



SOCIAL TAILORING

2023-1-ES01-KA210-ADU-000152023

Month April (2025) | Issue 1

WHAT IS SOCIAL TAILORING?

The main objective of Social Tailoring is to achieve a situation of equality and transition to the labour market for people in disadvantaged situations. This project seeks to improve the employability of this group through experiential itineraries aimed at the acquisition of work and life skills in the textile field, sustainable overtime.

OUR GOALS

- Involve people in disadvantaged situations in a training course, coaching, creativity and tailoring workshops with reused materials, to develop personal, social and work skills useful for their social inclusion and employability.
- Promote a social brand in a European network of social tailoring HUBs.
- Promote sustainable purchasing behaviours.

RESULTS

- Development of a non-formal training and coaching plan aimed to the needs of disadvantaged people.
- Implementation of a HUB for training in tailoring and creative craftsmanship with recycled materials.
- Creation of a European network of social tailoring workshops.

FIND US AT:



<https://socialtailoring.eu/>



<https://www.facebook.com/socialtailoring/>



BOOSTING SOCIAL ENTREPRENEURSHIP IN NORTH MACEDONIA

We conducted a successful training program in the city of Kavadarci, North Macedonia, between March 31 and April 4, 2025, providing participants with a practical and inspiring experience.

This training program included:

Practical workshops: Participants participated in workshops on creative thinking, brand design, marketing, and corporate social responsibility. They were challenged to develop innovative business ideas based on sustainable products, learning how to define their target audience, create a strong brand, and effectively communicate their added value. Non-formal learning methodologies were used, encouraging active participation and teamwork.

Study visits to locations of interest showcased successful examples of social entrepreneurship and local crafts. These visits allowed participants to contextualize their learning and better understand market opportunities.

Practical Experience: The training included a hands-on experience in which participants created a logo and mood board for their brand, applying the knowledge acquired in the workshops.





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