WEAR(E)ABLE
BEST DRESSED SUSTAINABLY.

G&G
GIVE AND GET

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"*Create your digital platform (website, app or social profile) for:*

– learning about sustainability
– selling/donating clothes or other items
– finding the nearest second hand shops
– creating events and share them
– find upcoming events related to sustainability"

USERS

Teens, young adults, adults; those who are interested in the topic, as well as those who are not aware about the consequences of the fast fashion and want to learn more

WHAT YOU NEED

- investors
- second hand shop owners who want to collaborate
- educators/influencers who know about sustainable fashion and who can contribute to the "learning" section

STEP FOR REALIZATION

1. Hire a digital assistant
2. Prepare the information which has to be posted on the platform
3. Develop the platform
4. Launch and promote it

HOW TO PROMOTE IT?

- Contact influencers and ask them to promot your platform
- Talk to your peers about the dangers of fast fashion and promote your platform
- Create profiles on Facebook and Instagram for your platform
- Paid promotion on social networks