

1st Thematic Seminar

"Recycling in textile and waste disposal"

Alcoi, 20th Oct. 2016
@Ágora - Plaça Ramón i Cajal, 6

Event organised with the collaboration of



REDU: Reused, Upcycled and Redesigned Clothes and Accessories



REDU: Reused, Upcycled and Redesigned Clothes and Accessories

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Alcoi, 20th Oct. 2016



REDU: Reused, Upcycled and Redesigned Clothes and

Accessories

Background for the implementation of the GP



REDU – a Mai Bine project

- ❑ the first social enterprise in Romania supported by a grant from Norway through the Norwegian Financial Mechanism

2009-2014, in the frame of the Green Industry Innovation Programme Romania, that creates new and improved products out of textile pre-consumer a



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REDU – a Mai Bine project

- ❑ the first initiative in Iasi that collects old and used materials from the community in order to reuse them



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Description of the GP



Four categories of green products are being created in our workshop

☐ Repurposed/Upcycled

hundreds of products have been created out of old textiles and old clothes that cannot be reused:

- reusable bags made from men's shirts
- wall organized made from blue jeans
- kitchen ware
- decorations
- accessories and other



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❑ Redesigned

the leftovers of materials we collect from local factories (the remains from their production processes) are being used for creation of new pieces of clothing through redesign

Three redesigned collections

have been created during the first year with the coordination of our partner and friend Lisbeth Lovbak Berg aka LLB, slow fashion designer



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❑ Recycled

inspired by a grass roots organization from Norway - FREDENSBORGER – that fundraised over 100 000 euros for projects in Sub Saharan Africa by selling recycled t-shirts

we have **recycled old T-shirts and jackets** that we have collected by rebranding them with new messages through print screenir



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□ Reused/Second Hand - clothes reintroduced in circuit through:

- **Charity Bazaars** – events aimed at fundraising by exchanging the donations of items received with donations of money for community projects
- **Donations for vulnerable people** (families with precarious incomes, people without shelter and refugees) that we approached directly or through other community initiatives



Arată bine, făcând bine

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Other Products and services

- ❑ Working with sustainable, eco-friendly and fairtrade materials acquired from different sources, personalised with thermographic printing or embroidery
- ❑ Offering repairing and retouching services



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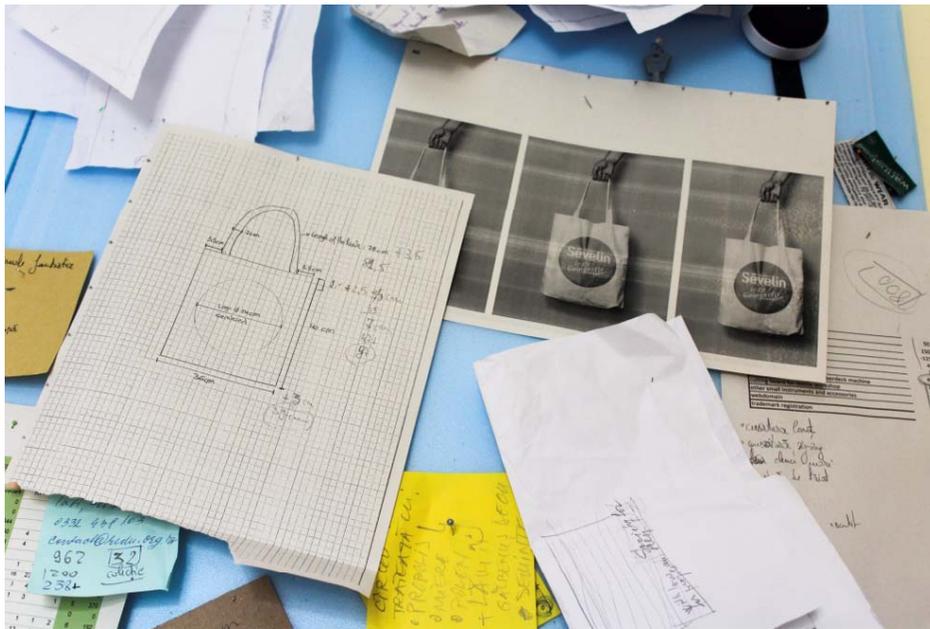
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Special Orders



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Other Activities

- Creative Workshops
- Presentations
- Interactive games involving the community and raising awareness regarding sustainable consumption.



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Workshops for different Ages



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REDU on Podium – two important presentations



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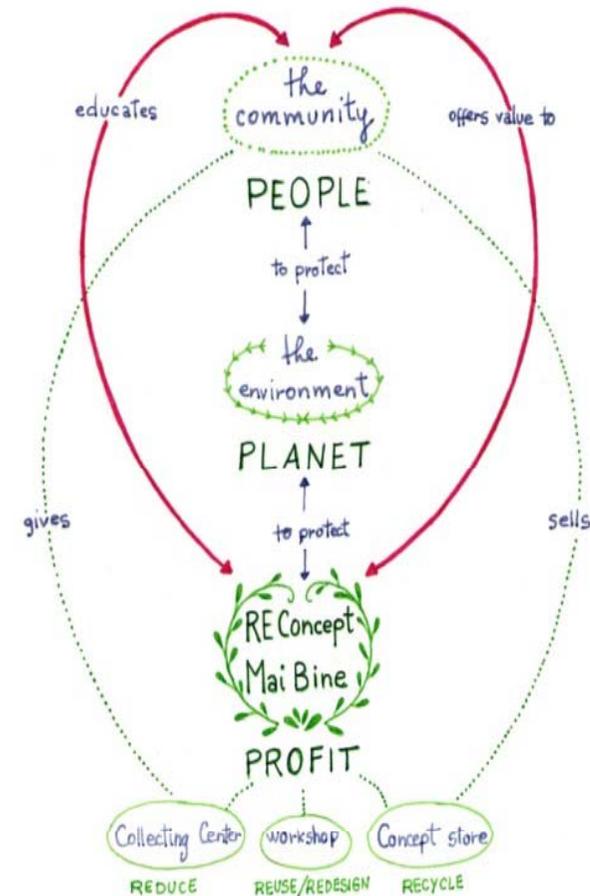


The approaches behind REDU

We aim at integrating the three dimensions:

- Environment
- Society
- Economy

and to prove that the relationships between them can be harmonised and governed by sound principles so that we can contribute to the co-creation of an ecologically sustainable, a socially equitable and an economically fair global village/community



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Transferability of GP GP

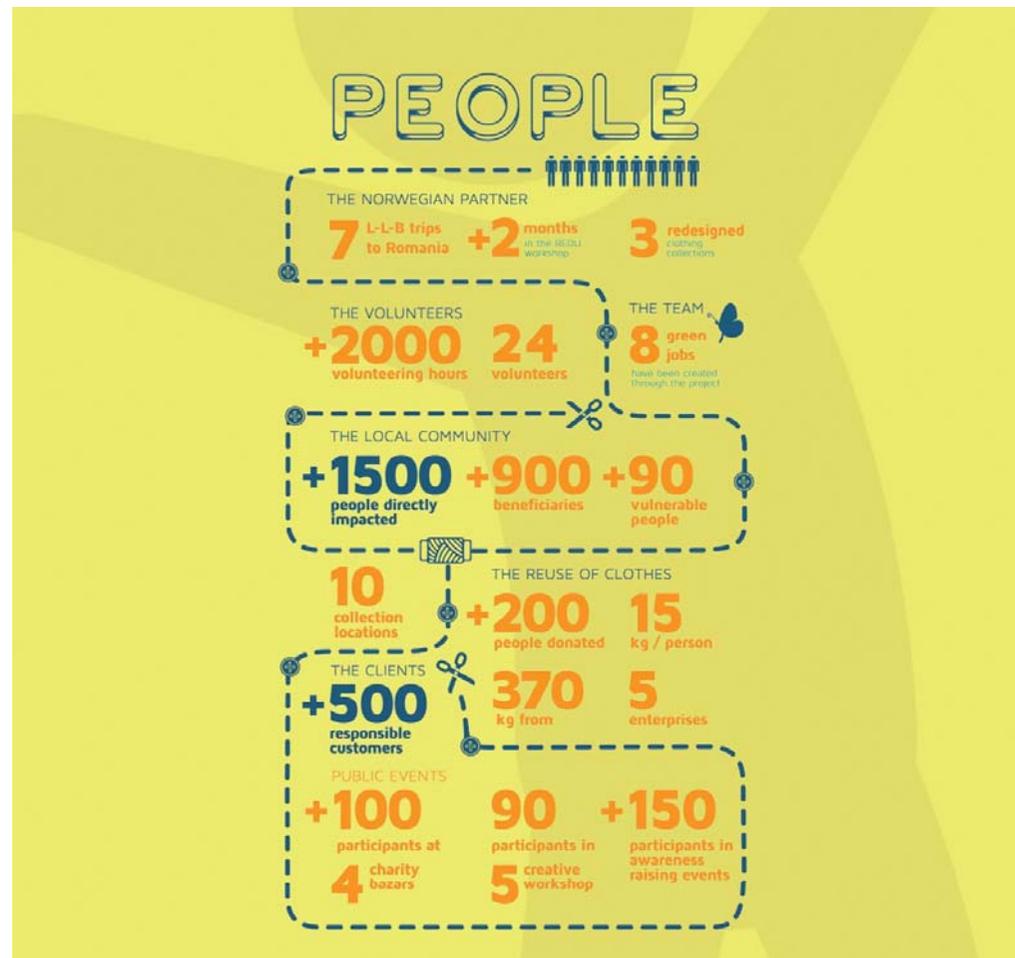
Succes factors of GP



RESULTS AND ACHIEVEMENTS after one year

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Good Practice value added at regional and transregional (EU) levels

- Traceability during the entire lifecycle
- Contribution share to the reduction of greenhouse emission
- Synergies between the Good Practice and the other policy domains, at regional and national level
- Establishing a synergic and complementary set of actions aimed at recycling and reuse of materials
- All regions of Europe can define their own waste specialization strategy
- Skills for eco-development and eco-education
- Providing local creativity
- The sensitivity of policy makers in the adoption of a Zero Waste policy

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GP Contact



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Thank you!

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European Union
European Regional
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