



UNIVERSIDADE CATÓLICA PORTUGUESA

14 Graus: fighting for the survival of its online marketplace

In a cold morning in February 2022 in Lisbon, Portugal, Tiago Andrade, and Nuno Santos, founders of 14 Graus, were very disappointed while looking at their company's revenue figures.

Sales had reached a little over €9000 during the first and a half year of operations (Exhibit 1)

Maria Bação Simões prepared this case under the supervision of Nuno Magalhães Guedes, in partial fulfillment of the Dissertation requirements for the degree of MSc in Business Administration, at Universidade Católica Portuguesa, in May 2022, as a basis for class discussion rather than to illustrate either effective or ineffective handling of a management situation.

Founded on Instagram as an informative sustainability community, 14 Graus was an online marketplace for clothing with low environmental impact, and eco-friendly products for personal hygiene, home decoration, and accessories.

The company reached almost 20,000 followers on Instagram which generated over 9000 visits to the website. However, 14 Graus failed to convert them into customers. The situation was so serious that Tiago and Nuno did not know how could the company pay the salaries at the end of the month.

It was time to meet with the other members of the team in order to discuss how could 14 Graus overcome its problems and increase sales.

The beginning

By October 2019, a group of friends that met at the university, including Tiago, Nuno, and a few other students, started discussing ways to contribute to a more sustainable world. Sustainability was a universal concern at the time, and these students were under the impact of the words of António Guterres, General Secretary of the United Nations, who considered that all young people should get involved in environmental sustainability initiatives as the mission of their generation. These students began looking more deeply at topics related to sustainability. They felt that there were not many reliable sources that made this kind of information available in a practical and affordable way, making it difficult for people in general to be informed and consequently interested in the topic.

Through what these students learned from that research, mostly in scientific articles on the Internet, many of them paid for, they recognized that Instagram would be a perfect way to reach young people and to convey a clear and brief message about how to reduce the ecological footprint. That social network offered the possibility to share good practices for a broader number of people in a convenient way. Therefore, 14 Graus was officially founded in February 2020 as an informative sustainability community on Instagram. According to the founders, their mission was "to learn, teach and discover new solutions so that in the future, our children can receive a legacy we are proud of."

At that time, both Tiago, 22, CEO of 14 Graus, and Nuno, also 22, Co-CEO, were attending a Master's degree in Business and were involved in an entrepreneurship club. Other key members of the team were Filipa Sousa, 24, Head of Communication, responsible for the Instagram page,

Miguel Gomes, 22, a Marketing Specialist, responsible for partnerships, and Mariana Guerra, 22, also a Marketing Specialist, responsible for the Instagram page with Filipa.

Initially, 14 Graus' concept was to be an online community that talked about sustainability topics, starting with the consequences of global warming, embodied in an Instagram page. According to Nuno, the team only knew the basics of sustainability, such as "you shouldn't use plastic, turn off the water while brushing your teeth, ...". So, the main goal of this community was to learn and teach about sustainability-related topics, so that they could all reduce their ecological footprint and improve the quality of life on earth.

During the first months, 14 Graus published mainly informative posts of sustainable routines, suggestions of everyday products (personal hygiene and cleanliness) with a lower environmental impact, and posts warning about the consequences of global warming (Exhibit 2). At this point, posts generated little more than 100 likes. These first months were largely a time for learning, where the founders tried to build the identity of 14 Graus. According to Tiago, at that time the team was quite disorganized and didn't have a plan stating the type of content and frequency of the communication with followers.

While developing insights on different sustainability topics and how to decrease the ecological footprint, Tiago decided to offer his girlfriend for her birthday a backpack from Pegada Verde, an online marketplace of eco-friendly alternatives. Now, he knew that a simple act to buy gifts from brands selling sustainable products made a difference. This gift sparked the business opportunity in his mind. So, he thought that people who followed 14 Graus Instagram page would also want to buy products with sustainability concerns.

So, Tiago started looking at some Instagram pages that not only were similar to 14 Graus, but also had a website or an online marketplace. These marketplaces were websites that brought together offers of products or services from several sellers, allowing customers to find a large diversity of brands. They attracted traffic to the website, for example by running external campaigns, by screening credible suppliers and by processing payments. The marketplaces revenues were generated by the difference between the price charged by the brand and the selling price to the end customer. Tiago noticed that most of those Instagram pages had more than 20,000 followers, which probably meant several thousand Euros in sales. Given these numbers, the team believed that in Portugal there was a market interested in buying sustainable products. If 14 Graus tried to grow its community on Instagram, perhaps it could also succeed in a marketplace. In addition, the resale margins were very attractive, around 50%, so 14 Graus only needed to sell half of its stock to recover its investment.

Halfway through 2020, Tiago and the rest of the team decided to start planning the online marketplace. They had neither a structured business model for this marketplace nor the money to do it.

They wanted to start by testing some products which they believed would be best sellers to buyers of sustainable products, like solid shampoo, menstrual cups, and water bottles. Then, they would do it by trial and error, selling different products, to understand which ones were successful. Miguel first contacted around 15 brands, such as OrganiCup, Babu and Kutis, which 14 Graus had already shared on Instagram, in order to negotiate the minimum quantities of their best sellers.

In November 2020, after these first exploration efforts, and with just over 400 followers on Instagram, 14 Graus decided to launch its online marketplace (Exhibit 3). The team created the website of 14 Graus by itself and associated its marketplace to Shopify¹ to register orders and sales, whose monthly subscription was €20. The first collection was personal hygiene, and it included products such as natural deodorants, bamboo toothbrushes and solid shampoo.

First steps of 14 Graus

After launching the online marketplace, one of the main goals of 14 Graus was to gain exposure and to reach the followers of the Instagram page. The team believed that its Instagram would convert these followers into marketplace customers. They started by releasing a giveaway at the beginning of December 2020, in order to increase the brand visibility (Exhibit 4). The giveaway gathered around 200 likes, barely more than usual at that time, and didn't generate any increase in sales. The prize was a reusable bottle, which was on sale on the marketplace.

Also for the 2020 Christmas season, the company ran a campaign on Fast Fashion VS Slow Fashion (Exhibit 5) for the launch of the marketplace second collection, Sustainable Clothing, believing it had the potential to grow sales. On Instagram the campaign was released through 2 posts, both in video format. The first one showed Nuno taking off several similar coats, but with different colours, highlighting the number of low-priced, mass-produced clothes people bought, with no concern for the environment. In the second, the video presented some of the sustainable clothing solutions on sale in the marketplace. The team noticed that this campaign

¹ Shopify is a subscription-based e-commerce platform that allows companies to set up an online store. It has features to manage products, inventory, payments, and shipping.

was generating a lot of views and likes on Instagram, so it decided to invest around €20 in Instagram ads to reach even more people. Together these two posts generated 20,000 views and over 1500 new followers on Instagram.

During December, the online marketplace generated close to €1000 in orders from family and friends, who were placed directly with the team of 14 Graus. In addition, 9 sales and €642 were registered on Shopify (Exhibit 6). The team considered these numbers positive having in mind the size of the community on Instagram. The year 2020 ended with the thought that if in just 2 months and 2000 followers on Instagram, the marketplace made about €2000, then with the 20,000 followers 14 Graus hoped to have at the end of next year, the dream could come true.

In the first month of 2021, Filipa made a post on 14 Graus' Instagram page that generated another 'boom'. It was just an image of the ocean as a background with the sentence: "*Chamamos de meio ambiente porque já destruimos metade? – Laura, 9 anos*", where a young girl was calling the attention to the damage inflicted to the environment. The team also invested in paid advertising on this post, which generated almost 35,000 views and 200 comments.

During the first year of the Instagram page, preserving consistency in communication became a challenge. So, each of the team members was in charge of making a post on a specific theme. For example, Tiago addressed sustainable projects, Filipa marketplace products and so on. It triggered a kind of competition to see who had more likes and/or comments, and the team invested around €20 to €30 in Instagram advertising in the more successful posts in order to reach even more people (Exhibit 7).

By the end of February 2021, 14 Graus realized that posts promoting the products of the online marketplace, were the ones that generated the least views and interactions of the followers. So, these were avoided and were only run through campaigns, like the one about Fast Fashion vs Slow Fashion, where the products themselves were not so evident.

In the following months, the Instagram page continued to constantly grow, reaching 8000 followers in March 2021. 14 Graus' sales, unlike the Instagram page, evolved by spikes, specifically when the team invested substantial money and effort, through photo shoots, marketing campaigns, etc (Exhibit 8). Nuno and Tiago started to worry about how could the company pay the salaries of 5 people with these sales. How to recover the investment of €4450 up to that point in marketing campaigns and paid advertising was also a concern.

The Portuguese market

After the first months of operations, by May 2021, the team considered that more visits to the website coming from the Instagram page and more orders and sales generated from those visits were needed. The online marketplace also required a greater diversity of brands and products. The team started by studying the demand side, namely by identifying the target groups and the behaviour trends in the sustainable products market. On the supply side, it studied who offered similar products through online marketplaces in Portugal.

Google Analytics allowed to examine valuable information to understand who were the visits of 14 Graus website and current customers, and to try to convert those visits into customers and to get them to buy more. According to Tiago, the target were essentially Millennials, between 25 and 40 years old, women (Exhibit 9), "who were leaving home, starting to make their own decisions and to change their behaviour, in relation to what they ate and what they consumed". In Portugal there would be a market of around 54.000 consumers of sustainable products, equivalent to 3% of the Millennial generation, at that time.

In 2020, from several studies, it was possible to conclude that 68% of the global Millennial population was willing to pay more for a product with sustainability concerns. Also, half of these were available to pay 10% more of the value of the product. This generation sought products that matched its beliefs and lifestyle, and relied primarily on its peers and social networks, rather than brands. Since covid-19, the subject of sustainability in the decision making of this people had gained even more relevance. They preferred using eco-friendly packaging, products that helped to improve the quality of the environment and that reduced the use of plastic. By 2021, 30% of the global millennial generation had significantly changed its behaviour, with 1/3 of these people starting to choose sustainable products. However, price and product quality remained the dominant criteria in consumer choices (*Recent Study Reveals More Than a Third of Global Consumers Are Willing to Pay More for Sustainability as Demand Grows for Environmentally-Friendly Alternatives*, 2021).

In the Portuguese market for sustainable products, 14 Graus identified 4 competing Instagram pages with online Marketplaces (Exhibit 10).

Pegada Verde resold products mainly for personal hygiene and accessories. In February 2022, it had a community of 105,000 followers and 108 partner brands.

Mind The Trash had the same business model and type of products as Pegada Verde. It resold products from 22 brands and had 60,000 followers.

Maria Granel had an online and physical shop and resold groceries, personal hygiene items and accessories. By February 2022 it had a community of 77,000 followers.

Do Zero was founded by the sustainability influencer Catarina Barreiros and it had an Instagram community of 25,000 followers (Exhibit 11). Its marketplace had around 400 orders per month with an average value of €20.

By June 2021, 14 Graus launched the marketplace Home collection (Exhibit 12), which sold reusable coffee capsules, candles and ecological detergents, with the Dropshipping² model. One of the goals of adding this collection to its clothing line was to differentiate 14 Graus from the competition, since the other sustainable product marketplaces in Portugal sold mainly personal hygiene items and accessories.

Additional sources of revenue

For the second half of 2021, one of the major goals of 14 Graus was to come up with additional sources of revenue so as not to be reliant on the success of the online marketplace, which hadn't yet materialized.

With a focus on empowering 14 Graus' followers and clients to change the future of the planet, Mariana and Filipa developed the "Revista 14 Graus" (Exhibit 13), an online magazine, officially launched on 14 June 2021. It was written by the company founders and inspired by topics such as vegetarian food and consequences of water contamination. It also shared some sustainable projects and news from the activities of 14 Graus. To have access to the monthly magazine, people subscribed the newsletter, where they also had available a section with exclusive discounts on products from the marketplace. 14 Graus expected the magazine to convert its readers into customers, or at the very least to generate brand awareness among readers. In its first 6 months, the magazine attracted around 50 subscribers, and the team quickly recognised that it was increasingly difficult to get people interested in receiving email advertising.

At the same time, the Environmental Social Governance (ESG) subject was increasingly relevant internationally, reflecting the reputation and trustworthiness of companies. For this

² Dropshipping is a model that allows the online marketplace to act as a sales intermediary, since the responsibility for the management of stocks and deliveries is on the product suppliers.

reason, 14 Graus concluded that a good business idea could come from this topic. The team began by surveying the interest of some companies about ESG audits on their own business or their competitors'. These audits were studies on the perception of consumers and employees on the sustainability of companies, that gave greater recognition to businesses that stood out in this area. After a lot of exploration meetings, no companies wanted to go ahead with the audits. 14 Graus believed that the firms with whom they spoke did not see the potential of the topic and so did not want to invest in the study or were not available to be compared with the competition. Still, Tiago strongly believed in the potential of ESG, and considered that it offered an opportunity worth pursuing. Months later, he founded RM Analytics with a close friend. This company allowed asset managers to adapt their investment portfolios, through treated and unbiased information on the ESG of companies. Consequently, in the last quarter of 2021, Tiago could only work part-time at 14 Graus. In the following months, Mariana, Filipa and Miguel, after finishing their Masters, also started working full-time at other companies, leaving only Nuno full-time at 14 Graus.

At the same time, 14 Graus realised that there was a lot of greenwashing³ in clothing brands in Portugal. There wasn't much easily accessible information that explained why one fiber was more sustainable than others. And there were several environmental variables that could be analysed (CO₂, water use and cultivation area, microplastic release, among others), allowing the identification of positive and negative points on each fiber. Thus, based on several scientific studies, including the Master Thesis of 3 of the founders (Mariana, Tiago and Nuno), the team of 14 Graus calculated the Fashion Impact Score, allowing to evaluate 11 fibers. The team asked for help to a programmer friend, who integrated the score in Shopify. Since the online marketplace was already connected to Shopify, the software read the percentages of each fiber through the item descriptions and the manufacturing origin, to assign a score to each item (Exhibit 14).

14 Graus was not able to sell this software to companies as it did not have enough human resources to explore more fibers, and thereby attribute a score to as many items as possible, and to integrate the software into the website of future clients. However, it was still possible for 14 Graus to do environmental consultancy for clothing brands with the knowledge provided by the

³ Greenwashing was a way for companies to make customers believe that their products, services or mission had more environmental impact than they actually did.

software. But the company ended up focusing its efforts on the online marketplace and the monthly magazine, where it felt more comfortable.

In November 2021, the company developed a second-hand market, to see how much their sales would rise, as it knew its buyers were environmentally conscious and the price factor was the most important for them. The market took place at 14 Graus' online marketplace for two weeks, in partnership with Mycloma and RE.para, two Portuguese online shops for buying and selling second-hand clothes. There were 150 items for sale, and the objective was to give visibility to each of those brands and increase sales. Two weeks later, sales were not higher than the usual level. The main reason identified by 14 Graus was that those clothes were not as appealing to the eye, when compared to others.

The year 2022 started with something 14 Graus had wanted to do for a long time, the first product with its own brand. It was a sweatshirt, selling for €28, with a 50% margin. It was available in 4 different colours, and had the following sentence sewed "Estou aqui a sentir um clima"⁴ (Exhibit 15). There were few suppliers in Portugal with access to organic cotton and recycled polyester, and the team chose a company from Aveiro, Maudlin Merchandise, who ordered the sweatshirts from two B2B companies. They were from Bangladesh and had certifications such as, STANDARD 100 by OEKO-TEX®, PETA, Organic Blended and Recycled Blended. An official launching was organized at Lisbon's events facility Fábrica Braço de Prata, which cost €300. 14 Graus invited about 100 friends and all of them took photos and videos to share on their social networks with the sweatshirts on, to create a local boom on Instagram. Two months later, from the 150 units that the company ordered, 127 were sold.

14 Graus wished to produce sweatshirts in Portugal, for consistency with brand values reasons, although it would be more demanding because larger orders would be required. Future orders would always depend on the availability of sizes and colours from suppliers. Sweatshirt sales went well when considering only friends, although they were not that successful when compared to the larger community on Instagram. According to Nuno, adding a clothing brand required dedication and resources, which 14 Graus didn't have at that time. Additionally, carrying inventory was against the marketplace model at that time.

⁴ "I am feeling a climate", which played with the word climate, as it could mean atmospheric climate or liked when a "chemistry" is experienced among two people.

A not so bright reality

Two years after it was founded, 14 Graus was an online marketplace selling sustainable products, published a monthly magazine, offered sustainability studies for companies, and had a software that scored environmentally clothing. Apparently, the company had several revenue-generating features, but the sales situation was so bad that it couldn't even pay Nuno's salary (see Exhibit 1 for the Income Statement).

Exhibits

Exhibit 1 - 14 Graus' Income Statement, November 2020 – February 2022

Revenue	
Total Revenue	9 136,76 €
Cost of Revenue	6 981,63 €
Gross profit	2 155,13 €

Expenses	
Marketing	
Designers	150,00 €
Photographers	1 495,50 €
Google Ads	259,73 €
Events	530,00 €
Canva Pro	191,84 €
Instagram	2 697,00 €
Storyblocks	200,00 €
Magazines	177,96 €
Cowork	
Office Cowork	2 995,78 €
Other Operational expenses	
Company registrations	479,15 €
Shoppify and App translation	783,00 €
App translation weglot	133,00 €
Google emails	29,48 €
Stripe comissions	46,88 €
Ifthenpay (mbway comissions)	15,83 €
Paypal comissions	26,27 €
Other Expenses	
Dinners and supermarkets	211,20 €
Fuel	120,00 €
Total Expenses	10 542,62 €

EBIT	(8 387,49) €
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Net Income	(8 387,49) €
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Cost of stock still to be sold 3 074,68 €

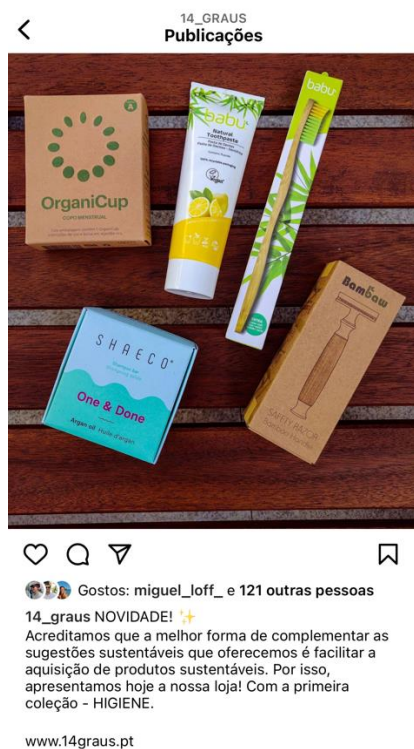
Source: internal information 14 Graus

Exhibit 2 - 14 Graus Instagram post - Consequences of global warming, April 2020



Source: 14 Graus Instagram page

Exhibit 3 - Launch of the online marketplace on Instagram, November 2020



Source: 14 Graus Instagram page

Exhibit 4 - Instagram Giveaway, December 2020

14_graus

Giveaway

14°C SUSTENTABILIDADE AMBIENTAL

5 VENCEDORES

1º PRÊMIO:
1 GARRAFA 0,75L EQUA À ESCOLHA
RESTANTES VENCEDORES:
ESCOVA DE DENTES BABUECO + 25% DE DESCONTO NA
COMPRA DE UMA GARRAFA EQUA
JÁ DISPONÍVEL EM WWW.14GRAUS.PT

Gostos: filipafp97 e 211 outras pessoas

14_graus GIVEAWAY A DECORRER! ✨

1º Prémio - 1 Garrafa da marca Equa, com a possibilidade de escolher o modelo de entre os quatro disponíveis.

Restantes vencedores - 1 escova de dentes Babueco + 25% de desconto na compra de uma garrafa Equa através da nossa loja: www.14graus.pt

Source: 14 Graus Instagram page

Exhibit 5 - Fast Fashion VS Slow Fashion campaign on Instagram, December 2020

14_graus

Este discurso é dito por Carl Sagan, em 1990, sobre uma fotografia tirada ao nosso planeta a uma distância de 6 bilhões de quilômetros. Nessa fotografia a Terra representava apenas parte de um único pixel da imagem - um pequeno e pálido ponto azul. "Pale Blue Dot", é o nome dessa fotografia.

Todos fazemos parte desse pequeno ponto. Nós sabemos que a missão da nossa geração é melhorar o impacto que o ser humano tem no nosso planeta. E tudo começa com as nossas escolhas. Escolhe fazer parte da mudança - escolhe sustentável.

*Discurso completo no nosso IGTV

17 367 visualizações · Gostos: margaridatamm

14_graus Coleção 2021 Moda Sustentável







Source: 14 Graus Instagram page

Exhibit 6 - Marketplace Sales, December 2020

Shopify Orders	Gateway	Created At	Amount
#1012	stripe	2020-12-25 00:46:33 +0000	25,00 €
#1011	stripe	2020-12-21 20:02:29 +0000	10,90 €
#1010	stripe	2020-12-21 16:24:08 +0000	40,00 €
#1009	stripe	2020-12-20 15:11:11 +0000	43,10 €
#1008	stripe	2020-12-18 20:18:10 +0000	25,49 €
#1007	stripe	2020-12-18 16:51:14 +0000	42,50 €
#1006	paypal	2020-12-15 15:01:24 +0000	43,20 €
#1005	stripe	2020-12-08 21:38:13 +0000	25,50 €
#1004	stripe	2020-12-08 15:12:02 +0000	386,31 €

Source: internal information 14 Graus

Exhibit 7 – Paid advertising on Instagram

	10/03/2021 • Criado por Filipa ... Promoção de conteúdos do Instagram	Concluído	20 723 Alcance	113 Cliques em ligações	15,00 € Gasto(s) de 15,00 €
	04/03/2021 • Criado por Filipa ... Promoção de conteúdos do Instagram	Concluído	27 688 Alcance	368 Cliques em ligações	21,00 € Gasto(s) de 21,00 €
	26/02/2021 • Criado por Filipa ... Promoção de conteúdos do Instagram	Concluído	30 862 Alcance	379 Cliques em ligações	18,41 € Gasto(s) de 21,00 €
	26/02/2021 • Criado por Filipa ... Promoção de conteúdos do Instagram	Concluído	32 056 Alcance	502 Cliques em ligações	21,00 € Gasto(s) de 21,00 €
	06/02/2021 • Criado por Filipa ... Promoção de conteúdos do Instagram	Concluído	48 077 Alcance	478 Cliques em ligações	24,00 € Gasto(s) de 24,00 €
	23/01/2021 • Criado por Filipa ... Promoção de conteúdos do Instagram	Concluído	27 720 Alcance	213 Cliques em ligações	21,00 € Gasto(s) de 21,00 €

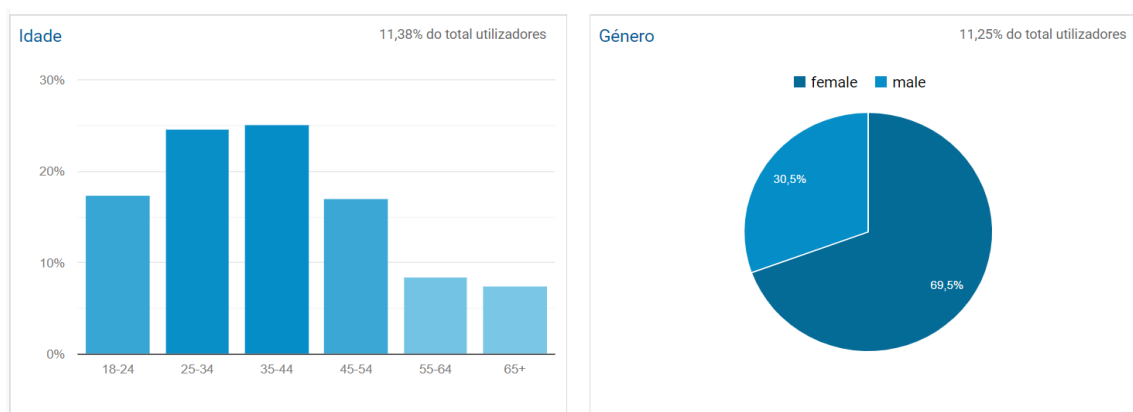
Source: internal information 14 Graus

Exhibit 8 - Sales evolution per trimester (October 2020 - January 2022)

Trimestre ▲	Sessões	Duração média da sessão	Taxa de rejeição	Taxa de conversão	Sessões convertidas
Resumo	27.806	00:03:39	49,61%	0,34%	95
out. de 2020	1.898	00:03:44	47,58%	0,42%	8
jan. de 2021	5.103	00:05:19	62,71%	0,27%	14
abr. de 2021	5.109	00:02:44	52,30%	0,08%	4
jul. de 2021	4.505	00:03:11	55,45%	0,24%	11
out. de 2021	8.584	00:03:09	37,30%	0,45%	39
jan. de 2022	2.607	00:04:38	50,59%	0,73%	19

Source: internal information 14 Graus

Exhibit 9 - Google Analytics – Age and Gender of 14 Graus’ website



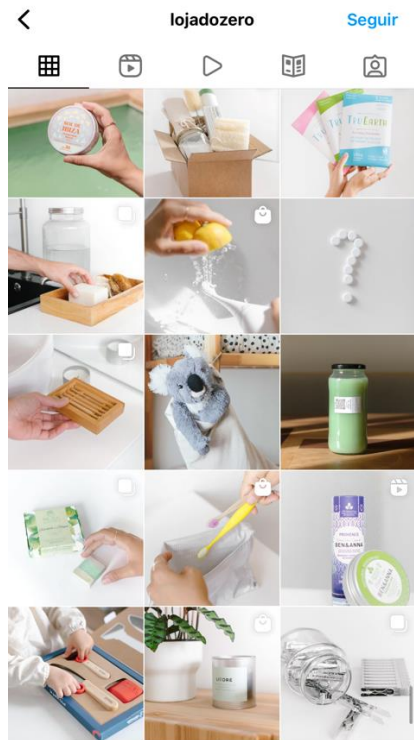
Source: internal information 14 Graus

Exhibit 10 - Competition in Portugal

	Followers	Brands	Business Model	Products
Mind the trash	61,8k	22	Resale	Personal Hygiene and Accessories
Do Zero	83,5k	112	Resale	Personal Hygiene and Accessories
Pegada Verde	105k	108	Resale	Personal Hygiene and Accessories
Maria Granel	77,5k	Personal Hygiene and Cosmetics only	Resale, physical and online shop	Groceries, Personal Hygiene and Accessories
14 Graus	20,2k	44	Dropshipping	Personal Hygiene, Accessories and Clothing

Source: internal information 14 Graus

Exhibit 11 - Do Zero Instagram Page



Source: 14 Graus Instagram page

Exhibit 12 - 14 Graus Online Marketplace - Home Collection



Turquoise Palm Tree — €150
14 GRAUS

Prasiolite — €130
14 GRAUS

White Jade — €70
14 GRAUS

Moonstone — €35
14 GRAUS

ESGOTADO



Kit Básico - Cápsula
Reutilizável para Nespresso
— €36,90
WAYCAP



Kit Completo - Cápsula
Reutilizável para Nespresso
— €62,90
WAYCAP



Kit Básico - Cápsula
Reutilizável para Dolce Gusto
— €19,90
WAYCAP



Kit Completo - Cápsula
Reutilizável para Dolce Gusto
— €29,90
WAYCAP

Source: 14 Graus Website

Exhibit 13 - Revista 14 Graus, 1st edition



01 SUSTENTABILIDADE

O que é a Sustentabilidade | Princípios base

02 THE SEED

Iniciativa | Coleções

03 ECONOMIA CIRCULAR

O que é | Pontos Fortes e Fracos | Iniciativas

04 CONSUMO CONSCIENTE

O que é consumir de forma consciente

Como implementar no dia-a-dia práticas de consumo consciente

05 ALIMENTAÇÃO

THE EQUAL FOOD
 Receita de Bolo de Iogurte de Coco, framboesas e Limão

Como começar a ser Vegetariano

06 PRODUTOS + SUSTENTÁVEIS

Produtos que tornam a rotina diária mais sustentável

Vantagens e Desvantagens da utilização da escova de bambu

07 REAPROVEITAMENTO

Como Começou
 Os Vasos
 Os Suportes
 Os Canteiros
 RE.BORN

Iniciativa
 Efeito Borboleta
 Indústria da Moda
 RE.PARA

08 SUGESTÕES 14 GRAUS

Aplicações que ajudam a diminuir a pegada ecológica

Source: internal information 14 Graus

Exhibit 14 - Fashion Impact Score



pt-PT ▾

Naz

Loriga I

Score Ambiental: 9.6/10

€80,00 €64,00

Imposto incluído. [Envio](#) calculado na finalização da compra.

Tamanho

TAMANHO ÚNICO

Cor

CINZENTO VERDE

Quantidade - 1 +

ADICIONAR AO CARRINHO

COMPRE JÁ!

Source: 14 Graus Website

Exhibit 15 - Sweatshirt 14 Graus



pt-PT ▾

CAMISOLA 14 GRAUS

SCORE AMBIENTAL: 7.1/10

€28,00

Tamanho Cor

S Branco Cru

SCORE AMBIENTAL = 7.1/10

+ Utiliza recursos renováveis

Produzido fora da

... Ler mais

- 1 + Esgotado

Source: 14 Graus Website