

«Belogorsky technological technical school of the food industry»



inov.soz2012



InovSoz2012 Management Team

President – Polina Kuzmina

Vice-President Production – Julia Elisovetskaya

Vice-President Human Resources – Victoria Luchkina

Vice-President Planning and Finance – Ivan Chistyakov

Vice-President Marketing and Events Management – Ekaterina Belkova

Belogorsk 2012

Creative recycling of plastic utensils

- Normally plastic tableware is only used once.
- Billions of used plastic items build up in the landfills.
- Getting rid of plastic waste is costly and complicated.
- The solution is to give waste “a second life” and engage people in creative recycling.



Our Product

- Beautiful and practical flower pots made of plastic utensils.
- Other items used for decoration instead of filling the garbage cans.
- Easy, dependable and cost-effective production
- Makes life greener, saves resources and unleashes creativity



Our Services

- Creative recycling crafts trainings
- Teaching about importance of recycling and taking care of our planet
- Workshops for students involved in production
- Student-led club to manage the project
- Charity trainings sessions for orphanage



Planet, People, Profit



- Planet and People were at the centre of our project.
- Activities were split into:
 - 50% - selling our products to generate profit
 - 50% - providing products and services free
- Gained profit used for community-based event to raise awareness and share results.

Impacts



- Each piece of plastic tableware recycled into a flower pot with a plant is a step to 'go green'
- Recycling craft projects bring together people and skills to improve community life
- Enterprise confidence and socially-minded behavior save resources reduce costs and generate community wealth.

“Doing Good” and “Doing Well” can go together.