

Key Partners

- Local entrepreneurs on Schiermonnikoog
- Social enterprise Inmade in Nieuwegein
- Campings, festivals, sailing schools (material suppliers)
- Schiermonnikoog VVV (tourist information centre)
- Suppliers of sustainable yarn

Key Activities

- Collection and transportation of materials
- Cleaning and preparation
- Purchasing sustainable yarn
- Production
- Distribution of finished products to Schiermonnikoog

Key Resources

- Recycled tent fabrics and sails
- Reused ropes from sailing schools for handles
- Sustainable yarn
- Skilled local craftsmen and social enterprise workers
- Transportation infrastructure

Value Proposition

- Unique, sustainable bags
- Highquality craftsmanship (local production)
- Socially responsible production (Inmade)
- Appeals to eco conscious consumers
- Contribution to circular economy

Customer Segments

- Environmentally conscious consumers
- Tourists visiting Schiermonnikoog
- Supporters of social enterprises
- Design-focused and fair fashion consumers

Channels

- Direct retail through VVV on Schiermonnikoog
- Potential online store
- Collaborations with sustainable shops
- Promotional activities at local events and through storytelling

Customer Relationship

- Personal interaction through local VVV sales point
- Storytelling-driven engagement
- Community involvement via events and co-creation
- Future online customer support and webshop
- Emotional connection through transparent production story

Cost Structure

- Transportation and logistics
- Cleaning and preparation of materials
- Yarn procurement costs

Revenue Streams

- Direct sales through VVV on Schiermonnikoog
- Flexible pricing strategy
- Higher margin for locally produced premium products
- Competitive pricing for socially produced items
- Potential future revenue through online channels and collaborations with other sustainable retailers