



“
Brands
have a
responsibili-
ty to leave
a better
world
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Menorca
Avarca shoes
Local production
Recycling



Pwani Menorca

Nico Anglada and Clara Capó come from the design and marketing worlds. In 2016, they started with the idea of making avarques (traditional Menorcan sandals) using industrial waste. Two years later, the project was underway but there was still a desire to introduce new things. Thus, came the concept of recycling sea plastics to produce their soles. Since this year, Pwani sandals, made from recycled plastic, are on the market.

Address:
C/ Madrid 29 07760 Ciutadella
(Menorca)

Phone:
+34 660 033 525

Web:
www.pwanimenorca.com


[pwanimenorca](https://www.facebook.com/pwanimenorca)


[pwanimenorca](https://www.instagram.com/pwanimenorca)



Pwani Menorca

Clara Capó y Nico
Anglada

Founders

Picture: David Arquinbau

1. What values do you start from?

Avarques themselves are already a recycled product as their soles are made of tires. The original avarca was born in the field from the peasants' needs. They took advantage of the materials they had, such as car wheels. Now we have the problem of plastic in the sea and that's why we wanted to use it.

2. What actions have you taken to achieve these values?

We collaborate with the Per la Mar Viva association. Since 2017, they have been carrying out awareness campaigns on the subject of plastics and cleaning brigades. So far, they have collected over 9 tons of plastics. With these actions they also highlight how the coastal cleaning is mismanagement. As a result of all their dissemination work, we thought of collaborating and taking the plastics they collect. We select and clean them with water and brushes, grind and inject them. Everything is done here, in Ciutadella. We work with experienced local companies.

3. What does it mean to apply these actions, what is the return?

When you do something that adds value and is positive it is inevitable to arouse sympathy. The project is very young but it is easy to explain, people understand it easily, everything is positive values, local production, ecological footprint ..

4. How do you imagine the future?

We want to continue working in this line, sustainability is within our ideology, we do not contemplate another way of doing it. Imagine even being able to do work without plastic. But I would highlight an issue of responsibilities. Consumer obviously have the last say but as brands we are also responsible to make a better world, and if not better, at least not worse. The solution is to offer a product that meets this. We are a small company but I wish everyone had their eye set here.

Fundació prevenció
residus i consum

Rezero

Rezero is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

rezero.cat / info@rezero.cat / [@rezerocat](https://www.instagram.com/rezerocat)