

# Hayiati.Arts

## Solidarity Atelier



**SOCIAL HACKATHON**  
Refugees' Integration through Social  
Entrepreneurship

# Hayiati.Arts

## Solidarity Atelier

means **tailoring/  
sewing** in Farsi

means **my life**  
in Arabic

means **space/room**  
in Greek

Equal Opportunities 4 All  
Skills, Knowledge, Creativity

Lack of dignified  
integration  
pathways  
for refugees and asylum-  
seekers

- ❑ Skills and talent going to waste
- ❑ Marginalization in Society and lack of Visibility

# A platform

for creativity and  
employment

- ☐ Unique talents being put to use through the creation of artwork and handicrafts
- ☐ Solidarity trade as a practical means of support
- ☐ Socially and ecologically ethical

# Market

## Handcrafted Items

**24 bil.€**

handmade products Industry

**60%**

increase of total market through  
gender inclusivity

**22%**

increase in eco-trends/year

## Early Adopters

Fairtrade networks

Social cooperatives

Local Community

Individuals sensitive to  
migration and ecological  
issues

# Strategic Goals

- ☐ To become a platform for solidarity trade between refugees in Ioannina and people throughout Europe
- ☐ To run a shop in the city that will be the hub between the Hayati.Arts employees and the local community
- ☐ To become an umbrella and hub for solidarity trade initiatives

# Product / Services

## Bags

- Tote bags
- Clutch bags
- Backpacks
- Incorporating upcycled materials and featuring unique artworks

## Clothing and Accessories

- Jewellery
- T-shirts
- Hats
- Incorporating upcycled materials and featuring unique artworks

## Educational Workshops

- Upskilling workshops in tailoring, sewing, visual art and graphic design



# Business Model



Training workshops for  
diverse teams

**Empowerment**



\*20% discount in total  
amount buying 2 items

\*10% discount in fairtrade  
networks and cooperatives

**Social Discount**

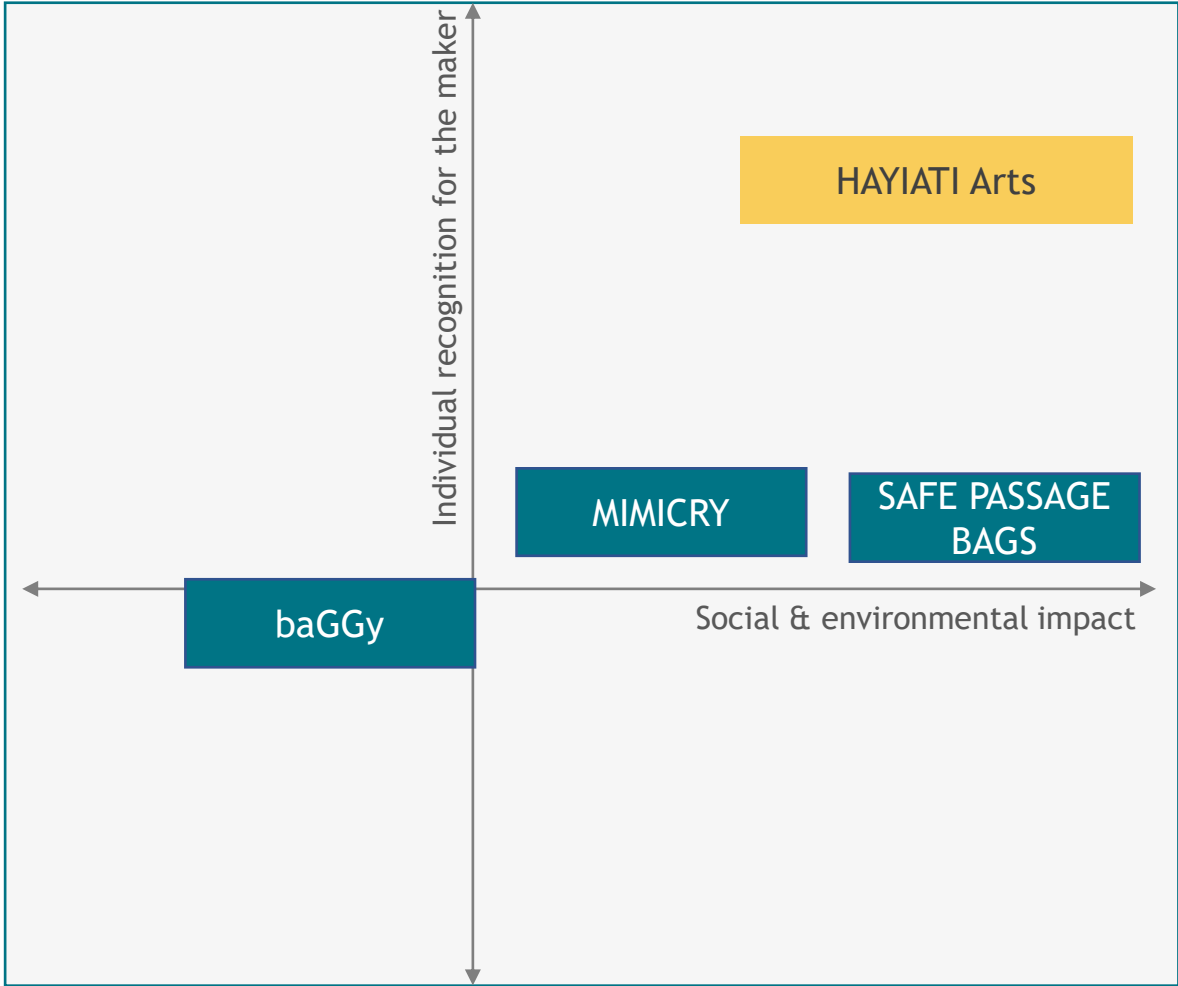


Target and mobilise  
European solidarity  
networks

**Social Consciousness**

# Competition

## Handicraft / Solidarity Shops



	SAFE PASSAGE BAGS	MIMICRY	baGGy	HAYIATI Arts
Bags	●	●	●	●
Jewellery	●			●
Bags featuring artwork				●
Accessories: hats				●
Clothing: raincoats				●
Educational Workshops				●

# Our Group

- ❑ **Ali:** Product design and creation (tailor, designer)
- ❑ **Cissokho:** Product creation (tailor)
- ❑ **Khairullah:** Artwork & graphic design (artist)

- ❑ **Wilson:** Artwork & graphic design (artist)
- ❑ **David:** Logistics
- ❑ **Habibi.Works:** Infrastructure (space, machines)

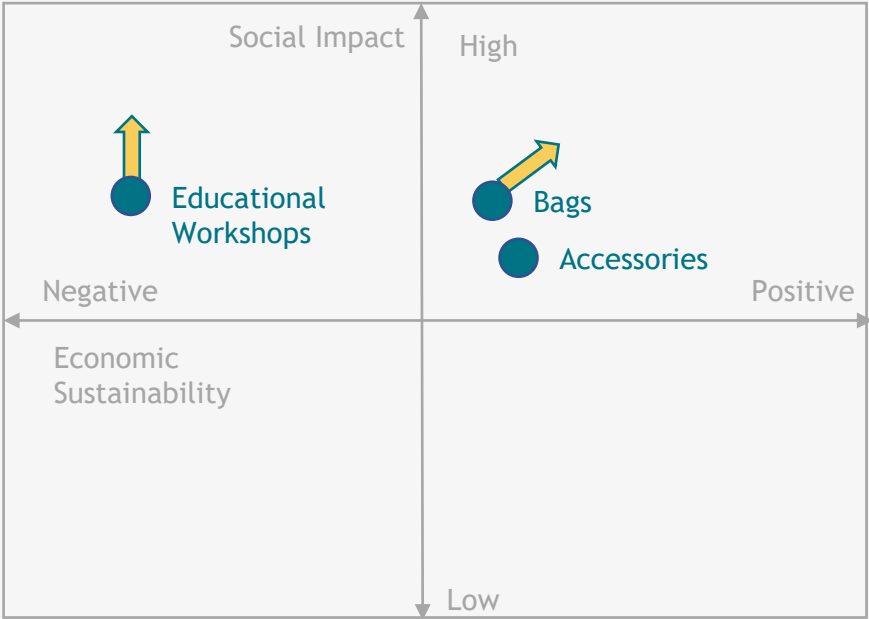
# Financials

## Production of bags and accessories

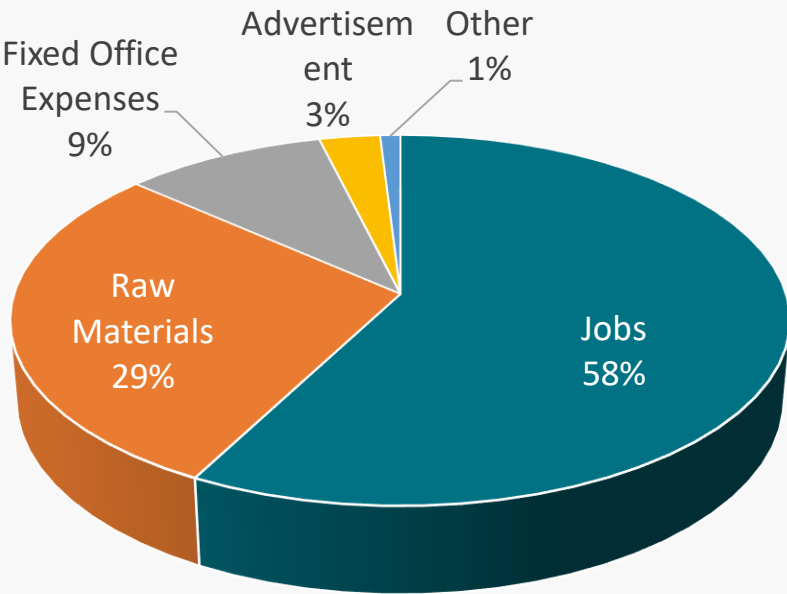
- ❑ Initial Capital Required: 23.000€
- ❑ Total Investment Cost: 88.000€
- ❑ Jobs: From 5 to 2022 → to 10 to 2026

	2022	2023	2024	2025	2026
GROSS OPERATING PROFIT	1.783€	18.850€	26.390€	38.900€	57.400€
OPERATING RESULT	1.975€	14.812,5€	16.820€	22.500€	32.000€
SALARY	1.309€	6.236€	7.840€	10.958€	16.500€
RESULT	-1.231€	-2.198,5€	1.730€	5.442€	8.900€

### Harmonizing Revenue Sources with Strategy & Targeting



### Mix of Expenses / Month



# Traction & Roadmap

## Step 4

Become an umbrella / hub for solidarity trade initiatives

## Step 1

Sell items (bags, jewellery) through established solidarity networks

## Step 3

Diversify products, sales points and launch educational workshops

## Step 2

Establish a physical location for sales in Ioannina



# Value

- ✓ Entry-point for refugees and asylum-seekers to dignified working opportunities
- ✓ Showcasing artists and makers as individuals with talent
- ✓ Solidarity in action
- ✓ Filling a gap in the Ioannina market
- ✓ Multicultural team
- ✓ Umbrella / hub for socially-minded initiatives

# Thank you!!!



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