

# Arte y reciclaje para la paz. Mujeres creando Economía Circular con propósito - Air & Environment

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# Arte y reciclaje para la paz. Mujeres creando Economía Circular con propósito

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**Country:** ?? Colombia · Bucaramanga **Category:** Air & Environment **CT Taxonomy:** CT-WA-004 — Circular Products & EPR **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 5.0 **Funded:** False

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## Elevator Pitch

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With art, purpose, and love, we set out

## Climate Problem

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The initiative helps address environmental issues such as plastic pollution, improper disposal of organic waste, greenhouse gas emissions, and the degradation of unused plastic waste.

## Solution

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The proposal promotes the reuse of plastic containers, particularly PET bottles, by transforming them into repurposed items through the use of artisanal techniques such as painting and the incorporation of materials

# Revenue Model

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by selling flower pots, fertilizer, and insecticide mixtures.

# Target Market

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Residential complexes that lack space for plants. Anyone who appreciates handcrafted items (flower pots made using traditional techniques)

# Social Impact

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Migrants, People Living in Extreme Poverty, Women

# Demand Evidence

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I made some flower pots, and people liked them and bought them from me. I make homemade insecticides and have sold them.

# Competitors

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The nurseries

# Founder Expertise

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I'm from Artea, and I know techniques that I can use and teach to make planters out of plastic bottles, cans, and other recycled containers. I have knowledge of organic fertilizers, plants, and aromatic herbs and their properties, and I know how to make insecticides.

# External Support

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None

# Team

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Recycle, create, paint, grow, and sell

# Founder

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SONIA PATRICIA REINEL

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