

# How to set up a package free shop

and what to consider when  
founding a sustainable business

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# Das Gramm

- April 2016
- Unpackaged food
- Oasis of well-being
- Organic, high quality, amazing taste
- Local farmers & fair trade importers
- Zero Waste Café – no food waste



# Dekagramm

- April 2018
- Workshop space
- Space for events
- More products
- Bigger storage
- Potential for growth





# Lessons learned

- Advice
- Bigger picture
- Challenges
- Authenticity
- Unforseeable
- Time

# Customers' perspective

- Convenience
- Easily accessible information
- Transparency
- Education – HOW
- Emotion





# **Single-Use Plastics Directive**