

# Grazzhopprz

Annual Report 2010-2011



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# A year of buzzing with Grazzhopprz...

## Dear Readers,

A bit more than a year ago, we put our **marketing and sustainability** brains together and came up with the idea of a **blog about good initiatives**. We started writing about what we saw around us and the **Grazzhopprz** blog had soon taken shape. We believe in celebrating important milestones. And with this report we celebrate two: **our 1 year online**, as well as the **100<sup>th</sup> blog post**! Time to look back and see where this journey has taken us so far.

We come from **different backgrounds** and Grazzhopprz has had different impact on us. To Tove, who has always been looking for sustainable alternatives, it was the **amazing response from the initiatives we covered** that made the biggest impression – every contact we have with them give us a great boost to continue discovering! Perhaps the best compliment was hearing from one of the people we'd blogged about that **she got inspired** when she read about her own project on our website!

To Mikaela, who's marketed many different products, it was a thrill to see **how many good initiatives there are out there**! Of course our antennas are on high alert, but we really never need to think about what we should write about, it seems we are surrounded by good and inspiring products with stories and other initiatives **we want to buzz** about!

To our readers: **Thanks for your feedback & following** our discoveries of inspiring initiatives, products with a story, moments of reflection and insights, and all other good stuff we come across!

*"Grazzhopprz is a wonderful portal that presents beautiful products and ideas that make life just a little nicer."*  
Ingrid Plom, Fabsworld



Tove



Mikaela

Thank you so much for following our blog and for your nice response.

Tove & Mikaela

Yeah! **100**  
published post

# Buzzing numbers



In the period: 1 May 2010 - 1 May 2011

Published blog posts: 100 (!)

**15**

about local goodies

**39**

about good (web) shopping

**12**

about international happenings

**9**

provided insights about the word of consumerism

**25**

were about other good stuff

# Countries we covered



Switzerland



Norway



Spain



Nepal



New Zealand



Sweden



Vietnam



Italy



Finland



Belgium



South Africa



UK



the Netherlands



Macedonia







France



Latvia



# The people behind

From the very beginning, it was clear to us that **we needed more antennas** than our own: we needed Grazzhopprz spread out around the globe with different backgrounds reporting on good things they came across. We work with **regular bloggers** and provide the opportunity to contribute with on-off posts to **guest bloggers**. In our first year, Loth Kroeger  made a bridge between Asia and Europe from Vietnam; Charleen Parkes  provided interesting glimpses of the green fashion world; Trude Fossum  shared her Scandinavian view on e.g. food; Jocke Eriksson reported from his South-African travel; Gabish Joshi shared his view from a producer perspective and Marsha Green  and Magdalena Curlette let us in on their local discoveries.

Read more: **Meet our bloggers** <http://grazzhopprz.wordpress.com/meet-our-bloggers/>

## Grazzhopprz Buzz



*"I do not have to think very long about it... And you know why? Your blog was different than all other pieces written about With a touch of Rose. You highlighted my passion, so the passion of the entrepreneur behind the scene. Why I think this was unique? We didn't talk about it, we talked about how great the products are, about the sustainability, doing something good by buying our products. Nevertheless you found the essence of founding this organisation."*

Anne-Rose Hartman – van der Krabben, **With a touch of Rose**  
[www.withatouchofroze.nl](http://www.withatouchofroze.nl)

*"When I got a mail from Grazzhopprz saying they blogged about the website, I was thrilled. In many ways Grazzhopprz has the same objective: discovering interesting stuff and sharing it with the world. Especially small initiatives, like the GTP, are helped tremendously by spontaneous blogs like Grazzhopprz. But, after having followed the blog for some time now, I know that their readers get the best deal by being part of a continuous discovery of good and inspiring initiatives. Thumbs up!"*

Elmar Haker, **Global Trade Project**  
<http://www.globaltradeproject.com/gtp-links/>



# So what do we buzz about?



## Recycling

Recycling was a recurring theme in Grazzhopprz in the past year. Perhaps not such a wonder, seeing we're using up a lot of our natural resources in our products, and a **good way to be sustainable, is to recycle**, re-use or upcycle existing products. We reported on a broad range of products, ranging from accessories to paint.



## The story behind

The products we report on all have their own stories. Sometimes their stories are part of them, as an integral part of the products themselves. Sometimes the initiative itself has a story. Many of the initiatives we came across intrigued us to find out the whole story behind. Why does someone set up a water project in Ethiopia? What's it like working with fair trade producers in Nepal? How come a traveller in South Africa starts handing out footballs to children? We found out, and we told the stories - or **let the people behind the initiatives tell their own story**.



## "Local goodies"

It's amazing what you see if you only keep your eyes open! That's what we discovered when we kept stumbling upon local goodies, ranging from **green shopping in Paris, Stockholm, Amsterdam...** to paradise-like eco-travel alternatives. Another type of inspiring **local initiatives** were those that brought different groups from society closer together, providing opportunities to each other. Such as disadvantaged women in Vietnam benefiting from the profit a cookbook brings in, or Swedish students brought in contact with the sustainability business world.



## Organic

Just like recycling, **organic products** was a recurring theme in our posts. We were not surprised to find out (and report on) how the organic market had fared better than the conventional one in the recession, after all, the organic bags, cosmetics, baby clothes, chocolate, wine, garments and many other products that kept popping up and prompting us to write, were already our evidence!



## Making aware consumer choices

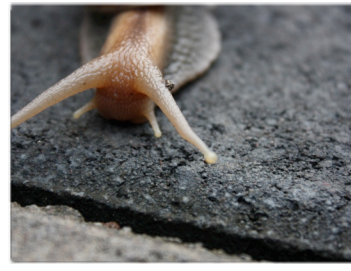
Let's face it: **we all want to buy good products**. Products that are good for ourselves, the people who've made it, the environment: good in every sense of the word. But how do you know what's good? How do you know which ingredients to avoid in cosmetics? How do you know which eggs are from happy hens? Which fish to eat? And should you eat meat at all? What is 'sustainable'? We're not claiming to have all the answers, but **we share our insights** and those of others who also want consumerism to be something positive!



## Fashion

**Sustainability and fashion go great together**, as we repeatedly reported on, with special thanks to our fashionista Charleen Parkes who knows what's up in the amazing world of fashion. We covered several stories of good companies using **environmentally-friendly** materials such as **organic cotton** and **bamboo** – and this in luxury, high-fashion clothing.”

[www.grazzhopprz.wordpress.com](http://www.grazzhopprz.wordpress.com)



## ...just stop and think for a moment

You can't think of all noble causes and dilemmas every day. Yet there are many issues screaming for attention. Perhaps that's the reason for the many days or weeks dedicated to a specific theme. We reported on some of them, on themes we believe it's worthwhile to pay attention to. And shared some other thoughts of people who've managed to convey the essence in just one sentence. **Stopping to think for a while**, to reflect, is a good reminder **to live according to what you believe in**. And in the end, that's what it's all about.



## Around the corner

With Grazzhopprz spread out around the globe, the realities we report from differ. Mikaela used to consider Barcelona a city lagging behind in the sustainability trend, at least compared to the Dutch situation, but has come to change her mind several times during the year, “I keep saying that I don't see or cannot find **good sustainable and ecological initiatives** in Barcelona but from this day on I will keep my eyes open and mouth shut”, she reported in January when she'd discovered a cooperative for ecological food. She also received a bit of help from readers reporting back on local goodies they'd discovered in Barcelona, and all in all we must conclude that there are quite a few good initiatives going on in the Spanish coastal city.

# Trends & what's next?



By actively paying attention to what's going on in the world around us, we also report on **trends**. Sometimes explicitly, when we follow the (green) trends on fashion events for instance. Or when we report on awards handed out to good initiatives. But also by discovering new ingredients e.g. in cosmetics, signalling how certain products and materials are being phased out – be that by law or by consumer choice (just think about plastic bags!) – and by seeing how trade chain traceability reaches the end-consumer through open communication (and marketing!) where consumers can track their products to the raw material.



**What happens next?** "Life is like a box of chocolates – you never know what you're gonna get", as Forrest Gump's mama used to say. We also don't have a clear picture of which road to take and where we will take Grazzhopprz, but we're looking forward to finding out and exploring our options.

**Interested in knowing more?** For those of you who are interested in knowing more about Grazzhopprz or would like to get your initiative featured in the Grazzhopprz blog please do not hesitate to contact us.

...We would love to hear from you.



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