

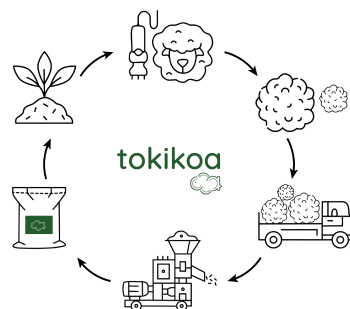
# tokikoa



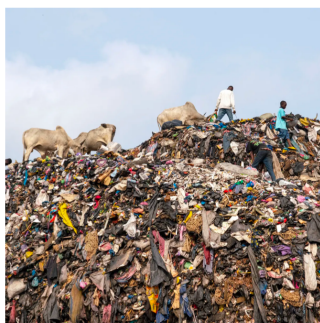
## A regenerative solution for wool waste in the Basque Country.

Strategic and service design project by Claire Villemeur, Aline Schmidt, Raquel Fajardo and María Roig.

IE University Design.  
Madrid, Spain.



personas - ecosystem



Shepherd  
Ernesto



60 year old basque shepherd / farmer.  
Big family, owns his own cheese company, and has his own sheep.

Bulk buyer  
Aitor



27 year old agricultur from the Basque Country.  
Works in a big farm and takes care of the cattle.

Market buyer  
Itzasne



65 year old retired basque woman.  
Has her own small garden as a hobby.

Online buyer  
Marta



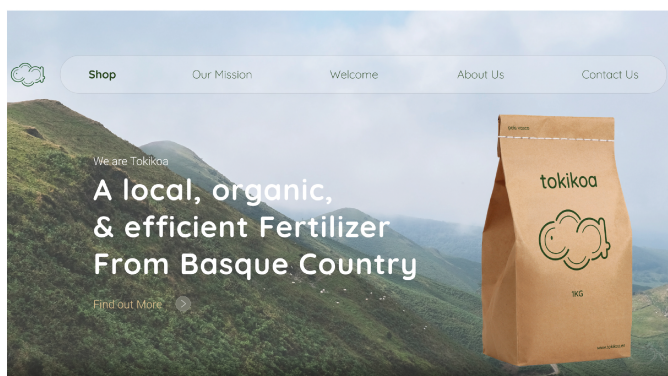
27 year old freelancer from Madrid.  
Owens a terrace, applies to garden her own vegetables, and herbs.



Tokikoa is a business proposal for the Basque Country, a place where increasing amounts of Latxa wool are discarded and stored every year. The reason for this waste is the complexity of treatment this wool requires, and the obstacles that suppose disposing of it, since it is both inflammable and illegal to dispose of due to its consideration as a Category 3 animal by product. This is a huge cause of concern for the farmer community who face both storage issues and economic loss.

Tokikoa aims to be an intermediary that disposes off this wool waste, by processing into pellets that will be used as fertilisers to nurture the soil, closing the circle. The community impact of this regenerative solution has been tested through multiple interviews and conversation with both locals and initiatives tackling this issue. Through community action and collaboration, we aim to bring light into this issue and call for modification of the unrevised laws that stop organic waste from going back to the soil, and therefore following its cycle.

This project includes detailed customer research, a business plan and website to test the viability of Tokikoa's application in the Basque Community.



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