

HumanaNOVA

Social cooperative Humana Nova

Work integration of vulnerable groups
through a textile waste management
model



10th EUSAIR Forum

Georgioupolis, Crete

6-7 May 2025





Your title here - Your title here - Your title here

01 WHO ARE WE?

- Social cooperative
- Non-profit eco-social enterprise
- Established in 2011.

02 WHAT WE DO?

- We design, cut, and sew based on sustainable production principles
- We collect textile surplus and turn it into new value
- We educate and organize textile collection campaigns B2B; B2C

03 HUMANA NOVA TODAY

- 56 employees in total
- 32 persons with disabilities
- 20 from other marginalized groups

Mission and Vision

We promote the employment of persons with disabilities and other socially excluded individuals through a textile waste management model, as well as the production and sale of high-quality and innovative textile products made from ecological and recycled materials for domestic and international markets. We actively contribute to the sustainable development of the local community, poverty reduction, and environmental preservation.

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We are a leader in social entrepreneurship, recognized throughout the broader region. Through our work, the cooperative actively contributes to building a society of tolerance and cooperation, helping socially excluded individuals and their families improve their quality of life and self-confidence.



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Social enterprise

Each person is equally important



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TEAM

Tailoring and Sewing
Workshop

Sorting Centre

Creative Team

Management



GOALS

ECOLOGIC

Circular model of textile waste management; sustainable production

SOCIAL

Work integration of marginalized individuals; education and awareness-raising

ECONOMIC

Sales of products and services - profit reinvestment; sustainability





IMPACT

Social Impact

- Change for individuals and their families
- Growth in self-confidence and development of work skills
- A sense of contribution to the community
- Motivation in work and private life

Ecologic Impact

- Reuse, upcycle, and recycle
- Textiles that don't end up in landfills
- Reduction in the need for new production
- Sustainable production

Impact in the Community

- Environmental and social awareness
- Educational lectures, creative workshops on textile recycling, textile collection drives



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SOCIAL IMPACT



TOLERANCE



RESPONSIBILITY



TRUST



RESPECT



- Self-confidence
- Work skills
- Independence
- Social inclusion

- Group work
- Individual approach
- Holistic approach – care for organizational culture and company climate



ENVIRONMENTAL IMPACT

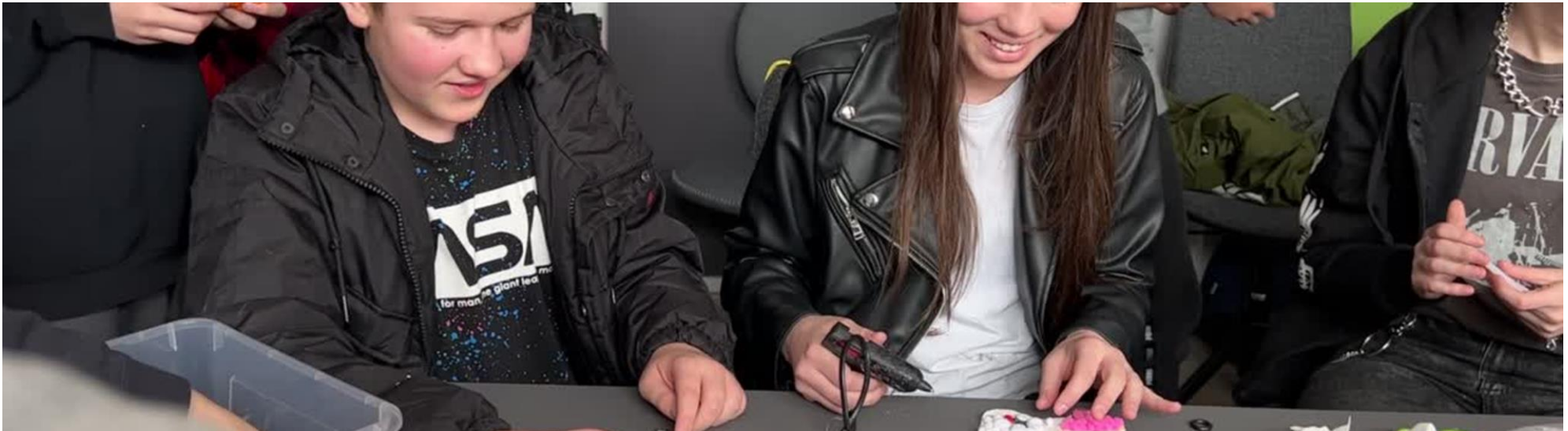
One of our goals is to prevent textiles from ending up in landfills and to save resources in production.

- Textile collection
- Reuse
- Upcycle
- Recycling



IMPACT IN THE COMMUNITY

- Creative workshops on textile recycling
- Educational lectures
- Study visits
- Textile collection campaigns
- Donations and collaborations with associations









CIRCULAR ECONOMY


Instead of the linear "take-make-dispose" model, our system enables closing the loop through reuse, upcycle, and recycling, thereby promoting sustainable production and consumption.

Our goal is to strengthen the most vulnerable groups in society, thereby strengthening the entire community.

This system encourages local procurement, local collaborations, and actively involves children, youth, and local government units in an educational, creative, and engaging way.

CONTINUOUS GROWTH AND DEVELOPEMENT



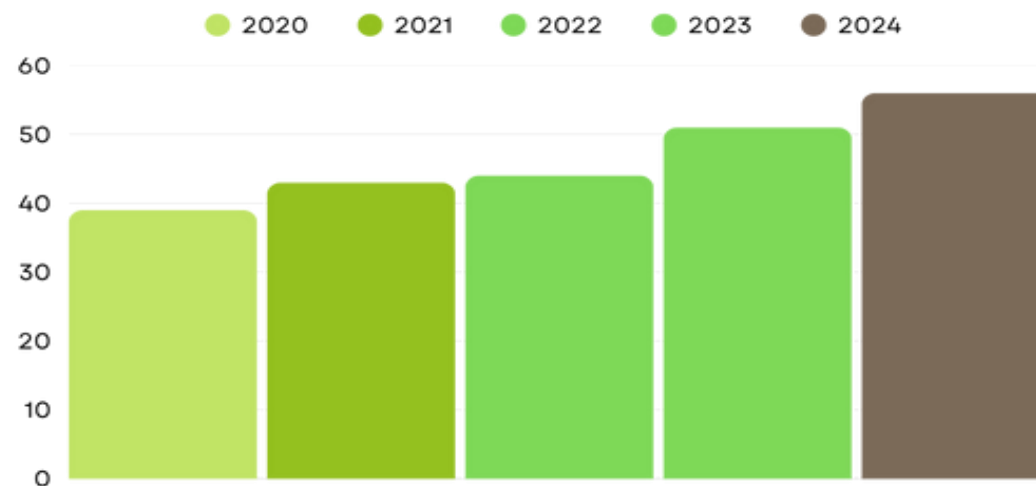


EMPLOYEES

56 – 32 – 20

GROWTH IN THE NUMBER OF EMPLOYEES

Promoting the employment of persons with disabilities and others who are marginalized for any reason is one of the goals of Humana Nova.



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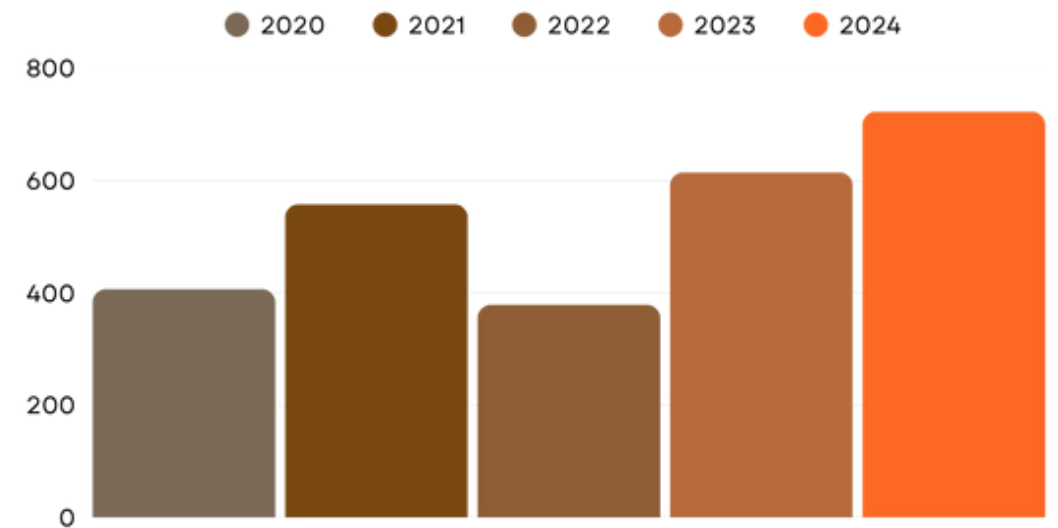




COLLECTED TEXTILE
712 T
> 4500 T

QUANTITIES OF COLLECTED TEXTILES

Our main ecological goal is to collect discarded textiles and prevent them from ending up in landfills.



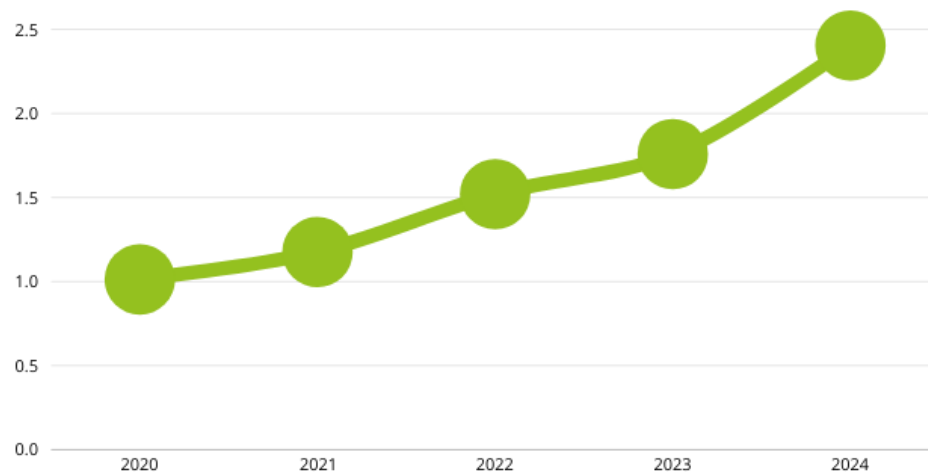
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REVENUE

GROWTH IN REVENUE

In addition to our social and ecological goals, our economic goal is equally important, as the profit is fully reinvested to achieve an even greater impact in the social and ecological spheres.





AWARDS

- Ključna razlika, 2012. godine,
- u kategoriji ravnopravnosti osoba s invaliditetom
- 2015. Metro Zvijezda zajednice
- Upravitelj Zadruga Ivan Božić,
- 2016. PONOS HRVATSKE

Upravitelj Ivan Božić 2020. godine -

drugi najbolji menadžer društvenih poduzeća

za radnu integraciju u Europi (WISEs).

2022: EASPD Innovation Award Winner,

Cilimate Champion of SEEurope

Zlatnik – Grb Grada Čakovca

2023: HRIO - Hrvatski indeks održivosti

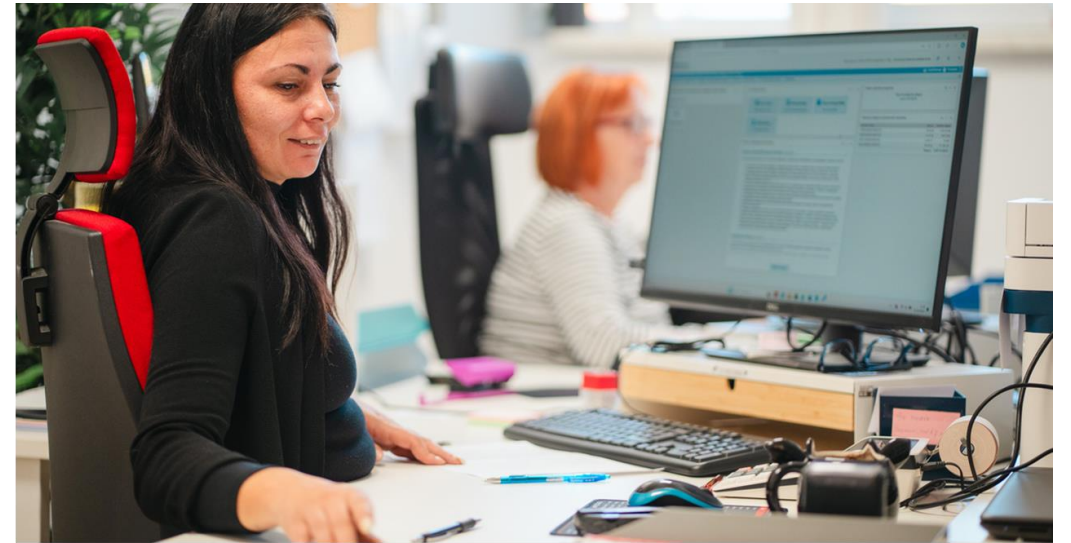
u kategoriji malih poduzeća

Generali - Heroj održivosti

2024: Zeleni leptir 2023

Nagrada Zrinski

Nagrada njemačko-hrvatskog gospodarstva







LET'S TAILOR THE FUTURE TOGETHER

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Thank you