



Natura Vie Association

Study Case

1. General Information

Natura Vie Association established in December 2020 has a social insertion enterprise with a social brand in the form of an online store – www.e-natura.ro – which only sells products of small local producers, other social insertion enterprises (ISIs) or NGOs, vegan products, eco, 100% natural and without plastic or non-recyclable packaging.

The social mission of the Natura Vie Association is to promote a responsible and sustainable lifestyle and purchasing behavior in Romania by encouraging the purchase of eco friendly and zero waste products from small local producers.

The association also aims to support small Romanian producers who make this kind of products by offering them a market, promoting the products and negotiating for them preferential rates from courier and ecological packaging companies.

Also, also within the social mission, the association aims to support ecological education and green infrastructure projects in schools (green spaces and outdoor learning spaces in school yards for the sustainable protection of the environment) projects for which it will allocate 100 % of the company's profit.

Currently, the Natura Vie Association has 3 members, 1 volunteer and an employee from a vulnerable group, respectively: people at risk of losing their ability to meet their daily living needs due to illness or disability.



Asociația
Natura Vie





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

The predominant insertion pattern it envisages the creation of permanent jobs that are sustainable alternatives for disadvantaged workers in the open labor market.

To facilitate the insertion process, the Natura Vie Association aims to provide support with the help and offer of at least one specialized course/year.

The **mentor** is the professional responsible for training the professional skills of the disadvantaged workers in the organization, being responsible for providing support to the employee from the vulnerable category throughout the entire process or to the employee in the company and to identify specialized courses that he can participate in to improve his knowledge and practical skills.

He interacts directly with disadvantaged workers on a daily basis, by drawing up work assignments, by answering any questions, by providing help when requested. The required skills refer to training or experience in the field, to have a high degree of tolerance and empathy, to have basic psychological knowledge and to be a good teammate.

Currently, the Association does not have the position of **insertion counselor**.

3. Beneficiaries and support services for them

The Natura Vie Association currently has no beneficiaries. Within the organization is employed a person from the vulnerable category, chronically ill, who undergoes dialysis and has a certificate of permanent disability in 1 grade. His problems are related to health. He holds the positions of Sales Advisor and Database Operator.

