



GOGO Green

Paris, France

Collectif

Camille Hervé
Fondatrice

Thematic area:
Staying Fit

Introduction

GOGO GREEN is an association of four DJs and producers who advocate for more responsible and solidarity-based parties. The collective organizes unique events such as mini clubs and a solidarity bike tour with no environmental impact.

How it's Different

GOGO GREEN stands out due to its commitment to sustainability and eco-responsibility. The initiative focuses on organizing eco-friendly events and promoting solidarity within the music and events industry.

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The idea for GOGO GREEN came from our desire to rethink parties in a more sustainable and solidarity-based manner.

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Camille Hervé, Founder of Gogo Green

How did the business start?



The idea for GOGO GREEN came from the founders' desire to rethink parties in a more sustainable and solidarity-based manner. The collective was co-founded by Camille Hervé and others in 2019.

How is it a GrassRoots Initiative?



GOGO GREEN is a grassroots initiative because it focuses on local and sustainable practices, and it aims to make a positive impact on the community by organizing eco-friendly events.



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What were the main challenges and risks during the startup-process, and how were they overcome?



The main challenges included limited financial resources and the need to establish a unique market position. These challenges were overcome through innovative marketing strategies and a strong commitment to sustainability.

What success factors can be identified?



Key success factors include the initiative's unique focus on eco-friendly events, its commitment to sustainability, and its ability to attract a loyal customer base.



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What products or services are offered and/or sold?



GOGO GREEN offers a variety of music and event experiences, including mini clubs and solidarity bike tours.

The mini clubs and solidarity bike tours organized by GOGO GREEN are unique events that emphasize sustainability and eco-responsibility.

The mini clubs are small-scale, intimate party events that focus on creating a responsible and solidarity-based atmosphere. These events are designed to have minimal environmental impact while providing a fun and engaging experience for attendees.

The solidarity bike tours are another innovative initiative by GOGO GREEN. These tours involve participants cycling together to different locations, promoting solidarity and environmental consciousness. The bike tours are organized in a way that ensures no environmental impact, aligning with the collective's commitment to sustainability.

Both the mini clubs and bike tours are part of GOGO GREEN's broader mission to rethink parties and events in a more sustainable and community-focused manner.

Who are the key stakeholders?



The key stakeholders of GOGO GREEN include:

The founders: They are the driving force behind the initiative, responsible for its vision and execution.

Event participants: These are the people who attend and participate in the mini clubs and solidarity bike tours, contributing to the success and sustainability of the events.

The local community: This includes the residents and businesses in the areas where GOGO GREEN operates, who benefit from the eco-friendly and solidarity-based events.



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