

Re Use

By Ajuda de Mãe



ReUse by Ajuda de Mãe Project



Purpose

To promote the social and professional inclusion of vulnerable mothers through a sustainable social enterprise that transforms textile waste into new products — merging human, environmental, and economic impact.

Objective



Create (re)employment opportunities for unemployed or at-risk mothers



Provide technical and personal training in sewing, upcycling, and product management
Encourage financial autonomy, self-esteem, and community belonging



Promote a circular economy that values reuse and conscious consumption



Social and Inclusion Impact

12 different nationalities (Angola, Mozambique, Brazil, Pakistan, Guinea, India, Nigeria, Portugal, Romania, Syria, Russia, and Ukraine), strengthening cultural diversity and equal opportunities

Over 50% of participants reintegrated into the job market

Proven increases in self-esteem, confidence, and family cohesion

A collaborative environment fostering intercultural exchange and mutual support

Ecological Impact

Over 800 kg of textiles reused that would have gone to waste

Significant reduction in carbon footprint linked to textile waste and industrial production.

Creation of reusable, low-impact products, aligned with circular economy and responsible consumption principles.

Direct contribution to SDGs 11, 12, and 13 — Sustainable Cities, Responsible Production, and Climate Action



Global Impact Summary

Environmental

less waste and lower
CO₂ emissions

Community

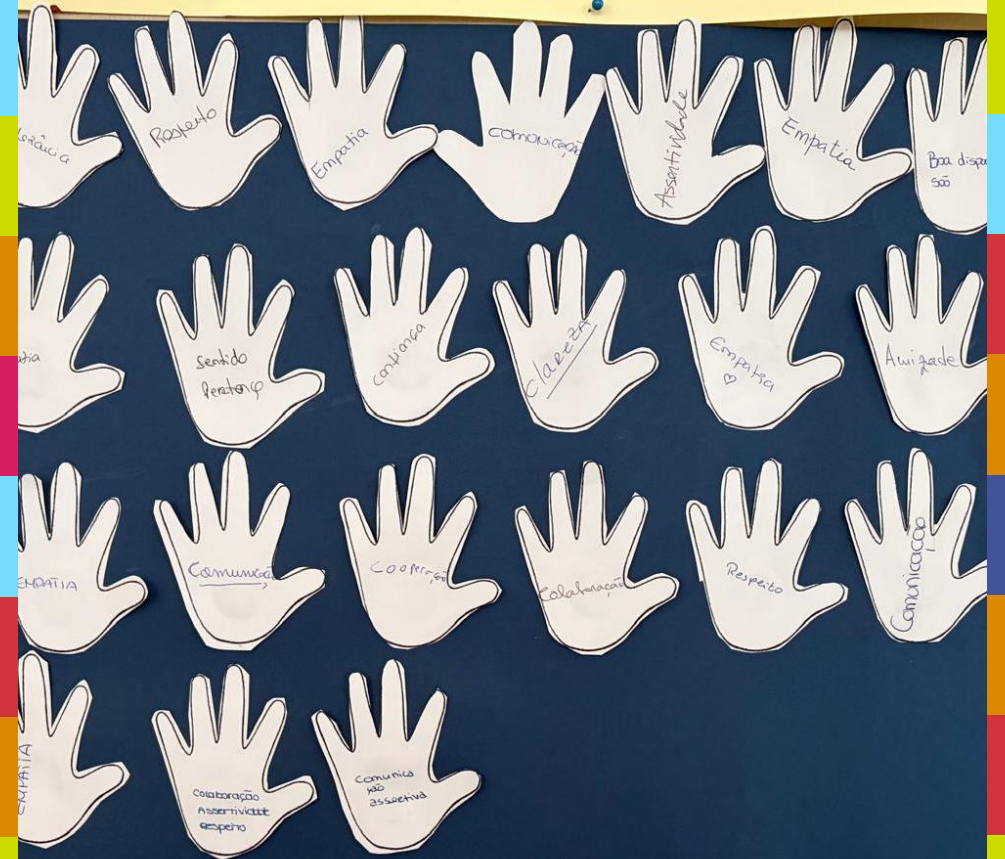
strong network for
support and
multicultural integration

Social

empowered
mothers with new
life opportunities

Sustainable

products with
purpose and lasting
positive impact



trabalham juntas,
pequena.
ial nasce da união,
o coletiva."

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WE TRANSFORM LIVES!