

human*

Changing perceptions

Improving lives

Sonnet



Contents

- What is Human*
- Theory of Change
- About Human* founder, Orianna Fielding
- How you can help

what is human*

Human* is the culmination of 10 years of work within Sustainable retail.

Its foundation builds on an ethical, sustainable social lifestyle concept that has been developed over a decade by serial social entrepreneur and retail sector expert Orianna Fielding. It is set to drive social change within the retail sector.

Human* will be the first department store focused on positive impact, providing a mainstream platform for charities and social enterprises to showcase these organization and the sustainable retail concept to the commercial market. The core concept includes an employment model that aims to engage with people who have been distant from the workforce for a variety of reasons including homelessness.

Each floor of the building will be dedicated to a different social cause such as Homelessness, Zero Waste and Wellness. Concessions on each floor will be run by charities seeking to raise awareness (and draw in new supporters) and social enterprises selling products that align to the theme: together they will raise public awareness of the issue, change public perceptions and showcase social enterprise products.

Orianna's deep knowledge and experience in the sustainable retail space has been augmented by connections with several charities that represent some of the most complex issues facing society. Organisations such as Shelter and PWC's the Brigade bring expertise in delivering change for people who have been distant from the workforce and in raising public awareness of social issues.



How will human* work

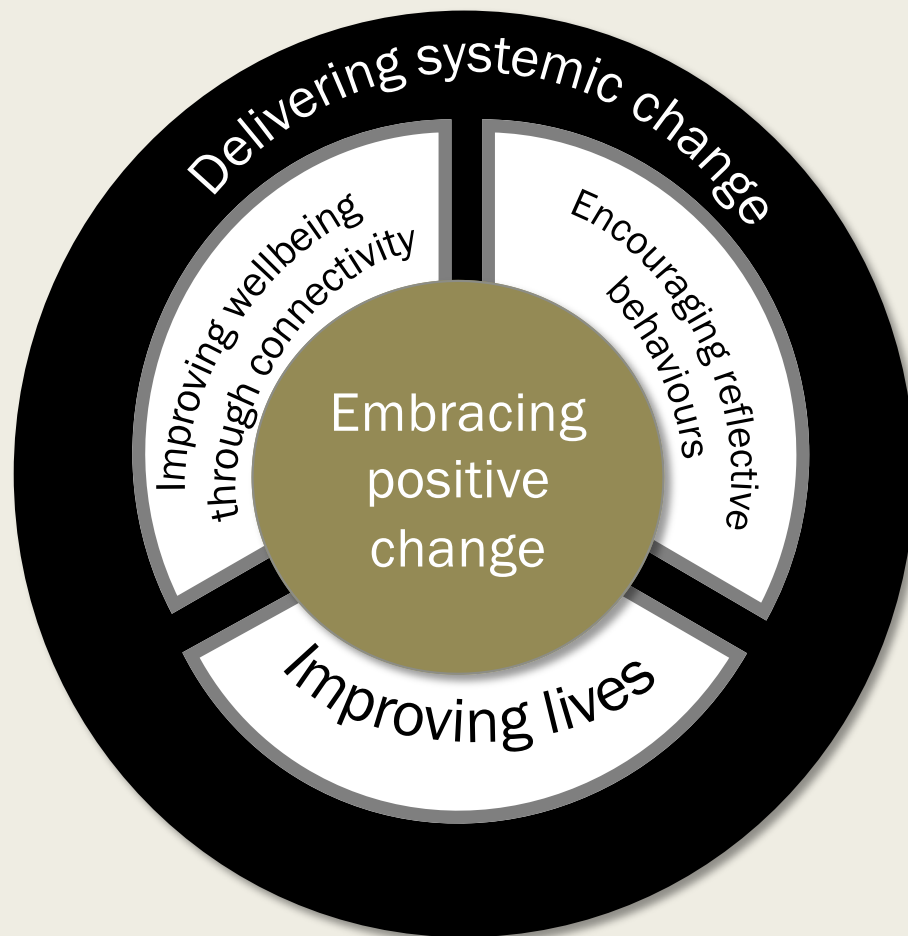
Human* will be a social sector department store, initially located in London, but with potential to scale up into other locations. It will take a lease on a large retail site, ideally with five floors, from which it will offer space for Social Enterprises and Charities to create a flagship space to promote their business/ organisation and to raise public awareness of the change they wish to achieve.

The floor plan is expected to be:

1. *Ground floor:* a sustainable food court, allowing sustainable (zero waste, plant-based, ethically traded) foodservice businesses an opportunity of a shop front with communal seating space;
2. *Zero waste floor:* including a supermarket, upcycling, fashion 'swap shop' , a rental supply area, peer to peer sharing and a retail space for recycled and upcycled furniture, fashion and homeware collections.
3. *Co-working space:* space for small and medium social enterprises and charities to rent desk and meeting space (noting that this is likely to drive footfall into the food court and potentially other areas of the building);
4. *Wellness floor:* businesses that provide therapies and wellness services and beauty treatments from businesses that use exclusively sustainable products;
5. *Homelessness:* including social enterprises run by people who have experienced homelessness and charities and organisations that are working in that sector to mentor, train and provide support to the vulnerable and those with lived experience

The floor plan of the building will create a 'journey' for consumers that blends education, creativity and community with enhancing understanding of social issues and provide opportunities to contribute and purchase related goods from purposed driven brands and organisations..

Outcomes Map



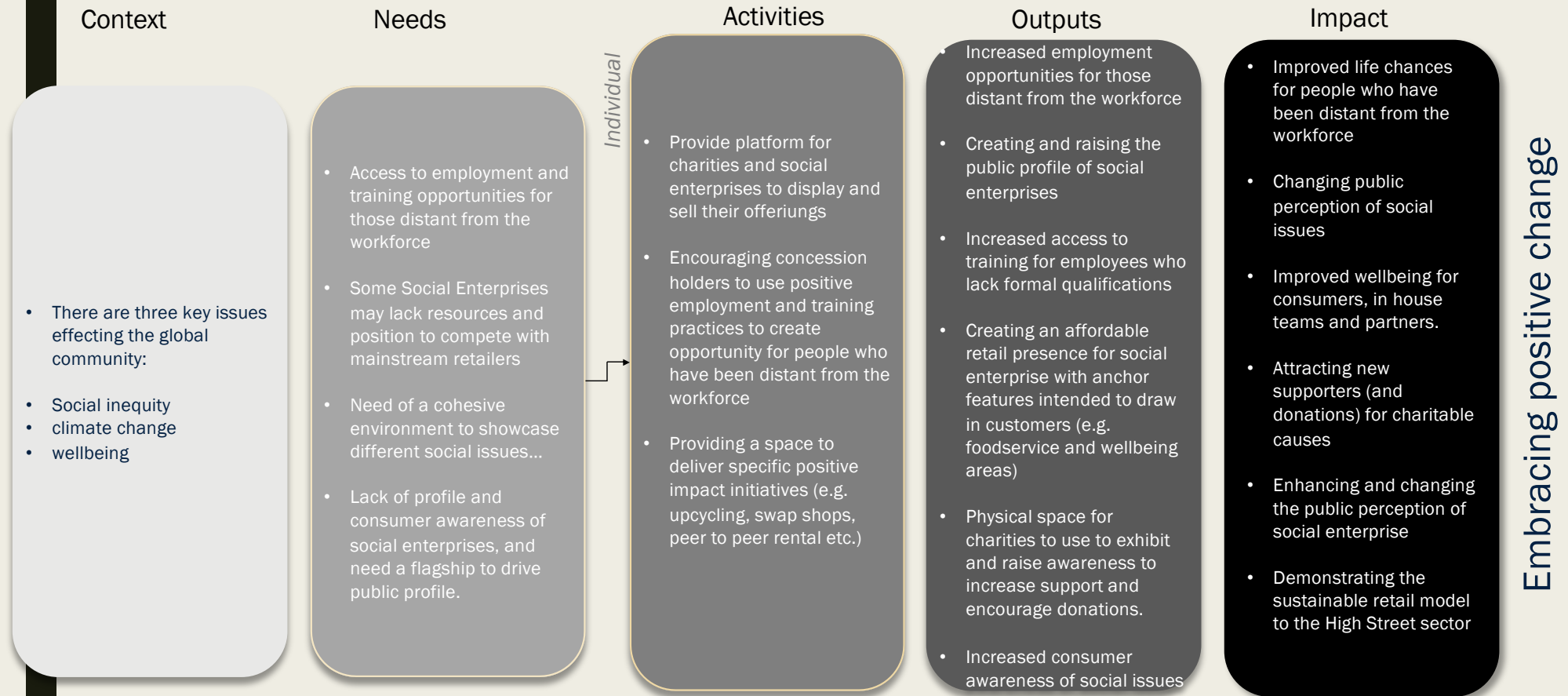
Human* seeks to achieve social change in 3 key ways:

1. Reflective behavioral changes using experiential exhibits and social enterprise to change public perception of key issues including sustainability homelessness, zero waste and wellbeing. This will be achieved by providing an immersive, creative and positive experience of the key issues supported by high quality service by staff including some who have faced struggles linked to the issues highlighted by Human*).

2. Directly improving lives by creating employment opportunities for those who have been distant from the workforce for a range of reasons.

3. Improving wellbeing by creating a space for shared experience and for customers to benefit from services linked to wellbeing, healthy eating and environmental awareness (e.g. upcycling), amongst others.

Theory of change



About the Founder – *Orianna Fielding*

About Orianna

Orianna is a London born social entrepreneur with a high-profile career as a designer, ethical brand creator, sustainable curator, retailer, author, broadcaster and ethical change maker. She has been a serial entrepreneur for the past 25 years since graduating from St Martins School Of Art, with a BA Hons in Fashion design, management and Communication.

She has spent the last 10 years immersed in Sustainability both in e-commerce and bricks and mortar retail and is on a personal mission to create impact through encouraging the retail sector to embrace positive change beyond their required CSR/ ESG policies.

Orianna is based in London where she consults internationally on Sustainable retail and brand development, conceptual experience design and curation projects and for the past few years has been working on the launch of an ethical, sustainable social lifestyle concept created to drive social change which formed the foundation of human*. Orianna merges her extensive knowledge of design, multi-channel retailing and Sustainability to provide a culturally relevant, socially driven and global viewpoint that delivers everything brands need to have a positive impact in a climate of change.

Early Career

In 1994 she launched Pure an innovative design studio specialising in contemporary furniture and interior design. producing exclusive projects for both international interior and design clients.

In 1999 she opened her first lifestyle gallery and design practice Pure Living in Shoreditch exhibiting her own designed collections of Furniture and Homewares together with a selection of contemporary pieces by some of Europe's finest young designers such as Tom Dixon, and Jasper Morrison. Her design practice specialised in both residential, hospitality and large-scale commercial projects. Her multi-disciplinary work has been featured extensively in international publications.

Lifestyle Retail and Experiential Design

In 2000 she was invited by the team of Vittorio Redicchio, CEO of Selfridges, to open a concept lifestyle store there, inspired by her Gallery, The concept store 'Pure Living Lounge' was one of the first pioneers of mixing contemporary fashion, interiors, furniture, art & accessories with choice vintage pieces. Pure Living Lounge went onto have a cult following at Selfridges and remained in store until 2003 when the store was taken over by Galen Weston who had a different vision for the lower ground floor.

Curation and Brand creation, analysis and development

Using her sustainable retail and brand creation, development and analysis expertise Orianna consulted internationally on projects for MoMA in New York, Marcel Wanders for the Salone di Mobile Milan, El Cellier Can Roca, Vodafone, Bare Minerals and Wella.

Charity Partners

For the past year Orianna has been working with Shelter's Head of Philanthropy Victoria Smith and Polly Neate CEO, Juanita Craccholo Head of the Rising Stars programme at the Pret Foundation and Simon Boyle founder of PWC's The Brigade, to gain a wider understanding of the complex issues relating to Homelessness and providing employment for the homeless. This is a key aspect of the direct impact that Human* is targeting to effect positive change.

How you can help

Seeking grant funding support for investment readiness

Human* has been developed to its current stage by Orianna with support from associates and contacts within the business, charity and social enterprise sector. A contact base of supporters has been built and a list of 'targeted' potential concession holders and charity partners has been built. In order to launch, Human now needs investment readiness support to:


- 1) *Develop a detailed financial model and investment business case:* initial workings and experience suggests that around £1 million is likely to be needed for capital expenditure and working capital over a 1 year period to build the core team, develop and build the digital infrastructure and e commerce site and identify the building. A detailed financial model is needed to demonstrate investor returns, impact goals and to assess the timing of this need in more detail.
- 2) *Approach and consult charity partners and social enterprises:* organisations that have product ranges or which target issues linked to the vision brought by Human* will need to be approached and consulted to build a list of 'in principle' concession holders.
- 3) *Identify a site:* Human* has consulted property experts to assess the feasibility of finding a site in London, the proposed location for the first store. Human's charitable status (application submitted) will enable it to obtain relief from business rates, which in turn will enable lower cost concessions to be offered to social enterprises and charity partners;
- 4) *Consult with beneficiaries:* it is an important part of any social investment process to demonstrate that the target beneficiary group will engage and therefore benefit from the proposal as planned. Orianna's connections with charities that align to the issues to be targeted creates a platform from which to undertake this review.


It is expected that the cost of delivering these actions will be approximately £50,000 in professional fee costs, plus expenses incurred by Human* during the planning and launch stage.


thank you

Orianna Fielding

*Founder human**


 +44 (0)7903 982 222


 hello@wearehuman.space


 www.wearehuman.space

Chris Theobald

*Director, Sonnet Advisory &
Impact CIC*

 +44 (0)7977 631744

 c.theobalds@sonnetimpact.co.uk

 www.sonnetimpact.com