

Recycle 10t of Plastics & Support Entrepreneurs

ABOUT THE PROJECT

1st Project Goal

Our first goal with this project is to educate people about waste and clean up at least 10,000 kgs of existing waste, mostly plastic



waste. In 2021 we developed a skateboard made from 100% recycled plastic and the entire process from collection, recycling and manufacturing happened in the Rocinha community. This project will allow us to increase our recycling capability by producing more skateboards and other products from recycled plastic.

2nd Project Goal

Our second goal in this project is to support at least 100 disenfranchised and vulnerable entrepreneurs, mostly women, ages 20 to 55, residents of Rocinha and Vidigal communities in the South region of Rio de Janeiro, right in the heart of the city. These entrepreneurs will have their micro businesses in the food or beauty care sectors and their monthly incomes range from US\$ 60 to US\$ 300.

This disenfranchised population lacks education on sustainability and environmental issues and therefore we will provide them with online and in-person lectures and content during this project. Additionally, this project will offer entrepreneurial support including entrepreneurial education, seed money donation and mentoring to the 100 entrepreneurs.

We will use our online platform Sisdom (www.sisdom.com.br) and our goal is to support 100 entrepreneurs from the Rocinha community.

Use of Funds

The funds will be used in the following way:

We will use twenty six percent (26%) of the funds to collect and clean the plastic waste and fourteen percent (14%) to run the machinery (including operator costs) to manufacture products from this plastic waste.

Twenty one percent (21%) of the total funds will be used as seed money for each entrepreneur. Our team at Instituto Dom manages and makes all purchases of the items for each entrepreneur according to what each one requires (usually raw materials, small machines, packaging materials, technical courses, and more).

Fifteen (15%) of the total funds will be used by the teams involved in providing environmental and entrepreneurial education to the entrepreneurs. This education will happen

online and in person (physically). Regarding entrepreneurial education, the main themes that we educate our entrepreneurs include Entrepreneurial Behavior and Characteristics, Micro Business Finance, Digital Marketing and Sales.

Fourteen percent (14%) of the total funds will be used by the teams involved in the mentoring activities of each entrepreneur. This will include individual and/or group virtual and in person meetings with the entrepreneurs where best practices on managing micro businesses is given to the entrepreneurs. The mentoring activities focus on the micro business areas of Finance, Marketing and Digital Marketing, Sales, Planning and Entrepreneur Characteristics. Transportation costs to/from the Rocinha community for Instituto Dom's team is also included in this amount.

Finally, ten percent (10%) of the total funds will be used for management and overhead costs to keep our organization growing and helping us offer quality services.

ABOUT INSTITUTO DOM AND NA LAJE

Instituto Dom is a non-profit organization based in Rio de Janeiro, Brazil with teams and volunteers located in several states around Brazil. Many of our founders and management are located in Rio de Janeiro.

Na Laje Designs' mission is to use business as a tool to combat social and environmental challenges facing our community. With the vision to lead the change to a more circular, conscious and sustainable economy. In the two years

since Na Laje was founded, we have gained national and international attention because of our creative approach and grassroots action. The unique and beautiful handmade skateboards recycle local plastic waste, diverting it from entering landfills or oceanbound waterways. Na Laje Designs is a socially responsible company that is aligned with 6 of the 17 sustainable development goals set by the United Nations.

We have governance practices in place, and both organizations strongly value transparency and we strive to deliver transformative social impact to disenfranchised entrepreneurs. Our main objective with vulnerable disenfranchised entrepreneurs is to help them grow their micro businesses and increase their monthly incomes.

We support entrepreneurs and we support the sustainable development of communities and sustainable development of vulnerable people from marginalized communities. Rocinha community in Rio de Janeiro is an example, where more than 200,000 low income people live and work, many on less than US\$ 5 per day.

To help vulnerable entrepreneurs grow their micro businesses and increase their incomes, we use a 3 step process which includes Entrepreneurial education, Social investment (seed money) and Mentoring. A fourth step will be offered soon which includes offering Networking to our supported entrepreneurs.

We have an online platform where entrepreneurs login to complete their entrepreneurial track on the 3 steps. This

platform also allows our team to manage what is being done and track each entrepreneur's progress.

Get to know more of Instituto Dom and Na Laje by visiting our web pages and our social media.

<https://youtu.be/vUOfg2EIDz8> Video english subtitles

<https://en.institutodom.org.br/> Website (english)

<https://nalajedesigns.com.br/> Na Laje Design website

www.instagram.com/oinstitutodom Instagram

www.linkedin.com/company/instituto-dom/ LinkedIn

www.youtube.com/c/InstitutoDom YouTube

www.facebook.com/oinstitutodom Facebook