THE INNOVATION
Cascade Costing by Seed to Self

THE INNOVATORS
Gijs Spoor

WHAT WE HEARD IN HAMBURG
Alternative costing method that doubles the amount available to be spent on social and ecological impact while reducing the end consumer price.

WHERE THEY ARE NOW
Got back in touch with old friend Ben Ramsden and proposed to integrate the model in the Global Resonance technology.

WHAT COMES NEXT
Keep talking about the opportunity until a brand decides to walk their talk and try it out

GET IN TOUCH
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