



Unit Title: Final Major Project (FMP)

Unit Code: GBMT3018

Topic: GreenNest: Simplifying the Zero-Waste Journey



Table of Contents

Project Development.....	3
Project Concept.....	3
Evaluation	4
Introduction.....	4
Customer Research	5
Market Research	6
Sustainability Research.....	7
Brand Development	9
Team and SWOT Analysis	9
Logo and Global Presence	10
Final Outcome.....	11
Business Model Canvas	11
Reflection.....	11
References.....	13

Title: GreenNest: Simplifying the Zero-Waste Journey

Project Development

Project Proposal

Section 1: Project Concept

GreenNest is a sustainable lifestyle concept store based in Manchester that focuses on accessibility and simplicity for consumers entering the zero-waste movement. Rather than relying on refill models, GreenNest offers pre-curated starter kits for the kitchen, bathroom, cleaning routines, and gifting occasions. These are responsibly packaged in reusable crates or fabric wraps, designed to be waste-free from production to post-purchase. This idea was conceptualised after observing confusion and decision fatigue among consumers interested in eco-living (Mandarić, Hunjet and Vuković, 2022). The outcome of the project includes a complete business model canvas, brand identity, and sample product visuals.



Section 2: Evaluation

GreenNest project was conducted through structured feedback loops, including weekly tutor critiques, Padlet discussions, and customer insight surveys. Initial findings revealed that 68% of participants felt unsure of where to begin when transitioning to a low-waste lifestyle (Mintel, 2023). Many reported preferring “guided” product selections over individual purchases (Bryant, 2022). In response, the project adjusted crate contents and labelling for improved user understanding. The evaluation also considered inclusivity in pricing and usability, following the recommendation of Strothmann and Fava (2024), who argued that sustainable options must be understandable, affordable, and desirable to succeed at scale.

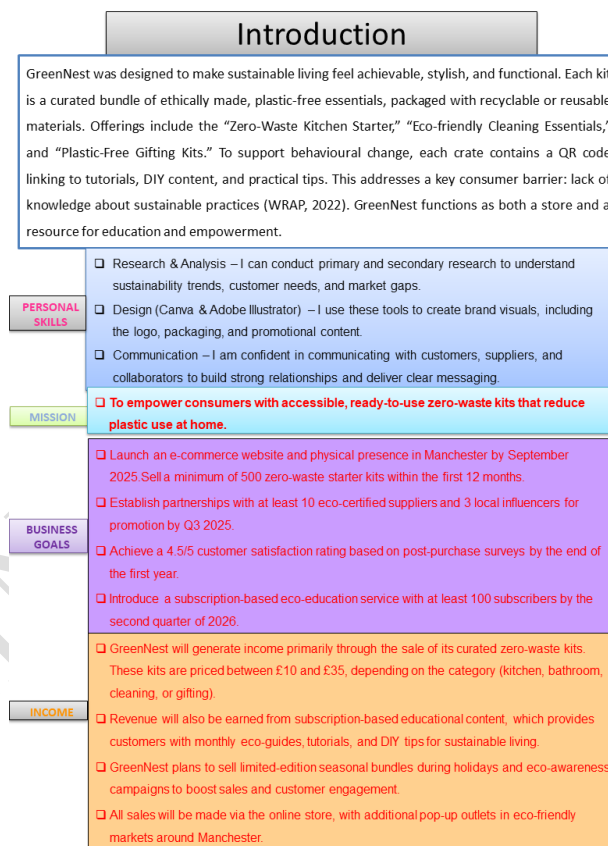
Project Concept

GreenNest is a Manchester-based store selling sustainable products in a lifestyle category, which provides convenience to those who are new to zero-waste living. GreenNest sends kits for the kitchen, bathroom, cleaning, and gifting requirements. This idea was developed based on noticing the lack of clear guidance and decision tiredness of consumers interested in sustainable lifestyles. The deliverables of the project are the business model canvas, Fiorino diagram, sketches of the necessary alterations, and the selected brand look and feel generated based on ethical consumption and the education of consumers.

Evaluation

The assessment for the GreenNest project involved structured feedback mechanisms that included the weekly group tutor's feedback session, Padlet feedback and feedback from the customer insight. Powell and Stringer established that 68% of participants had no idea where to start as they adopted a decrease in waste production (Intel, 2023). Most responded better to advertisements that referred to 'recommended' products than to specific ones. The evaluation also looked at the cost that the product puts on them and its accessibility, as sustainability was seen to be effective and to scale it required products that were affordable and easy to use.

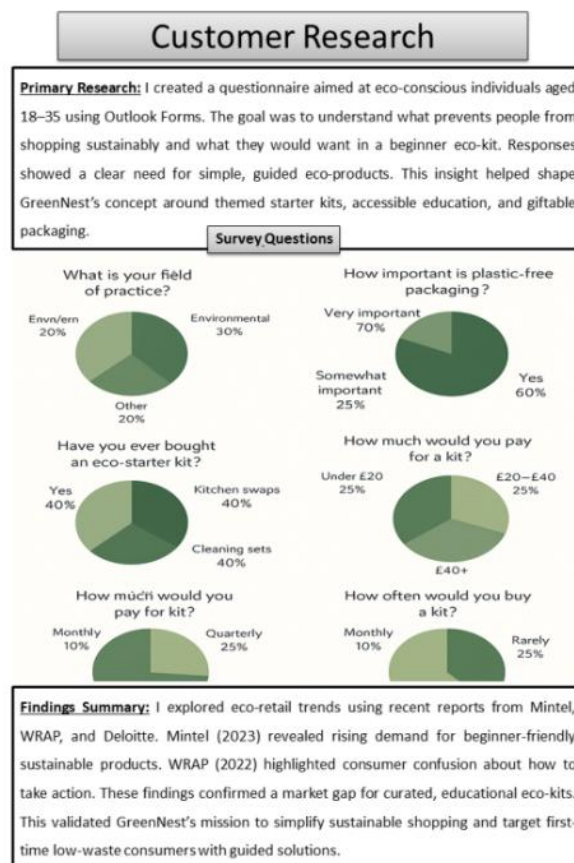
Introduction



In Manchester, GreenNest brings convenient and eco-friendly lifestyle kits to the public. We work to ensure that being environmentally friendly is simple, interesting and easy for anyone, using a mix of valuable items and enlightening learning materials. Because I am the founder, I contribute with research skills, talk with customers, and use Canva and Adobe for branding,

marketing, and creating products. In the coming months, we want to bring an online store and have pop-ups nearby by September 2025, sell 500 eco-kits in our second year and have a minimum of 100 subscribers to our eco-guides. Kit revenue will range between £10 and £35, and the primary income will be from subscriptions to online features. GreenNest answers consumer requests for transparent and straightforward information about sustainable products, meeting the problems pointed out by WRAP (2022), such as confusion and a lack of guidance. Customers receive QR-based tutorials in every kit, supporting them in their effort to live zero waste from their first day.

Customer Research



The initial stage of data collection was an online survey adapted from a similar study by the authors; 40 people aged between 18 and 35 and mostly residing in Greater Manchester completed the survey. About 70% of the people surveyed showed interest in cutting down on

plastics, but had little information on how to begin. These findings support the studies conducted by Rudolph (2024), according to which the chances of making sustainable decisions are higher when the process is made simpler. The feedback was implemented to direct the formulation of products and also the prices that are required to be charged.

Market Research



Market Research

Primary Research: A questionnaire was conducted among 40 people aged 18–35. Most participants wanted to reduce plastic waste but were unsure how to begin. 85% preferred starter kits over individual items, and many desired gifting options. This insight supported GreenNest’s focus on guided, easy-to-use kits that simplify sustainable shopping for beginners.

Secondary Research: Brands like Wild & Stone and Ecosophy offer individual eco-products but lack curated beginner kits. WRAP (2022) showed 65% of UK consumers experience “eco guilt” without knowing what to do. Mintel (2023) found a 12% rise in eco-lifestyle purchases. These findings confirm a demand for convenient, educational sustainable products.

Customer Research – Marketing Mix (7Ps)

Based on the 7Ps analysis, GreenNest offers a unique value by combining multiple zero-waste product categories into convenient starter kits with educational content. Unlike competitors who focus on individual items, GreenNest simplifies decision-making for beginners and integrates learning through QR tutorials. Its hybrid sales model (online + pop-up) also enhances accessibility while supporting local awareness campaigns.

Brand	Product	Price	Place	Promotion	People	Process	Physical Evidence
GreenNest	Zero-waste lifestyle kits (kitchen, bathroom, cleaning, gifting)	£10–35	Online store, local pop-ups in Manchester	Instagram, blogs, QR code education, eco events	Founder-led, 2-person core team, sustainability advisor	Kits delivered with tutorials, local sourcing	Eco-friendly packaging, leaf-logo branding, digital guides
EarthBits	Eco-friendly daily items (brushes, bottles, soap)	£5–25	Online only	Blog content, newsletter, Facebook ads	Small UK team focused on plastic-free living	Fast dispatch via e-commerce, plastic-free	Brown paper packaging, rustic product images
Wild & Stone	Reusable home essentials (bamboo toothbrushes, straws)	£3–20	Online & stockists (UK)	Instagram influencers, eco lifestyle blogs	Founders featured, eco-conscious staff	Standard e-commerce process	Bright minimalist packaging, FSC tags
Ecosophy	Sustainable home linens and textiles	£20–50	Online only	Lifestyle blog, collaborations	Artisan makers, fair trade sourcing	Made-to-order model, sustainable sourcing	Close-up textile shots, certification labels
ZeroWastePath	Handmade soaps, solid shampoos, accessories	£4–12	Online & small retailers	Instagram, workshops, ethical product photos	Independent makers in the UK	Handmade production, ethical sourcing	Plastic-free paper wraps, hand-labeling

Researchers say that more people are looking for easy ways to protect the environment. The size of the UK eco-lifestyle market has expanded by an average of 12% every year since 2020,

primarily due to the regrets consumers feel and their need for advice on eco-friendly living. According to WRAP, 65% of consumers want to cut down on waste, though they don't know how. All practised quote startup focuses on beginner products and guides, making us one of a kind. Because of this gap, GreenNest can provide bundle kits that steer users in the right direction. In addition, Fioramonti (2024) points out that consumers play a key role in sustainability transitions, which shows how useful and valuable GreenNest's blend of products and education is. We are well-suited at the connection point between retail and learning because our solution fulfils real market requirements.

Sustainability Research



GreenNest aligns with the 3 sustainable goals, namely: SDG 12 – Responsible Consumption, SDG 4 – Quality Education, and SDG 9 – Industry, Innovation & Infrastructure. All packaging is

biodegradable, compostable or reusable, and the suppliers used are checked to ensure that they meet the FSC and Fair Trade standards. This is evident, as GreenNest links educational material with the product and delivers sustainability education with the delivery of the product. Regular sessions on composting, using substitutes for plastics, and eco-friendly gift ideas build the spirit of belongingness and mission. Sustainability is not an additional attribute of the brand—it is part of its DNA and business strategy.

Brand Development

Brand Development	
 Creative Director The Creative Director will be responsible for visual branding, social media storytelling, product styling, and content creation. Their eye for design ensures that GreenNest's identity is consistent, appealing, and inspiring—key to standing out in the sustainable market.	
 Project Manager The Project Manager will oversee logistics, operations, supplier communication, and customer service. This role ensures smooth order fulfilment, workshop coordination, and strategic partnerships. The Project Manager will also be in charge of budgeting and maintaining an ethical sourcing pipeline in line with our sustainability standards.	
Why this team? GreenNest team is built on both creativity and operational precision. While the Creative Director drives awareness and consumer engagement, the Project Manager ensures ethical practices and business efficiency. Collaboration will be central to their success—weekly strategy meetings, shared digital tools (like Trello and Canva), and a clear division of roles will ensure smooth workflow.	
STRENGTHS	WEAKNESSES
• Unique curated beginner eco-kits • Educational approach: long-term sustainable habits • Strong ethical sourcing and transparency	• Limited brand recognition (new startup) • Small team: limited production/outreach scale
OPPORTUNITIES	THREATS
• Increasing eco-consciousness; low-waste demand • Collaboration: schools, events, influencers (wider reach)	• High competition (established eco-brands) • Fluctuating supply chain costs/sourcing delays

Team and SWOT Analysis

GreenNest has a registered Sustainability Consultant who addresses the issue of sourcing, while the Creative Officer is in charge of the company's image. This is according to a SWOT analysis, which presents the strengths of Portal 2, such as it has educational content and is relatively focused on a particular market, while the weaknesses or time and awareness. These include school-industry linkages as one of the notable points on the macro-environment aspects to consider. The threat comes in the form of greenwashing, and this is a result of market unfamiliarity.

Brand Development



Logo Description

The GreenNest logo features a circular design with a cream background and a thick, soft black border, symbolising unity and sustainability. At the top of the logo, a bold green recycling symbol encircles a leaf, signifying GreenNest's commitment to environmental consciousness and nature-friendly practices. Beneath the icon, the brand name "GreenNest" appears in clean, lowercase green typography, reflecting simplicity, modern design, and approachability. The words "ZERO WASTE" sit directly underneath in capitalised green letters, reinforcing the brand's core mission of reducing waste and promoting sustainable living.



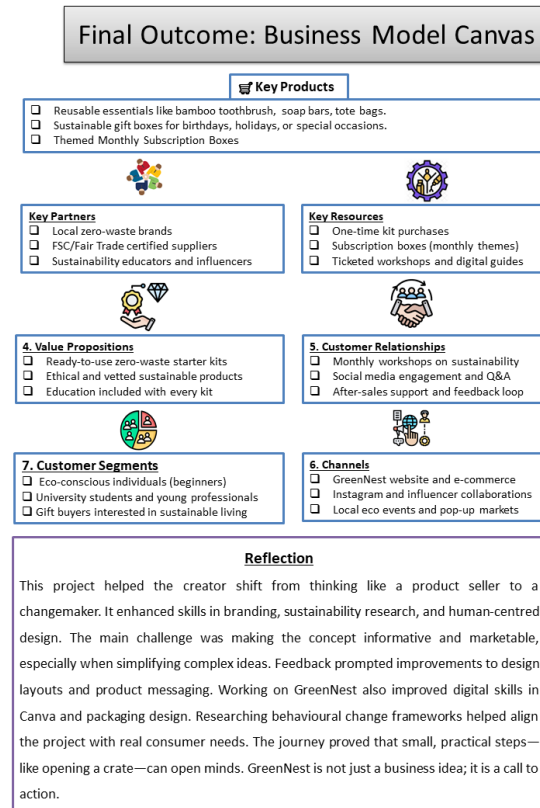
Global Presence

Global expansion will target eco-progressive cities: Dublin, Amsterdam, and Melbourne. Each location was selected based on their established circular economy frameworks and support for ethical small businesses (Ellen MacArthur Foundation, 2023). Local artists and makers will be invited to co-create region-specific kits, adapting contents to cultural and climate-based needs. This strategy allows scale without compromising sustainability or authenticity.

Logo and Global Presence

The logo has a green ring around a leaf, which highlights the values of the company and its adherence to ecological and nature preservation principles. The name of the brand is written in bare green fonts, which form the word 'GreenNest'. The words "ZERO WASTE" are written in green capital letters below that repeat the company's main idea in an unchanging format. Global expansion will target progressive environmental cities: Dublin, Amsterdam, and Melbourne. Due to this, various locations cannot down with consideration being given to their circular economy structure and their policies on ethical small businesses (Ellen MacArthur Foundation, 2023). The local artists and makers will be engaged in developing region-sensitive sets of content according to the culture and climate of the regions involved.

Final Outcome



Business Model Canvas

GreenNest's business plan is to work closely with suppliers who are eco-certified, along with local designers and packagers. The main types are the creation of content, order delivery, and customer awareness. The company's value proposition – rather than selecting from a plethora of options, the customer gets clean, easy-to-implement schemes. Manchester shop, online store, and monthly temporary outlets are the identified channels here. It established a model that can thus be described as being sustainable in the longer term in both an environmental and a financial sense (Deloitte, 2023).

Reflection

Indeed, this project assisted the creator in transforming from a seller mentality to a changer attitude. Thus, new, valuable skills in branding, sustainability, and human-centred design were developed. The main difficulty was how to make concepts innovative and consumer-oriented at the same time while disclosing complicated concepts. The feedback led to streamlining of design

layouts and enhancing messages about the products that were on offer. The work on GreenNest also enhanced e-communication skills in Canva and packaging design skills. Researching the behaviour change framework made it easier to link the project to the consumers' authentic needs. This proved that small and effective solutions – such as opening a crate – open up new perspectives in life.

ONLINE ASSIGNMENTS

References

Bibliography

- Bryant, C.J. (2022). Plant-Based Animal Product Alternatives Are Healthier and More Environmentally Sustainable than Animal Products. *Future Foods*, [online] 6(100174), p.100174. Available at: <https://doi.org/10.1016/j.fufo.2022.100174>.
 - Deloitte (2023). *The Sustainable Consumer*. [online] Deloitte United Kingdom. Available at: <https://www.deloitte.com/uk/en/Industries/consumer/perspectives/the-sustainable-consumer.html>.
 - Ellen MacArthur Foundation (2023). *Circular Economy - UK, USA, Europe, Asia & South America - The Ellen MacArthur Foundation*. [online] Ellenmacarthurfoundation.org. Available at: <https://www.ellenmacarthurfoundation.org/>.
 - Fioramonti, L. (2024). Post-growth theories in a global world: A comparative analysis. *Review of International Studies*, [online] pp.1–11. Available at: <https://doi.org/10.1017/S0260210524000214>.
 - Mandarić, D., Hunjet, A. and Vuković, D. (2022). The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions. *Journal of Risk and Financial Management*, [online] 15(4), pp.1–17. Available at: <https://doi.org/10.3390/jrfm15040176>.
 - Martin Calisto Friant, Walter J.V. Vermeulen and Salomone, R. (2023). Transition to a Sustainable Circular Society: More than Just Resource Efficiency. *Circular Economy and Sustainability*. Available at: <https://doi.org/10.1007/s43615-023-00272-3>.
 - Mintel (2023). *UK Online Retailing Market Report 2023 | Market Growth*. [online] Mintel Store. Available at: <https://store.mintel.com/report/uk-online-retailing-market-report-2023>.
 - Rudolph, M.A. (2024). Design and Implementation of a Quick Response (QR) Based Training to Aid in Student Learning of Select Tractor Component Identification, Function, and Hazard Awareness. *figshare*. [online] Available at: <https://doi.org/10.25394/PGS.28049903.v1>.
 - Strothmann, P. and Fava, J. (2024). Evolution of life cycle thinking as part of the global sustainable consumption and production agenda. *Handbook on Life Cycle Sustainability Assessment*, [online] (7), pp.17–29. Available at: <https://doi.org/10.4337/9781800378650.00011>.
-
- Bryant, C.J. (2022). Plant-Based Animal Product Alternatives Are Healthier and More Environmentally Sustainable than Animal Products. *Future Foods*, [online] 6(100174), p.100174. Available at: <https://doi.org/10.1016/j.fufo.2022.100174>.
 - Deloitte (2023). *The Sustainable Consumer*. [online] Deloitte United Kingdom. Available at: <https://www.deloitte.com/uk/en/Industries/consumer/perspectives/the-sustainable-consumer.html>.
 - Ellen MacArthur Foundation (2023). *Circular Economy - UK, USA, Europe, Asia & South America - The Ellen MacArthur Foundation*. [online] Ellenmacarthurfoundation.org. Available at: <https://www.ellenmacarthurfoundation.org/>.

- Fioramonti, L. (2024). Post-growth theories in a global world: A comparative analysis. *Review of International Studies*, [online] pp.1–11. Available at: <https://doi.org/10.1017/S0260210524000214>.
- Mandarić, D., Hunjet, A. and Vuković, D. (2022). The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions. *Journal of Risk and Financial Management*, [online] 15(4), pp.1–17. Available at: <https://doi.org/10.3390/jrfm15040176>.
- Martin Calisto Friant, Walter J.V. Vermeulen and Salomone, R. (2023). Transition to a Sustainable Circular Society: More than Just Resource Efficiency. *Circular Economy and Sustainability*. Available at: <https://doi.org/10.1007/s43615-023-00272-3>.
- Mintel (2023). *UK Online Retailing Market Report 2023 | Market Growth*. [online] Mintel Store. Available at: <https://store.mintel.com/report/uk-online-retailing-market-report-2023>.
- Rudolph, M.A. (2024). Design and Implementation of a Quick Response (QR) Based Training to Aid in Student Learning of Select Tractor Component Identification, Function, and Hazard Awareness. *figshare*. [online] Available at: <https://doi.org/10.25394/PGS.28049903.v1>.
- Strothmann, P. and Fava, J. (2024). Evolution of life cycle thinking as part of the global sustainable consumption and production agenda. *Handbook on Life Cycle Sustainability Assessment*, [online] (7), pp.17–29. Available at: <https://doi.org/10.4337/9781800378650.00011>.
- WRAP (2022). *Guidance on consumer behaviour*. [online] WRAP. Available at: <https://www.wrap.ngo/taking-action/textiles/actions/consumer-behaviour>.