

“Susana Neto - Natural Textile Art, is an Artisanal Productive Unit. All pieces are dyed or printed manually, with plants or botanical pigments.

Susana Neto founded the project and open a online store of T-shirts and Longsleeves, with the objective of dictating consumer trends for a more Sustainable future, following Nature's Model: Circular Fashion. They are also committed to environmental responsibility and provide consumers with high quality, long-lasting, timeless products.

Exclusive and unique pieces, dyed or printed with plants.”

**This case study shows the transformation of this start-up business model thanks to the CircularStart training materials.**

**Sector/Activity:** online shop to sell t-shirst and bags

**Circular Business Model Category:** UPHILL/TOPHILL/DOWNHIL

**Circular Business Model Strategy(ies):**

Circular design

Long Life

Life Extension Services

Remanufacturing

**Circular Start-up type:** Nature start-up

### STARTING POINT:

**Mission:** Handcrafted production of unique pieces with botanical dyeing

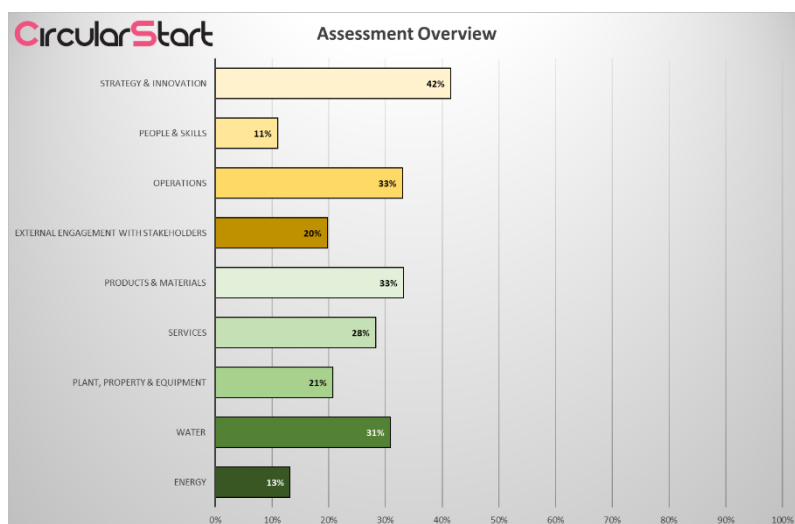
**Vision:** production of fashionable pieces by using only botanical dyeing, such as skirts, blouses, handy bags and sweaters

**Values:** use of produts non-polluting



KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<p>Lisbon fashion designer (make the patterns) with minimal waste</p> <p>Seamstresses Lisbon</p> <p>Brand Ambassador in Matosinhos (University Professor of Psychology)</p> <p>Vintage for a cause (Seamstresses and online sales?)</p> <p>Circular Economy Club - <a href="https://www.circulareconomyclub.com/">https://www.circulareconomyclub.com/</a></p> <p>GOTS certified T-shirt suppliers to be dyed</p> <p>Labeling partner? - CITEVE</p> <p>ANJE Partner- Olga Machado (project by companies with universities)</p> <p>Soap partner for product washing</p>	<p>Circular Design</p> <p>Manage purchases of raw materials (fabrics, peppers, prepare fabric)</p> <p>Manage orders. Manage the hiring of seamstresses and the stylist.</p> <p>Manage zero waste packaging</p> <p>Manage handcraft production</p> <p>Manage supply chain partnerships</p> <p>Managing wastewater from dyeing</p>	<p>Items of clothing with natural fibers dyed with botanical pigments. ARTISAN PIECES. Durable parts (T-shirts-to-scale). Pieces to order (skirts, pants and blouses). bags</p> <p>Awareness of the target audience about how to consume sustainably. The product has a circular business strategy. Botanical dyeing contents and printing (online).</p> <p>Production of ink from waste, for artists who use inks for screen printing and watercolor.</p>	<p>Automatic through the online store</p> <p>Customized in training</p>	<p>Middle class, upper middle class concerned with sustainability</p> <p>Public with economic power FROM 35 YEARS OLD</p> <p>Artists who use inks for screen printing and watercolor.</p> <p>Women 35-55 years for Custom Parts</p> <p>T-shirts- women, men and children</p>
	KEY RESOURCES		CHANNELS	
	<p>pot with faucet</p> <p>Site</p> <p>Computer</p> <p>Waste Management - Dyeing waste water for paints</p> <p>Solar powered wood space, wastewater reuse equipment</p>		<p>online store <a href="https://susananeto.com/">https://susananeto.com/</a></p> <p>Fashion Museum - WOW</p> <p>Etsy <a href="https://www.etsy.com/">https://www.etsy.com/</a></p> <p>Social media: Instagram, FB, TWITTER</p> <p>E LINKEDIN</p> <p>2nd hand shop for people who return items. Physical space with kitchen</p> <p><a href="https://www.portugalsoueu.pt/pt/adesao">https://www.portugalsoueu.pt/pt/adesao</a></p>	
COSTS		REVENUES		
<p>Costs with seamstresses</p> <p>Costs with tshirts (4.5 euros+?), FABRICS, PIGMENTS, bag (4.5 euros+)</p> <p>Adhesion costs: <a href="https://www.portugalsoueu.pt/pt/adesao">https://www.portugalsoueu.pt/pt/adesao</a></p> <p>Botanical Dyeing Book =2</p> <p>Online store <a href="https://susananeto.com/">https://susananeto.com/</a></p> <p>Pot with faucet for water recovery. Wooden structure.</p> <p>BOTANICAL DYEING KIT -? EUROS PER PERSON</p>		<p>Reduced use of water because printing is done with steam</p> <p>Monthly subscription on the base site (7 euros) and prime (10 euros)</p> <p>Training - 3 hours (250 euros) BOTANICAL Dyeing (minimum 5 people)</p> <p>BOTANICAL Dyeing KIT -35 EUROS PER PERSON</p> <p>Botanical Dyeing Book-?</p> <p>TSHIRTS- 35-55 euros</p> <p>Women's Clothing =2</p> <p>Bags?</p>		

## Initial circularity profile – Results from the application of the Assessment Tool



**FOLLOWED LEARNING PATH:**

Units	IDEATION	INTEGRATION	VALIDATION	IMPLEMENTATION
Unit 1	X	X	X	X
Unit 2	X	X	X	X
Unit 3	X	X	X	X
Unit 4	X	X	X	X
Unit 5	X	X	X	X
Unit 6	X	X	X	X
Unit 7	X	X	X	X
Unit 8	X	X	X	X
Unit 9	X	X	X	X

**FINAL CIRCULAR BUSINESS MODEL:**
**Mission:**

T-shirts with natural fibers dyed with botanical pigments. ARTISAN PIECES MADE IN PORTUGAL.

Durable parts (T-shirts-to-scale) and easy to maintain and repair (Take-Back program).

**Vision:**

Awareness of the target audience about how to consume sustainably. The product has a circular business strategy. Contents (information) about Botanical dyeing and printing (online).

**Values:**

use of products non-polluting



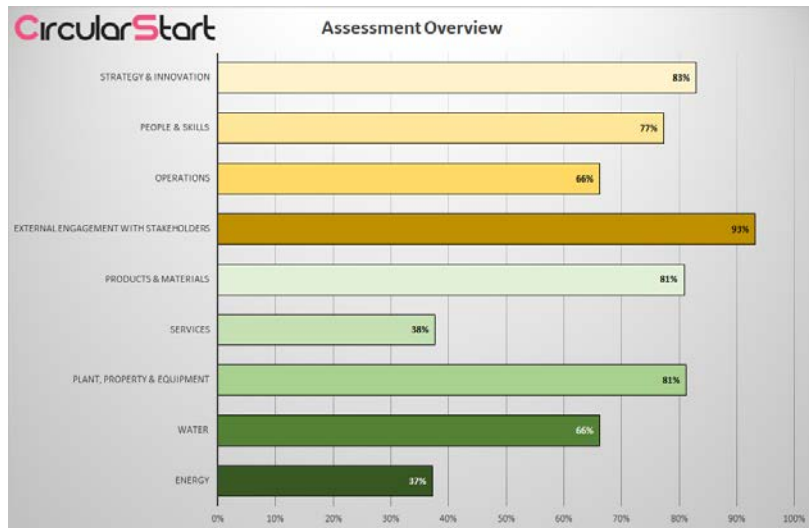
<p><b>KEY PARTNERS</b></p> <p>Brand Ambassador in Matosinhos (University Professor of Psychology) Vintage for a cause (Seamstresses and online sales?) Circular Economy Club - <a href="https://www.circulareconomyclub.com/">https://www.circulareconomyclub.com/</a> GOTS certified T-shirt suppliers to be dyed Labeling partner? - CITEVE ANJE Partner- Olga Machado (project by companies with universities) Partner to analyze the resistance of dyes to light, friction and washing FabLab-Oficina.Lab CTT elocal partnership <a href="https://www.ctt.pt/grupo-ctt/media/noticias/app-ctt-comercio-local-com-entregas-para-portugal-continental-e-portes-gratuitos">https://www.ctt.pt/grupo-ctt/media/noticias/app-ctt-comercio-local-com-entregas-para-portugal-continental-e-portes-gratuitos</a> Suppliers of raw materials - virgin raw materials in wool, cotton and linen. - <a href="https://www.fabrica.com/">fabrica.com/</a>, <a href="https://www.felicio.com/">felicio.com/</a> with GOTS certificate <a href="https://certifications.controlunion.com/pt/certification-programs/certification-programs/gots-global-organic-textile-standard">https://certifications.controlunion.com/pt/certification-programs/certification-programs/gots-global-organic-textile-standard</a></p>	<p><b>KEY ACTIVITIES</b></p> <p>Circular Design Manage purchases of raw materials (fabrics, peppers, prepare fabric) Manage orders. Manage zero waste packaging Manage handcraft production Manage supply chain partnerships Managing wastewater from dyeing Manage labeling with QR CODES</p> <p><b>KEY RESOURCES</b></p> <p>pot with faucet Site Computer Waste Management - Dyeing waste water for paints Solar powered wood space, wastewater reuse equipment</p>	<p><b>VALUE PROPOSITION</b></p> <p>T-shirts with natural fibers dyed with botanical pigments. ARTISAN PIECES MADE IN PORTUGAL. Durable parts (T-shirts-to-scale) and easy to maintain and repair (Take-Back program). Awareness of the target audience about how to consume sustainably. The product has a circular business strategy. Contents (information) about Botanical dyeing and printing (online). Production of ink from waste, for artists who use inks for screen printing and watercolor</p>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <p>Automatic through the online store Customized in training Relationship through the customer account. Part maintenance and take-back alerts.</p> <p><b>CHANNELS</b></p> <p>online store <a href="https://susananeto.com/">https://susananeto.com/</a> Fashion Museum - WOW Etsy <a href="https://www.etsy.com/">https://www.etsy.com/</a> Social media: Instagram, FB, TWITTER E LINKEDIN 2nd hand shop for people who return items. Physical space with kitchen <a href="https://www.portugalsoueu.pt/pt/adesao">https://www.portugalsoueu.pt/pt/adesao</a></p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Middle class, upper middle class concerned with sustainability Public with economic power FROM 35 YEARS OLD Artists who use inks for screen printing and watercolor. Women 35-55 years for Custom Parts Tshirts-women, men and children <a href="#">(+)</a> 10 years)</p>
<p><b>COSTS</b></p> <p>Costs with tshirts (9.5 euros), FABRICS, PIGMENTS, bag (4.5 euros) Adhesion costs: <a href="https://www.portugalsoueu.pt/pt/adesao">https://www.portugalsoueu.pt/pt/adesao</a> Botanical Dyeing Book -0 euros Online store <a href="https://susananeto.com/">https://susananeto.com/</a> Pot with faucet for water recovery. Wooden Structure.GARDENIA Water Meter Aquameter 8188-20 BOTANICAL DYEING KIT -15 EUROS PER PERSON</p>	<p><b>REVENUES</b></p> <p>Reduced use of water because printing is done with steam Monthly subscription on the base site (7 euros) and prime (10 euros) Training - 3 hours (250 euros) BOTANICAL Dyeing (minimum 5 people) BOTANICAL Dyeing KIT -35 EUROS PER PERSON Botanical Dyeing Book (digital 10 €) T-SHIRTS (T-shirts Dyed; T-shirts Dyed and with Botanical printing; T-shirts Dyed and with silk-screen printing) - 39 to 59 euros T-shirts (maintenance (refund 20€ and repair)) Use 100% of the dyed waters to obtain ink for screen printing artists.</p>			

## WHICH ELEMENTS/CHARACTERISTICS OF THE BUSINESS IDEA/MODEL WERE IMPROVED THANKS TO THE CIRCULAR-START MATERIALS?



- + **Vision:** Awareness of the target audience about how to consume sustainably
- + **Mission:** ARTISAN PIECES MADE IN PORTUGAL. Durable parts (T-shirts-to-scale) and easy to maintain and repair (Take-Back program).

Resulting circularity profile – Results from the application of the Assessment Tool



NEXT STEPS

WHAT	WHEN	HOW (People, Resources needed)	POSSIBLE DIFFICULTIES?
Reuse t-shirts	t-shirt damaged	Client	Be able to offer a way to repair

KEY MESSAGES



- + “Be able to reuse the t-shirts
- + “be able to track the all the pieces that are sold”