



SOCIETIES

SUPPORT OF CSOS IN EMPOWERING TECHNICAL SKILLS,
INCLUSION OF PEOPLE WITH DISABILITIES AND EU STANDARDS
IN SOUTH EAST EUROPE

RUČNA PROIZVODNJA PAPIRA

Naziv projekta: Ručna proizvodnja papira

Organizacija: Naša kuća

Mesto: Beograd

Korisnici: 5 osoba sa teškoćama u razvoju

Cilj projekta je podrška osobama sa teškoćama u razvoju u njihovom uključivanju u zajednicu putem radnog ospozobljavanja i zapošljavanja u oblasti proizvodnje recikliranog papira od praznih paklica cigareta po japanskoj tehnologiji.

Pored nabavke neophodnih materijala i opreme, obučeno je 5 korisnika koji su bili zainteresovani da prođu edukaciju za ručnu proizvodnju papira. Edukacija je trajala četiri meseca i bila je upotpunjena prilagođena tempu savladavanja i usvajanja informacija korisnika, njihovim mogućnostima i željama.

U cilju povećanja vidljivosti i kapaciteta udruženja u digitalnom ekosistemu, angažovani su eksterni stručnjaci i realizovan niz aktivnosti. On line aktivnosti su bazirane na, pored primarne prodaje papira, i na osvećavanju ljudi o ekologiji, reciklaži i zaštiti životne sredine. Sprovedena kampanja predstavlja Našu kuću kao održiv brand, u stanju da podnese profesionalne zahteve i povećanje narudžbina. Kao deo realizacije strategije za kampanju otvoren je Instagram profil i povećane su objave na Fejsbuku što je dovelo do povećane vidljivosti i znatno veće prodaje. Osim što je povećan broj individualnih donacija paklica, povećao se i broj firmi koje organizovano prikupljaju papir, kao i direktnih kupaca. Kroz tu interakciju utiče se na smanjenje diskriminacije i stigme prema OSI jer svako ko dođe kod u udruženje dočekan je prvo sa osmehom na licu od strane korisnika.



HAND-MADE PAPER PRODUCTION

Project name: Hand-made paper production

Organization: Naša kuća

Location: Belgrade

Beneficiaries: 5 persons with disabilities

The aim of the project is to support people with disabilities in their inclusion in the community through work training and employment in the field of production of recycled paper from empty packs of cigarettes using Japanese technology.

In addition to the procurement of necessary materials and equipment, 5 beneficiaries who were interested in manual paper production were trained. The training lasted for four months and was completely adjusted to the beneficiaries' speed of mastering and adopting information, their abilities and desires.

In order to increase the visibility and capacity of the association in the digital ecosystem, external experts have been hired and implemented various activities. Online activities are based on, in addition to the primary sale of paper, also on raising people's awareness of ecology, recycling and environmental protection. The conducted campaign presents Naša kuća as a sustainable brand, able to withstand professional demands and increase orders. As part of the implementation of the campaign strategy, an Instagram profile was opened and posts on Facebook were increased, which led to increased visibility and significantly higher sales. In addition to the increase in the number of individual package donations, the number of companies that collect paper in an organized manner, as well as direct customers, has also increased. Through this interaction, the reduction of discrimination and stigma towards PWD is influenced, because everyone who comes to the association is greeted first with a smile on their face by the user.

