

# Sariveria x Emzingo



Jakarta Robinson, Gerardo Rochin, Lessly Villa



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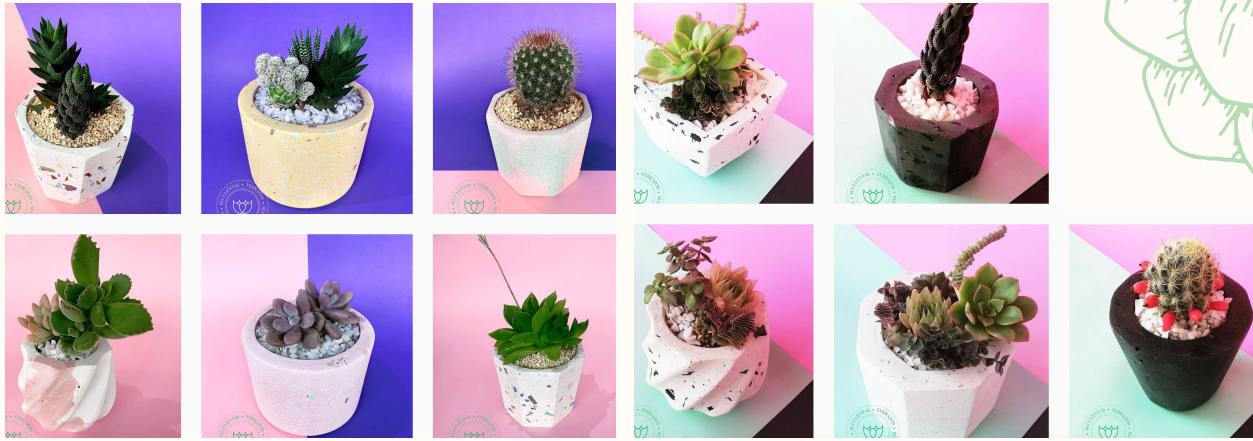
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# Executive Summary

The following report is a summary of our research on up-cycling businesses, new upcycling techniques and materials, marketing strategies, and potential partnerships for the social enterprise, Sariveria. The report details what approach Sariveria should take in expanding their marketing platforms, researching potential partnerships, and executing and developing these partnerships.

Sariveria is an upcycling small business focused on creating and selling unique planters with curated plants from diverse recyclable materials. They began in the midst of the pandemic and have ultimately faced the challenge of breaking into the upcycling market. However, we approached this challenge by researching different tactics that small businesses across the world use as their marketing strategies to find success. By adapting and learning from these strategies, we seek to help Sariveria expand and create a strong foundation within Peru. Additionally, our work will hopefully help Sariveria to eventually grow at an international level. With these goals in mind, our main research question was: how might we expand Sariveria's marketing plan in order to successfully connect with enterprises and consumers that hold similar values?

To initiate this process we conducted a Benchmark Analysis that allowed us to gain insight on skills and techniques international and local upcycling small businesses carry out. We realized that diving deeper into international start-ups would bring greater insight, as they share similar environments, accessible resources, and potential partnerships. As international students, our strengths lie in our foreign perspective; this was the key to our success and growth throughout this project.



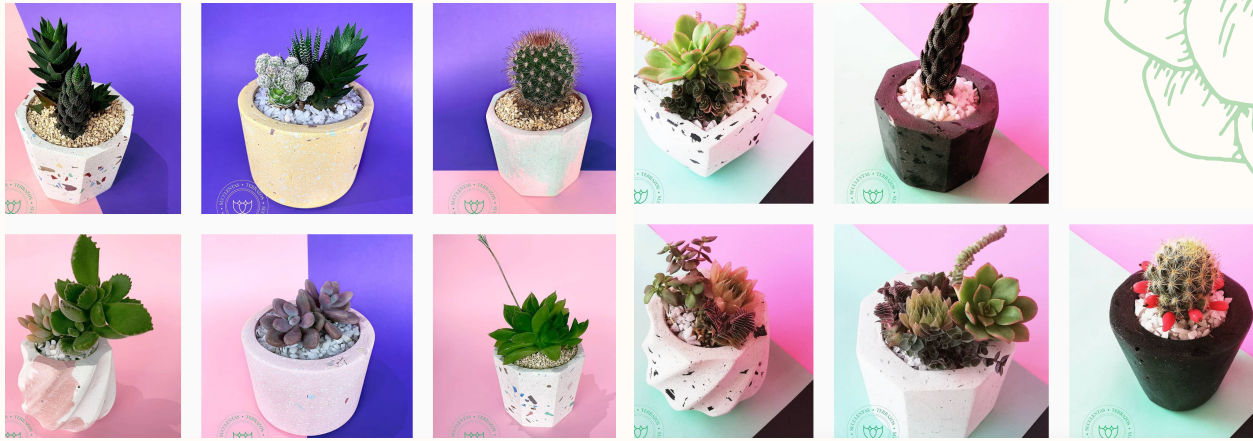
# About Sariveria



Sariveria is an upcycling family startup born in the midst of the pandemic. It is focused on creating and selling unique planters with curated plants. They are created using mixed techniques like 3D printing/modeling and handmade finishes with diverse recyclable materials found within their community. Making a mission to reduce waste, Sariveria practices many upcycling techniques to create such planters. Planters are made from cement, recycled glass and using 3D printing machines for specific designs/characters.

Sariveria purchases all its plants from “viveros”, or nursery gardens, found within their community. One of Sariveria’s long term goals is to increase visibility to such gardens and encourage others to take part in making their community greener.

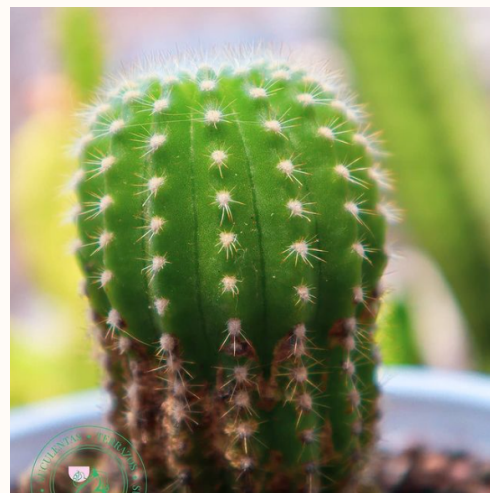
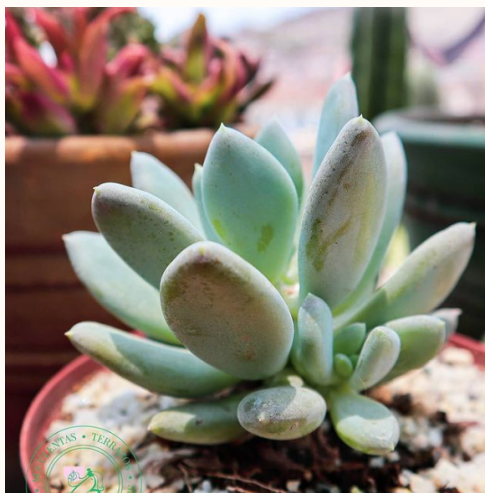


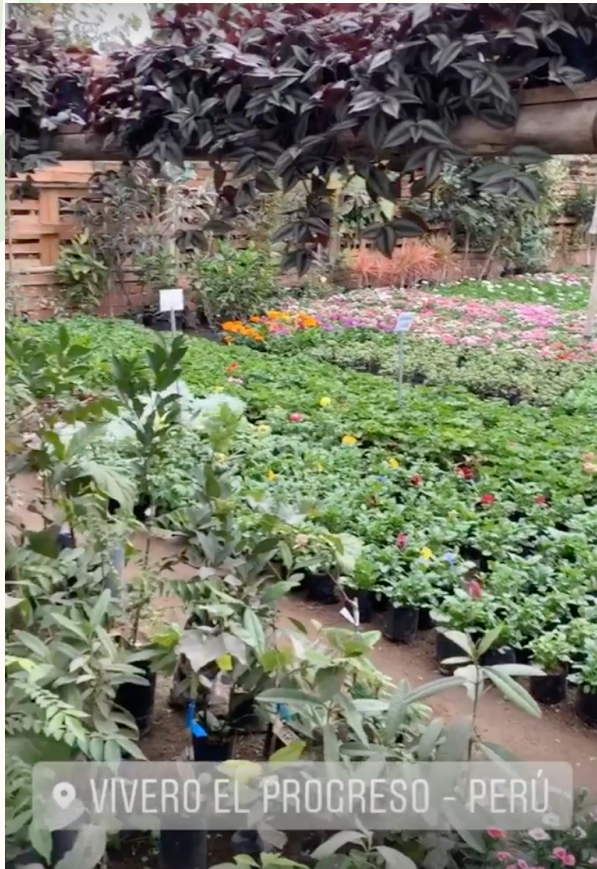


# The Challenge



In implementing a plan to achieve these goals, Sariveria faces challenges in its growth and expansion of the business. As a startup, their online presence is constantly growing but not yet at its peak. During the pandemic, Sariveria relied heavily on selling by word of mouth; it recently launched their Instagram page that is now their main source for promotion. Their website is currently under construction, hoping to grow along with their instagram. Sariveria is fully funded by their family, hoping to find long term partnerships to mutually assist each other and grow as businesses. In addition, Sariveria is constantly experimenting with many upcycling techniques they can use from recyclable materials that are thrown out the most. As a team, we decided to take time to understand these challenges and formulate recommendations we believed would benefit Sariveria.



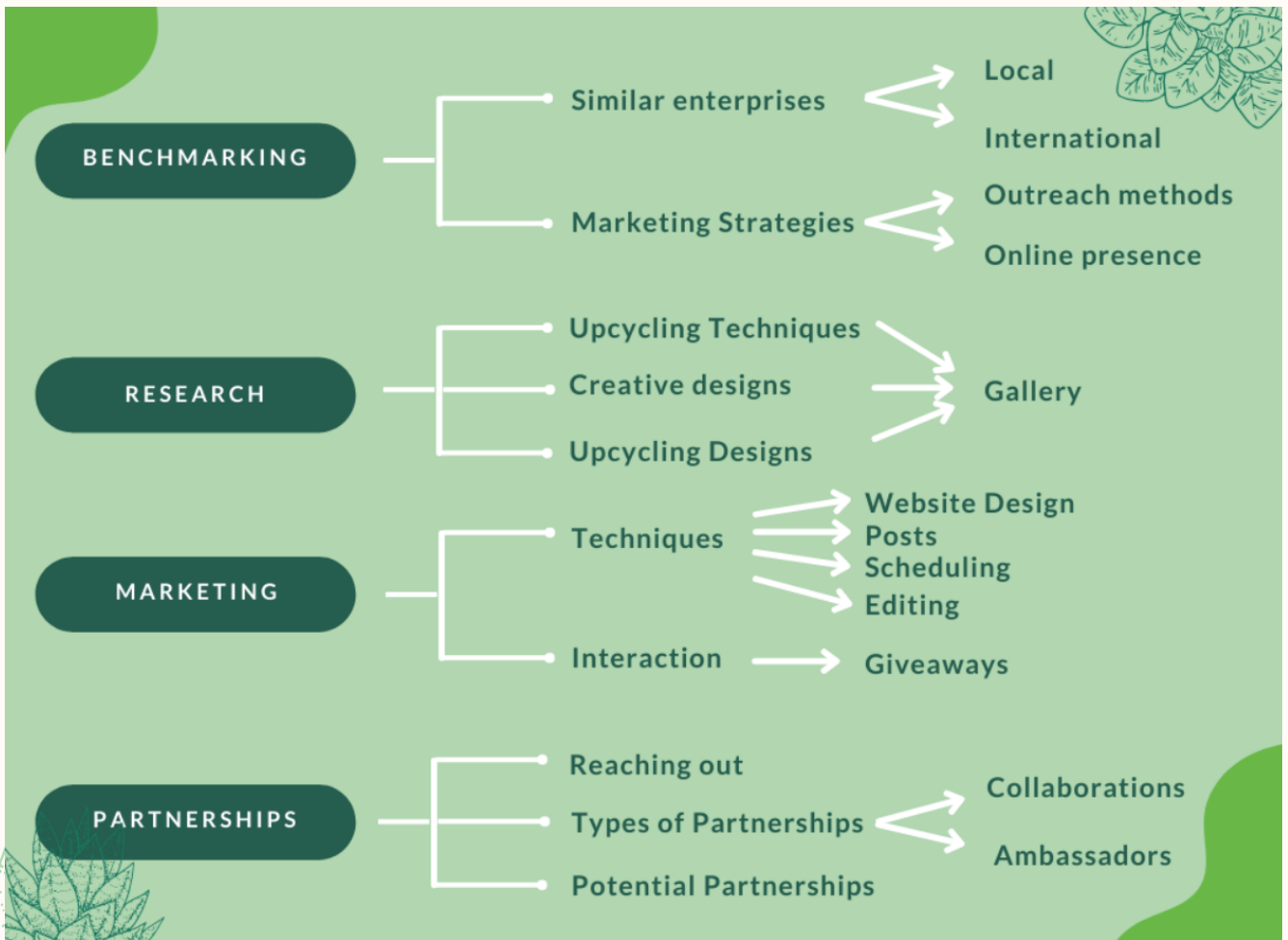


# Sariveria Planter Deisgns and Nursery Gardens

# Process Overview

When faced with such a large project, we knew that breaking everything down into sizable parts to deconstruct even further for later, was the best option. We took the terms of reference for Sariveria given to us and noted that there were four deliverables due. Being that there were 5 weeks remaining for us to complete the project, we set a schedule for ourselves; we would complete research for one deliverable each week and present our findings to our field partner each week. This would allot us one week to solidify our findings, turn them into more tangible deliverables, work on our final presentations, and work on our final report. These findings could come in the form of normal documents, google slide presentations, and even spreadsheets of benchmarking research. These meetings with our field partner not only kept us on track, but allowed for valuable feedback.

Deliverables Map: This chart shows how we organized each deliverable



# Deliverables



## Deliverable 1: Benchmark Analysis

The Benchmark Analysis deliverable required us to identify the best marketing strategies and ways of finance similar enterprises employ in the up-cycling world. We tackled this deliverable by creating a matrix on a Google Spreadsheet that detailed the businesses we found and researched. This matrix was shared with our field partner as well, in order to make sure our work process was as transparent as possible and in order to encourage collaboration between us and the field partner; our field partner even contributed some research of her own, which helped us get an even better understanding of what assistance she needed, in addition to our weekly meetings. However as we conducted our research on local Peruvian businesses, we noticed as international students, an outside perspective would be more beneficial for Sariveria, as our FP already had knowledge on the local market. Either way, we were able to take note of the businesses' products, up-cycling techniques, marketing strategies, customer base, and other notable aspects. This spreadsheet has different tabs that helped us organize our research on local and international businesses, social entrepreneurship funds and grant applications, and even a few new design and upcycling technique ideas that we happened to find along the way, which helped us tackle our second deliverable.

Deliverable 1: This is the first page of our benchmarking and reserach matrix.

Business	Location	What it Sells?	Upcycling Techniques/ Materials	Customer Based (international, local)	Operation Method (How many workers? How it runs?)	Revenue Sources (How the money is made?)	Marketing Strategies (Social media? Ads? Word of mouth?)	Other	Link to site
Baghaus	Argentina/US	They sell handmade bags and purses.	They make the bags from industrial textile waste and existing clothing.	Considering that they are spoken about in Argentina, but now based in the US in Houston TX, They have an international customer base, though it primarily resides in the US.	founder: Maria Chevez, <a href="https://www.linkedin.com/in/maria-chevez-9b31613a/">https://www.linkedin.com/in/maria-chevez-9b31613a/</a>	They usually sell at pop-up shops at events	ig(DM for inquiries): <a href="https://www.instagram.com/the_baghaus/">https://www.instagram.com/the_baghaus/</a>		<a href="https://lcarabue.nadelmundo.com/diseño-y-moda-sostenible-upcycling-economía-circular-para-sua-reutilización-creativa/">https://lcarabue.nadelmundo.com/diseño-y-moda-sostenible-upcycling-economía-circular-para-sua-reutilización-creativa/</a>
Kokonat	Spain	Bowls and utensils made from Coconut shells, they are also customizable. They also sell corporate gifts.	They use the shell of coconuts to make bowls, candles, and other utensils	They seem to sell primarily in Spain	They expanded to India and Vietnam to gather coconuts.	They sell online.	ig: <a href="https://www.instagram.com/kokonatbowls/">https://www.instagram.com/kokonatbowls/</a>		<a href="https://www.kokonat.es/contacto/">https://www.kokonat.es/contacto/</a>
Baba Black Sheep	USA	They sell gloves, scarves, headbands, and other accessories made from recycled cashmere. They do wholesale.	They gather unwanted textile waste (old cashmere) and create new accessories with them.	Their primary market is the LA region in California	The textile waste is imported (from India? For Free?)	They make money by wholesaling to clients and boutiques	They have a facebook and an instagram (accessible via their website) ig: <a href="https://www.instagram.com/bbsheepofficial/">https://www.instagram.com/bbsheepofficial/</a>		<a href="https://www.bbsheep.com">https://www.bbsheep.com</a>
Upcycle My Stuff	USA	They help grow and connect small businesses focused on upcycling. They also provide tutorials on upcycling various products.	They host various upcycling businesses and teach some techniques, so they do a range of things. They even have upcycling ideas for succulents: <a href="https://upcyclemystuff.com/fun-upcycling-ideas-for-succulents-our-top-10/">https://upcyclemystuff.com/fun-upcycling-ideas-for-succulents-our-top-10/</a>	They seem to sell primarily in the US, but it is worth a shot to take them up on their offer to help.	The company was started by one person (a mother of two) and its implied she works with other businesses (though I'm not entirely sure).		They use Youtube, Pinterest, Instagram, and facebook (all accessible via the bottom of their web page).		<a href="https://upcyclemystuff.com/about-us-upcycle-my-stuff/">https://upcyclemystuff.com/about-us-upcycle-my-stuff/</a>

# Deliverable 1: Key Findings

As we conducted our benchmarking on local Peruvian businesses, we noticed as international students, an outside perspective would be more beneficial for Sariveria. Instead of trying to research our field partner's local market, which she can easily access herself, we decided to use our international advantage and do research on the global market. As we researched international businesses, we found common themes that could be applied to Sariveria, noting down marketing strategies and outreaching methods that worked effectively for other businesses.

This is more research on more international up-cycling Businesses

furniture, plates, planters, phone/computer holder, trashcan	transforms materials from Tetrapak, gives it 2nd use, it contains all forms of recyclables; 75% de cartón y un 25% de mezcla de aluminio y polietileno	all of colombia, to schools, malls, houses, businesses, clubs, etc	working since 2013, slowly growing	sell through their website and through partnerships	discount 10% in first purchase, FB, IG, sells to other businesses, in website it allows businesses to apply to be distributors	<a href="https://proplenet.com.co/">https://proplenet.com.co/</a>
bags, origami, wallet, card holder, computer bag, accessories, etc	s recycled bovine leather, vegetable tanned eco-leather (biodegradable and toxic free) or organic cotton.	Spain and internationally	women owned business	through youtube, selling through their website	discount if you subscribe, FB, IG, YT, is also a wholesale looking for retailers	<a href="https://www.labienhecha.com/pages/las-bienhechas">https://www.labienhecha.com/pages/las-bienhechas</a>
planters; lights; baskets, bags, pouches; containers, etc	transforms company's waste into personalized, sustainable and creative gifts; upcycle from automobiles, banners, electronics, vegetable fibers, seals from cans, cans, paper, PET, bank pouch, patches, industrial uniforms	artisans are able to register to work with them, Craft shopkeeper, Fashion and accessories store, Souvenir shopkeepers, Designer, Stylist, Or another type of Legal Entity	serves 280+ companies, works with ATSA platform, created over 12 years ago, founded by Alice Freitas and Rachel Schettino	work with partners and help them get sales, part of their revenue goes to Asta where it is then reinvested into making their networking bigger	All profit coming from our sales is invested in the network itself to maximize the social impact. They mobilize groups of artisans to develop innovative products from unused materials. They were able to fill orders on a large scale and generate income for	<a href="https://www.rideasta.com.br/o-que-fazemos">https://www.rideasta.com.br/o-que-fazemos</a>
accessories, drinkware, platters, home decor, jewelry, man cave	by offering products that utilise more creativity and less electricity and reworking materials rescued before going to landfill. aim to re-purpose bottles into unique glassware products.	small shop in Australia	use sustainable methods to create their products	sell through their website and at a location in australia	join challenges, such as: Plastic Free July; delivery is carbon neutral;	<a href="https://hila.com.au/#about">https://hila.com.au/#about</a>

These are funds we and our field partner were able to find to help social entrepreneurs in Peru; this is also an example of the good collaboration we had between us and our field partner.



Name of the fund/award	Location	What it is?	url
1. agroideas (midagri),	Perú	que tienes como tres fondos que promueven el emprendimiento y asociatividad.	<a href="https://www.gob.pe/agroideas">https://www.gob.pe/agroideas</a>
2. Procompite (produce)	Perú	concurso que financia algunos planes de negocios, no necesariamente agrarios y trabajan con comunidades.	<a href="https://procompite.produce.gob.pe/">https://procompite.produce.gob.pe/</a>
3. Foncodes (midis)	Perú	este no es un fondo pero si dentro de sus programas fomenta la asociatividad.	<a href="http://www.foncodes.gob.pe/portal/">http://www.foncodes.gob.pe/portal/</a>
4. Kunan	Perú	no es del estado pero si tiene fondos que apoyan el sector rural.	<a href="http://www.kunan.com.pe/prmio/">http://www.kunan.com.pe/prmio/</a>

# Deliverable 2: Technique and Design Research

## New Designs and Upcycling Techniques

### New Upcycling Techniques

Using glass would make for interesting new designs. This is also a more accessible material



Cans are another accessible item that can be used to create interesting designs. Sariveria can use other recyclables to create interesting designs as well.

This can-top design is not only accessible, but it creates an interesting pattern. Another recyclable material can also be used to wrap between the openings of the can-top's holes. Overall, this is a dynamic material.



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Our second deliverable, technique and design research, tasked us with researching new up-cycling techniques and materials to experiment with in order to start creating and developing new products for Sariveria. This research was largely intertwined with the first deliverable, considering we already started some of this work on our benchmarking matrix. We added on to this research however by looking for new, mostly homemade or DIY (Do It Yourself) designs per request from the field partner. We also looked for designs that would allow for new and exciting planters that would allow the field partner to try new, accessible materials.

After putting links to our sources of inspiration in the business benchmarking matrix, we sought to create a more solid, straight-forward deliverable, separate from the already quite busy benchmarking matrix.

In this deliverable, we highlighted some of the designs we found that we felt were most interesting and had the most potential for Sariveria, and explained why next to each image. We've included sections of this deliverable for new designs for new upcycling techniques and materials.

### New Design Ideas



This pot doubles as a planter and a secret storage compartment. Customers will have a beautiful plant and a place for keys, money, personal items, etc.



This unique design can make a great planter to Sariveria's collaboration with local coffee shops. It can give any place a homely, academic, or office-like feel.



This design is interesting and has the potential to create many dynamic looks due to the use of rope. The ability for plants to hang allows for more space for work, and even planters.

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## Deliverable 2: Key Findings

When approaching our research, we realized that the possibilities were endless. The more we researched on pinterest, instagram, google, and youtube, the more we found new potential techniques and designs. Not wanting to overload our field partner with too much information and too many pictures, we decided to highlight six upcycling techniques that we believed were the most effective and accessible.

### New Design Ideas

This planter is not only home to a plant, but it is also the home to a fish. This is a great idea for families who want to decorate their home while also welcoming a pet.



This design whether the only does it also adds a not require

planter in all places, bookstore, etc. Not view of the plants, it succulent plants do asy plant to care for.



These planters are cute and a great way to target younger audiences. This can be a way to educate children about caring for plants while having the planters be designed in their favorite animal.



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### New Upcycling Techniques

Cookie tins can be a great way to DIY some hangable planters in your home. You have the choice of color and plants, allowing your imagination to run wild. Quick video can be found here: [video](#).



This DIY planter was made from a soup can, [video](#). It was cut and painted making it a perfect outside planter. Adding ropes adds to the design and makes it easy to hang inside or outside any place.

This design is simple but very cute and accessible to many. They are created from old jars and can be a great addition to indoor places.



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By giving six possible techniques, our team believes that Sariveria can successfully start adding to their selection of planters without feeling overwhelmed with the endless possibilities. Using the same reasoning, we decided to highlight six new designs we believed can increase their selection, and their following. Not only are some of the designs we suggested unique, some of the planters can be used for multiple purposes.



# Deliverable 3: Marketing Strategy

Our third deliverable was to look into possible partnerships, but after further discussion with our field partner, we agreed that the marketing deliverable should be approached before partnerships. This would allow Sariveria to have a solid online presence, context, and a larger fanbase when reaching out to potential partners. The marketing deliverable, and perhaps the most intensive deliverable due to how new Sariveria is, tasked us with developing a marketing strategy. This included guidelines and examples of communication material (ads and posts) for social media. We focused mainly on social media marketing, due to the fact that we are living and working in what is, and what will continue to be to some capacity, a virtual world. This is because we are still in the midst of the COVID-19 pandemic and we want to expand Sariveria to international audiences; social media is the most effective way to do this. The main deliverables we've made for Sariveria in this category are a social media steps checklist, a social media marketing resource list, a posting schedule calendar, and a terms and conditions page for a possible brand ambassador program.





The checklist we created works as a list of steps for Sariveria to follow in order to successfully create and run their social media marketing plans. The checklist details how to create and run a tiktok account, Instagram account, what to include on the sariveria website that is currently in development, and how to run a Brand Ambassador program.

The TikTok posting schedule also aligns with the instagram posting schedule that we recommend. Additionally, these TikToks can be posted on Instagram Reels, which would further Sariveria's outreach on the platform and save time.

TIK TOK						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
Create content for 2 weeks						
8 Brain-storm	9 Edit/prepare	10 Post	11 Create content	12 Post	13 Create content	14 Post
15 Brain-storm	16 Edit/prepare	17 Post	18 Create content	19 Post	20 Create content	21 Post
22 Brain-storm	23 Edit/prepare	24 Post	25 Create content	26 Post	27 Create content	28 Post
29 Brain-storm	30 Edit/prepare	31 Post				



The marketing resource list gives suggestions for apps and hashtags that would make carrying out the marketing plan easier. For example, we recommended different editing apps that would make it easier for our field partner to create TikToks. We also recommended different hashtags and other events she could try on her Instagram page.

This is a sample event and post that Sariveria can try when they reach milestone follower counts on Instagram



Lastly, the terms and conditions page for our proposed brand ambassador program lays out the agreements that both Sariveria and potential ambassadors would adhere to.



We've included this deliverable in both English and Spanish. We've done the same with the sample post, seeing as her audience will likely be made up of primarily Spanish speakers.



## Deliverable 3: Key Findings

Marketing proved to be the most intensive deliverable, considering Sariveria is such a new business. However, because of this, we were also able to assist in implementing a strategy based on our research. As previously mentioned, the pandemic renders social media marketing the best option, so we focused our marketing strategy on it. We were able to tailor our research specifically to Sariveria, creating the deliverables that our field partner would be able to immediately start using. Due to our partner's interest in creating a TikTok, we decided to shift most of our focus on how she should best approach this task, along with insights on the best practices to upkeep her new TikTok account and her other socials.

# Deliverable 4: Partnerships

			like mentioned above.	
6. Nicky & Lou (Influencer)	International		Vidria focuses on upcycling glass and plastics- some materials Sariveria uses. Partnership can allow us to share techniques and skills (won't lead to competition because they create different products). It can also lead to collabs through giveaways.	M P
7. Upcycle My Stuff	International (USA)			

3. Vidria	Local (Lima, Peru)	Vidria focuses on upcycling glass and plastics- some materials Sariveria uses. Partnership can allow us to share techniques and skills (won't lead to competition because they create different products). It can also lead to collabs through giveaways.	M P
4. YMCA Peru	Local & Educational (Peru)	The YMCA holds many youth courses and programs. Partnering with the YMCA won't only allow for the organization to purchase planters and place around their facility, but create some sort of 3-D printing or "planter making" course to provide for youth in the community.	W I E i n P S
5. Karen Lema (Influencer)	Local	Karen Lema has a strong IG follower platform. She focuses on being sustainable, but through her passions for cooking	In @

**Things to look for in a potential partner**

- Similar values: upcycling, eco-conscious, social impact
- A mutually beneficial relationship
- Have a set vision in what you want from a partnership.
  - You should both be transparent about what you want

**Potential Partners:**

Name	Type (Local, International, Educational, Influencers, etc.)	Reason Why
1. The Coffee Road	Local (San Isidro, Peru)	This coffee presents a for plants, planters ca to tables a centerpiece Sariveria k planters or known that created by spread the customers.
2. Neira Cafe Lab	Local (Miraflores, Peru)	This coffee simple. Har add plants walls can b aesthetic a environment can also se

## Partnerships

**Reaching out: What to include in the message**

- ☐ Introduce yourself.
- ☐ Describe Sariveria, its story, and its values.
- ☐ Compliment their work: this helps form a bond so that the partnership can grow.
- ☐ Explain what you want out of the partnership:
  - What ideas did you have in mind?
  - How is this business involved?
  - What does this business get out of a partnership with Sariveria?
    - Any discounts on products?
    - Free way to manage recyclable waste
- ☐ Provide an action item. Examples include:
  - "Please reply with \_\_\_ if interested"
  - "Let me know if you'd like to meet up and discuss this further."

**Types of Partnerships**

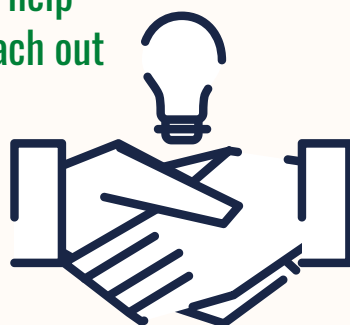
- Coffee shop themed planters for a coffee shop partner
- Character designs/molds for an illustrator partner
- Materials: Partner provides Sariveria recyclable materials to make the planters
  - Tip: Be open about wanting this type of partnership on your website. Consider posting about it on your Instagram story in order to get access to more material.
- Influencers
  - Brand Ambassador Program mixes partnerships and Marketing

Our fourth and final deliverable tasked us with finding networks and databases of like-minded communities or organizations of producers and artisans in order to find potential partnerships. Admittedly, this proved to be the most difficult deliverable. Thankfully, a lot of this research was also done within the first deliverable, seeing as we were searching for businesses similar to Sariveria. We took note of which businesses would be good matches for partnerships and also took note of what businesses were explicitly open to partnerships. We also wanted to focus on the types of partnerships that Sariveria could form. For example, Sariveria can partner with local coffee shops and provide plants as decor. Sariveria could also partner with a pop-culture-oriented place and provide planters that were based on anime or cartoon characters, seeing as they have made themed planters before. Additionally, they could partner with a business that creates a lot of recyclable waste and take said waste off their hands for free or at a low cost. We've outlined these ideas, as well as businesses that would be great to reach out to in our Partnerships document.

## Deliverable 3: Key Findings



We believed that partnerships should be the last deliverable, because of how new Sariveria is. Having an online presence, especially in a fully virtual environment, is essential to getting noticed and collaborating with others. Because of this, we included local shops as our primary potential partnerships. Our field partner knows more about her community than us, so we believed that showing examples of candidates can help her identify who she can reach out to within her community.



# Recommendations + Next Steps

After creating our deliverables, we want to highlight some recommendations and next steps for Sariveria.

## Short term:

1. Create a TikTok and launch their website. We believe these are essential in completing their online presence as a business.
2. Post consistently in all social media platforms, whether that's similar/same posts to increase engagement
3. Create business cards to promote and share with customers/ potential partners to stay in direct contact with Sariveria.

## Medium Term:

1. Reach out to local businesses and ask if they are interested in partnering with Sariveria, highlighting how it would be beneficial to both parties involved.
2. Launch a giveaway for hitting a milestone to promote engagement with their followers on all platforms.

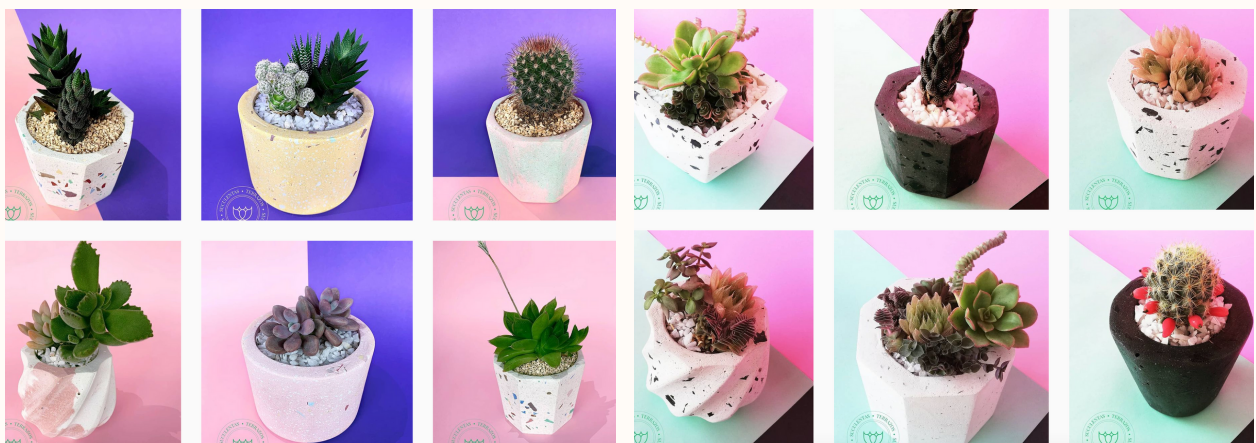
## Long term:

1. Establish the Brand Ambassador Program, starting with local influencers within Peru and eventually reaching out to international influencers.
2. Along with reaching out to international influencers, Sariveria should look into reaching out to potential international businesses that show interest in partnerships.

# Conclusion



In this report, we focused on presenting the four main deliverables: benchmarking similar enterprises, researching upcycling techniques, creating a marketing strategy, and listing potential partnerships. These four include actionable items and deliverables that Sariveria can carry out at any time; these include the creation of TikTok account, Brand Ambassador program, educational programs, etc. These are recommendations and it is up to our field partner to execute them if she wishes and considers it the appropriate time to do so for Sariveria. The deliverables all serve long-term effects that can initiate a promising start now, and lead to a prosperous, successful future.



# Reflection



Coming into this 6-week project, we had open minds, knowing that this will not only be an insightful, productive experience for our field partner, but also for ourselves as well. As a result, all three of our team members took away one key takeaway from this journey:

1. Getting out of your comfort zone is crucial to personal growth.
2. Be intentional with everything that you do.
3. Focusing on the bigger picture will result in a well-rounded learning experience.

These three takeaways will play an influential role as all three of us leave this program with the ongoing aspirations of creating our own start-ups in the near future.

Photos of us and our Field Partner

