

# Ett

**Access to Japanese  
high school girls' market**



特定非営利活動法人フォーエヴァーグリーン

<http://www.forever-green.jp/>



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## Objective: Establish ways to increase consumption of sustainable products



Now, modern society is undergoing major changes.  
Besides cute, tasty, and high quality goods,  
sustainable, decarbonized, non-global warming friendly products have emerged.

But it has not yet radiated a high value in society.  
Only a handful of people want it and have not yet purchased it.  
There are very limited situations where sustainability meets individual satisfaction.

We imagine a popular girl in class is proudly introducing his birthday present.  
「What ! ? What is it? That's that sustainable bag???'」  
「My mom present me for my birthday 🎵」 「Wow That's sooooo Cooooooo!!!!!!」

Call on high school students who are learning now as a sustainable market.  
Have it in the school life gives a sense of superiority.

**You can "prove" your honor student  
with an product.**



**Mommy, I want this for my birthday!  
My friend have one!  
I want it too!**

1. They ask for a bag featured in a fashion magazine.
2. they ask for a brand featured in a sustainable awareness paper distributed at school.

Which one would the parents prefer to buy for the child?

Same "I want!" But Mother' peace of mind is different. They have the same things for society as the honors students in their class.



## Proposal

# PR for Japanese high school girls!

# **SALIDA** Forevergreen can provide "special PR" to Japanese high school girls!

## Let's try Conduct a targeted research project!

XXXXX is a project to investigate who wants the most.

Fashionable Generation Z is actually "broke" and has a very high rivalry factor in their purchases.

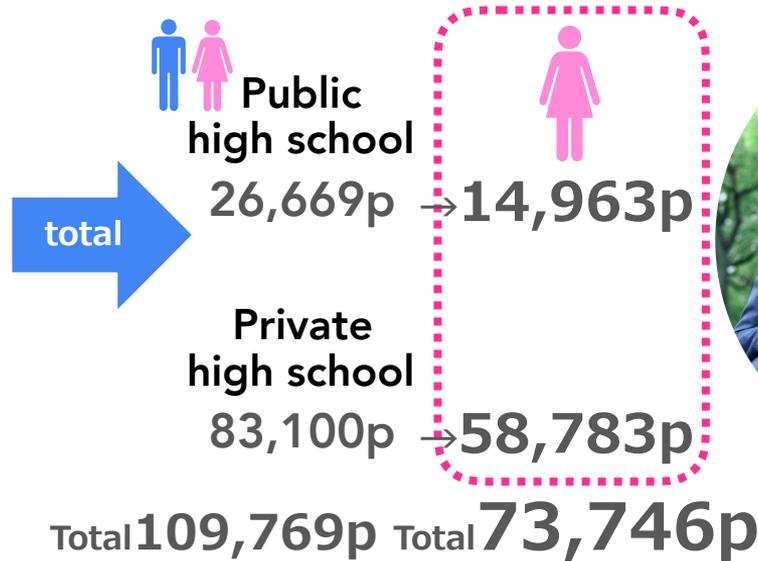
If Publishing this Ett, students who are learning about recycling in school, they say,,,

Ask to 「mother I want this」 = High chance of making purchase.

TOKYO  
income  
TOP10

Minato-ku	31 School	11,829 people
Chiyoda-ku	34 School	11,483 people
Shibuya-ku	17 School	8,956 people
Chuo-ku	3 School	2,441 people
Meguro-ku	17 School	7,670 people
Bunkyo-ku	38 School	14,461 people
Setagaya-ku	61 School	21,494 people
Shinjuku-ku	18 School	7,293 people
Shinagawa-ku	21 School	8,911 people
Suginami-ku	30 School	15,231 people

**240 School**





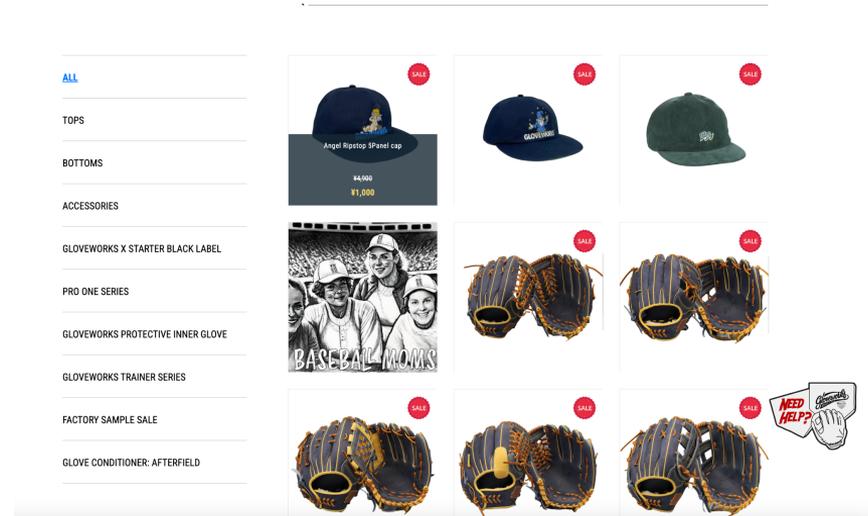
# SALIDA EC-design

## Developing EC! ! Direct sales from Korea to Japan

Customize freely the way you promote and the functions you want.

EC production cost, minimum 1,000,000 yen~ to start.

<b>cost</b>	¥ 1,000,000~
<b>Maintenance cost/month</b>	¥ 33,000~
<b>Server cost/month</b>	¥ 600~



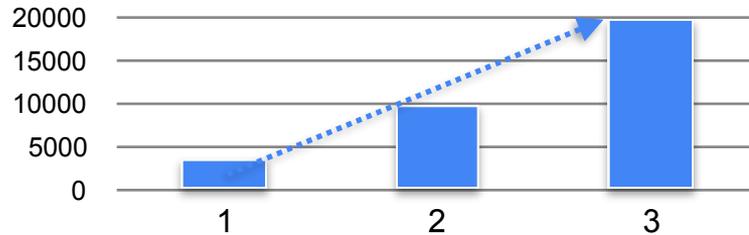
reference: <https://jp.gloveworks.net/>

## 【Estimated annual sales】 Estimate by applying the 2:6:2 rule

**Year 1:** 3.5% of leaders (**73,746 total teens x 3.5**) begin to change behavior

**Year 2:** XX% of followers begin to change their behavior \*Need hooks

**Year 3:** 20% total (**total 73,746 x 20% people**) of the advanced people make a behavior change



## 【Estimate if marketing is successful】

**Year 1:** 73,746 visitors → 3.5% = 2,581 people → ¥20,000 jacket = **¥51,620,000**

**Year 3:** Max market size 73,746 people → 20% = 14,745 people → buy ¥20,000 jacket = **¥294,900,000**

## The 3.5% rule

**advocate** : Professor Erica Chenoweth

**Affiliation** : Harvard University

**overview** : A study of the history of hundreds of civic activism and social change initiatives in the 20th century found that many of the movements that reached 3.5% of the population in support of them were successful. The report found that nonviolent, peaceful activities were almost twice as successful as violent ones.



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## Law of 2:6:2 (Pareto's law)

**advocate** : Vilfredo\_Pareto

**introduction** : Pioneer in Welfare Economics

**overview** : The 2-6-2 rule is a rule of thumb that states that in any given group, there are 20% of people with good performance (productivity), 60% with medium performance, and 20% with poor performance. A concrete example, a school event where 20% of the students are high performers, 60% are mediocre, and the remaining 20% are poor performers.



## Cost of Ett Listing

Plan	One-page A 4 color booklet submitted
Number distributed	100,000 copies
Cost: 2 time	10million yen (donation/tax included) + $\alpha$ (creative cost)
Distribution Locations	High schools
Distribution Method 1	Distribut to Students in class
Distribution Method 2	Delivered by bicycle from the package production site to the school. 0 CO2 emissions!
Distribution period 1: Event announcements	Late February~Early March 2024 before the event
Distribution Period 2: Event Report	Early May 2024 after the event* (planned)

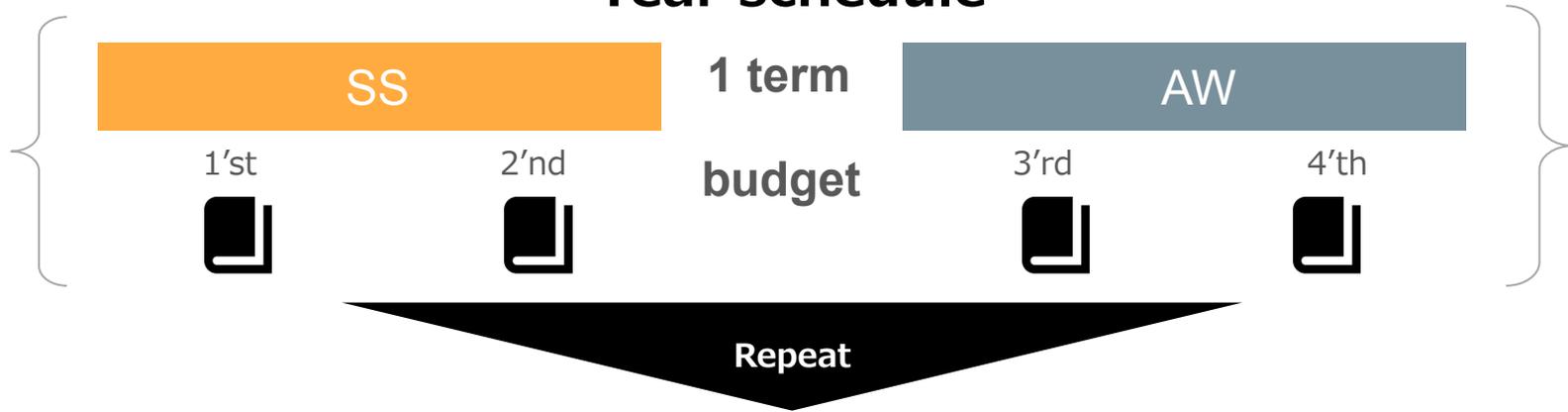
Includes planning, interview, photography, design, and printing costs. Secondary use of articles is possible.

## Long Term Plan

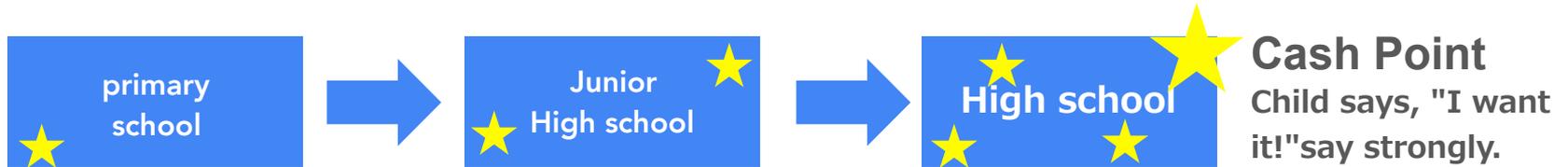
# Medium- to long-term plan: Combination of events and media

High school

## Year schedule



Take time to reach cache point and imprint the information deeply into your consciousness.



**Possible to "nurture sensitivity" from childhood!**

## Contact us

## High school

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Planning by  
Nonprofit organization Forever Green

addressing climate change and global warming  
Changing the world through communication

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