

“Green Goldi” - First package-free shop in Rostock, Mecklenburg-Western Pomerania

Green Goldi is a start-up zero-waste store that opened in 2019, right in the middle of the CTCC project. The two owners managed to work on a prototype as well as opening their store. Their aim of participation in the prototyping and innovation process was to develop an online platform for customers who want to pre-order their products as well as get inspired to try new products. They worked together with an architect and creative booster Björn Dargus and developed a prototype. Due to COVID-19 pandemic and the impact on retailing, they got the opportunity to try out a new service and gather experience.

<https://www.greengoldi-unverpackt.de/>