

NUEVA VIDA TEXTIL PROJECT

NUEVA
VIDA
X


austral

The 2030 Sustainable Development Agenda of the United Nations is the most ambitious framework to confront the current social, economic and cultural challenges.

Public-private partnerships are essential to achieve the end of poverty, the promotion of economic prosperity, social development and environmental protection in all countries.

This approach calls governments, businesses and society in general to join forces and share the responsibility of guiding their actions towards sustainable human development.

Since the approval of said agenda in 2015, many initiatives have been able to involve different sectors in order to address economic and social challenges at a local, regional and national level.

This fact is an indicator of the way forward; it is also a wake-up call for those who do not fully understand that the big challenges we currently face will have no solution if the public sector, businesses and society in general do not work together at every stage of the process.





Austral is a textile company based in Maliaño, Cantabria (a northern Spanish region). All production takes place in Spain, although their products are sold in some other countries.

- More than 100 directly hired workers
- 90% of the staff have a permanent contract –working in the company for an average of 17 years
- 15% of the staff have some kind of disability

Aim of the project for AUSTRAL:

The promotion of quality training and making access to job opportunities easier for those at risk of social exclusion. A further aim is to increase the workforce to cover market demand through responsible management with social impact.



Asociación Nueva Vida is a non-profit organisation which promotes the development of the Human Rights of all kinds of people, especially those who are in a situation of lack of protection and at risk of social exclusion.

- For more than 20 years Nueva Vida has been assisting people deprived of liberty, women trafficked for the purpose of sexual exploitation or in contexts of prostitution, applicants for asylum and international protection, homeless people and families at risk of social exclusion.
- The social assistance offered by Nueva Vida has the aim of providing real opportunities so that kind of population can regain an autonomous and independent life.
- At this point, inclusion in the job market with decent and steady conditions becomes essential for successful economic and social reintegration.

Aim of the project for Nueva Vida:

The promotion of quality training and labour inclusion of those at risk of social exclusion, especially women trafficked for the purpose of sexual exploitation.



OBJECTIVES OF THE PROJECT

1

OPPORTUNITIES AND RESOURCES

Provision of real resources and opportunities for people at risk of social exclusion -prioritizing women victims of trafficking for sexual exploitation. This improves, on the one hand, the efficiency in the fight against trafficking and sexual exploitation and, on the other hand, helps to generate fairer and more egalitarian communities and societies.

2

TRAINING AND EMPLOYMENT

Promotion of employment, especially amongst those at risk of social exclusion, through quality training in order to increase their professional -set and thus facilitate employment opportunities in the textile sector, either in this company or elsewhere.

3

LOCAL AND RESPONSIBLE BUSINESS

Contribution to the consolidation of a local and responsible business where the benefits obtained are reinvested in the improvement, consolidation and development of the project.

A real opportunity for training and employment of people at risk of exclusion, especially women victims of trafficking and sexual exploitation, facilitating social insertion and employment.

In addition, the project is able to include and is adaptable to all the demanding profiles of employment that the organization works with.

HUMAN RESOURCES

- Nueva Vida Staff, Project Manager: Carlos Orlando, textile professional with years of experience in the sector.
- Austral staff will be responsible for providing cyclical training: People who show greater use of training will be contracted and, in turn, will be responsible for providing the training on future courses.

MATERIAL RESOURCES

Machinery:

- Part of the machinery will be provided by Austral.
- Part of the machinery will be purchased.

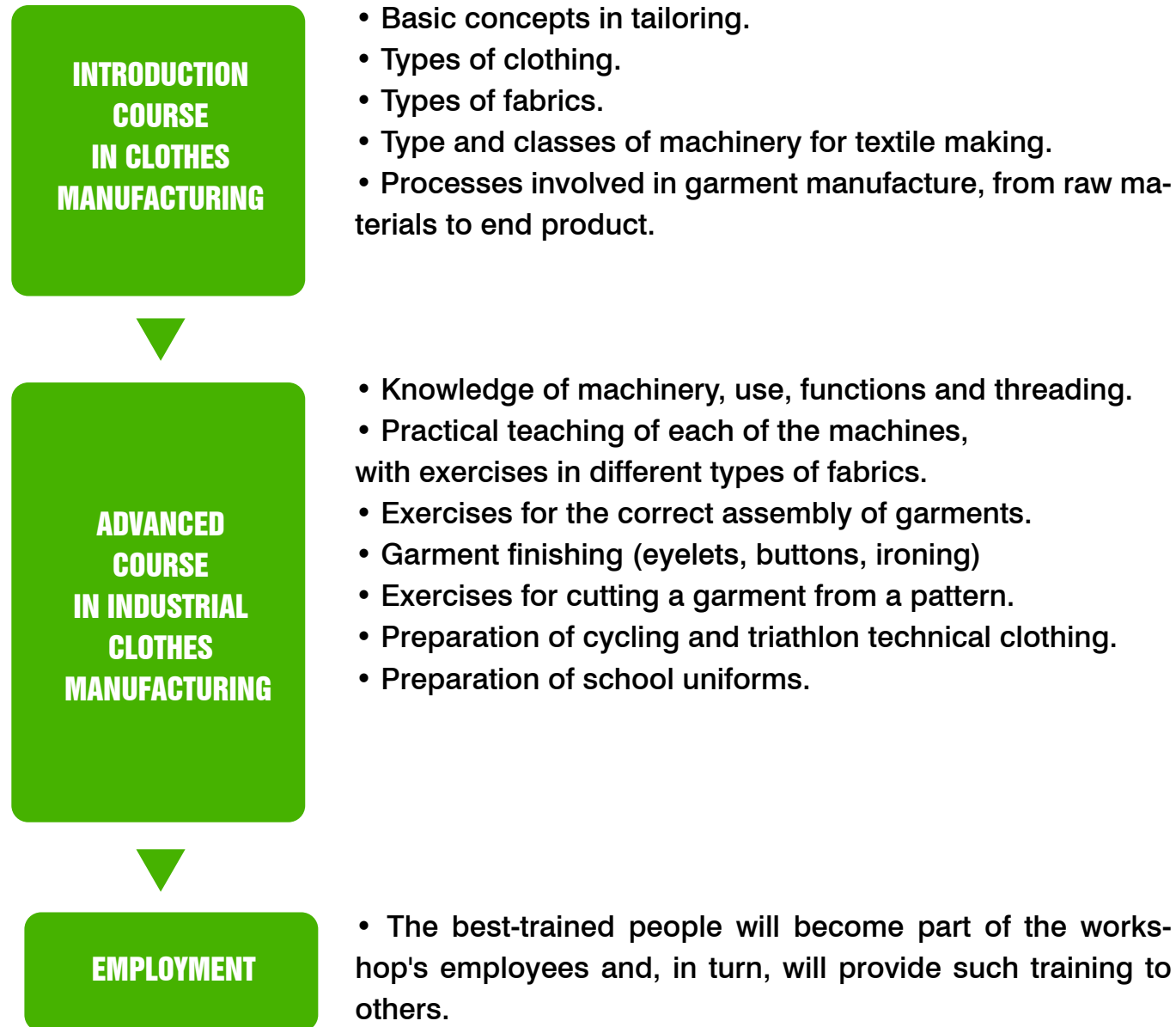
Premises:

- The workshop will be housed in the Austral facility in an enabled space of 424 m2.
- Production activity will be carried out at a safe distance from customer service, so that the identity and integrity of women is protected.

Raw materials:

- Initially contributed by Austral to Nueva Vida in low cost transaction.

Austral and Nueva Vida will be responsible for providing training and professionalization in the textile sector.



SOCIAL AIM

- Progressive training and hiring of those people at risk of social exclusion, especially victims of trafficking and sexual exploitation, as well as other jobseekers that the organization works with. These people will either be hired by Austral or by other companies in the textile sector.

WORKSHOP AIM

- Achieve autonomy of the workshop, so that an independent portfolio of clients, independent of Austral's clientele, can be established.
- Create a social network, or a network of collaboration with different organizations.
 - **Spanish Federation of Clothing Companies (FEDECON).**
FEDECON manages requests from companies looking for tailoring workshops.
 - **Austral Suppliers.**
Making the most out of the supplier/customer relationship to introduce "Nueva Vida Textile" as a possible garment workshop.
 - **Commercial network.**
Making the most out of the commercial network to introduce "Nueva Vida Textile" into employment or advertising environments.

PARALLEL AIMS

- Positioning social impact as a goal to be achieved for the companies.
- Strengthening and recognition of the local community of manufacturing businesses.
- Generation of employment and talent retention.
- Improvement of the economic and social well-being of the local community.



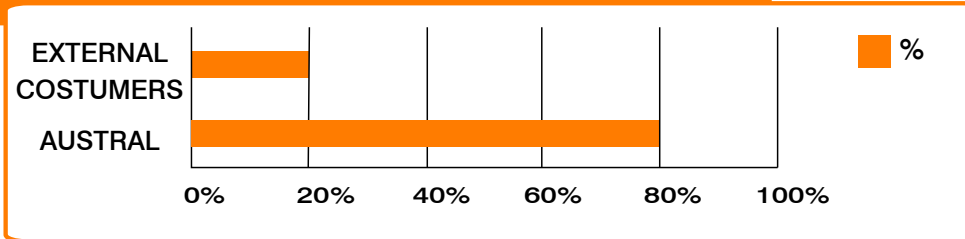
PHASE 1

- Commissioning
- Development of the 1st training programme
(1 introduction, 1 intermediate and 1 specialization module)

PHASE 2

- Development of 3 training programmes per year
(1 introduction, 1 intermediate and 1 specialization module)
- Launch of the workshop at the operational level

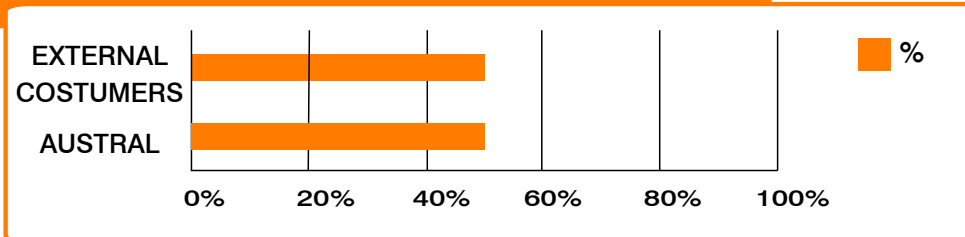
WORK VOLUME OF THE WORKSHOP



PHASE 3

- Development of 3 training programmes per year
(1 introduction, 1 intermediate and 1 specialization module)
- Consolidation of the workshop. Autonomy.

WORK VOLUME OF THE WORKSHOP





Photovoltaic installation for personal consumption

Working with renewable energies. Annual emissions savings of KgCO₂/year: 7403 (83 trees saved from being cut down)

Use of LED light sources

In order to achieve energy savings and avoid environmental pollution with eco-friendly lighting.



Recycling of paper, cardboard and fabrics

Gathering and collecting leftover raw materials in the company's production processes.

ECORETEX Project (2019) and REUNE Project (2019)

Incorporation into the project started by Austral in 2018 for the development of a circular economy model for the revaluation and reuse of school uniforms.

INITIAL INVESTMENT AND TRAINING EXPENSES

INITIAL INVESTMENT (EXCLUDING VAT) ----- 66.997'33€

- CONSTRUCTION WORK ----- 24.653'75€
- ELECTRICAL INSTALLATION ----- 10.748'43€
- TRAINING MACHINES ----- 15.744'15€

12 JUKI F7000AS-7 Sewing Machines (11.400€)
1 COMEL FB/F-3R Boiler (1.340€)
2 L1 New Europa Steam Irons (205€)
2 Comel BRIA Universal Tables (1600€)
2 Comel Sleeve Ironing Boards (700€)
12 KAI N5165 165mm Scissors (151'2€)
5 KAI N5210 210mm Scissors (82'50€)
2 Tailors' Mannequins (450€)
10 "Cartabon" 60x30 Rulers + Tear-shaped Smooth Rulers
12 5-legged Tailoring Chairs (648€)

- SPECIALIZED MACHINES ----- 15.851'00€

2 SIRUBA 747-514-M2-24 Sewing Machines (2.570€)
2 SIRUBA F007K-W122-364 Sewing Machines (2.900€)
1 BROTHER HE-800B-2 Sewing Machine (4.380€)
1 BROTHER KE-480HS Sewing Machine (3.250€)

TRAINING EXPENSES ----- 35.400,00€

Estimated teaching staff costs (45€/h x 240 h/course x 3 annual courses)
Raw materials and consumables.



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