How a mountain of waste became gifts and hope this Christmas!

Friday 13 December, 2019

Cycle of Good, part of Staffordshire based charity, Krizevac Project, is celebrating a phenomenal year having saved tonnes of cycling waste from going to UK landfill, instead using it to create employment and life changing opportunities for young people.

“This has been our best year ever” UK Manager- George Furnival explains, “we’ve collected over 65,000 old inner tubes, 20 tonnes of lorry curtain and thousands of old coffee sacks and we’ve used all this “waste” to create quality eco-friendly, recycled gifts that will last a lifetime. In doing so we’ve created 20 jobs in Malawi and 10 new jobs right here in Longton, Stoke on Trent”.

The enterprising charity is on a mission to re purpose waste materials in an effort to help combat climate change but also to turn it into a trading surplus that is 100% re-invested into education and care projects for vulnerable children in Malawi.

“This good news story, would not be possible without the efforts of the amazing team in Stoke on Trent who work tirelessly to re-use and recycle materials that would otherwise create a huge problem for our waste streams to accommodate”, George explains. “An old inner tube can be turned into 8 beautiful, vegan wallets that are sewn using solar energy and have a minimal impact on the planet. I’m so proud of the team for such a fantastic year!”

The charity is seeking partnerships with manufacturers to collect waste that can be carefully crafted into eco-products so they can make the Cycle of Good even bigger in 2020.

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