

sobi.eco

THE BRAND SOBI.ECO WAS FOUNDED IN 2018 BY THE CSO SOBI

The main idea, which started back in 2016, was to support disadvantaged people through their own work. Based on humanitarian projects, founders of sobi.eco worked on before this idea, the jobs they wanted to create had to be sustainable and have more than economical dimension. They decided to incorporate social, environmental and educational dimension into one tangible solution.

The role of sobi.eco team is in innovative design solutions, creating unique partnerships among NGOs and the business sector, maintain the quality of all products and sustainable activities, through marketing and sales raising social and ecological awareness in the society. This approach is barely applied in the region, where sobi.eco started to operate.

This solution is unique because we combine social and ecological dimension within sustainable economical support of disabled and socially excluded people with an awareness component. The pilot project focuses on transforming old clothes and plastics into recycled products such as notebook sleeves or reusable bottle bags, all made from non-woven 100% recycled material. Textile recyclers that produce non-woven recycled fabrics sell this material to the construction industry, where it is used once, or hidden beneath the concrete. The textile industry is worth 3 trillion dollars and market offers a huge range of possible solutions.

SOME REASONS WHY SOBI.ECO PRODUCTS ARE MADE OUT OF RECYCLED TEXTILE AND PLASTIC WASTE

- The fashion industry is the world's second-dirtiest industry and is often associated with an unethical and inhumane approach to employees in manufacturing.
- We purchase 80 billion pieces of clothing in the world per year, which is 400% more than 20 years ago.
- The average life span of one piece of clothing is only around 3 years.
- Not even brands with take-back programs can reuse their clothing. They recycle only 0.1% of it.
- 50 percent of the plastics we consume are used only once and then thrown away.
- Currently we can reuse only 5 percent of the plastics that we have manufactured.
- Every year we throw away enough plastic to stretch around the Earth 4 times.

THE TEAM

The founders of sobi.eco are Tomas Horvath (Project Manager and PR Specialist, awarded for solutions within the SDGs), Alena Horvathova (Project Management, Marketing of Commercial and Development projects) and Martin Malina (Website Developer and Graphic Designer, holds award for creative solutions).

ACTUAL DATA

sobi.eco promotes ethical and ecological branding, showcasing disadvantaged people can produce well designed and practical products. During the 3 months of the production in one sheltered workshop and one social workshop in Slovakia, sobi.eco managed to:

- train and support 7 disadvantaged people through their own work
- support indirectly 55 disadvantaged people
- reach customers in 10 countries
- produce more than 800 recycled products
- cooperate with 5 schools and with one won the student contest
- inspire and raised awareness among more than half a million people (media data from Slovakia only)



ACTUAL SOBI.ECO PRODUCTS



Tablet sleeve



Notebook sleeve



Bottle bag

All the products are made from recycled textile and plastic waste by people in one sheltered and one social workshop.

FINANCES

CSO sobi founded the brand sobi.eco to create a space for sustainable support for disadvantaged people. The prototyping phase and initial development of the project were supported by the OpenMaker program with the support from the Horizon 2020 - European Union fund for Research and Innovation (20 000 €). The production in the sheltered and social workshop was supported also by the EPH Foundation (2 300 €). Cooperation with schools and awareness raising through the brand sobi.eco and its project named Youth Changemakers and Awareness of Sustainable Solutions was supported by the Visegrad Fund (14 280 €). The aim of the project is to involve youth in creating awareness materials, link them to existing sustainable solutions and experts in this field, and help them to use the media to showcase inspiring ideas from the region. The project sobi.eco fundraised more than 2 500 € from individual donors and received dozens of Pro Bono hours from consultants and various experts through organization LEAF, Slovak Business Agency and Yunus&Youth program.

The project sobi.eco aims to become self-sustaining within the next 16 to 20 months.

SOBI.ECO TOP ACHIEVEMENTS



August 2017

The idea was listed among the 197 best ideas from the world in the UNLEASH Solution catalogue, which followed after a global event [UNLEASH Laboratory](#) in Denmark, where sobi.eco founder Tomas Horvath presented the idea of eco-social products made from worn-out textile by disadvantaged people for the first time.

December 2017

The project of recycled products from social and sheltered workshops has become one of the best in the international competition and in December 2017 has won a 20 000 € grant supporting the first activities through the [OpenMaker](#) program.



April 2018

sobi.eco has been selected for the [Sustainable Brands Innovation Open](#) quarterfinals, SBIO, as one of the Top 40 ideas promoting sustainable branding.

November 2018

Tomas Horvath, Founder of sobi.eco, was invited to the 8th UNAOC Global Forum at the United Nations Headquarters in New York, where he presented the sobi.eco activities.



UNITED NATIONS

SOBI.ECO PARTNERS AND DONORS

- Financial support / Pro Bono services / Coordinated fundraising and awareness raising / Mentoring / Production partners / Educational partners



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