



ECOLOGICAL BAGS FULL OF STORIES

KEY POINTS

A) We produce reusable produce bags made of polyester, which are the alternative to the single use plastic bags.

b) The bags are made in Eastern Slovakia, in Prešov and the surroundings. We cooperate individually with each of our sewers. We collect their stories, and introduce them to the customers. Each doublepack is signed by particular sewer, whose picture and profile can be found on our website.

d) By our work we foster topics of ecology and also social issues: we publish on our social media and website, we write about zero waste life style and about our sewers.

e) Our product is certified by international certificate Oeko Tex Standard 100, which guarantees nontoxicity of the material. It is very practical customer-friendly step (regular noncertified polyester materials are delivered from China in containers sprayed against rodents), and also fulfilment of expectations of the Slovak hygienic control.

f) We fund our project from our own finance and from the company's turnover. We do not receive any grants or public support.

OUR MOTIVATION

We see ecology as a certain kind of ethics. To be ecological means to live in harmony with ourselves and our surrounding. One should not be a consumerist and buy only necessary things. One should reconsider each purchase and should not throw away the things used just once. A simple example is that we should not accept single use plastic bags in the stores just because they are cheap or free.

We like zero waste life style. We promote the responsibility for the environment and think about what we really need.

We support the products made in Slovakia, work with retired people. Also in Slovakia nice, good quality and useful products can be made.

We learn a lot from our sewers. In many situations they are much more ecological than the younger generation. Naturally they sew and repair old or broken things, they recycle and don't throw away anything used just once.

We like the idea that also thanks to our TUTO eco produce bags we partly eliminate plastic waste from the world. Thanks to the enlightenment more people are aware of the possibilities of waste reduction. Last but not least we want to stand as role models for our children also when they are forming their perspective on environment around them.

TARGETS

Our aim is to build a portfolio as producers of textile products replacing redundant plastics in households. We want TUTO to become "lovebrand", so that our customers build affinity towards our sewers. We are similar to "slow fashion": each of our product will have a face behind it, accompanied by particular story (as far as s/he will give consent to become known to public). In this way we will talk about situation of socially/economically disadvantaged groups. We will work with various groups: just now we are talking to Roma community in remote part of Slovakia (a village in Dobšiná). Each group will produce its own kind of textile product. We will become known for being produced here (TUTO) in Slovakia. We plan to enlarge the portfolio and help our customers to comprehend how to reduced dingle-use plastics in their households.

RESULTS

We are on market since August 2018, and we already became well known in Slovakia. We gradually enter shops and market fairs. These are perfect places for education: environmentally conscious people learn about the concept of reusable produce bags. We work with 6 sewers from Prešov and surroundings, and hopefully soon we will start

cooperation with a Roma village. It is exciting for us, as we are broadening social impact of our project. We focus on Slovak market, and on Central Eastern Europe in mid term. In 2018 we were selected as innovative project for HubHub (coworking office supporting promising startups) at festival Pohoda. We had an opportunity to display our prototype and talk to our potential customers. We confirmed that our target group is environmentally conscious people (already avoiding single-use plastics) or well-off customers, who are willing to do something for environment but do not know, what and how. With their purchase these customers are supporting our sewers, i.e. people, who probably would not be willing neither able to use their budget to buy our bags.