



# Atelierul de Pânză SRL

## Case Study

### 1. General information

Atelierul de Pânză is a project of the non-profit organization Association for Sustainable Development ViitorPlus, organized under the legal form SRL. The Cloth Workshop started its activity in 2009, with 3 beneficiaries and a specialized employee (for beneficiary training and production organization).



Since 2014, Atelierul de Pânză has been a protected establishment, which means that a large part of its staff is made up of people with disabilities.

Currently, out of a total of **18 employees, 12 are disabled** or suffer from an illness that has affected their ability to work.

Regarding the economic activity carried out, Atelierul de Pânză aims to reduce the consumption of plastic bags and offers consumers an alternative to them - canvas bags. Thus, the workshop makes reusable products with a long lifespan: bags or accessories made from 100% cotton fabric, as well as accessories made from scraps of material.

Moreover, the Cloth Workshop aims to be a promoter of the circular economy using textile waste as raw material in the production process – the Puzzletex product line. Currently, the company operates three production lines:

- bags/traits/accessories made of 100% untreated, undyed and unbleached cotton fabric; nature;
- accessories made from material scraps (promoting the circular economy);
- bags/travel bags/accessories made of recycled cotton fabric;
- reusable textile masks;





## 2. The insertion model/program and the professionals who support it

The prevailing model of insertion envisages the creation of permanent jobs, which are sustainable alternatives for disadvantaged workers in the open labor market.

The program of insertion within the organization is centered around the principle of equal opportunities for all employees, the creation of a stable and inclusive work environment, promoting the fact that both disabled and non-disabled people can work in a cohesion, can be equally productive and represent important team members and active members in society.

The enterprise offers stable jobs, a salary package 75% above the minimum wage in the economy and a work environment that promotes the participation of all members of the enterprise in the impact decisions of the organization.

The professional responsible for training disadvantaged workers in vocational skills is the team leader. It has the following responsibilities:

- Support in the team integration process;
- Guidance in increasing production capacity;
- Organization of time and work rhythm according to the physical capacity of each employee.

The team leader works with all employees in the same room and interacts directly, being strategically positioned in the middle of the production team. The person in this position is empathetic, patient and focused to meet all the (extremely different) needs of the disabled people they work with.

Currently there is no insertion counselor within the organization.

The team coordinator and the manager represent the team that supports the employee in the integration process.

## 3. Beneficiaries and support services for them

The beneficiaries of the enterprise are people with disabilities, usually also with socioeconomic problems, but who nevertheless has the physical abilities to adapt to a work environment that involves production and physical effort adapted to his capabilities (sewing, tailoring, labeling, packaging).





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The problems they face are generally of an economic nature (they come from single-parent families, they had a long period of time in which they were inactive, which is why they did not have a constant income).

In addition to the inclusive environment and opening up to people who have no experience in the field with integration support, Atelierul de Pânză also offers information and guidance on social services (obtaining a disability certificate, obtaining rights that come from the status of a person with a disability). The people who provide this type of support are the HR manager and administrator.

The jobs offered to the beneficiaries are:

- Tailor-maker;
- Packer;
- Administrative officer;
- Logistics assistant

