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<https://www.interregeurope.eu/policylearning/good-practices/item/4825/redu/>

REDU

REDU a project inspired by the NGO's vision and was developed on the basis of its previous experiences devoted to capacity building for sustainable development.

REDU was launched in **Iași**, thanks the support of Innovation Norway, for the development and equipment of a workshop to transform new products out of the textile waste into a full-time green jobs. With this project they collect around 10 tons of pre-consumer and post-consumer textile waste to transform them into 4689 up cycled new products.

On the social aspect, REDU is raising awareness, and stressing the importance of sound consumption choices, directing their choices into practical alternatives in the community for sustainable production and consumption. The use of waste as a raw material represents a new alternative for decreasing the environmental impact of textile and fashion industry having a social business financially sustainable while not compromising the values and principles integrated in vision. In this was it is possible to educate consumers on hidden costs of textile industry as well as changing choices for benefiting both the environment & society. With the high degree of transferability, REDU can create a sustainable green business as a model for others to follow or replicate.

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