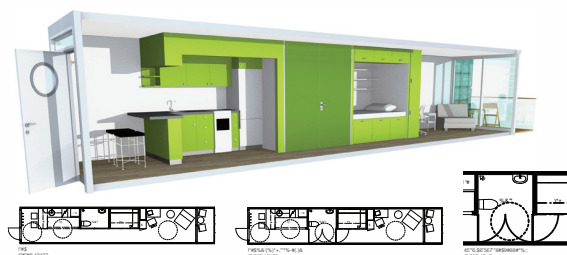




Do you want to test/demo/promote innovative solutions/materials in construction/interior industry?

\* AFFORDABLE \* TRANSPORTABLE \* SUSTAINABLE



eCon = small housing units. Based upon recycled containers and a circular mindset. No deviations from Swedish high set up laws and restrictions. Works with a temporary building permit just as well with a permanent

What

We are looking for Sustainable, Ecosmart and Innovative products and services within the holistic picture in the industries of Construction/Interior, Automotive/Transportation, Textil/Fashion and Packaging. Contact us!

eCon have support and finance by Swedish Authority of Housing (Boverket) to produce and set up a demo/lab building of 4 units.

We aim to stretch the project of affordable housing for young people to become the most sustainable option in the market of this segment. Sustainable in true meaning as optimized on Ecologically, Economically and Socially. More ideas are welcome to join.



Where

On the top roof of the parking building of Nordstan, in Göteborg, Sweden - one of the most successful/biggest shoppingmalls of northern Europe. In Nordstan there are 37 million visitors every year. We are aiming for joint events with Nordstan, promoting each other.

How

Lundby Containerservice is our partner and most of the construction will take place at their site. eCons will be lifted up on the roof of Nordstan and facades, roofs e.g. will be assembled on site.

How long

Agreement with Nordstans Samfällighetsförening says 1 year at the time. We hope for more which is quite possible, but depends on the plans of the city. We are talking about 5 years.

When

Agreement with Nordstan is signed.  
Building permit is approved.  
Construction is ongoing.

Inauguration

13th of October 2017

Special guest star!  
Jute ambassador

Magnus Rosén  
Culture meets industry  
Now current in Avalanch  
former Hammerfall



\* LOCALLY PRODUCED \* SOCIAL IMPACT \* SUSTAINABLE GOALS\* HOLISTIC FRAMEWORK



## Sustainable & Holistic

These 15 years to come is probably the most challenging for humanity and for the globe. We need to gather and build a resilient world. We are not only going for just the building. We aim for embracing the society as a whole. In a joint venture we are planning to set up one small garage for an innovative electric car/vehicle showing the holistic bigger picture. Inside the eCons we will find products and materials of high sustainable value. This goes of course for the eCon roof terrace as well as the small yard around the demo/lab.

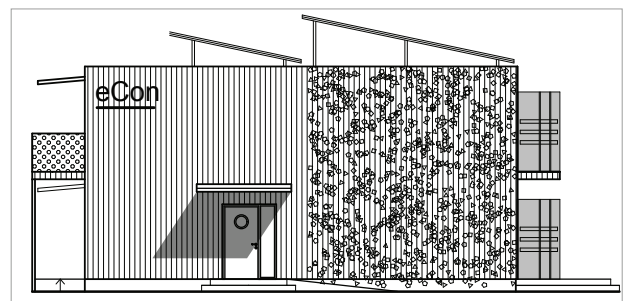
## Activities/events

eCon units will also showcase the most sustainable material in the world - jute in different areas of the targets of Juteborg. Juteborg's partners are mainly Swedish and Bangladeshi.

In Bangladesh we are supported all the way. The government including the Minister of jute (yes, there is such a role since almost 1/3 of the population is depending on the jute industry) as well as the Minister of Foreign Affairs are informed and supportive. Bangladesh is a country that is speeding its economy and sets up a goal to become a middle income nation before 2021.

Juteborg's Jute Ambassador Magnus Rosén (ex Hammerfall) considered as one of the top ten bassist in the world will join different events with his team. When Juteborg was on tour with Magnus in Bangladesh April 2016 - we got the 4 largest tv channels to send a reportage on prime time of Jute/Sweden/Juteborg/Magnus - which resulted in **Jute Rocks** ! and 100 million viewers. That's an impact!

We will act together with innovation platform IntersectionPoint and its network. [www.intersectionpoint.org](http://www.intersectionpoint.org). Bangladesh government is now interested in arranging IntersectionPoint -World Innovation Challenge. eCons as well as Juteborg are some of the results of IntersectionPoint and entrepreneurship.

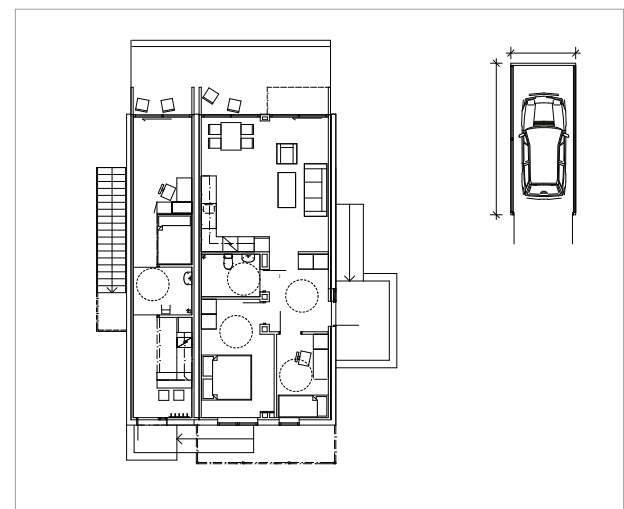


## Future

Qideas AB has joined Ecovative Solutions AB and we will together scale up production in a sustainable way in order to produce eCon units. Either the standard unit or the customized. Our aim is locally produced eCons of the large volume of used containers in the harbour of Gothenburg. To reach economic targets we will most likely partner up with a factory in Lettland to produce IKEA style flat packages to ship to Gothenburg. Here we will try to get the city's collaboration to train refugees, immigrants or unemployed to put together the flat packages to the eCons. Like a grown up jigsaw puzzle.

## How much

We will discuss every joint action with each potential partner. Due to the location, the stretch of the project and the maintainance in time we are looking for partners that are willing to financially or otherwise support the project and in return we will promote and demo their products/services.



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