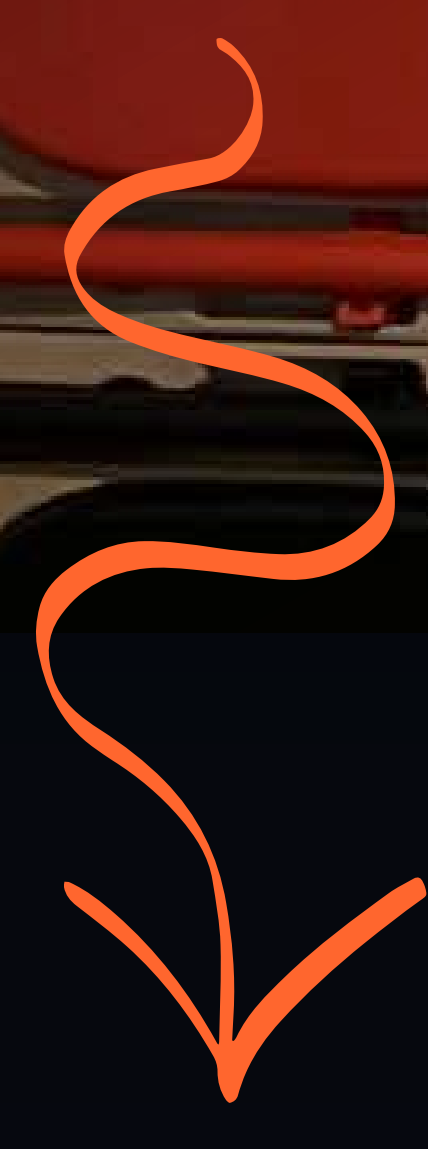




ONE TO ONE

“The collaboration with Ogyre allowed us to take concrete, accountable action” - One-to-One

One-To-One blended sustainability and design in an exclusive Ogyre campaign: buy 2 award-winning OTO chairs, pledge 1Kg of marine litter collected.



How it began

Designer Alessandro Stabile, Martinelli Venezia and One-to-One joined forces to create an innovative chair made entirely from recycled plastic, the OTO chair. Their goal was to promote sustainability and raise awareness about environmental issues. For One-to-One CEO Alex Pegoraro “this project wasn’t about raising profits or mark-ups but about brand reputation and recognition, a way to actually walk the talk.”

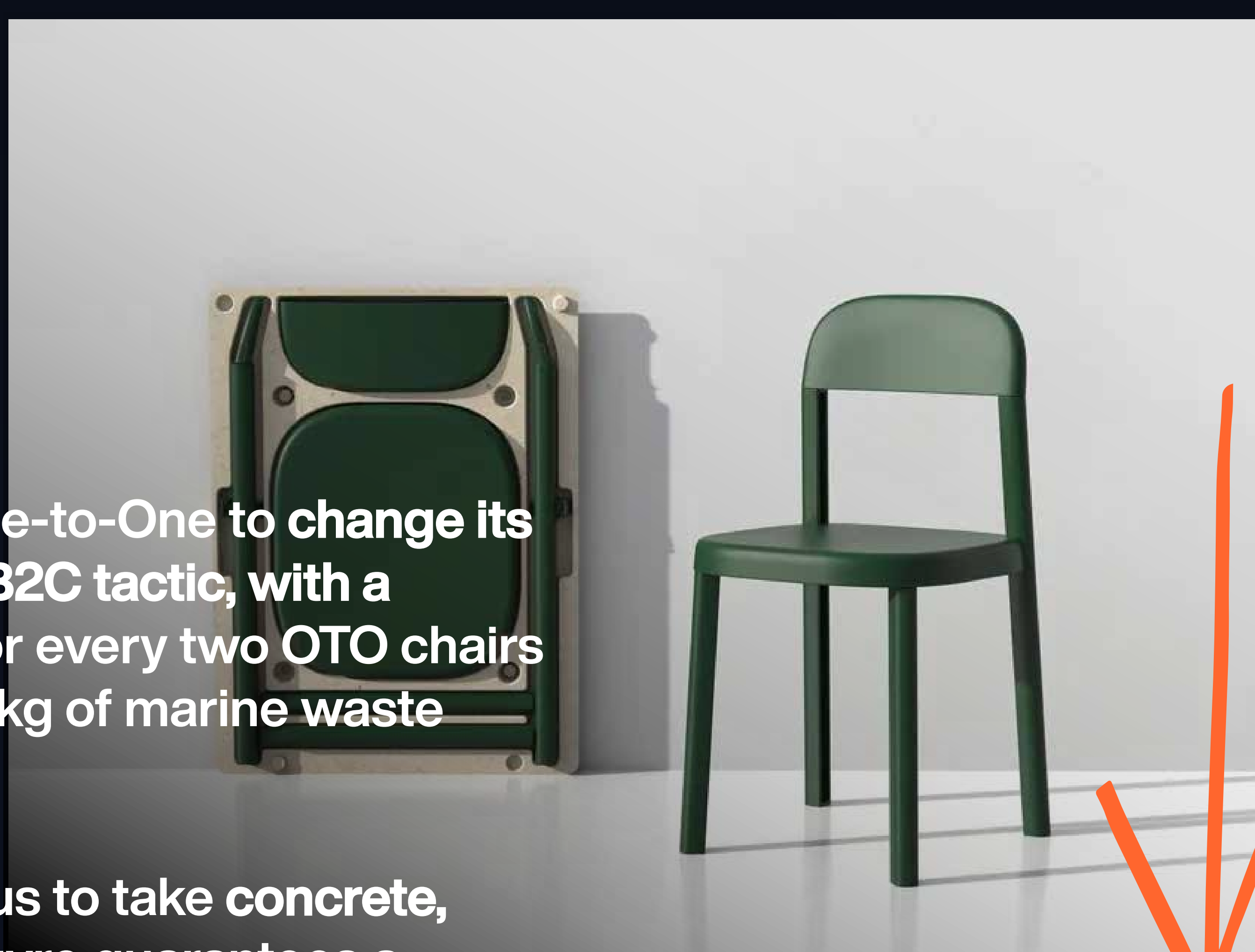


A strategic partnership

The partnership with Ogyre allowed One-to-One to change its strategy from B2B to a wide-reaching, B2C tactic, with a sustainable commitment at the core. For every two OTO chairs sold, the company pledged to remove 1kg of marine waste from the ocean.

“The collaboration with Ogyre allowed us to take concrete, accountable action,” said Pegoraro. “Ogyre guarantees a traceable contribution through the digital platform, which was greatly appreciated and very useful.”

This collaborative change of strategy proved to be successful for One-to-one. From one year to the next, the amount of contacts collected at professional trade shows increased fivefold. “We changed our focus and looked for ways to transmit values, and people responded to that” said Pegoraro. This endeavor not only showcased their commitment to sustainability but also demonstrated a practical and tangible way to contribute to the conservation of the ocean. “This wasn’t like making a donation, this was real, traceable action,” said Pegoraro.

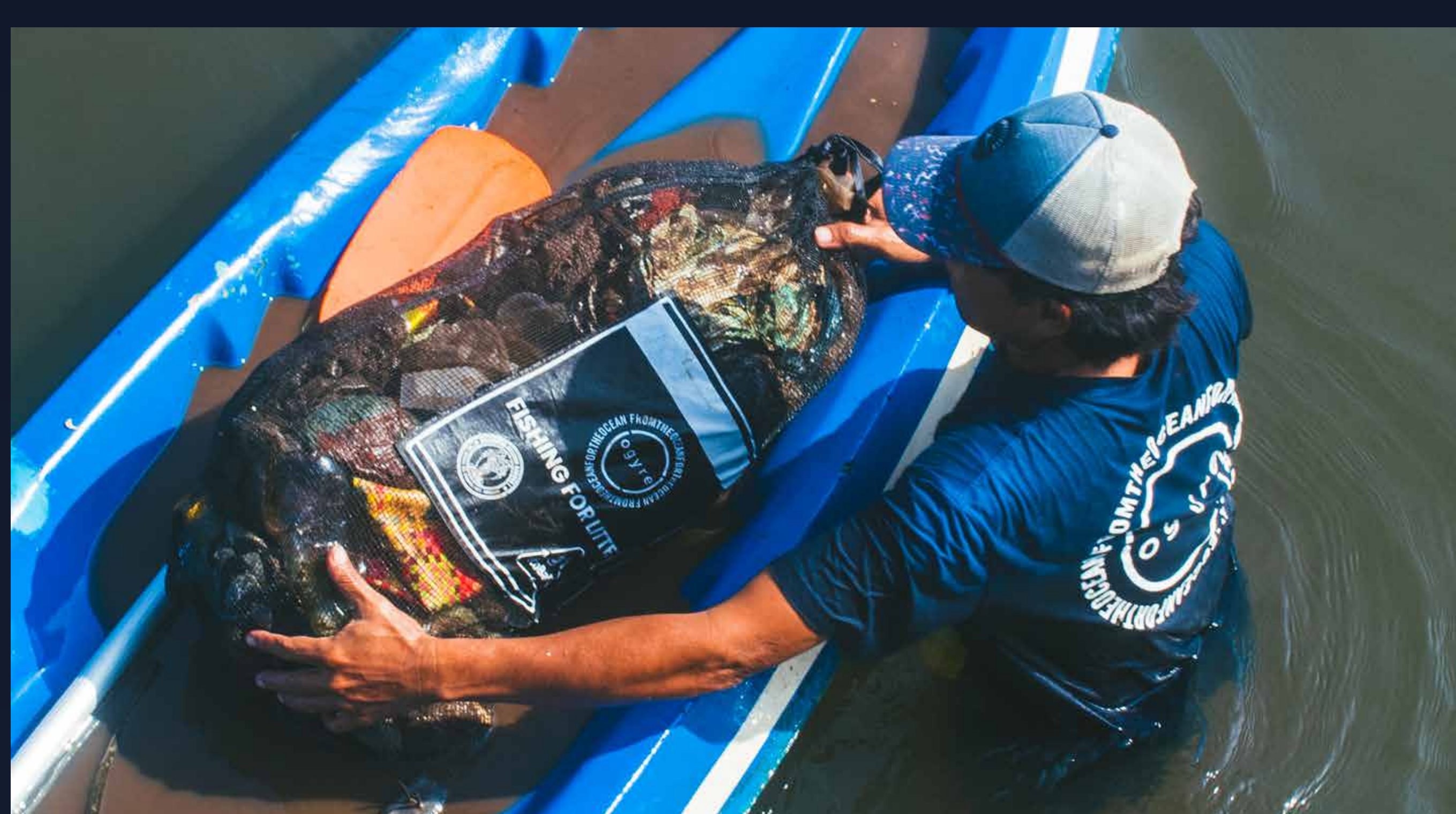


Where it ended



This first collaboration marked a new milestone for Ogyre, as they proved eager to branch out into the world of design and beyond.

As for One-to-One, the OTO chair story continues to make waves, gathering awards and prizes, including the Red Dot and the RO Plastic.



ONE TO ONE