

# BUYSOCIAL: When two worlds meet

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**More and more companies are taking an interest in responsibility, and what pleases most is that they are responsible not only on a marketing level, but also on a social level.**

Since 2017 every large company should implement corporate social responsibility (CSR). However, this does not mean that when entering cooperation, the key

argument should be hiring people with disabilities or those who are outside the open labour market for other reasons. There should be an additional element. The main asset of a social enterprise should be the quality of the services provided or goods produced, the ability to fulfil cooperation obligations at the same level as contractors from the free market. The collaboration we want to tell you about combines the ideas of upcycling, community involvement and a



Image courtesy of Klunkry wielkopolskie's Facebook

charity initiative. Thanks to this cooperation, people who cannot find employment on the open market are working and realizing their careers.

## But from the beginning...

The FURIA Social Cooperative from Poznań was established in 2014 and successfully implements an innovative model for the activation and socio-professional reintegration of people on the autism spectrum. It combines the professionalism of business with the mission to create a friendly workspace for people with different levels of disability. It actively works to promote employment for people on the autism spectrum and/or with intellectual disabilities.



Image courtesy of Klunkry wielkopolskie's Shop



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The cooperative's employees are engaged in the production of textile products - including toys, cuddly toys, pillows, advertising gadgets (bags, cosmetic bags, etc.), machine embroidery. Among other things, they cooperate and are part of the Poznań-based social brand Klunkry Wielkopolskie, sewing for them the PYRA bag, KOZIOŁKI backpack bag, felt covers, key chains, and magnets. Each of the names of these products refers to the Poznań dialect.

Meanwhile, as of 2018, the Polish company Karlik, a car dealer of the Volvo brand from Poznań, fully supports the upcycling trend and, in cooperation with Fury, has created a (not one!) collection of bags made from old advertising banners and seatbelts from scrapped.

Every year, the automotive industry generates a lot of necessary waste. Every car dealership benefits from outdoor advertising such as colourful banners made of durable flexible materials.

The Volvo dealership decided to collect unwanted advertising materials and turn them into stylish bags. Thanks to the fact that each piece of the banner is different, each bag also has a unique design. The bag's strap, on the other hand, is made from an old seat belt. Each one is different, no two are identical. The bags are capacious and functional, with a lined interior, they also have an interior pocket and, of course, an adjustable strap.



From each unit sold, Karlik donates PLN 10 to the FIONA Foundation for the Integration of Disabled and Autistic People (i.e. the foundation deals with integration, activation and counteracting exclusion of disabled people, people on the autism spectrum and others excluded or at risk of exclusion from social life).



But that's not all, because the cooperation with Furia is growing all the time and results in the creation of more products. And so, for example, from unnecessary advertising cloth, the cooperative has created comfortable and practical backpacks and clothing covers. From real sails, the cooperative's employees sew sailing accessories.

Each item in this collection is original and contains a different sail element - some have prints, some are coloured, others are all white. But they have one thing in common - they are real, a little tarnished, worn down, but handmade from start to finish, and that's what makes them special.

Had it not been for the idea of upcycling the materials, they would probably have ended up as waste in landfills. This makes it even more gratifying that the Karlik Company not only works for sustainable development, but also sees the potential that lies in social enterprises, thus supporting and creating social added value.



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