

Eu-Mind Ecological Companies

- **Introducing our group**

Hello and welcome to our report, we shall first introduce ourselves shortly again.



Rosalie, 15 y/o



Aisling, 14 y/o



Sven, 15 y/o



Tyrza, 14 y/o

- **Research**

The main question of our topic was: “What measures do companies take to implement a more eco-friendly policy and to attract more customers?” We did some research by interviewing the owners of two different companies, those companies were Imagine and Groenrijk. We also asked some questions about this companies to a few family members, they told us what they think of them.

- **Imagine**

The first person we interviewed was Ella de Putter, the owner of Imagine. Imagine is a vegan and vegetarian lunch café in Middelburg, and at the same time it's also a shop where they sell unpacked food. Ella founded Imagine together with a friend of her on 14th of February 2017, so that's almost a year ago. She developed the idea when she was working in a health food store, in her opinion there was too little of this kind of thing in Middelburg. Another reason was that she thought that the Earth should get a boost, that's why it's important to be eco-friendly. Ella now runs the café on her own, because her friend stopped. According to Ella, the company only uses biological products which they process in all their food. The menu is very broad, there's coffee and tea, cake, lunch and just nice appetizers and other drinks. Also, they separate their garbage and waste products, and most of the times even re-use their materials. As we mentioned before the café is vegan and vegetarian, so no fish and meat and they are against animal suffering. “That's actually everything that our ecological policy includes”, said Ella. We also asked her what is done to get more customers, and she told us that it's mostly social media that helps. The company has campaigns and uses Facebook, and they are really busy with their own website. Ella:

“Our type of customers differs a lot. Everyone is welcome, we have families with very young children but also elderly people. However, the people who come to our café mostly are a bit more aware of what they choose to eat.” Right now, Imagine doesn't really have future plans, just developing and becoming better every time!



- Customers of Imagine

Jolanda (Tyrza's mom): I like the vegan/vegetarian thought of this café, it's very healthy but still tasty which I also like. I consider Imagine as an ecological company because it uses biologic products, and as I said before because of the vegan thought.

Bert (Tyrza's dad): The food Imagine offers is lovely, and with a good thought indeed. I like that it's different than most café's in Middelburg. The restaurant is ecological because it's very green, and it re-uses its products.

Rebecca (Sven's mom): I love the atmosphere Imagine has. It makes me feel comfortable, like I'm at home. The food is also very good, totally worth its value! Imagine is ecological because of the way they show themselves: everything green, unpacked food etc. I'm really supportive of this idea!

- Groenrijk

Secondly, we conducted an interview with Michiel Bleijenbergh, co-owner of Groenrijk Middelburg. The company is established 25 years ago, by a few entrepreneurs who wanted to work more together in the field of marketing and promotion with the same logo. They made plans, and so Groenrijk was founded. There are several companies of Groenrijk in the Netherlands, and thirteen years ago Groenrijk Middelburg became a part of that. The owners are Michiel Bleijenbergh and Gilbert Geldof. We asked Michiel what the ecological policy of Groenrijk is, he said that they sell lots of plants to stimulate and make the greening of our surroundings possible. The company also separates waste: wood, paper and even frying fat, they are reused somewhere else. On our question: “What does Groenrijk Middelburg do to attract more customers?”, the co-owner answered: “We make sure that we have a nice and skilled staff so customers like to come to us, the animals in the store also help with that and of course the lots of greenery is very attractive. Customers also like our green restaurant with the little birds and chickens flying and walking around.” Most of the customers of the store are women between 30 and 50 years, they like to decorate their house. Like we mentioned earlier, Groenrijk sells

everything for in and around your house, mostly plants but also tools and a lot for your pets. We also shouldn't forget the flowers, they have a special section for them. You can see all of this on their website, they have a very good one. The company wants to be eco-friendly because it wants to contribute to a better living environment for us, but also for our children now and in the future. It really tries to sell as much products as possible that aren't environmentally harmful. According to Michiel, the future plans are just going on like they are doing now, so nothing very specific!



- Customers of Groenrijk

Paul (Aisling's dad): Groenrijk has a lot of plants, which are good for the planet, so that's why I like this store. I consider this company as ecological because they sell a lot of natural products.

Maire (Aisling's sister): What I like about this company is hugging the rabbits and playing with the animals in the store. Groenrijk is an ecological company because they have plants and that's good for the environment.

Anita (Rosalie's mom): What I like about Groenrijk is that they offer a huge variety of flowers and plants and that the staff is always very friendly. Groenrijk is ecological because they sell a lot of plants, they always clean up the rubbish and separate all of it.

- Comparing both companies

Well, both companies have a bit of the same view, they really want to contribute to a better environment. Both Imagine and Groenrijk separate their waste and reuse materials, they do this very consequently. Also, these companies both have a shop and an eatery, where they think very green. The only difference is that Imagine is mostly about the café part, and Groenrijk is more about the store (the restaurant is smaller).

- **Conclusion to main question**

So, our conclusion to the main question "What measures do companies take to implement a more eco-friendly policy and to attract more customers?" is that the main measures are separating garbage, reusing materials and using biological and green products. The ways to attract more customers are mainly through actions on

social media, but also with having nice and friendly personnel. Both companies do their best to make their store or restaurant look attractive.

- **Recommendation**

Both companies already do very well so it was difficult for us to think of recommendations, which is why we don't have any. The owners thought of everything, and we think that at the moment there aren't really things that could be improved. They are doing a really good job and all the customers are happy, which is one of the most important things. Our recommendation for both of them now: go on like this and enjoy, it's a great success!

- **Awareness activity**

There are actually a lot of ways to promote ecological and organic products, one of them is social media. At least, that was what we thought of first. Lots of companies use social media apps or websites to reach many people, especially the younger generation. They make their products look very attractive on photos, so people will get interested in buying them. This is a really smart way, and also a quick one, thus very handy. We thought that another way of promoting ecological products is to make big posters or start campaigns or something like that. Companies could also organize events where people can get free (ecological) food, just to try it. These events would attract a big group of people and will definitely be successful.



- **Comparison with Indian groups**

We read the articles and compared our work and research with two Indian groups, and also drew a conclusion out of this. We first wanted to compare with the group of Hiranandani Foundation School International, but this group hasn't put their information on Weebly yet. That's why we decided to take groups from the other schools.

- The Vikaraas (ecological companies), G.D. Somani Memorial School

The two companies they selected are Godrej and Unilever. The research results of Godrej aren't published yet, so we took a look at those from Unilever. Unilever is a multinational company in the field of food, personal care and cleaning products. They want to make their manufacturing as efficient as possible by using fewer resources and generating less waste. The company wants their products to be

sustainable at every stage in their life-cycle. It continually works on new ways to reduce, re-use, recycle and recover packaging and waste and wants to become a zero waste business. The ecological-companies-group of this school has come to the conclusion that the main measures companies take to be eco-friendly and to attract more customers are recycling waste materials, using biofuels, using bio-degradable substances as base materials of their products, relying more on renewable sources of energy and reducing carbon emissions. There are similarities with our research, like reducing waste material, but there also differences. This is very logical because the companies we chose are a lot different than the companies they chose. Our ecological companies are stores and cafés, theirs are more businesses or organisations. Therefore it's a bit difficult to completely compare, but we can say that most ecological companies have the same kind of intention and policy.

- Ecological companies group, Bunts Sangha's S.M. Shetty International School and Jr. College

This group chose Meluha The Fern, an Ecotel Hotel. The hotel believes that luxury isn't that necessary, they work to ensure that every operation is in complete harmony with the natural world. Sustainability considerations are very important to them, they are passionate about serving guests and the environment. They take responsibility for the Earth resources they use, and how they use them, and make use of recycling. According to this information, we can conclude that the measures this hotel takes are very similar to those we've heard before. Recycling and reusing, being aware of the used resources, it comes back every time. So those are the similarities, the differences are also clear: a hotel is a whole different kind of company, which therefore differs a bit in their policy. This group hasn't drawn a conclusion, so we can't compare with that.

- Conclusion on comparison

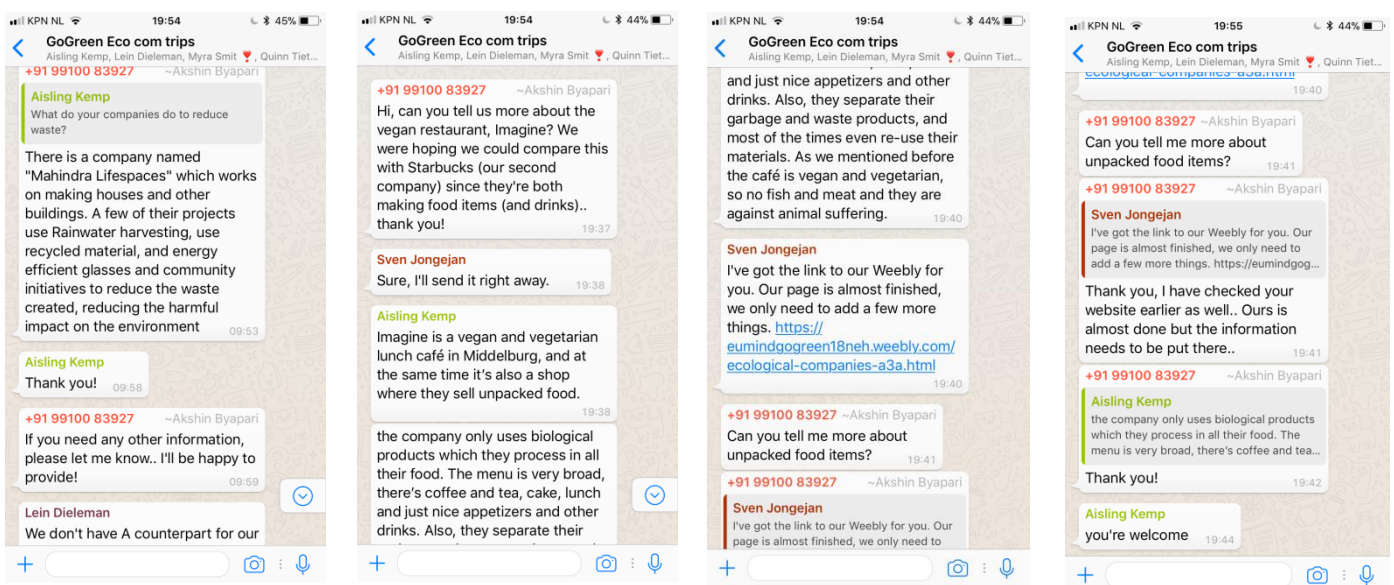
The main measures taken by companies are separating waste, reusing materials, recycling and being aware of using biological products. The ecological policy differs a bit for each company, but it's more or less with the same kind of view.

- **Reflection**

The collaboration with the Indian counterparts went well, at least most of the time. The students of the Indian school with whom we did the videoconferences were very nice and friendly, and their English was absolutely good. Due to that, the videoconferences went very well. The second time, it wasn't that great, but that was because of technical aspects that went wrong. However, the content was good, we told them about our information and research and they responded to that. We were very surprised about the great interaction. We also used the whatsapp group, we took some screenshots of that and we'll put it in here. The Indians gave us long answers to our questions on whatsapp, which was really helpful. The only thing that didn't go well was that the group of the ecological companies of Hiranandani Foundation

School International, who were in our whatsappgroup, didn't put their research online very early, which is why we couldn't compare with them and took other groups. They did say something about it in the whatsappgroup, but it wasn't that clear. We would have liked that to have gone differently. We learned a lot about this topic, much more than what we possibly already knew. We know more about the measures companies take to be eco-friendly, instead of just the basic ones everyone can think of at first. We also learned about ways to attract more customers, which actually has a lot to do with the ecological policy, because customers like the idea of a "green" company.

- Evidence of communication



Thank you for reading!

Aisling, Rosalie, Sven, Tyrza