



European Union
European Regional
Development Fund

REPLACE
Interreg Europe



<https://www.interregeurope.eu/policylearning/good-practices/item/5913/tartaruga-revival-of-the-craft-tradition-of-the-lodz-region-read-in-a-modern-greener-way/>

TARTARUGA – REVIVAL of the CRAFT TRADITION OF THE LODZ REGION READ IN A MODERN, "GREENer" WAY

Tartaruga injects the innovative zero-waste approach to the traditional textile craftsmanship of Łódź: waste become new resources for the eco-design process.

Tartaruga is an eco-friendly brand specialized in circular economy business. The focus is on small craft brand to produce carpets and kilims woven utilizing traditional method but with a sustainable approach. Linked with the **Lodzkie** region, Tartaruga embraces the zero-waste philosophy and employs a transparent production method giving new life to leftovers and waste covering about 80-90% of the needed raw materials, favouring the reduction of the waste streams.

The company is auto financed without financial support from the public sector. The two co-founders work on traditional looms and textile machines and design the products together. The raw materials are obtained from waste or sustainable sources.

The business model is based on "design - produce" relationship: starting from leftover, to reach the final product in a unique way, and creating value from waste or sustainable resources. In this way, it is possible to reduce waste, carbon and water footprints as well as implementing social awareness in the local community and even increasing vegan lifestyle.

Craft traditions are part of almost every region, which means that this good practice is easily adoptable, also because Tartaruga showed a new business model that can respond to the increasingly ecological demands of customers while creating educational and awareness values for its immediate environment.

REPLACE
Interreg Europe



European Union
European Regional
Development Fund