

CARE: Connect to Nature

Green Entrepreneurship Competition: Competition Form

Name of the Business Idea:

GREENSTEPS

Team members:

1. First Participant:

First and Last name	Pia Motoh Kolman	
Date of Birth	21.08.1998	
Base Country	Slovenia	
Account used to complete the Online Training Course	Email used	pia.motohkolman@students.esnm.si
	User Name	sonja.kukman@gmail.com

2. Second Participant:

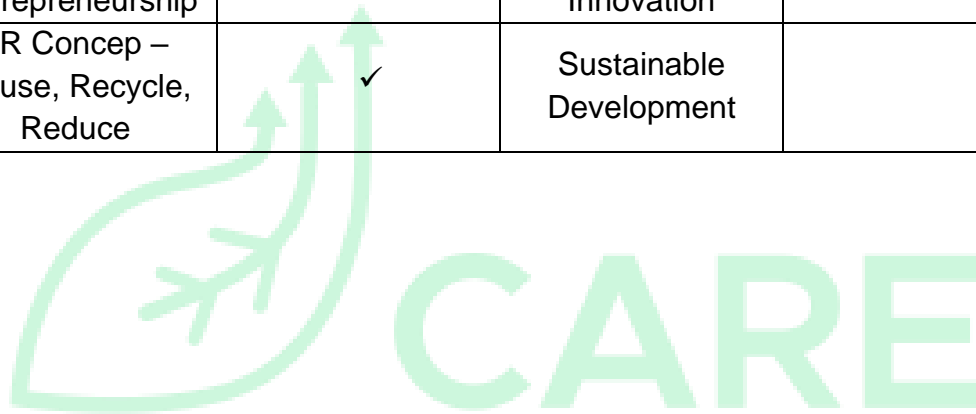
First and Last name	Mirjam Smolič	
Date of Birth	28.01.2005	
Base Country	Slovenia	
Account used to complete the Online Training Course	Email used	mirjam.smolic@students.esnm.si
	User Name	sonja.kukman@gmail.com

3. Third Participant:

First and Last name	Ita Kukman	
Date of Birth	01.10.1998	
Base Country	Slovenia	
Account used to complete the Online Training Course	Email used	Ita.kukman@students.esnm.si
	User Name	sonja.kukman@gmail.com

Select at least one topic that your Green Business Idea relates most to:

Topic	Select:	Topic:	Select:
Biodiversity		Green Business Plan	✓
Climate Change		Nature Based Solutions	✓
Ecosystem Services		Eco-design	✓
Bioeconomy		Regenerative Living	
Sustainability	✓	Organizational Leadership	
Circular Economy	✓	Sustainable Development Goals	
Skills for Green Entrepreneurship		Technological Innovation	
3R Concept – Reuse, Recycle, Reduce	✓	Sustainable Development	



1. Summary	3
2. Green Business description	3
2.1 What is the product?	3
2.2 Why creating it: problem definition	4
2.3 The Need and Niche	5
2.4 The Values and Pillars	6
3. Product/Service description	6
3.1 Design	6
3.2 Manufacturing	7
3.3 Distribution	8
3.4 Recycling/Repurposing/ Reuse Potential	9
3.5 Existing alternatives and your eco-innovative twist	9
3.6 Value proposition	11
4. Market and Consumer profile.....	12
4.1 Define the target market and consumer profile	12
4.2 Define the marketing strategy	13
5. Financial analyses	15
5.1 Funding	15
5.2 Cash Balance.....	16
6. Sustainable approach	17
6.1 How the product/service fits in the green business concept model	17
6.2 Environmental Risk assessment	18
7. Social Approach.....	19
7.1 Labour safety and Health	19
7.2 Fairness and equality	20

1. Summary

Our business idea, **GREENSTEPS**, is a combination of a **sustainable product** and a **socially responsible service**:

- We will work with a **local textile company** to make **school slippers** from their **waste materials** and **unusable product stock**.
- We will also organise the **transport of worn-out slippers** from the schools to be **turned into chair cushions and beanbags**, in a cooperating textile company as well. These will then be **donated to the schools**.
- For the participating schools, we will offer **free lectures for the pupils** on the topics of **sustainability** and **environmental protection**.
- **10 % of the annual income will be donated** to charity. With the **Ministry of Education as the main buyer**, annual sales of slippers are guaranteed to increase and so will revenue.
- At a later stage of a business process, **individual customers** are also part of our target group.

2. Green Business description

2.1 What is the product?

GREENSTEPS are **school slippers** made from **waste textile** - cotton, with a sole made from leather waste.

The **local textile company Konfekcija Julija** will be both the supplier of the waste material and the manufacturer of the slippers. In line with the principles of the circular economy, we will enable the **reuse of materials and reduce waste directly at the manufacturer**.

As **wearing slippers is mandatory in Slovenian primary schools**, the **Ministry of Education will be our main customer in the first phase**. We will contact the Ministry through the Parents' Community and the Association of Primary School Principals. Initially, we intend to supply the slippers to **primary schools in the South-Eastern region**. Our users will be **third grade pupils, grades 7 - 9** (12 - 14 years, younger children will have to be provided with a different type of slippers). After consultation with the director of Konfekcija Julija, Mrs. Natalia Žlogar, we have determined that the company will be able to produce a sufficient annual quantity of GREENSTEPS slippers (**6,500 pairs of slippers**) from its own waste and from old stock in the first year. The price of the product will be **€ 15** per pair.

We will **also take care of the collection of worn-out slippers**. This is not the end of our sustainability efforts. We will **return the old slippers into chair cushions and beanbags** and **donate** them to schools.

As a socially responsible organisation, we will also provide **free lectures at schools to teach students the values of sustainable development**.

We will **donate part of the income** to charity, to the **Slovenian Flood Recovery Fund**.

Later we will also sell the slippers to **individual customers** through our own **online shop** and adapt our promotional activities (social networks, blogs, etc.) accordingly.

So the school slippers are called **GREENSSTEPS**. We chose this name because we want the name **to say a lot about the product** and **attract the attention of potential customers**.

The name points to the **sustainable** and **ecological** aspect of the slippers. The term "**green**" is often used for **environmentally friendly products** and indicates that **sustainable** raw materials are used or **materials are reused** in the production process. And the term "**steps**" not only symbolises the steps in our slippers, but also points to **positive changes** and a shift towards a more **sustainable lifestyle**.

2.2 Why creating it: problem definition

In Slovenia there are about **700 textile companies** and about **140 leather processing companies**. **17,000 tonnes of textile waste** are thrown away **every year**. (source: Statistični urad Republike Slovenije, <https://www.stat.si/statweb>)

In Slovenian primary schools it is **mandatory to wear school slippers**, which means that **in one school year almost as many slippers are thrown away as there are pupils**. Our own research shows that almost all pupils, namely **94 %**, replace their slippers at the end of the school year (the slippers are too small, worn-out or the children simply want new ones), which means **not only costs for their parents, but also and above all a large amount of waste**. In the school year **2022/2023, 194,562 pupils attended primary school**.

Slovenia has been **hit by severe weather disasters this summer**. Because of the floods, and also because of the **population's otherwise low awareness of the causes of climate change and how to tackle it**, there has been a lot of talk in Slovenia about the need to tackle the problem systematically, starting at the

primary education level. (source: <https://2010.ocistimo.si/Novice/Okoljska-ozavescenost-Slovencev-pri-ravnanju-z-odpadki.html>)

As parts of Slovenia were **completely destroyed** in the floods (more than 530 residential properties, including businesses and land), the **Flood Recovery Fund** is currently being set up, into which **money will flow from various sources** (donations, state budget, European funds, solidarity contribution). The floods have caused an extraordinary financial shock for the Slovenian state. (source: <https://www.rtv slo.si/slovenija/kako-se-bo-financirala-obnova-poplavax/680668>)

2.3 The Need and Niche

We want to become **an example of best practise in reducing waste in the textile industry and raise awareness among young people.**

One of the **main benefits** of making school slippers from recycled material is **the contribution to protecting the environment.** By **using waste materials** that would otherwise end up in landfill or in nature, **waste and the consumption of new raw materials are reduced.**

In view of the natural disasters that have hit Slovenia, there is currently a lot of talk about the **negative effects of climate change and how to combat its causes**, including the **rational use of natural resources.** The Ministry of Education is an **important actor** in the **education of young people** and, through its actions, serves as a **role model** for various stakeholders. The Ministry will act as a buyer of school slippers made from recycled materials and will also support the collection of worn-out slippers and their further processing into renewed products for schools. One of the aspects of our cooperation with the Ministry is that **we offer free lectures for pupils on sustainability and environmental protection.**

As we want to **act in a socially responsible way**, we **donate 10 % of our income to the Flood Recovery Fund**, which collects funds for the Slovenian people who have suffered from devastating floods in the past.

It is also worth mentioning that this kind of cooperation **helps to reduce costs for parents** at the beginning of the school year.

2.4 The Values and Pillars

The most important advantage of our product is that our slippers are **made entirely from recycled material**, which **reduces waste in the textile industry** in the region.

The Values and Pillars of our product:	Greensteps
Using recycled materials to make slippers.	✓
Collecting worn-out slippers and recycling them into new sustainable products (chair cushions and beanbags).	✓
Consolidating transport routes to reduce the need for multiple journeys.	✓
The possibility of spreading best practises over a wider geographical area in a short time.	✓
Donation to charity.	✓
Free lectures to teach primary school pupils the values of sustainable development.	✓

3. Product/Service description

3.1 Design

Our slippers will have a **simple design**, so **there is no need to invest much in development phase**. In **the first year**, we will **only** make them in **two different sizes**, as we will **focus on pupils in the third year of primary school (12 - 14 years old)**.

The slippers will be available **in different colours and patterns** as they will be **made from textile waste**.

GREENSTEPS



3.2 Manufacturing

The production of school slippers from textile and leather waste is an innovative and sustainable practise that uses recycled materials to make a new product. The production process will be carried out in the local company **Konfekcija Julija**. We have also contacted the local company **Boštjan Leščanec, s.p.** to explore the possibility of providing transport services.

The production process will start in **May 2025**, until then there will be coordination with the **Ministry of Education** (lobbying, negotiations, adaptation of the legislation).

The production process includes the following steps:

1. As far as **product development is concerned**, only the **slippers and the patterns need to be made**. This is an activity that will be done together with **Konfekcija Julija in May 2024** and **only once - at the beginning of the business process**. So we will design the **samples for 2 sizes of slippers**, the **technologists** will prepare the **technology sheets** and the **samples** will be **made for the production department** (technology department).

2. At the end of the working day, the operative department of Konfekcija Julija **will sort waste materials. Larger pieces of textile and leather** (at least 0.5 running metre) that are **useful for making slippers** will be **separated** from useless waste. In return for this service, we arrange the collection of the unusable waste and **deliver it to local craftsmen and other interested parties** on a monthly basis in cooperation with a local transport company. The Konfekcija Julija enterprise also provides **auxiliary materials** (yarn, glue).
3. **Folding of selected materials and cutting:** At this stage, the components of the slippers are cut out by machine based on the patterns.
4. **Sewing slippers:** Based on the technology sheets, the production department **sews about 540 pairs of slippers per month** according to its capacity (6500 pairs of slippers per year).
5. **Packaging and distribution:** finished products are packed **only in recycled cardboard boxes, separated by size and by school**. The cardboard boxes containing the slippers **are stored in a part of the warehouse with the manufacturer until delivery to the schools**.

Activities from number 2 to 5 will start in **June** and run **until May of the following year**. The **delivery** of slippers to schools is scheduled for **July**.

In later periods, we will **take back the worn-out slippers** from the previous period (as described in section 3.4) - when the new shipment of slippers is delivered.

3.3 Distribution

We will work with companies that **share our sustainability goals**. These are **Konfekcija Julija** and the transport company **Boštjan Leščanec**, companies that are **strongly committed to the use of renewable resources** and **sustainable practises** and **focus on reducing their negative impact** on the environment.

We will use **packaging** that Konfekcija Julija already purchases for its own use. This packaging **will be made from recycled cardboard**. We will **avoid unnecessary plastic materials** and **ensure that the packaging is recyclable or compostable after use**.

Deliveries will **only** be made **once a year**, before the start of the new school year. We will always send **a larger quantity of a product at once** to avoid unnecessary transport and thus CO2 emissions.

As mentioned above, **in future years** we will also **take back worn-out slippers** from the previous period **when delivering new slippers** (as described in section 3.4).

3.4 Recycling/Repurposing/ Reuse Potential

As our company is committed **to sustainable practises** and the **reuse of waste materials**, we will ensure that our slippers are made entirely from waste materials. We will also ensure that old and used slippers do not end up in landfill.

At the end of each school year, schools return their worn-out slippers to us. We **organise the collection ourselves** and **set a collection date that coincides with the delivery of slippers** for the new school year. In this way, **we carry out two transports** (collection of the old slippers, delivery of the new slippers) in one or two days and thus also minimise the impact on the environment through exhaust fumes.

The **old slippers** are used to make **chair cushions** and the **beanbags**. These will be **donated to the schools** with the next delivery of new slippers, which again **means no additional transport**. In this way, **we are committed to extending the life cycle of materials** and not creating new waste.

For the packaging, we will **only use recycled cardboard boxes**, which are also already purchased by our confectionery. So, the purchase does not cause any additional transport.

Our campaign **slogan: "Steer your steps towards sustainability!"**

With our campaign, we want to **raise awareness about waste issues** while offering **an innovative solution for eco-friendly footwear**. By combining creativity, style and sustainability, we will enable users to take a positive step towards the future.

3.5 Existing alternatives and your eco-innovative twist

There is **only one direct competitor in the local market**. Kaaita is the only company whose **slippers are made entirely from waste material**. All other suppliers do not use recycled materials in the production of their slippers.



The Slovenian company **Kaaita produces the Copa Copa Light slippers**. Their **customers are hotels** in Slovenia and elsewhere in Europe, where guests can use **slippers made from recycled materials**.

The slippers are **made of felt pressed from old plastic bottles** and have a **silicone pattern** on the sole that prevents slipping. The slippers are made **exclusively from recycled materials and with a minimum of stitching**.

Our research has shown that **plain coloured slippers are not attractive to children**. We will make slippers **from colourful cotton textiles**. One of the advantages of our slippers is that they will be made of **several layers of textiles**, which makes them **more durable and long-lasting**. Also, **Kaaita slippers cost € 19.52** and our slippers cost € 15.

One of the **advantages** of our slippers over the competition is that they are made from **2 types of waste materials**. We would like to point out **that there is no company on the market that turns textiles and leather into slippers**.

The table below shows a comparison between a main competitor and our business idea.

Comparison of our slippers with the competition	Copa Copa Light 	Greensteps 
Use of recycled materials	✓	✓
Use of natural materials.	x	✓
Colourful patterns on the slippers.	x	✓
Durability, long-lasting.	x	✓
Donation of part of the income to charity.	x	✓
Collecting worn-out slippers and recycling them into new sustainable products.	x	✓
Replacement of a destroyed slipper for free (one-year guarantee).	x	✓
Possibility of personalisation for sale to individual customers (at a later stage of the business process).	x	✓

3.6 Value proposition

The most important advantage of our product is that our slippers are made of **100 % recycled material**, which **reduces waste in the textile industry**.

We contacted a local company, **Konfekcija Julija**, and found out that they produce **1.2 tonnes of waste a year, half a tonne of which consists of larger pieces that could be made into 6500 pairs of slippers**. They also helped us to set up a **financial construction** for the production of school slippers. We should mention that it is a product that does **not require a big investment in development**.

We have made contact with the **Association of Primary School Principals** and the **Parents' Association**. We have explored the possibility that **the Ministry of Education could be our client and how we can come to an annual contract**, initially only for the **primary schools in the South-Eastern Slovenia area**. This would **guarantee us sufficient income** from the beginning.

We will **deliver** the slippers **in one day, minimising transport costs and environmental impact**.

We will offer a **one-year guarantee** on the slippers or an immediate replacement if something goes wrong with the slippers.

It is also important that the **schools return the worn-out slippers to us at the end of each school year**. We will **organise the collection ourselves and set a collection date**. We will then **make chair cushions from the old slippers and fill the beanbags that will be donated to the schools with the next shipment of new slippers**.

As the **schools** will be our **main customers**, we will make sure that **all the pupils get the same slippers**. We want **all children** to have **the same quality of slippers**, not one better and one worse.

As a socially responsible company, we will **offer free lectures on sustainability** to the schools.

In a later phase, **we plan to set up an online shop** for individual customers. For **an extra € 3, we will offer slippers with personalised details**.

It is also worth mentioning that **10 % of the income will be donated to charity**.

4. Market and Consumer profile

4.1 Define the target market and consumer profile

A. Ministry of Education

In the **first phase** of business, our client will be the **Slovenian Ministry of Education** and our users will be **third grade primary school pupils**.

We will establish contact with the Ministry through **the Primary School Principals Association and the Parents' Community**. Promotion will therefore be **through face-to-face meetings**. Our interlocutor will be the **Director of the Directorate for Primary Schools**, which is responsible for implementing the European Green Deal guidelines (see below).

Wearing slippers is mandatory in the Slovenian primary schools. In return for cooperation, we will offer the Ministry **to organise free lectures** for schools on **green entrepreneurship, sustainable development and socially responsible behaviour**. This will help raise **awareness** about the **importance of the impact of human activities on the environment and climate change**.

This is also in line with **the European Green Deal guidelines**. This is a **policy framework and set of actions** presented by the European Commission in **2019** to raise awareness of the EU's ambitious agenda - to achieve climate neutrality **by 2050 and accelerate the transition to a sustainable and green economy**. **One of the objectives of the European Green Deal is to educate and raise public awareness on key environmental issues such as climate change, air pollution, biodiversity loss and sustainable resource use**. (Source: <https://kazalci.arso.gov.si/sl/content/odnos-javnosti-do-okoljskih-problemov>)

The Ministry will buy slippers in **larger quantities**, the **test area in the first year of operation will be South-Eastern Slovenia**. We will need to provide **6,500** pairs of school slippers.

B. Individual customers

Only later we will set up an **online shop** and **focus our offer on end consumers in Slovenia**. Our **target group** will be young people **between 18 and 30**. Of course, we are aware that we can address **a maximum of 27,000 potential customers**. (Source: <https://www.stat.si/PopPiramida/Piramida2.asp>)

We will focus on **people** who are:

- **Environmentally aware consumers:** young people who are sensitive to environmental issues and are committed to sustainable practises are often interested in products that reduce their negative impact on the environment.
- **Ethical consumers:** A group of consumers who are committed to ethical production is also a potential target group.
- **Fashion-conscious consumers:** Fashion trends are increasingly moving towards sustainable and innovative products. Slippers made from waste material can offer a unique and trendy look that meets the demands of fashion-conscious consumers. These customers are looking for products that stand out and differentiate themselves from the crowd.

The slippers will also be available for purchase in sustainable **product shops** and at **local fairs and markets**. The customers will also be able to personalise their slippers.

4.2 Define the marketing strategy

Our campaign slogan: "Steer your steps towards sustainability!"

Campaign objectives:

- Raise awareness of the waste problem and the importance of recycling.
- Increase demand for slippers made from waste material.
- Create a positive brand image as a sustainable and innovative supplier of footwear.

The Ministry of Education will be contacted through the Primary School Principals Association and the Parents' Community. **Promotion** will therefore be done **through face-to-face meetings**.

We will work with **non-governmental organisations** working on environmental issues. We will conduct joint **awareness campaigns for young people** in the form of lectures for the pupils.

We will also communicate with **individual customers**, mainly online and at events.

Channels for promotional campaigns for individual clients:

a) Social media posts (Instagram, TikTok):

We will create **visually appealing online posts and videos** showing **different models** of slippers made from waste materials.

We will share **stories about our production process and the sustainable materials** we use.

It is also important that we **use relevant hashtags (#sustainablefootwear, #recycledfashion)** to **increase visibility** on social media.

We will encourage our followers to interact with us and thus build a **community of users**.

b) Collaboration with influencers:

We will find **influencers with a focus on sustainable fashion or environmental issues and invite them to participate**. We will send them slippers and **ask them to try and promote our product**. Then we will ask them to share their **opinion about our product on their social networks**. This will **help us to attract new customers** and gain consumer trust.

c) Magazine and blog articles:

- **Sponsoring articles** in relevant magazines and blogs that deal with **sustainable fashion and footwear**.
- **Writing articles** highlighting the **benefits and uniqueness** of shoes made from waste materials.
- Offering **special discounts to readers and the opportunity to enter the prize draw**.

d) Participation in various events:

We will participate in **sustainability fairs, festivals and other events** that promote environmental awareness.

We will also organise **workshops to educate visitors** about the benefits of sustainable materials and recycling.

We will underline our social commitment by donating part of the income from the sale of our slippers to charity.

5. Financial analyses

5.1 Funding

Founding capital

We have calculated that we need **around € 72,000 in start-up capital.**

For the development and initial stock, we will need **€ 21,450** which we will have **to pay to Konfekcija Julija**, who will produce the slippers from their own waste material.

In addition, we will need:

- **€ 3,000 for distribution,**
- **€ 2,000 for equipment (e. g. purchase of 2 computers),**
- **€ 9,000 for marketing costs,**
- **€ 36,000 to pay 2 years gross salaries.**

We have decided to participate **in several calls to co-finance the start-up capital.** We will focus **on calls that promote entrepreneurship development and the green and sustainable economy.**

We will apply to a call launched by **the Novo mesto Development Centre** (an organisation promoting entrepreneurship in our region), which **allows for the reimbursement of grants of up to 50 % of eligible costs.**

Link to the call: <https://www.rc-nm.si/povabilo-spodbujanje-podjetniske-inovativnosti-na-obmocju-dolenjske-bele-krajine-v-letu-2023/>

We will also catch up with the call for proposals **"P2 - Incentives for Start-ups of Innovative Companies"** called by the **Slovenian Enterprise Fund.** The **P2 call is a grant to co-finance the start-up of innovative companies, the development of an MVP (Minimum Viable Product) and the launch of innovative products.**

The amount of the grant is up **to € 54,000 per company.**

Link to the call: <https://www.podjetniskisklad.si/spodbude-za-zagon-inovativnih-podjetij-p2/#edb949d1ea03b6642>

We assume that the costs for the start-up capital will be paid back to the investors **within three years.**

5.2 Cash Balance

COSTS

The table below shows **the company's costs for the first year of operation.**

<i>Purchase (stock) of products, storage costs</i>	€ 3.3 x 6,500 = € 21,450
<i>Package</i>	The packaging is included in the price (€ 3.3) paid to Konfekcija Julija for making the slippers.
<i>Salaries (gross)</i>	€ 36,000
<i>Transport, distribution</i>	€ 3,000
<i>Marketing</i>	€ 9,000
<i>Operating costs</i>	€ 2,400
ALL COSTS	€ 71,850

We agreed with Konfekcija Julia **to make a pair of slippers for € 3.3.** The **costs for packaging and storage** are also included in the price. So, we calculated that it would cost us **€ 21,450 to produce 6,500 pairs of slippers.**

We have also included two **gross minimum wages** with all the associated taxes in the costs - **€ 36,000.**

In the first year, we will mainly communicate with the Ministry of Education, so the **cost of marketing is estimated at € 9,000.** These costs will increase significantly in subsequent years as we will also be targeting individual consumers.

We expect to **need € 3,000 for transport and distribution.** This includes transport of **the products to the schools, waste collection and regular meetings with the Ministry of Education.**

We have calculated that we will **need € 2,400 for operating costs**. This includes **rent for a warehouse as well as electricity, water and utility bills**.

We estimate that we would incur **costs of € 71,850 in one year**.

PRICE

As already mentioned, the unit cost of the product will be € 3.3 (cost price).

Unit cost of the product + profit + VAT = **SELLING PRICE**

$$€ 3.30 + € 9.00 + € 2.70 = €15.00$$

REVENUE in the first year of business

Price X quantity sold = REVENUE INCLUDING VAT

$$€15.00 \times 6,500 \text{ pairs of slippers} = € 97,500$$

After deducting government levies from the income (22 %) - € 97,500, almost € 80,000 remains, of which 10 % is to be donated to charity.

$$€ 80,000 - € 8,000 = € 72,000$$

In the first year of business we will reach a break-even point, i.e. we will only be able to cover our costs through our income.

6. Sustainable approach

6.1 How the product/service fits in the green business concept model

The most important features of our product are:

- **Sustainable product**: we work with a local company to make school slippers from their waste materials. This approach reduces waste and promotes

sustainable production **as we enable the reuse of materials and reduce waste at the manufacturer.**

- **Socially responsible service:** We donate 10 % of our annual income to charity. Our collaboration with the Ministry of Education as the main buyer of the slippers ensures increased sales volume and stable income.

- **Creating new products from our waste:** We will ensure that our worn-out slippers are collected so that they do not go into the rubbish. We will use them to make chair cushions and beanbags. We will donate these products to schools.

- **Education on sustainability:** We will offer free lectures on sustainability and environmental protection for the pupils of the participating schools. This will help raise awareness and educate the younger generations about the importance of sustainable behaviour.

The GREENSTEPS business idea reflects **the company's commitment to sustainability, social responsibility and youth education.** It combines all the important aspects of sustainable business and contributes to a positive impact on the environment and society.

6.2 Environmental Risk assessment

In terms of **environmental impact**, the situation is as follows:

- **Greenhouse gas emissions:** We generate very few emissions as we supply the schools once a year. We will collect the worn-out products at the same time as the deliveries of the new shipment will take place.

However, once we have an online shop, we will deliver once or twice a week.

- **Electricity consumption:** We will only use electricity for the work on the cutting and sewing machines. The rest of the energy consumption is related to the production process of the cooperating garment manufacturer.

- **Waste generation and management/pollution reduction:** Practically no waste is generated as we transform fabric scraps and worn-out slippers into new products: chair cushions and beanbags.
- **Material impact:** We will use raw materials that would otherwise end up in the waste stream. In terms of packaging, we will only use transport packaging.
- **Reuse:** We will collect worn-out slippers from the schools and bring them back to be made into new products.
- **Business ethos:** We will also offer free lectures for primary school pupils on sustainable development and environmental protection.

We believe that we have **little negative impact on the environment. We do not produce much waste as we use it for new products**, which is an advantage over other companies.



7. Social Approach

7.1 Labour safety and Health

We recognise that the **health and safety of our employees** is of **paramount importance**. In the beginning, we will **only employ two people**. Later, the **number** of employees **will increase**. We will mainly hire employees from the region. We will ensure that our employees **work in a healthy, orderly and safe environment**.

All employees will attend a **safety lecture and complete a health and safety course before they start work**. We will renew the course every 2 years. This gives them accurate knowledge of the hazards they may encounter at work, what to do if a hazard occurs and how to prevent it from occurring. There will also a **fire extinguisher in a visible place in the company and a clearly marked escape route**.

The company will pay for **additional health insurance for employees every month**. At least two employees will be sent to a **first aid course**. **A first aid box** is placed in **several places** in the company.

All employees receive a **monthly allowance of € 6 per day for a snack**. There will be a **small kitchen** with basic kitchen equipment and a dining room. In addition to the **snack break**, employees will have a **5-minute break 2 hours after snack**. **Free fruit** will be available to all staff during this time. With this we will promote healthy eating habits even more.

Our company will be a **family-friendly company**. Pregnant women and new mothers will have the opportunity to adapt in the workplace. They will be guaranteed to be able to return to work after maternity leave. Men will also be **offered a paternity leave of 14 days**.

We will also promote **good relations between employees** and organise **team-building events** and get-togethers **at the end of the year and on other special occasions**.

7.2 Fairness and equality

Our **aim** will be to ensure **equal and fair conditions for all employees**. **We want our employees to enjoy coming to work**. We also want everyone to be able to express **their opinions freely** and **feel equal** in the company.

When hiring **new staff**, **we will not make any distinctions based on race, religion, gender or status**. What **counts** are the **potential applicant's skills, experience and past performance**.

We offer potential applicants without experience **an introductory training** and a **three-month probationary period**.

We also **try to ensure** that our employees are **paid appropriately** for their work. **The salary level is not the same for everyone.** We will **set a norm** within the company. **It will be calculated by taking the average of the work done by all employees in a day.** The norm is not meant to put pressure on employees, but to regulate a smooth and quality work process. **At the beginning of the company's operations,** everyone who **reaches the norm** will receive the **minimum salary.** We hope and will strive to **increase the volume of production** over time so that **workers receive a higher payment.** Employees who **exceed** the norm **will be rewarded with a bonus on their monthly payment.** It is important to emphasise **that it is not only the quantity of products a worker produces each day that matters, but also the quality of the products.**

In addition to their duties, **workers in the company will also have rights.** **The right to freedom of expression, the right to a snack break and a 5-minute additional break.** We **condemn any violence and abuse in the workplace and sanction** such behaviour accordingly.

In order to **achieve equality** between staff, we will **hold regular monthly** and, if necessary, more frequent **meetings with staff.** Any disputes between staff will be dealt with **promptly and objectively.**



INNOVATIVE EDUCATION CENTER

