

# 2025. ACTIVITY REPORT

Social Cooperative  
**Humana Nova**



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# A Message from the Cooperative Manager



**Ivan Božić**  
Cooperative Manager

*Social entrepreneurship in Croatia is increasingly gaining recognition, and Humana Nova has been dedicated to this field for over fifteen years. Through our work in textile waste management and work integration, together with our employees, collaborators and partners, we develop sustainable models with a tangible social impact.*

*We would like to thank everyone who has recognised the value of our work and contributed to our growth – because the changes we create are only possible through collaboration. This report presents the impact we created in 2025.*



By registering in the Register of Non-Profit Organisations, we have committed to reinvesting 100% of our profit. In addition to our social and environmental goals, the economic dimension is equally important to us, as reinvestment enables us to achieve an even greater impact on both society and the environment.

# Our story

Social Cooperative Humana Nova is a social enterprise operating across three key areas: **environmental**, **social** and **economic**.



## Vision

We are a recognised leader in social entrepreneurship across the wider region. Through our work, we contribute to building a society based on tolerance and cooperation, while supporting socially excluded individuals and their families in improving their self-confidence and quality of life.

## Mission

We promote the employment of persons with disabilities and other socially excluded groups through a model of textile waste management, as well as through the production and sale of high-quality, innovative textile products made from ecological and recycled materials for both domestic and international markets. We contribute to the sustainable development of the local community, poverty reduction and the protection of the environment.

## Core Values



### Tolerance

Every person is equally important.



### Responsibility

We trust one another.



### Respect

We respect one another and the work each person does.



### Trust

We believe in growing together.

# Sustainability and Social Responsibility



## Environmental Sustainability

We add new value to discarded textiles by reusing, redesigning and transforming them into new, high-quality and innovative products. Using new, eco-certified and locally sourced materials, we design, cut and sew sustainable products.



## Community Engagement

In addition to employing marginalised individuals from the local community – thereby strengthening individuals, their families and the community as a whole – we actively engage kindergartens, schools, institutions and citizens through initiatives and workshops.



## Employee Well-being

Employee well-being and a healthy organisational culture are given particular emphasis, as they require additional attention due to the diverse composition of our workforce. An adapted work pace, without strict production quotas, and shorter working hours are part of our approach for fostering employee well-being.



## Fair trade

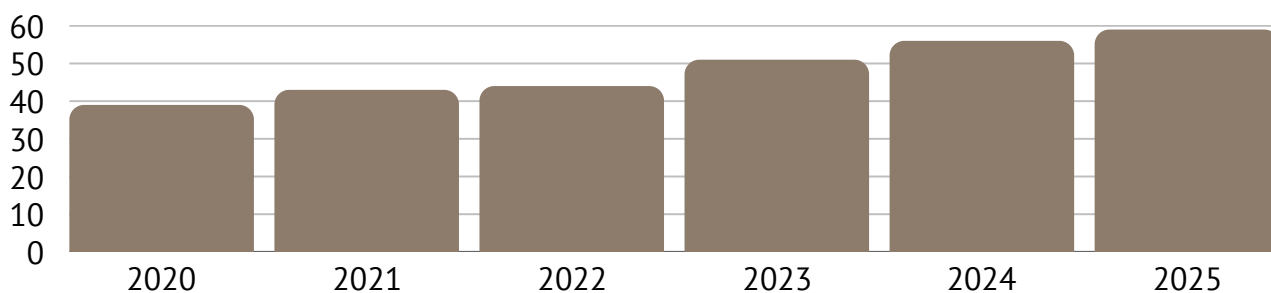
Local sourcing, the reuse of textiles within the local community, and local partnerships are of great importance to us, as they strengthen the community and contribute to long-term sustainability. We collaborate with suppliers, clients, associations and institutions in various ways.

# Growth and Development

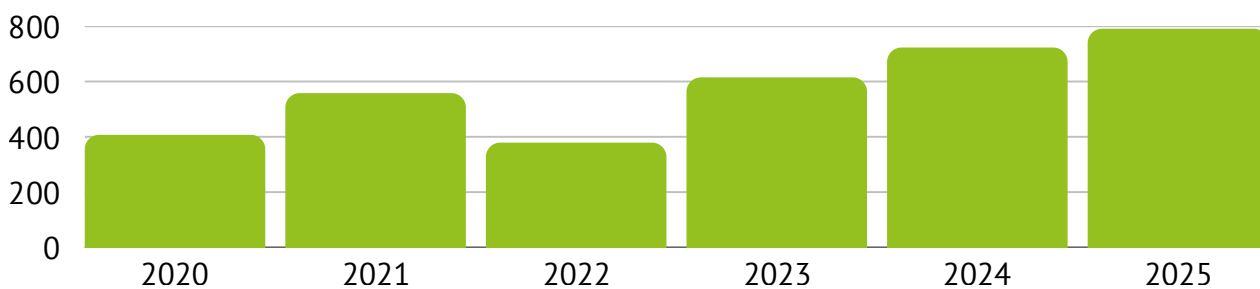
Although 2025 began with the introduction of new restrictions through the quota system, the results show that we successfully adapted. Revenue remained almost at the level of the previous year, confirming our ability to grow, strengthen our market position and achieve increasing business independence.



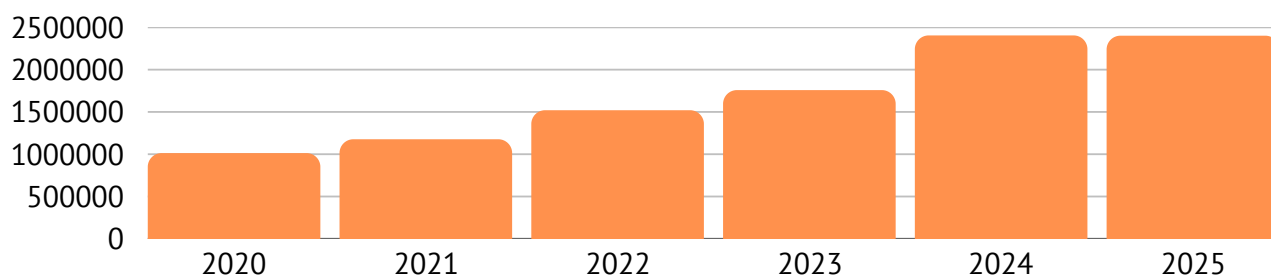
## Number of Employees



## Collected Textile Volumes



## Revenue



# Business Overview

During the reporting period, key business objectives were achieved, alongside continued revenue growth and further improvements in operational processes. Sustainable development, innovation and the strengthening of partnerships once again remained at the core of our activities.



## Employees

**59**

Total

**34**

Persons with Disabilities

**20**

Members of Other  
Vulnerable Groups

Revenue

**€ 2.401.382,83**



Clients

**310**



In 2025, Humana Nova was among five selected initiatives from across Europe given the opportunity to present their work in Brussels at the Social Innovation Forum 2025 (SIF2025). Participation in this international event enabled knowledge exchange, networking with partners from different countries, and the presentation of our social enterprise model to a wider European audience.

## CERTIFICATIONS

- ISO 9001
- ISO 14001
- ISO 26000
- Premium Green Certificate



# Change begins with people



At Humana Nova, we employ persons with disabilities and other individuals at risk of social exclusion, whose daily work creates new value. Disability, belonging to a national minority, a lower level of education, age – whether “too young” or “too old” – as well as gender, often represent barriers and sources of discrimination in the labour market.

Our experience shows that, when given the opportunity and a supportive environment, people can reach their full potential and make a valuable contribution to the community. That is why, at Humana Nova, we take an individual-centred approach - we adapt the workplace to each person’s abilities and needs, rather than expecting the individual to fit into predefined frameworks.



## Workers’ Cooperative

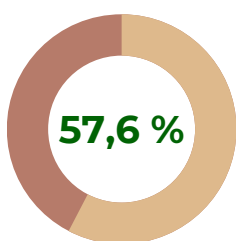
Employees may, if they wish, become cooperative members. Those who choose to do so demonstrate an additional commitment to the cooperative’s work and development, as well as to the local community, through their engagement, work and financial contributions (a membership share is paid upon joining and is fully refunded upon leaving the cooperative).

The opportunity to participate in decision-making on certain aspects of the business provides employee-members with greater self-confidence, motivation and a stronger sense of importance within both their immediate and wider community.

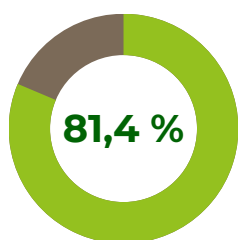
# Social Impact



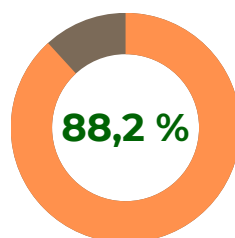
## Persons with Disabilities



## Women



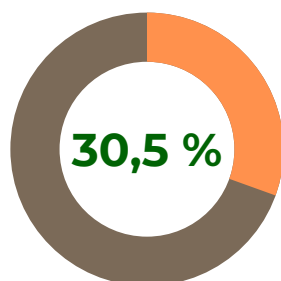
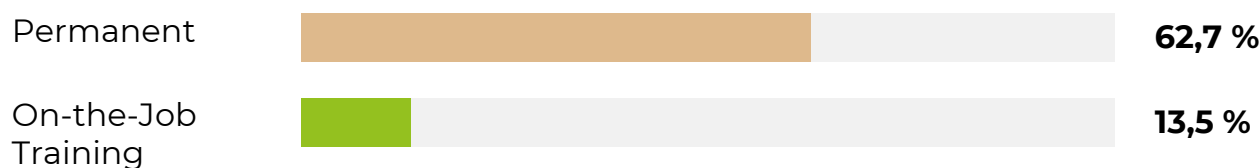
## Members of Marginalised Groups



Among persons with disabilities, Humana Nova employs individuals with cerebral palsy, multiple sclerosis, hearing impairments, visual impairments, intellectual disabilities, and mental health challenges, among others.

Among other marginalised groups, Humana Nova employees include members of national minorities, individuals over the age of 50, long-term unemployed persons, single mothers, and others.

## Types of Contracts



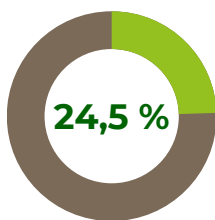
Multiple Marginalisation – employees belonging to two or more marginalised groups

# Investing in the Future



## Work without Production Quotas

In 2025, we continue to work without production quotas. Instead of pressure, we choose support, collaboration and meaningful work. Our mission is not only to produce, but to build a sustainable future together – with respect for people and their abilities.



## Shortened Working Fridays

## 5. A SUCCESSFUL YEAR OF ANNIVERSARY CELEBRATIONS



## Fridays for Birthdays – a tradition that continues

For some, birthdays mean a big celebration, while for others they pass almost unnoticed. That is why, five years ago, we introduced a small tradition: celebrating together. The last Friday of each month is reserved for celebrating the birthdays of all employees born in that month – a time to come together, connect and remind one another that we are part of the same team. Because every birthday deserves at least a moment of attention and joy.



## Outings, visits and broadening horizons

At Humana Nova, we believe that work can be more than just a job – it can be a space for growth. That is why, in 2025, we continued to turn shorter working days into opportunities for learning, connection and new experiences. From meeting world-renowned chefs to team-building through exploring local traditions, each of these days leaves a lasting impact, opens new perspectives for our employees and encourages greater engagement within the local community.

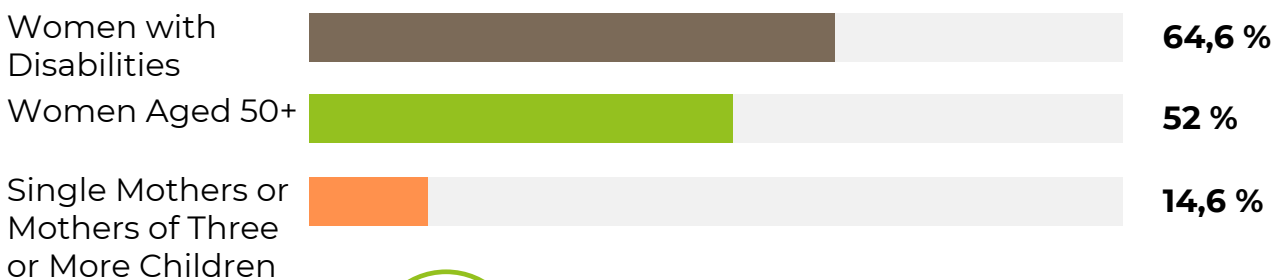


# Women shaping the Textile Industry



Humana Nova was established in the context of the collapse of the textile industry in Međimurje County, when many women lost their jobs after years of work. Particularly vulnerable were those already in a disadvantaged position – such as single mothers or women with disabilities – who were often written off in advance on the labour market.

At Humana Nova, we demonstrate every day that these women possess remarkable strength, skill, knowledge and perseverance.



31/48

Women with Disabilities / Women

8/9

Of the nine leadership positions, as many as eight are held by women.



# Textiles are not waste

Every piece of clothing or textile at Humana Nova is given a new opportunity:

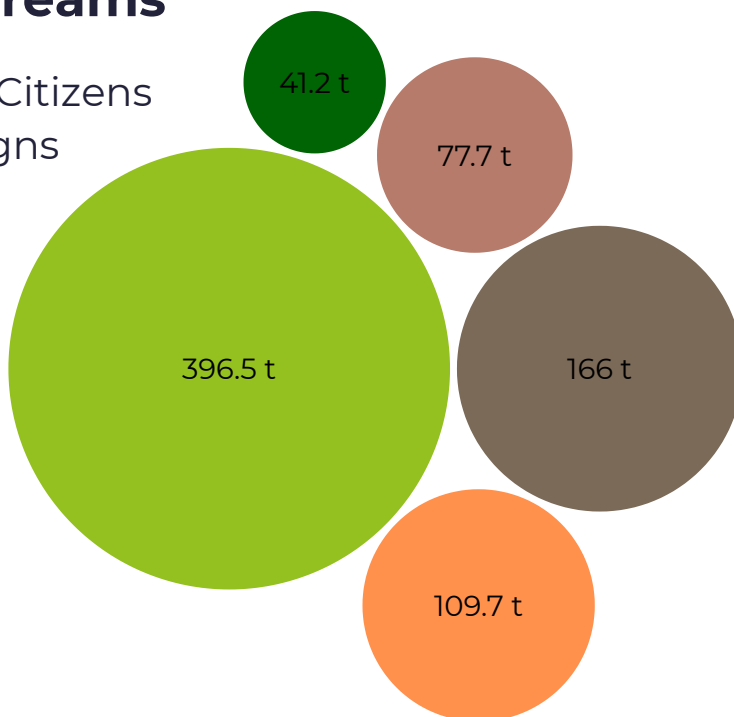
Re-use (RE-USE) – The wearable portion of collected clothing is made available through our second-hand store.

Upcycle and Recycle – Textiles that are no longer wearable are carefully sorted:

- Cotton is cut into industrial cleaning cloths for reuse in the industrial sector.
- Selected materials are used to create new recycled products.
- The remaining textiles are recycled in cooperation with our partners at Regeneracija non-wovens, where they are transformed into felt.

## Textile Collection Streams

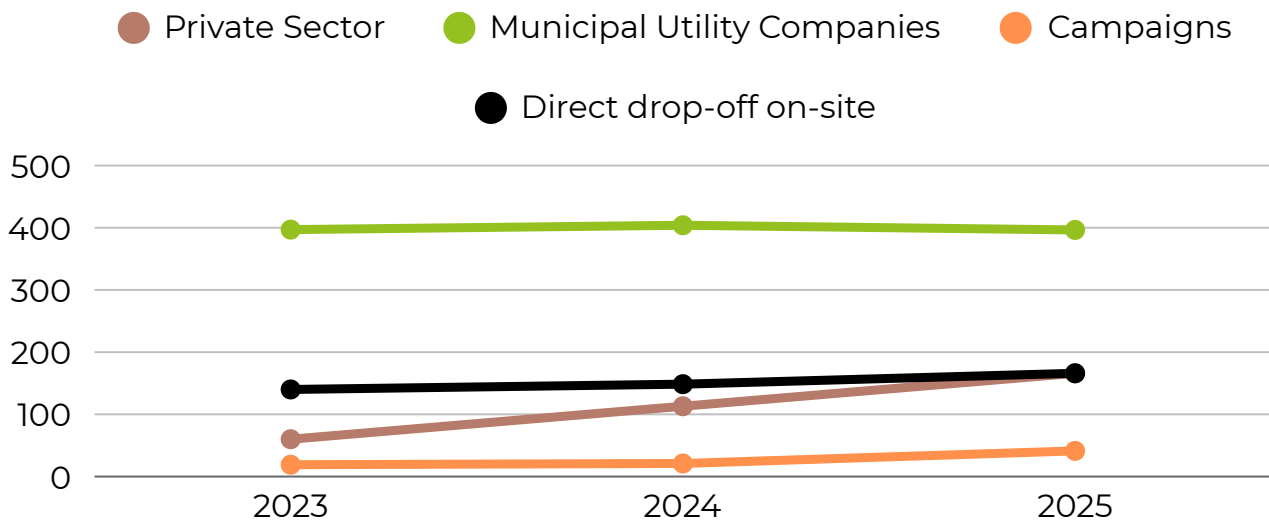
- Direct Donations from Citizens
- Collection Campaigns
- Cutting Residuals
- Municipal Companies
- Containers



# 791 t in total



# Increased Private Sector Engagement



## Collection Campaigns



We organise textile collection campaigns in cooperation with educational institutions, associations and private companies. Interest in these campaigns continues to grow, with an increasing number of schools, kindergartens and other organisations taking part. In addition to their environmental impact, they also play an important educational role.



## Cooperation with the Private Sector

Cooperation with the private sector takes place through textile collection and management services via containers, direct drop-off at our location, or collection at company premises. In addition to used textiles, this also includes the handling of production offcuts.



## Cooperation with Municipal Utility Companies

In cooperation with municipal utility companies, we collect textiles across a wider area of Croatia. In 2025, we collaborated with 16 municipal utility companies.



## Direct Donations from Citizens

Citizens also actively participate in this process. At our headquarters in Čakovec, there is a designated drop-off point where they can bring unlimited quantities of textiles during working hours.



# Environmental Impact

Global textile production continues to grow year by year. Every second, a truckload of textile waste is either incinerated or landfilled around the world. In 2025, 791 tonnes marked a record annual amount of collected textiles, bringing the total amount collected by Humana Nova over the years close to an impressive 5,500 tonnes.



**Prevention**

**Re-use**

**Upcycle**

**Recycle**

**Disposal**



## Waste Hierarchy

The environmental impact of our textile management system is reflected in several key aspects:

- **Waste reduction and reduced environmental harm** – the amount of textile waste that would otherwise end up in landfills is reduced, preventing negative environmental impacts caused by its decomposition.
- **Reduced CO<sub>2</sub> emissions** – the reuse of textiles reduces the need for the production of new garments, thereby lowering energy consumption and greenhouse gas emissions.
- **Resource conservation** – a reduced demand for new raw materials such as cotton and synthetics leads to lower consumption of water, land and energy required for their production.
- **Circular economy** – instead of a linear “take–make–dispose” model, our system closes the loop through reuse and recycling, promoting sustainable production and consumption. At the same time, it empowers individuals in disadvantaged positions, strengthens local partnerships and engages local authorities, contributing to community development.



# Emissions Overview in 2025

27,2 tCO<sub>2</sub>e.

Humana Nova's total carbon footprint in 2025 amounts to 27.2 tCO<sub>2</sub>e. The largest share of emissions comes from electricity consumption and vehicle use, which also represent the key areas for future reduction efforts.

## Key Drivers of Emissions

### Scope 1 – Increase of 19%

The increase in Scope 1 emissions is largely the result of higher energy consumption for heating business premises (+33.6%). Natural gas consumption rose from 24.9 MWh to 33.2 MWh, which can be linked to colder winter months as well as more intensive operations in sorting and production throughout the year.

Emissions from the vehicle fleet increased by 10%, reflecting a higher level of operational activity. Larger volumes of collected textiles required more kilometres travelled and increased fuel consumption.

Emissions from refrigeration equipment remained at the same level, as there were no changes in their use.

### Scope 2 – Increase of 21%

The increase in Scope 2 emissions is linked to higher electricity consumption, which rose from 16.5 MWh to 20.0 MWh. This growth follows the expansion of operations, including a higher number of employees, longer machine operating hours, and increased volumes of sorting and production.

Electricity accounts for 42% of the total carbon footprint (market-based method) and represents a key area for emission reduction. Transitioning to electricity from renewable sources would enable a significant reduction in the overall carbon footprint.



# Carbon Footprint

In 2025, we began tracking and reporting our carbon (CO<sub>2</sub>) footprint for the first time. The calculation was carried out in accordance with the Greenhouse Gas (GHG) Protocol and covers direct emissions (Scope 1) as well as indirect emissions from electricity consumption (Scope 2).

Our goal is not only to measure, but to understand – and then to reduce.

## Scope of Measurement

We calculated greenhouse gas emissions across two scopes:

- **Scope 1 – What we emit directly**

Direct emissions from sources controlled by Humana Nova, including vehicles used for textile collection, a natural gas boiler used to heat our premises, and refrigeration equipment.

- **Scope 2 – Indirect emissions from purchased electricity**

Indirect emissions generated during the production of the electricity we purchase from suppliers. Although these emissions do not occur directly at our location, the responsibility is still ours.

Understanding these two sources is the foundation for making informed decisions on emission reduction.

(in tonnes of CO<sub>2</sub>e, unless otherwise stated)

	2024	2025	Change (%)
<b>Greenhouse gas emissions - Scope 1</b>			
<b>Total gross Scope 1 emissions</b>	<b>13.2</b>	<b>15.7</b>	<b>19%</b>
Stationary sources	5.0	6.7	34%
Mobile sources	8.1	8.9	10%
Fugitive emissions	0.1	0.1	0%
Share of Scope 1 emissions covered by ETS (%)	0%	0%	
<b>Greenhouse gas emissions - Scope 2</b>			
<b>Gross Scope 2 emissions (location)</b>	<b>2.4</b>	<b>2.9</b>	<b>21%</b>
Purchased electricity	2.4	2.9	21%
<b>Gross Scope 2 emissions (market)</b>	<b>9.4</b>	<b>11.4</b>	<b>21%</b>
Purchased electricity	9.4	11.4	21%
<b>Total gross emissions Scope 1 &amp; 2 (location)</b>	<b>15.6</b>	<b>18.6</b>	<b>19%</b>
<b>Total gross emissions Scope 1 &amp; 2 (market)</b>	<b>22.7</b>	<b>27.2</b>	<b>20%</b>
<b>Emission intensity (tCO<sub>2</sub>e / 000 € revenue) - location method</b>			
	0.007	0.008	19%
<b>Emission intensity (tCO<sub>2</sub>e / 000 € revenue) - market method</b>			
	0.009	0.011	20%

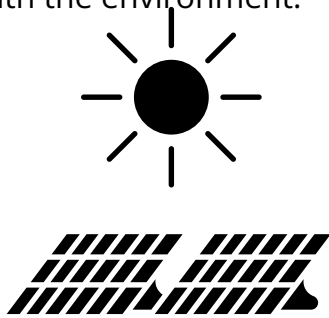
## Next Steps

Measuring is the first step. Understanding is the second. Reducing is the direction we are moving in.

In the coming period, we aim to take concrete steps:

- establish systematic tracking of fuel consumption per vehicle in order to better understand and reduce emissions from our fleet
- explore the transition to electricity from renewable sources as one of the fastest ways to reduce our carbon footprint
- regularly monitor and clearly communicate our progress towards emission reduction targets

For Humana Nova, climate responsibility is not a new topic. It naturally stems from everything we do: caring for people, responsibly managing textiles, and our relationship with the environment.



# A New Life for Textiles



**7 562 kg**

Amount of Textiles Allocated for Recycling and Felt Production

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**1 204 kg**

Amount of Textiles Reused in the Second-Hand Store

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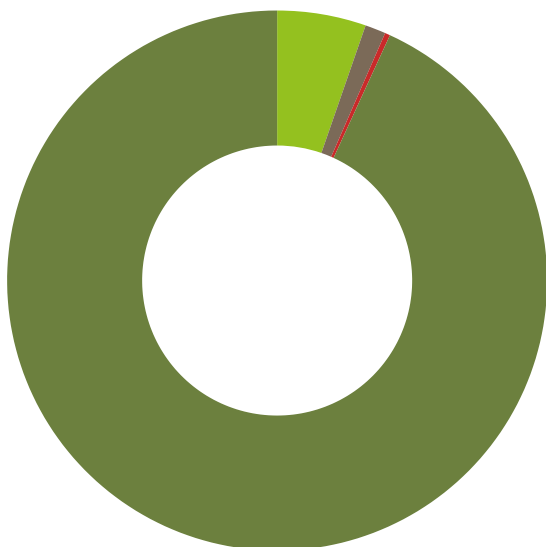
**32 490 kg**

Amount of Pre-sorted Materials Used for the Production of New Functional Products

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**569 590 kg**

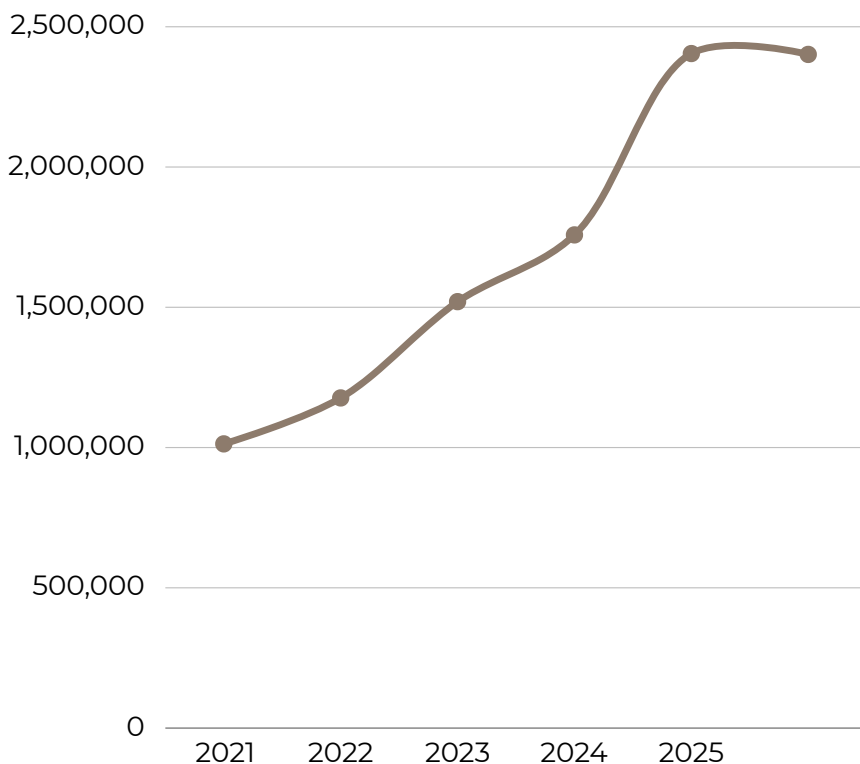
Amount of Non-wearable Cotton Textiles Used for the Production of Industrial Cleaning Cloths





# Financials

We reinvest our profit into creating new jobs, acquiring new equipment, strengthening existing operations, and further growth and development. As revenue growth is directly driven by partnerships – through the sale of goods and services – our clients and customers directly contribute to achieving our social and environmental goals.



## Total Revenue

Even under new restrictions, stable revenue demonstrates the resilience and sustainability of Humana Nova's operations and enables the continuation of our work in employment and textile management.

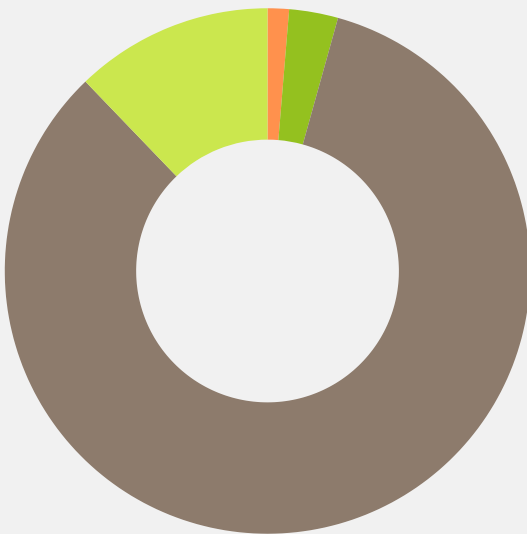




# Economic Impact

Despite its social and environmental mission and the reinvestment of its profit, Humana Nova is treated on the market like any other business and is largely financed through the sale of goods and services.

- Projects 2,67 %
- Donations 3,93%
- Goods and Services 81,53 %
- Subsidies 11,87 %



**€ 2.401.382,83**

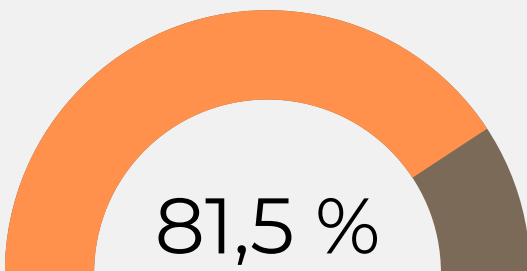
## Total Revenue

The majority of the cooperative's total revenue is generated through the sale of goods and services, while a smaller share comes from subsidies, donations and project funding.

**€ 2.360.835,95**

## Total Expenses

Within the cost structure, in proportion to the revenue generated, employee costs and the costs of materials and energy for the production process are the most significant.



## Market-Based Financing

A key strength of Humana Nova's operations – and an important piece of the broader sustainability puzzle – is our market diversification strategy. It enables us to effectively respond to potential risks. Socially responsible business practices rank highly among the priorities of the private companies we collaborate with, further reinforcing the sustainability of our operations.



# Development, Solutions and Innovation

The year 2025 was marked by intensive work on development projects. As part of a European project consortium, we contributed to the creation of new solutions and innovations in the fields of the circular economy, work integration and inclusion.



## ■ **AdaptED – Paths of Inclusive Learning: Adapting Adult Education Programmes for Individuals with Acquired Motor Disabilities**

The aim of the project is to enhance the inclusiveness of adult education by adapting programmes for individuals with acquired motor disabilities. The key result is the development of a handbook with practical guidelines and tools for inclusive teaching.

■ *Completed*

■ *Ongoing*

## ■ **DECIDE – Digital Services for Circular Economy**

The aim of the project is to support small and medium-sized enterprises, as well as support institutions, in developing successful business models based on the principles of the circular economy.

## ■ **RECIKLIRAJ – Intergenerational Creative Recycling**

RECIKLIRAJ is a project that promotes intergenerational learning, the inclusion of vulnerable groups in education and community life, as well as the circular economy and creativity. The project is led by Društvo Mozaik from Slovenia, with Mensana and Humana Nova as project partners.

▲ **103,7 %**

Growth in Project Revenue Compared to 2024

▲ **3**

Number of Projects We Were/Are Involved in as Lead or Partner



# Partnerships and Expert Groups

We marked 10 years of membership in the RREUSE network, and as of 2025, we are also officially members of the ENSIE network. We are involved in the working group for the development of the Social Entrepreneurship Act and are members of the Croatian Network for Social Entrepreneurship.

## New member!



Humana Nova  
Croatia



RREUSE – Humana Nova is an active member of the RREUSE network, and its Cooperative Manager, Ivan Božić, serves on the Board of Directors and the Executive Committee (EXCOM).

CROATIAN NETWORK FOR SOCIAL ENTREPRENEURSHIP

GERMAN-CROATIAN CHAMBER OF INDUSTRY AND COMMERCE

ENSIE Membership – In 2025, Humana Nova became a full member of the ENSIE network, an organisation with which it had collaborated for many years prior.

RREUSE is an international network that brings together social enterprises active in reuse, repair and recycling. Its focus is on promoting the circular economy through socially responsible practices.

ENSIE is a European network that represents and supports social enterprises focused on the labour market integration of vulnerable groups.

# Community Impact



## **Creative Workshops on Textile Recycling**

Participants engage in learning, acquire practical skills, and develop awareness of the importance of circular models and social inclusion.



## **Education on Social Entrepreneurship and the Circular Economy**

Guides participants through the processes of textile reuse and recycling, while addressing the social, environmental, and economic impact of social entrepreneurship on the community.



## **Textile Collection Drives**

Through textile collection drives, we encourage people in the local community, as well as in corporations and private companies, to engage in environmental action.



## **Practical Training**

In cooperation with local secondary schools, we involve students who complete the practical part of their education with us.



## **Volunteering**

We host volunteers, as well as individuals participating in community service programs.



## **Good Practice Example**

This year, we have once again been included as a good practice example in numerous scientific and professional papers.

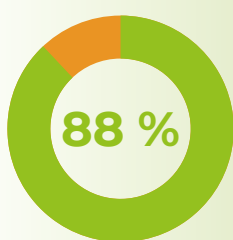


# Workshops, training, lectures



## Creative Workshops on Textile Recycling

Creative workshops are an educational and creative program that introduces the topics of textile collection, reuse, and recycling through hands-on activities. Participants transform old textiles into new products – bags, picture frames, bracelets, and other items – discovering how discarded materials can become something new and valuable. Alongside learning about sustainability, the workshops foster creativity, develop fine motor skills, and encourage presence, togetherness, and tolerance.



The percentage of repeated collaborations with educational institutions established in 2024 indicates a high level of interest in the program. Thanks to co-financing from local government units, most schools and kindergartens have re-engaged their students and participants in the workshop

# 50

Number of workshops conducted in collaboration with kindergartens, primary and secondary schools, private companies, associations, and local government units.

# 14

Number of educational lectures delivered on the operations of Humana Nova.



# Public Presence



## 21

### 21 participations in professional events

We took part in panels, round tables, conferences, and lectures, presenting our work and values. In addition, through educational lectures held in schools and at our premises, we raised awareness about sustainability and social entrepreneurship. Thank you to everyone who listened and learned with us.



We took part in **three** fashion shows, presenting a total of **50** redesigned pieces from our production.

We have been recognised as a good practice example in numerous scientific, graduate, doctoral, and other professional papers, as well as in various presentations.

## ▲ 35

35 media mentions of Humana Nova in 2025.

## ▲ 21

21 participations of Humana Nova in professional events.





# Annual Highlights 2025

## ● 2025

- **May** Presentation of Humana Nova at the event “10th EUSAIR Annual Forum”, GREECE

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- **May** Humana Nova became a member of the ENSIE network at the ENSIE General Assembly, SPAIN

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- **October** Selected among the 5 finalists of the SOCIAL INNOVATION FORUM, BELGIUM

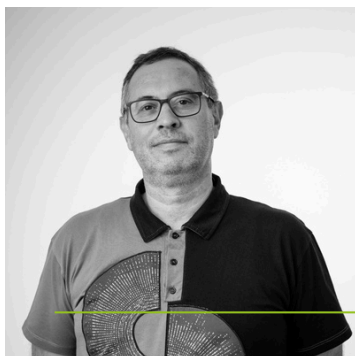
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- **October** Presentation of Humana Nova at the “Exchange of Experience” event of the CCSI4CCSI project, BELGIUM

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- **November** FIRST SUSTAINABLE FASHION FESTIVAL by Humana Nova, CROATIA

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- **November** Winners of the main award of the TRANSFORMATOR Program, BULGARIA



# TEAM



**Ivan Božić**  
Manager

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**Karolina Kraljić**  
Human Resources Manager

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**Željka Novak**  
Sales Manager

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**Lidija Prprović**  
Accounting Manager

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# TIM



**Sandra Varga**  
Sorting Facility Manager

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**Tanja Žganec**  
Production Manager



**Zoran Barat**  
Head of IT Department

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**Damjanka Terstenjak**  
Creative Department Manager

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## External Associates



Maja Virgej Novak



Mirela Pintarić

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# Humananova



040/673-098



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<https://humananova.org/>



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40000 Čakovec

Let's continue creating  
opportunities together!

