



Second life of posters 

TASK:

Reducing carbon footprint by creating opportunities to recycle used advertising posters and give them a second life.

SOLUTION:

We concluded a partnership with International Association of Social Projects and **created a system for recycling posters**: used posters are collected, transferred to IASP, cleaned, cut and sewn together into roomy **shopping bags, handbags, pouches, backpacks and laptop sleeves** by young people with special needs.



RESULTS:

1. **Reduced carbon footprint** by recycling advertising posters.
2. Achieved social impact by **creating job opportunities for young people with disabilities**.
3. Collaborated with more than **30 international and local brands** on this project to date.
4. Average number of products created per brand – **50-100 units**.
5. Produced goods are later used **by brands as merch for clients and staff or for promo activities**.

