



URBANECO



ABOUT URBANECO:

Eco friendly fabric was taken from scraps obtained from a local fabric store. Once the fabric was chosen it then went through the process of sewing and printing; two family members offered their support by completing this job free of charge. Upon completion, the bags were then sold to teachers, students and family members. The bags were then distributed among teachers, students and family members. We have also collaborated with KABS fit factory which is a local company in Jordan, we merged our designs together to produce customized bags for an upcoming event of theirs. We've sold a range of 250 bags noting that each bag was sold for a reasonable price. Some individuals were kind and supportive enough that they donated extra money besides purchasing our bag. All money that have been raised were used to buy home necessities for the people in need as we were able to get a fridge, carpet, beds, sofas, curtains and an oven. Some supplies were given to us as a donation without any charge. All team members have went through this journey and we are all proud to say how happy it makes us to see fabric being converted to bags and then the money we've raised were turned into home necessities for the underprivileged people. The media team, photographer/videographer were able to track all the memorable moments in achieving the SDG's.

SDG'S WE WERE ABLE TO TACKLE ON A LOCAL SCALE



All the money that we have raised and obtained from selling these bags were taken advantage of through buying home necessities (such as a fridge, beds, sofas, curtains and carpets) that followed a sustainable style and were given to two underprivileged houses which helped improve and create a more habitable living space and lifestyle for them. Some stuff were given to us as donation, while others were bought using the money we raised.



Plastic bags a huge contributor in ocean pollution. Plastic bags can end up in oceans as it is lightweight, or can be caused by landfill dumps or by littering caused by people. In marine environments, many animals confuse the plastic littering the oceans for food, including sea turtles. Marine mammals can become entangled in or ingest plastic waste, causing suffocation, starvation, and drowning. Thus our project aims to manufacture fabric bags as a replacement to the harmful, non-biodegradable plastic bags. Bags made out of fabric are considered more effective as they can be sustained and biodegradable.



Landfill waste produced by hectic amounts of plastic being dumped is extremely harmful to environment we live in. So increasing the use of eco-friendly fabric bags which is the aim of our project through manufacturing fabric bags replaces the use of plastic bags, alternating to a better and cleaner habitat for both humans and animals.

Leen Ibrahim- writer and journalist

Karim Halawa- team leader

Celina Soudani- media and design

Talal Bisharat- resource supplier and public relations

Zain Abu Rabie- consultant and videographer/photographer



SKILLS THAT WE'VE LEARNED:

"One of the key skills I learned throughout this journey is time management. Meeting deadlines, scheduling meetings, and planning out the duration of the implementation process of our project required an organized mindset and effective running. I am thankful for this competition to have taught me such an essential skill in life " - **Zain Abu Rabie**

" This project has definitely printed my heart with memories and skills that will never be erased. GSL made me more conscious about how a simple step could change the world for a person and let them have a reason to smile and rethink about life. It have taught me well on how to incorporate all ideas and showcasing them into one central idea that covers them all. I will definitely be participating in other projects that revolves around the aim of making the world a better and more eco-friendly."- **Leen Ibraheem**

"Through this project I have learned numerous capabilities from my role. I have learned different techniques for social media and how to use them in an effective way. Being responsible for media and design was a wonderful experience that I really appreciate since it made me realize that I had the opportunity to use these platforms to create change."- **Celina Soudani**

"After this wonderful experience I have learned how team work should be handled and how we have to tolerate all problems and work hard to avoid them. Seeing the appreciation from teachers, family members and locals was definitely a motivation to the future of **URBANECO**"- **Karim Halawa**

"This competition taught me how we should all work together effectively to produce ideas and plan a solution for a problem. I was inspired to continue this path as I saw the positive feedback from the people we impacted" -**Talal Bisharat**

AIMS

- 1 Decreasing the hefty costs of plastic bags production noting the fact that they're disposable, while fabric bags could be utilized over and over again and maintain durability.
- 2 Make a difference in underprivileged lives.
- 3 To influence the behavioural pattern of people in our community against the use of plastic bags
- 4 Alternate plastic bags with eco-friendly fabric bags
- 5 Targeting the biggest number of people in our society (through local collaborations and expanding our message to others)



How can our project be seen/considered as sustainable?
Our project can be seen from a sustainable perspective, as the fabric we have bought is eco-friendly and has the features of a sustainable fabric. The fabric can be seen from a sustainable and eco-friendly perspective as it is organically manufactured, grown with few chemicals, and rapidly renewable. Also, all the supplies that we have bought are persistent and do not run out after using it once.