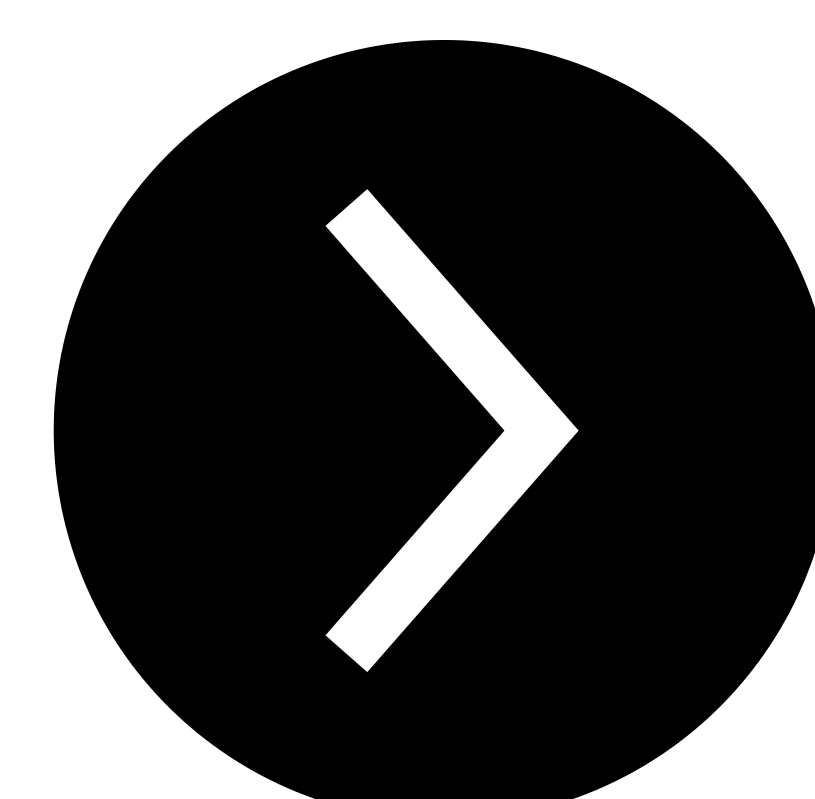




Episode 04

Textile waste solutions with social impact

A social enterprise that manages textile surplus while creating jobs for people with disabilities and other marginalised groups.



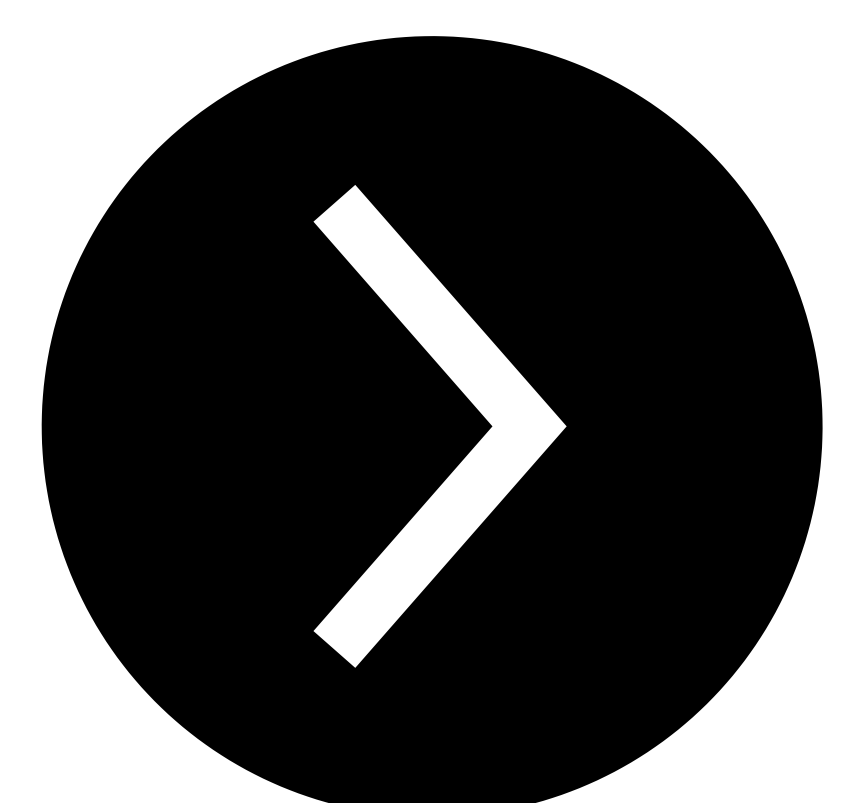
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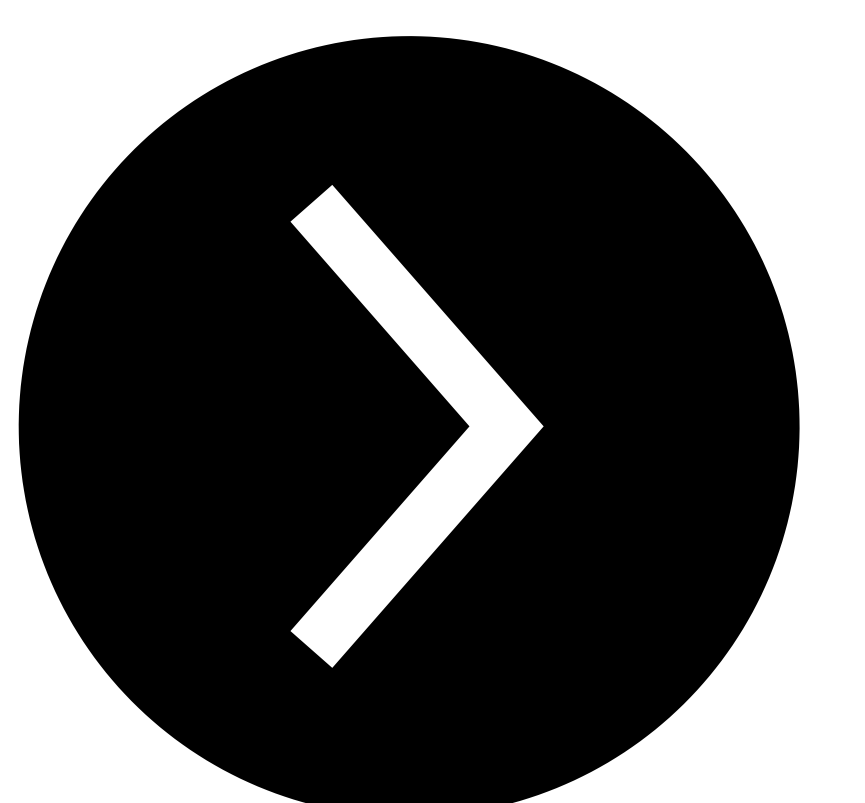
The challenge

- Textile production and consumption create huge amounts of waste that often end up in landfills.
- Many communities don't have easy or practical ways to collect, reuse or recycle unwanted clothes and textiles.
- People with disabilities have difficulties finding and keeping a job, which makes it harder to live a decent life and feel part of society.



The idea

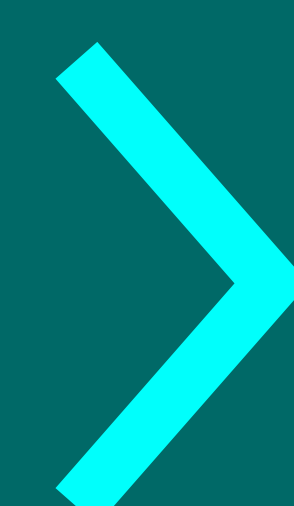
Humana Nova is a non-profit social enterprise from Croatia that combines sustainable fashion and circular textile waste management to support social inclusion.







What's innovative here?


- **Circular textile model:** reuse, repair and recycle textiles to give clothes a new life through redesigned collections and a second-hand shop.
- **Responsible production:** eco-certified materials and production based on real demand.
- **Inclusive employment:** creates jobs for people with disabilities and other marginalised groups.
- **Profits for the community:** profits are reinvested into environmental and social impact.



Impact so far

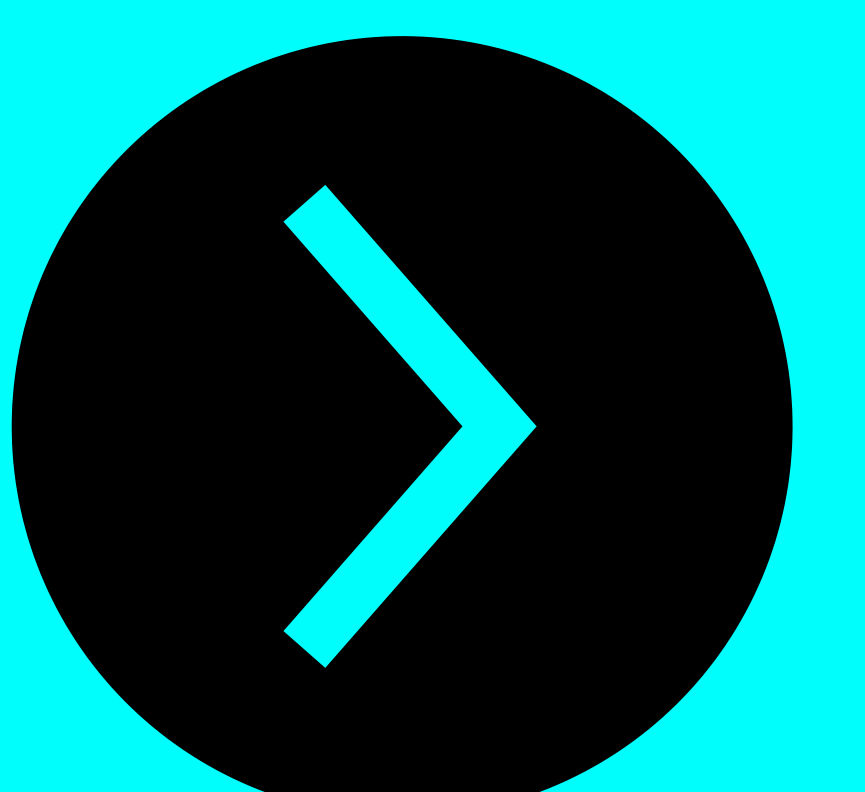
More than 4,500 tons of textile removed from  landfill.

Textiles collected through citizen donations  and campaigns are reused or recycled.

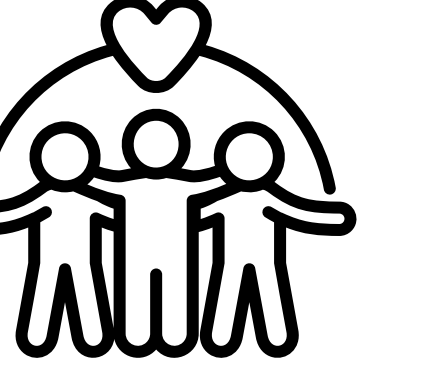
Workshops and campaigns to promote textile  recycling, creativity and new value from discarded textiles.





Environmental

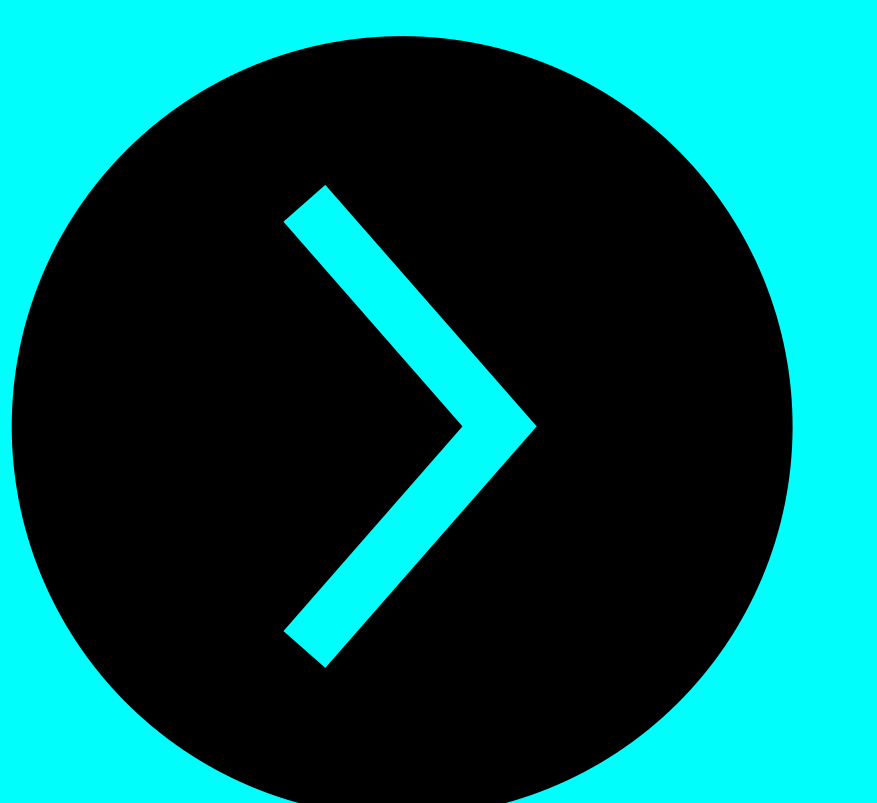


Impact so far

Stable jobs for 32 people with disabilities and 20 
from other marginalised groups.

Workers receive professional support from a social 
worker, including psychosocial support.

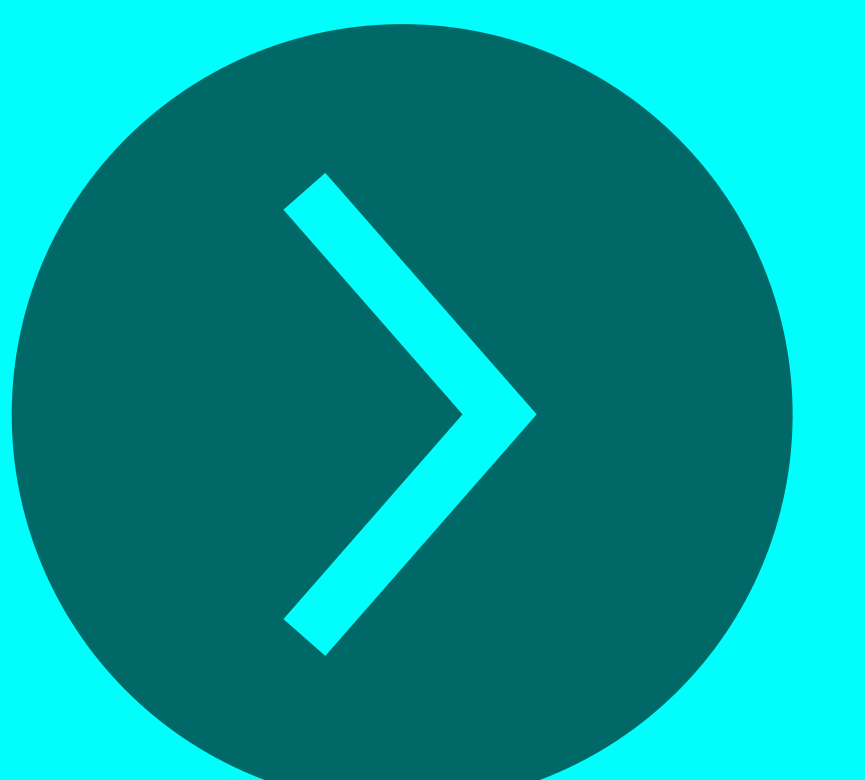
Reinvested profits sustain the business, while 
23 current employees are co-owners involved
in key decisions.





What you can replicate

- Repair, reuse or redesign clothes to extend their life before throwing them away.
- Donate unwanted clothes and support second-hand shops by choosing reused textiles.
- Support sustainable and slow fashion by choosing fair trade products and making more conscious choices.
- Support social enterprises to facilitate labour-market access for people with disabilities and other marginalized groups.



Social Innovation Spotlight

Episode 04

**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

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