

Non-Technical Solutions

Country: France

Organization: Rue Rangoli

Representative: Patricia Lavocat

Email: lavocatp@free.fr



When circular economy works hand in hand with social inclusion

Description of the project: Rue Rangoli highlights solidarity upcycling initiatives throughout the world to promote sustainable consumption of eco-friendly products, useful and accessible to all, as well as economic integration. The organization launches partnerships with craftsmen who create innovative solutions for the environment and supports the emergence of green production sectors based on waste materials. It supports the creation of sustainable jobs for populations that are discriminated against (particularly women) and highlights craftsmen's knowledge through salons and equitable markets. Beneficiaries: 12 organisations representing approximately 100 craftsmen and women.

Climate impact: Rue Rangoli's products are all made with materials recycled from waste or materials meant to become waste (bags made by leather scraps, lamps made by printed paper scraps etc.) allowing the preservation of resources. The Rue Rangoli network contributes to recycling 350 bottles of soda a day, 15 tons of plastic in Italy, 25 tons of tires etc. All the products are handmade and use no (or little) energy.

Gender impact: Rue Rangoli established a partnership in South Africa with single mothers who are marginalized and supports their training to allow them to evolve in their work, gain competencies and develop their environmental awareness. The revenues generated are a source of empowerment and social inclusion for women, and the network helps them take responsibilities.

Scalability / replicability: Countries of the South have developed a true expertise in upcycling. Rue Rangoli wishes to use their knowledge in countries of the North and bring together all the stakeholders that work in that area. First in France and Europe, then later in the rest of the world, through the setting up of a marketplace. The aim is to make solidarity upcycling tomorrow's way of consuming. Lastly, it seeks to raise the awareness of companies on circular economy.



Rue Rangoli
www.rue-rangoli.com

Financially supported by:
self-financing; BPI

bpifrance