

Business, Alliances and Go-to-market toolkit

Purpose and Outcomes

Section 5 of the CREATE handbook focuses on **Business, Alliances and Go-to-market**. In particular, it looks into alternative business models that are designed to deliver impact on social and/or environmental objectives over delivering on profits (though in some models the two/three objectives are equally important). It gives the necessary background and inspiration for participants to launch a socially and environmentally sustainable (capsule) collection in ways that better achieve the desired impact (for migrant women, groups in a marginalised situation, etc.).

Targets

This toolkit is to be used by facilitators when delivering the CREATE programme. The presentations and worksheets are directed at participants in the CREATE programme.

Structure and Content

Each section of this toolkit corresponds to a part of the **Handbook's section on Business, Alliances and Go-to-market**.

1. Mission-led Business Models

2. Business as a force-4-good

3. Going to market

Recommendations for Use

- The **section on Business, Alliances and Go-to-market in the Handbook** can be given directly to the participants and serves as an introduction.
- The order of presentations and worksheets follows **this section in the Handbook** and represents a logical progression of topics.
- The presentations can be delivered together in one session or in multiple sessions according to the programme schedule and the focus of each session. Following are some ideas for presenting the content in one, two, or three sessions.
 - One Session:
 - Mission-led business models + going to market
 - Two Sessions:

- Mission-led business models + business as force-4-good
- Going to market
- Three Sessions:
 - Mission-led business models
 - Business as force-4-good
 - Going to market

Further reading:

- [Creating the New Economy - Business models that put people and planet first.](#) (2020)
 - By Prof. Bob Doherty (Uni. of York), Prof. Helen Haugh (Judge Business School, Cambridge Uni.), Dr. Erinch Sahan (WFTO), Mr. Tom Wills (Traidcraft Exchange), and Dr. Simon Croft (Stockholm Environment Institute)
- [WFTO-Europe Members' Review 2020](#)
 - Especially
 - the Shadow Strategy on Sustainable Textiles (p. 8)
 - "The world we live in tomorrow" (p. 9)
 - article on MYoMY (p. 13)
 - article on DECE (p. 16)
- [WFTO-Europe Members' Review 2021](#)
 - Especially
 - "Mind Our Business" (p. 8)
 - Building Fair Trading Partnerships (p. 9)
 - "What can you do" + Fair Trade Fashion Catalogue (p. 18)
- [Mind Our Business - Amplify the transformational power of sustainable and inclusive business models through EU external action \(2020\)](#)
 - By Heleen Heyse (Cooperatives Europe), Sergi Corbalán (FTAO), Lonne Poissonnier (CONCORD Europe), Georgia Papoutsis (International Cooperatives Alliance), Isabelle Brachet (ActionAid International), Mikkel Kofod Nørgård (WFTO-Europe) and Hilary Jeune (ValueMetrix)
 - Mainly:
 - Sustainable & Inclusive Business Models around the world(p. 6-7)
 - What do we mean by Sustainable and Inclusive Business Models (p. 11-12)
 - The solutions they bring (p. 13-16)