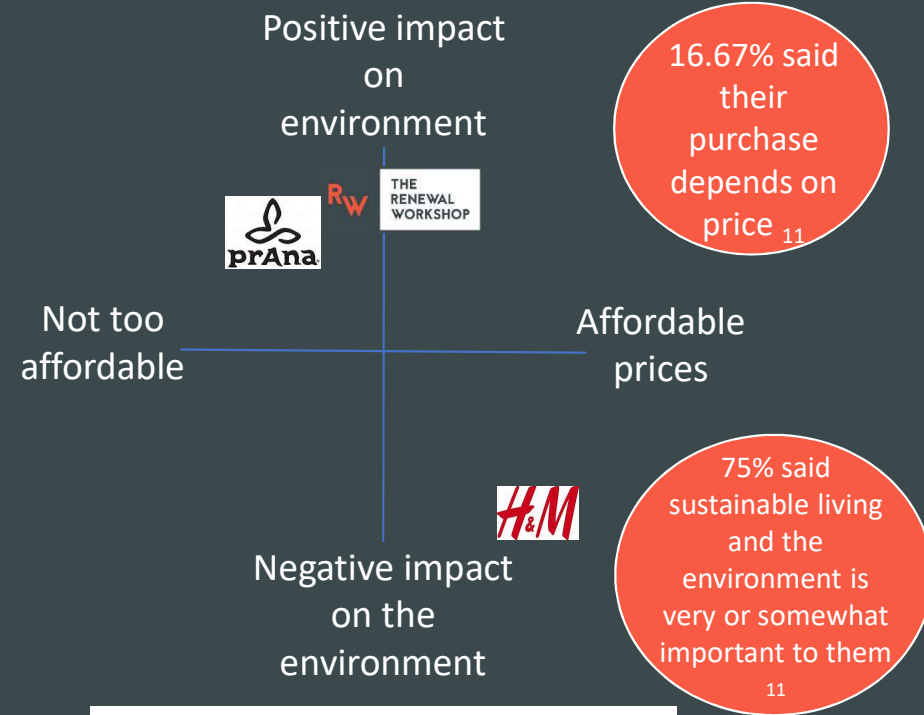
Table 4b. Segment Profile – What does Justin need?

Behavioral	Brands	Patagonia, PrAna, IBEX, Mountain Khaki, Toad&Co, Indigenous, Thread
	Music	Smooth Jazz, house music, Classic Rock
	TV/Movies	Documentaries, Ted talks
	Places	Nature, across USA, mountains, beaches
	People	Andrew Studer
	Online/Mobile	Has social media, Facebook, Snap Chat, Webpage, Twitter, Instagram
Problems	Worries about the future and sustainability of the planet for their family and children or future children	
Bottom Line:	Justin cares about the environment and the future enough that he doesn't mind paying a higher price for sustainably made clothing. Since he is so compassionate about earth and the environment, he is likely to make purchases that benefit charities. Since he is highly active on mobile, he is likely to participant in spreading a-wear-ness online and promotions that allow him a discount on clothing.	

“...data shows consumers are more likely to back a more expensive product if it has added value like supporting humanitarian causes.”
-@ethan_smith_5

Table 5 and Figure 1. Target Market summary and perceptual map

Competitive Advantages	Customers' needs	Positioning benefits
1 Provides a new kind of apparel that is good for the environment and has a cause	Desires a way to better the environment and live sustainably	Provides away for customers to make an impact
2 Unique co-brand with sustainable companies	Long for sustainably made, stylish and reasonably priced clothing	Target customers are already familiar with co-brands style and receive it at 20-45% less cost
3 Offers quality guaranteed renewed clothing	Durable, unique clothing that lets them make a statement	One of a kind, hand repaired, double inspected clothing with warranty
Bottom Line:	The Renewal Workshop has competitive advantages that allow it to offer a unique set of benefits to the customer from the product itself to making an impact by purchasing, leading to opportunity to partner with charities in Cambodia which are a result of fast fashion.	



70% credit dedication to the environment and recycling clothing that makes Renewal Workshop “authentically awesome”³

Table 6. Marketing Mix Summary



	Product	Price	Promotion	Place
1	Creating Jobs	Affordable clothes marked down 30% to 80%	The Renewal Workshop logo on all clothes reconstruction	Cascade Locks, Oregon
2	Reducing Waste	Discounts	Use of Instagram hashtags to engage more people	Online to reach globally
3	Creating value by fixing new clothes	Varies from \$20-\$200	Twitter they post coupons for their loyal followers	Natural Environment

22% thought the unique supply chain most set Renewal Workshop apart³

Bottom Line: The Renewal Workshop makes damaged, high-end clothes renewed and affordable while in the end reducing waste. Through the combination of hashtags that will reach social media users globally, and loyalty program promotions that will lead to a discount of price, The Renewal Workshop will be able to increase social growth.

Table 7. How to use cultural insights to improve social growth

	Power Distance	Individualism	Masculinity	Uncertainty Avoidance	Long Term Orientation	Indulgence
Ireland	28	70	68	35	24	65
Peru	64	16	42	87	25	46
Iceland	30	60	10	50	28	67
Sweden	31	71	5	29	53	78
USA	40	91	62	46	26	68

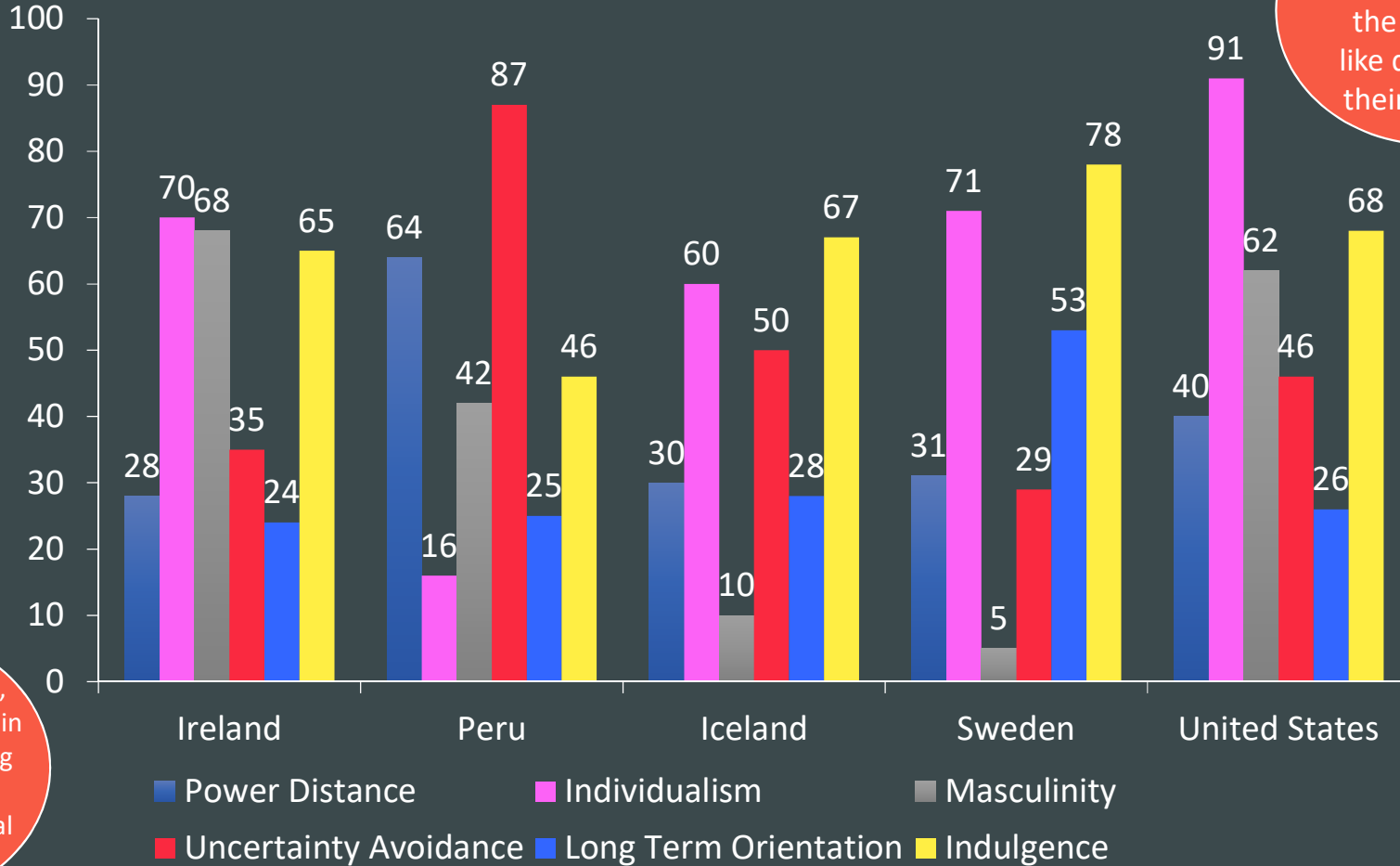
USA has low uncertainty avoidance and will be open to trying a new kind of apparel company ¹⁴

USA scores high on indulgence and will pay more for a higher quality product ¹⁴

Bottom Line:

With most of these countries scoring low on long term orientation, which means they aren't thinking of the future, and also scoring high on individualism, meaning they care more about themselves than society as a whole, there is a great need to spread awareness about the need for sustainability and renewable practices. The high scores in indulgence and individualism also show users will appreciate the in-detail descriptions on the Instagram posts and also the uniqueness of each product.

Figure 2. How to use cultural insights to improve social growth



Ireland, Iceland, Sweden, and the USA will like detail into their clothing

Ireland, USA, Sweden, and Iceland score high in individualism, meaning they will like the uniqueness of Renewal Workshop apparel

Table 8: How to use Human Development Index to improve social growth

Measure	Issue	USA	Peru	Ireland	Iceland	Sweden
Rank		10	87	8	9	14
Human Development Index	Overall	0.920	0.740	0.923	0.921	0.913
Life Expectancy at Birth	Health	79.2	74.8	81.1	82.7	82.3
Expected Years of Schooling	Education	16.5	13.4	18.6	19.0	16.1
Gross National Income per Capita	Income	53,245	11,295	43,798	37,065	46,251
Inequality	Inequality	0.796	0.580	0.850	0.868	0.851
Gender Development Index	Gender	.993	0.959	0.976	0.965	0.997
Multidimensional Poverty Index	Poverty	n.a.	0.043	n.a.	n.a.	n.a.
Employment to Population Ratio	Work	58.8	71.5	54.3	70.8	59.8
Homicide Rate (Per 100,000 people)	Human Security	3.9	6.7	1.1	0.3	0.9
Exports and Imports (% GDP)	Trade	28.1	44.6	222.0	100.4	86.1
Mobile Usage (Per 100 people)	Communication	74.5	40.9	80.1	98.2	90.6
Carbon Dioxide Emissions per Capita	Sustainability	16.4	1.9	7.6	6.1	4.6
Population (Total in millions)	Demography	321.8	31.4	4.7	0.3	9.8
Bottom Lines:	Highly educated and sustainably minded means they will appreciate Renewal Workshop	Highly employed but lower quality of life means they could be impacted by a sustainability movement		Long life and mobile usage means Instagram campaign would be successful	Iceland is very much like Ireland and Instagram will be effective to reach them	High income and education like USA
Source: hdr.org/en/countries						

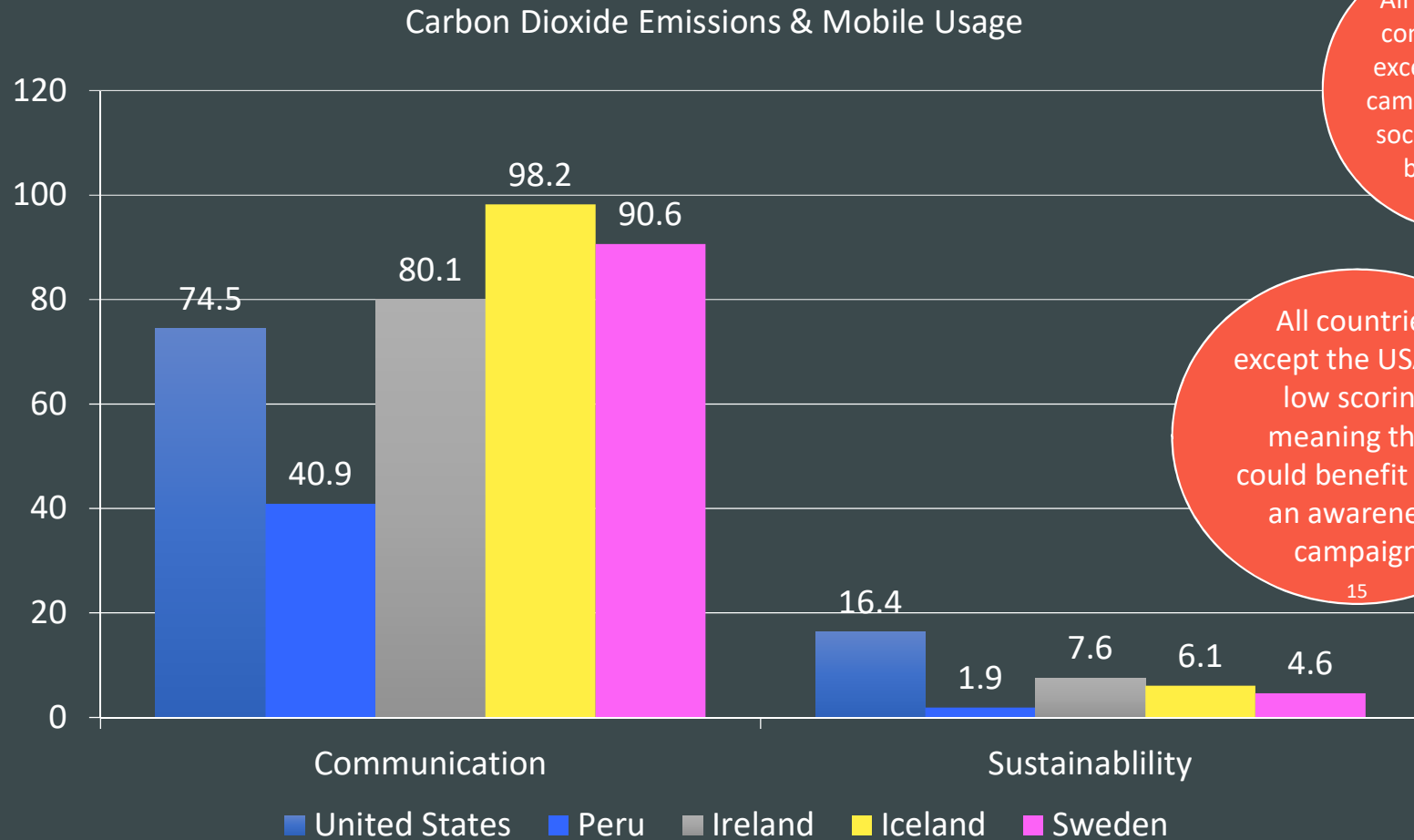
Health is overall good in these countries showing they care about their personal well-being

15

All countries are fairly educated and know about environmental importance

15

Figure 3: How to use Human Development Index to improve social growth



All score high in communication except Peru, so a campaign through social media will be effective

15

All countries except the USA are low scoring meaning they could benefit from an awareness campaign

15

Table 9. How to use insights from OECD Better Life Index to improve social growth

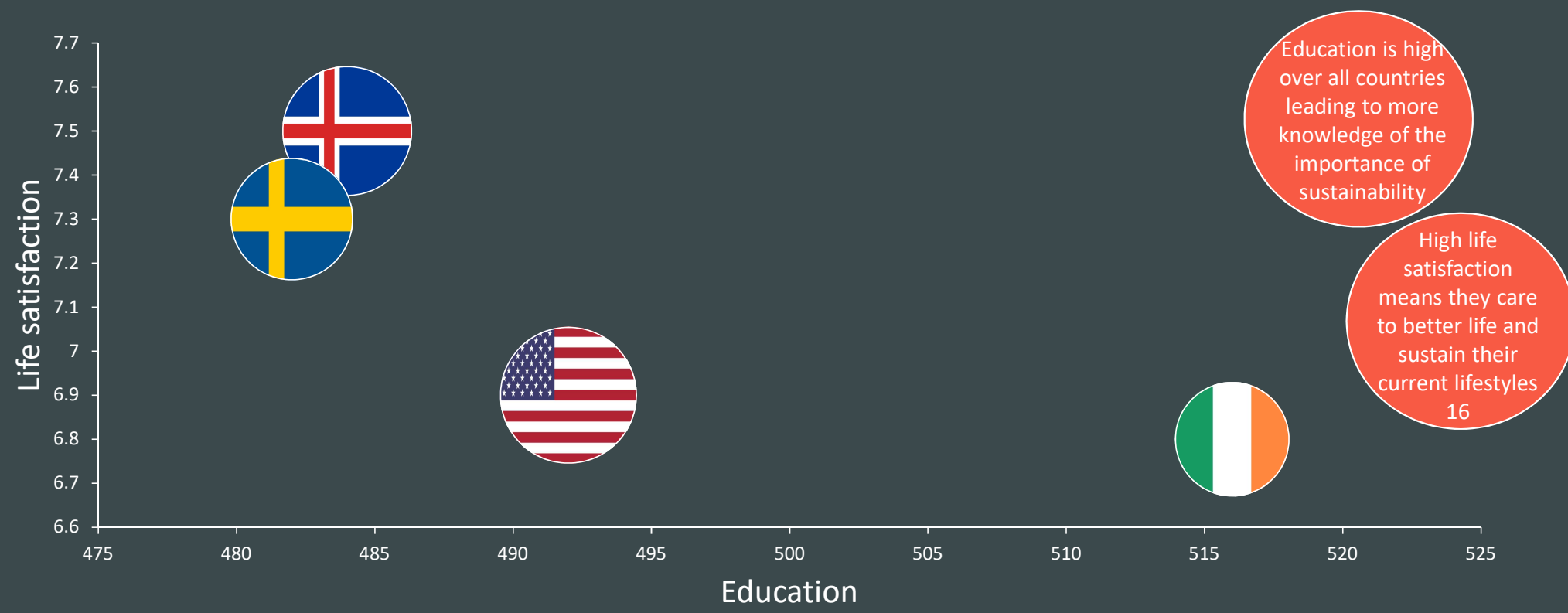
Measure	Issue	USA	Ireland	Iceland	Sweden
Population(millions)		311.6	4.6	0.3	9.5
Visitors per year(millions)		171.6	6.0	0.7	16
Renewable energy		6.3%	6.1%	84.7%	35.6%
Rooms per person	Housing	2.4	2.0	1.6	1.8
Household net adjusted disposable income	Income	\$41,071	\$22,969	\$27,918	\$28,859
Employment rate	Jobs	68.1%	61.3%	82.2%	74.9%
Quality of support network	Community	90.1%	95.3%	95.7%	92.3%
Student skills	Education	492	516	484	482
Air pollution(micrograms)	Environment	10.7	7.9	7.2	7.3
Voter turnout	Civic engagement	66.7%	70.1%	81.4%	85.8%
Self-reported health	Health	87.5%	82%	77%	81%
Life satisfaction	Life expectancy	6.9	6.8	7.5	7.3
Feeling safe walking alone at night	Safety	73.9%	77%	78.1%	76.8%
Employees working very long hours	Work-life balance	11.7%	4.1%	13.8%	1.1%
Bottom Lines:		The US has a large population with a lot of disposable cash. The US has pretty strong social networks and community. Although the air pollution of the US is less than OECD average, it continues to worsen,	Ireland has a small population with high social network and community . Though, the Ireland records less disposable income, the Ireland has the great work-Life balance and nice environment condition.	Although Iceland has very small population, they have the highest percent of renewable energy. Also they have high life satisfaction.	The air pollution in Sweden is pretty low and many people in Sweden engage civic activity. Also their very low Employees working very long hours is notable which means ideal work-life balance.

<http://www.oecdbetterlifeindex.org>

A high quality of success network means that people trust products recommended my friends ¹⁶

High disposable income in the US to spend on quality products ¹⁶

Figure 4. How to use insights from OECD Better Life Index to improve social growth



Bottom Line: The US has pretty high education which means people aware of the importance of sustainability. Also life satisfaction of the US indicates they are likely to focus on their better life. This means users will be willing and eager to help spread awareness about sustainability and The Renewal Workshop. <http://www.oecdbetterlifeindex.org>

Table 10. How to use insights from Happy Planet Index to improve social growth

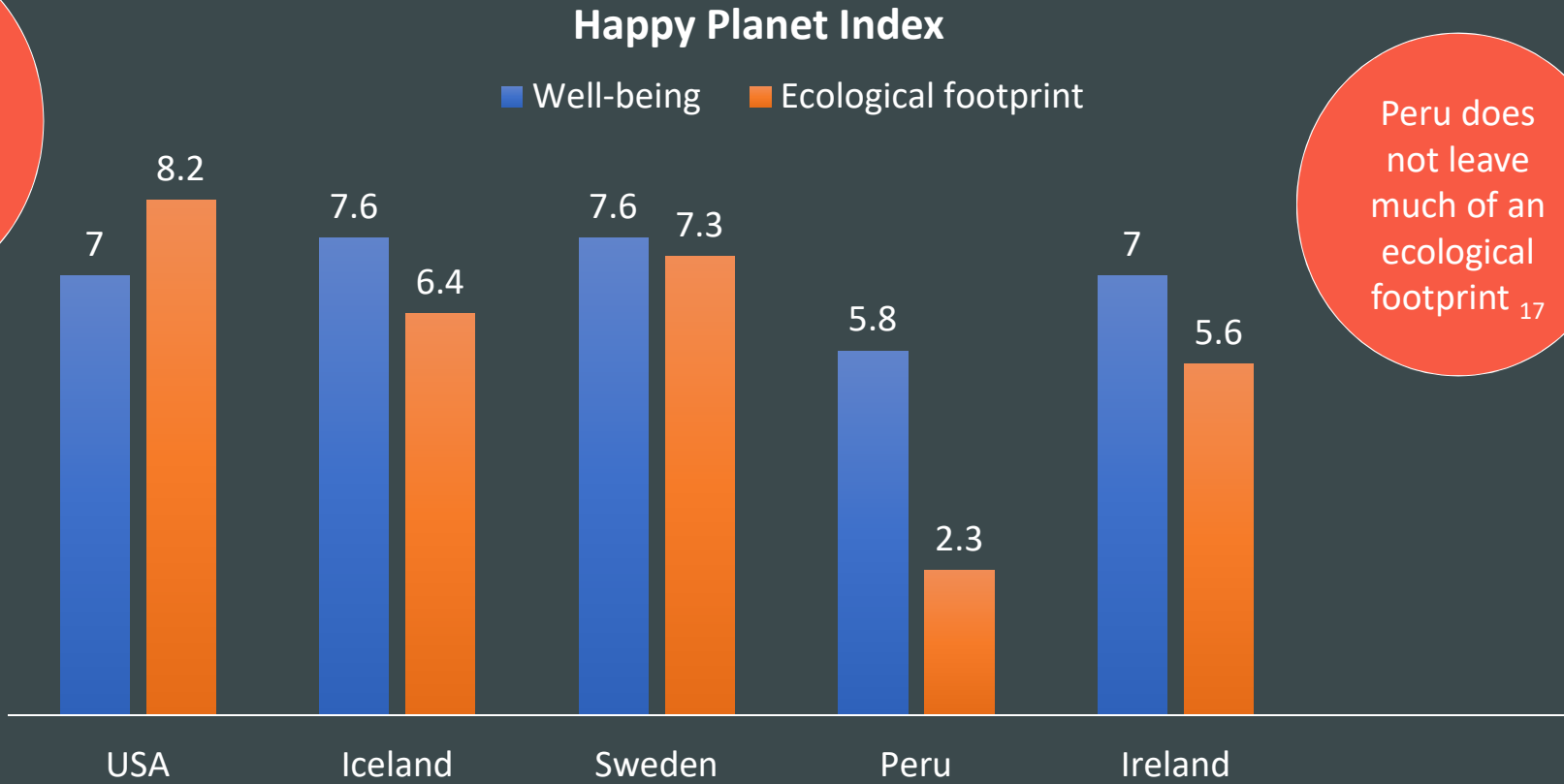
Issue	Measure	USA	Iceland	Sweden	Peru	Ireland
Population	Millions	314.1	320.7	9.5	30.2	202.4
Income	GDP per capita	\$51,000	\$44,000	\$57,000	\$6,000	\$12,000
HPI Score	Overall Score	20.7 (108)	31.1 (39)	28.0 (61)	34.6 (21)	30.0 (48)
	Life expectancy	78.8 (31)	82.2(5)	81.8(9)	74.1 (63)	80.5 (20)
	Well-being	7 (18)	7.6 (3)	7.6 (4)	5.8 (52)	7.0 (17)
	Ecological footprint	8.2 (137)	6.4 (130)	7.3 (132)	2.3 (63)	5.6 (118)
	Inequality	13% (34)	5% (2)	6% (3)	21% (71)	8% (14)
Bottom Lines:		While Americans live longer and are in better health we leave behind a huge ecological footprint that will damage future generations.	Iceland manages to balance well-being with a low ecological footprint, so a company like Renewal Workshop would be successful there	A low inequality score and high income offer another desirable market for Renewable Workshop	A low ecological footprint but also a lower life expectancy, Peru is a happier country and others could learn from it	Ireland has a large population but a low ecological footprint and so they will be interested in renewed clothing

All of the countries have a high ecological footprint except Peru, so they need to consider ways to change this ¹⁷

Peru has the highest HPI score but lowest income showing money isn't the source of happiness ¹⁷

Figure 5. How to use insights from Happy Planet Index to improve social growth

The well-being is about the same across countries ¹⁷



Peru does not leave much of an ecological footprint ¹⁷

Bottom Line: With the exception of Peru, Well-being seems correlated with the size of ecological imprint. However, Peru proves this isn't so and that you can be sustainable and happy <http://happyplanetindex.org/>

Table 11 How to use insights from the Index of Economic Freedom to improve social growth

Issue	Measure	USA	Iceland	Sweden	Peru	Ireland
Economic Freedom	Overall score	75.1(17)	74.4	74.9	68.9	72.8
Rule of law	Property Rights	81.3	85.0	88.6	58.3	72.0
	Government integrity	78.1	71.5	82.2	28.2	53.3
	Judicial effectiveness	75.1	71.5	87.4	38.8	58.5
Government size	Government spending	55.9	70.9	44.4	80.3	76.5
	Tax burden	65.3	41.1	21.7	85.1	71.1
	Fiscal Health	53.3	90.6	93.4	98.4	79.3
Regulatory efficiency	Business freedom	84.4	90.2	90.8	69.4	74.8
	Labor freedom	91.0	62.6	53.2	62.8	68.2
	Monetary freedom	80.1	81.2	85.3	83.3	85.4
Open Markets	Trade Freedom	87.1	88.0	87.0	87.1	87.0
	Investment Freedom	80.0	80.0	85.0	75.0	82.5
	Financial freedom	70.0	60.0	80.0	60.0	65.0
Bottom Line	High property rights and government integrity meaning opportunity for support		Iceland is high overall in most of it ranks. Ireland would be a good country to look into business to help with the renewal workshop movement	High judicial effectiveness means opportunity to enforce sustainable practices	Low government integrity means current labor laws should be reviewed	High financial freedom means money to invest in sustainability

Iceland would be a great country to look into ¹³

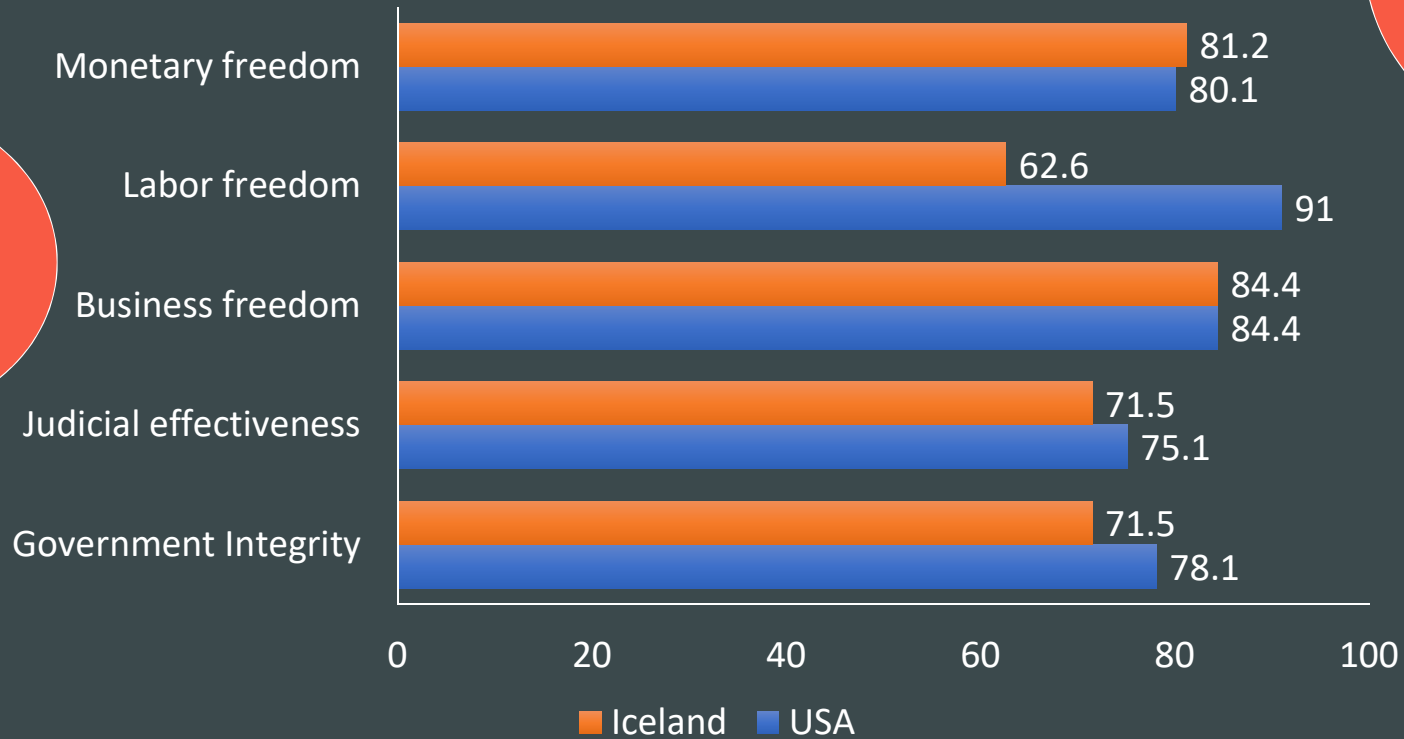
Need a lot of wiggle room when trying to branch out



Figure 6. How to use insights from Index of Economic Freedom to improve social growth

Iceland and the USA are relatively the same ¹³

The only huge difference is the Labor freedom ¹³



Bottom Line: With an effective government that has fairly high integrity, movements to implement laws to make companies have a sustainable and ethical supply chain should be possible <http://www.heritage.org/index>

Figure 7. Why does ensuring sustainable consumption and production matter?

SUSTAINABLE DEVELOPMENT GOALS

: work to ensure sustainable production and consumption practices to prolong our natural resources and human life on Earth



“1.3 billion tons of food ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices.”¹²

“Man is polluting water faster than nature can recycle and purify water in rivers and lakes...”¹²

And “..less than 3% of the world’s water is fresh (drinkable), of which 2.5% is frozen in the Antarctica, Arctic and glaciers. Humanity must therefore rely on 0.5% for all of man’s fresh water needs”¹²

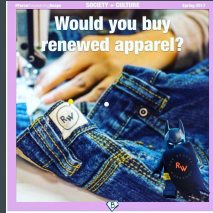
Sustainable living is somewhat or very important to **82%** surveyed¹¹

“If the global population reaches 9.6 billion by 2050, the equivalent of almost three planets will be required to sustain current lifestyle.”¹²



Bottom Line: Responsible consumption and production is so important that it ranks number 12 on the United Nations Sustainable Development goals. Therefore it is not only important to spread awareness of sustainable companies like The Renewal Workshop for profit, but for overall well being of society as a whole as well. If awareness about the issues of consumption and sustainability are not addressed soon, there may not be an inhabitable Earth in the future. <http://www.un.org> 29

Figure 8. The Story Behind



Would You Buy Renewed?



Bottom Line: Most Bluezoon followers would buy renewed clothing but the price and style is a huge factor. A loyalty program will reward customers for their purchase and the ability to use points for free clothing takes away some of the price shock.



THE RENEWAL WORKSHOP

Figure 9. What's the story behind who pays the price for our clothing?



Gross amounts of excess clothing in landfills and affecting economy

Huge problems in Cambodia from high turnover fashion industry
18

Very poor living conditions and high lack of work safety conditions
18



Only 10% of donated clothing is sold in thrift stores. The rest is "dumped" into third world countries 18



THE TRUE COST

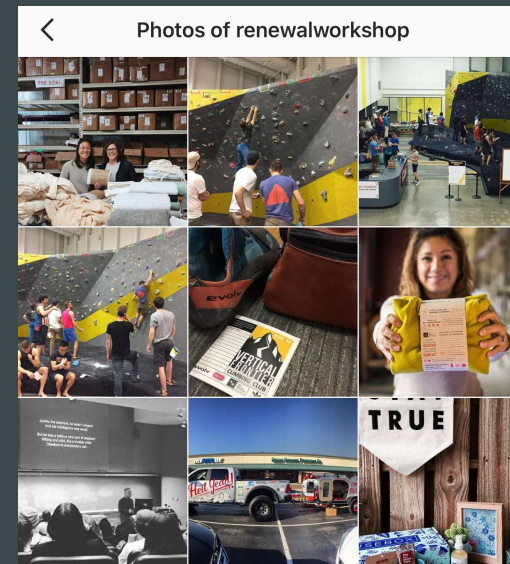
Bottom Line: To raise awareness about Renewal Workshop and the story behind their cause, they should partner with Cambodian charities and allow customers to donate their a-wear-ness points to one of the charities.

Figure 10. The story behind Renewable Workshop Social Media

Instagram has the most interaction where as Facebook and Twitter only have about 100 people following.



The use of hashtags on Instagram is the secret to their success with engagement. 99% of posts on Instagram include a hashtag versus 33% of posts including hashtags on Twitter



- Tagged in 110 photos on Instagram
- Tagged by partner companies like Tersus and Causebox
- Blog post writers

Bottom line: The Renewal Workshop's success on Instagram is from its partnerships with other brands and companies, combined with the number of blog posts that have been written about them, and their use of hashtags. They should continue this strategy in conjunction with our recommendation, and apply it on other platforms for maximum growth.

Reference page

- Bluezoon Instagram posts:
 - 1* .Banana Slicer
 - 2* What's your favorite brand loyalty or rewards program?
 - 3* What makes your client authentically awesome?
 - 4* Would you buy renewed apparel?
 - 5* What's the story behind the nutella post?
 - 6* Would you buy nutella?
 - 7* Do you Revere?
 - 8* Which one would you buy?
- 9* Renewal Workshop Instagram
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