

Humananova

HUMANA NOVA

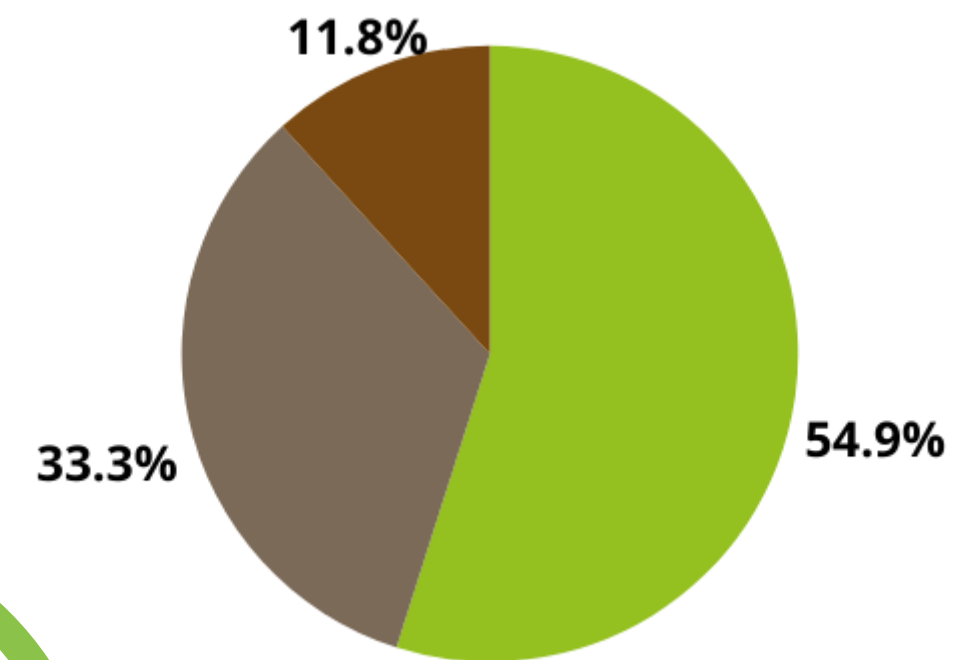
SOCIAL ENTERPRISE





ABOUT US

- COOPERATIVE – WORKER COOPERATIVE
- 2011.
- 51 EMPLOYEE
- 28 PEOPLE WITH DISABILITIES,
- 17 from OTHER MARGINALIZED GROUPS
- NON PROFIT ECO SOCIAL ENTERPRISE

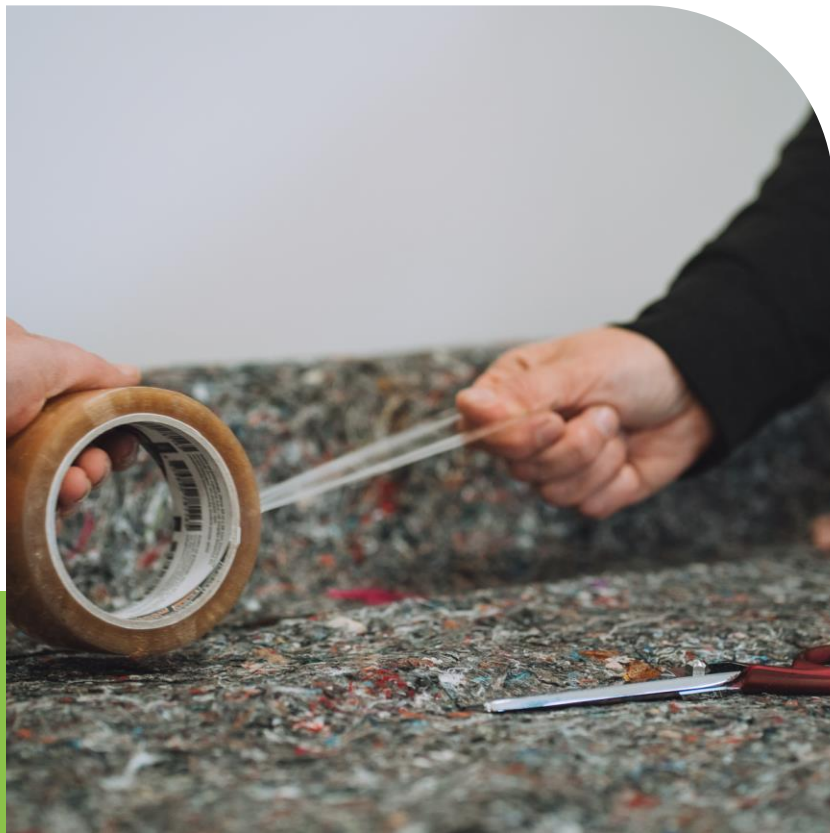


STRUKTURA ZAPOSLENIKA

CREATING RESILIENCE



GOALS



ECOLOGICAL

textile waste
management
circular model



SOCIAL

employment of people
with disabilities and
other marginalized
groups (Roma, long-term
unemployed, older than
50...)



ECONOMIC

reinvestment of
profits

- **Active contribution to the sustainable development of the local community**
- **Poverty alleviation and nature conservation**





SORTING CENTRE

TEXTILE WASTE MANAGEMENT

- circular model
- recognized at the European level



SECOND HAND SHOP

wearable goods (only 1% of collected textiles)



INDUSTRIAL CLOTH

cotton - a valuable raw material used in the metal industry



RECYCLE - FELT

Unusable textiles go to Regeneracija non-wovens - new product



150 km

HUMANA NOVA & REGENERACIJA NON-WOVENS

HumanaNOVA

regeneracija
non-wovens

- 11** GODINA SURADNJE (Icon: Heart)
- 1900 T** KOLIČINA RECIKLIRANOG TEKSTILA SAKUPLJENOG U HUMANI NOVOJ (Icon: T-shirt)
- 6.333.333 m²** NASTALOG FILCA (Icon: Roll of fabric)
- 11** BROJ RADNIH MJESTA U HN KOJE OSIGURAVA SURADNJA (Icon: Three people)
- 1.952.351 m²** FILCA SPAKIRANOG U POGONIMA HN (Icon: Boxes with an upward arrow)

**Everyday we turn
disadvantages
into advantages.**



Employment of marginalized groups of people.





SEWING CENTRE



TAILOR AND SEWING CENTER

- recycled materials
- new eco-certificied materials
- B2B and B2C market



BUSINESS PARTNER

Ikea, PWC, Dna merch,
Calsberg, Erste banka,
A1...



WEBSHOP

Bags, bibs, aprons,
slippers...



REDIZAJN

existing clothing items,
surplus in tailoring,
discarded materials -
redesign (upcycling)



LOCAL COMMUNITY



WORKSHOPS AND WASTE COLLECTION ACTIONS

RECOGNITIONS AND AWARDS

The Key Difference, in 2012,
in the category of equality of persons with disabilities

2015. Metro Community Star

Manager of the Cooperative Ivan Božić,

2016. PRIDE OF CROATIA

Manager Ivan Božić in 2020 -

Second Best Manager of social enterprises
for Work Integration in Europe (WISEs).

-2022: EASPD Innovation Award Winner,

Cilmate Champion of SEEurope,

Zlatnik - Coat of Arms of the City of Čakovec

2023: HRIO - Croatian sustainability index

in the small business category

2023. Hero of Sustainability



SPOT ON 2023

2023

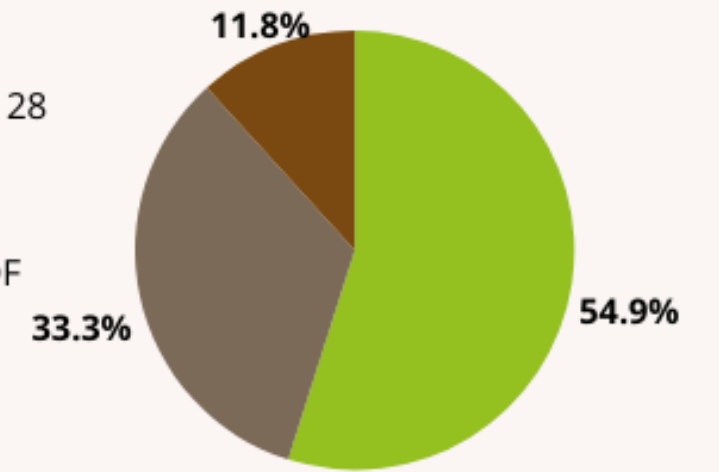
PLANET

REUSE
UPCYCLE
RECYCLE



PEOPLE

- PEOPLE WITH DISABILITES 28
- MEMBERS OF OTHER MARGINALIZED GROUPS OF PEOPLE 17
- OTHERS 6



MARKET AND RECOGNITION

Partners: Revenue growth in regards to 2022:

230 15%

Awards and certificates:

- SUSTAINABILITY HERO - GENERALI SME ENETERPRIZE
- CROATIAN INDEX OF SUSTAINABILITY
- ADVISORY BOARD SPECIAL MENTION - GENERALI SME ENETERPRIZE
- PREMIUM GREEN CERTIFICATE

COMMUNITY

	DIRECT WORK IN THE COMMUNITY
83	Creative workshops on textile recycling
256	Participants in creative workshops
6	Waste collection actions



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