

ROTARY CLUB EL CERREJON

DISTRICT : 4271

CITY : ALBANIA – LA GUAJIRA - COLOMBIA

PROJECT NAME : Sustainable Fashion and Circular Economy Albania

AREAS OF FOCUS : Community economic development

PROJECT OBJECTIVES:

1. General objective

The "Sustainable Fashion and Circular Economy" project seeks to empower women artisans, young people, and grandmothers through comprehensive training in cutting, sewing, textile recycling, and sustainable entrepreneurship, promoting an inclusive, environmentally responsible, and circular economy production model that reuses fabrics (jeans and shirts from Cerrejón's unused inventory) to generate income, employment, and local development.

PROJECT DESCRIPTION:

- Training and support: training 50 people in sustainable entrepreneurship, marketing, digital sales, and collection center management, with the support of the El Cerrejón Rotary Club, SENA, the local mayor's office, the Chamber of Commerce, @Tarpui, and designer Doris Calderón.
- Equipment and production: setting up a workshop with six sewing machines, materials, and a specialized instructor for technical training and the production of sustainable goods.
- Business partnerships: connecting with supermarkets (Ara, Olímpica, Carulla) and business entities (Fondecor, Fonfecen, Rotary Foundation) to sell and promote the products.
- Evaluation and follow-up: joint monitoring by the El Cerrejón Rotary Club and its partners to ensure the sustainability, efficiency, and impact of the project on the community of La Guajira, ensuring a lasting impact on local development.

NEEDS:

- Lack of jobs and sustainable income for women and young people.
- Lack of technical training in cutting, sewing, and sustainable design.

- Lack of a collection center and adequate machinery to produce on a large scale.
- Weak knowledge of business management, digital marketing, and sustainability.
- Lack of resources to purchase supplies or access productive credit.

ADDRESSING NEEDS:

1. Consolidation of productive spaces in sustainable clothing and fashion equipped with machines and tools.
2. Comprehensive certified training in basic and advanced clothing production and the circular economy.
3. Promotion of sustainable textile enterprises with cultural identity.
4. Establishment of physical and digital sales channels through a "Sustainable Fashion Store."
5. Consolidate an associative and solidarity-based model with reinvestment of profits.

BENEFICIARIES:

- 10 young women leaders (14-18 years old): they will participate in the training stages with the authorization of their parents or guardians.
- 10 young women artisans (18-21 years old): some with basic knowledge of sewing and design.
- 20 female heads of household (aged 22-50): with empirical experience in crafts or dressmaking.
- 10 artisan grandmothers (aged 50-70): bearers of traditional knowledge in weaving and sewing.

SUSTAINABILITY:

- Training Plan: Support from Club El Cerrejón and a training plan with strategic partners (SENA, local mayor's office, Chamber of Commerce, sustainable fashion brand @Tarpui, designer Doris Calderón) will enable 50 people from the community to be trained in creating sustainable, competitive businesses through marketing, digital product sales, and collection center management.
- Involvement of the local economy: strategic alliances will be formed with

supermarkets such as Ara, Olímpica, and Carulla (cloth bags for carrying purchases), and business entities such as Fondecor, Fonfecen, and the Rotary Foundation for the sale and marketing of products.

- Strategic evaluation and monitoring: overcoming challenges in the management and development of the project phases through specialists from the El Cerrejón Rotary Club, Fondo Emprender SENA, Chamber of Commerce, and sustainable fashion store @Tarpui in other communities in La Guajira, ensuring a lasting impact on local development.

ROLE OF THE LOCAL COMMUNITY IN THE IMPLEMENTATION AND CONTINUITY OF THE PROJECT.

Community management

- The beneficiaries coordinate operations, inventory, and commercial relations.
- Trademark registration, articles of incorporation, and bylaws with initial advice (SENA-Mayor's Office).

Solidarity-based financial model

- Association or venture with profit reinvestment (Chamber of Commerce).
- Basic accounting system and quarterly reports (SENA Entrepreneurship Fund requirement).

Expected change

- Adoption of circular economy practices and strengthening of collaborative work (beneficiaries, community, local mayor's office).

Sustainable partnerships

- SENA, Chamber of Commerce, mayor's office, and socially responsible companies.
- Supermarkets: Ara, Olímpica, and Carulla.

BUDGET

CONCEPT	COST USD
Project Cost	\$ 33.000
Local Club Contribution	\$ 4.808
Contribution from international clubs	\$ 0
Colombian District	\$ 0
Internacional District	\$ 0
Rotary Foundation	\$ 0
Remaining Amount to Raise	\$ 28.192

Thanks to your support, our club will help the community by addressing its most important needs. We appreciate your consideration of this project. For more information, please contact:

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