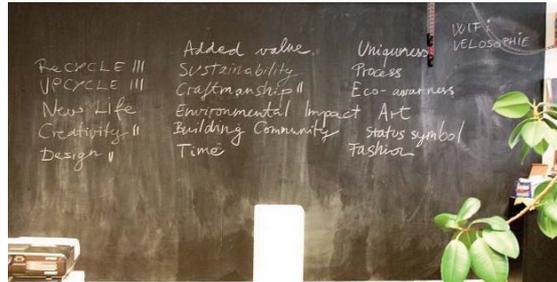




ART CYCLING COOP

Sustainable and inclusive decorative arts



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PARTNERS

- Fundación INTRAS (Spain), Lead partner
- Pacificstream Enterprise Solutions CIC (UK)
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CONTEXT

A great part of products currently sold in Europe are low quality, most of the time imported from third world countries where cheap labour and materials are used. What is more, the production processes are, most of the time, unfriendly with the environment.

On the other hand the collective of people with mental illness is still dealing with social stigma and discrimination, which makes difficult for its' members to take an active part within the society. Nevertheless there is a growing appreciation for handmade quality products in Europe, a small but attractive niche. Hence the idea of ART-CYCLING COOP project to bring together handmade, upcycled art creation and disabled artists.

OBJECTIVES

- Create a professional opportunity for European artists with disabilities.
- Promote social and environmental responsibility through art creation (upcycling).
- Create a fully sustainable transnational business model for the promotion of art respectful with environment.

ACTIONS

- Identify around 30 mixed-ability artists in Denmark, Hungary, Spain and the UK
- Organize workshops run by local craftspeople to teach the artists new techniques in the upcycling sector
- Deliver training in design & website production and in social entrepreneurship
- Produce and sale of upcycled products made from discarded products or wasted materials
- Create of a European cooperative startup for the production, marketing and exchange of ideas and products with its' own website and online shop
- Organize 8 national showrooms in the partner countries and a final international exhibition Hungary