

10 GREEN BUSINESS STRATEGIES

EDUCATIONAL BROCHURE -21/02/2023 version -

THE OBJECTIFS

- / Define the values-visions-missions-ambitions of the House or the fashion brand.
- / Mastering the main legal principles to structure a company working for sustainable development.
- / Support its price positioning while encompassing the various financial viability.
- / Develop viable strategies with short and long term impacts, divided into action plans.

THE PROGRAM

You define the purpose of your company, as well as its missions and ambitions. Thanks to your legal and financial knowledge, adapted to an ethical and ecological brand, the structure of your company is consolidated.

The brand's positioning is being refined, while improving its financial and carbon balance sheet. You then develop short-term and long-term strategies to implement sustainable guidelines. This training is therefore ideal to follow evolutionary scenarios to minimize the carbon impact of a company's activity.

AUDIENCE

- / Directors(s) and collection managers, product managers, stylists, Houses.
- / Fashion brand director(s).
- / Shareholders of start-ups in the sustainable.
- /OR Any audience with an appetite for eco-fashion.

THE PREREQUISITES

- / Professional experience of at least 3 years.
- /OR An entrepreneurial appetite for fashion.

PEDAGOGICAL METHODS

- / The masterclass is in person or in distance.
- / Theoretical teaching with course support.
- / Experiential and participatory exchanges between groups and with the trainer.
- / Examples of case studies.
- / The case study of your current company or project.
- / Resources and contacts to go further.

METHODS OF EVALUATION

- / The case study, as a proof of concept of theoretical teaching.
- / Relevance and flexibility in each stage of the collective design thinking process.
- / Global participation.

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THE DURATION

- / 1 Day (7 h).

THE MODALITY OF ACCESS

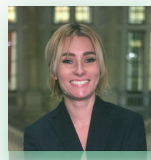
- / A group of 6 to 20 people.

THE PRICE

- / 820,00€ HT/ pp.

CONTACT

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