

## Livable Products: ROPE hope

Cebu, Philippines Ghent, Belgium  
Sep Verboom



Year Founded:

2014

**Organization type:**

hybrid

Project Stage:

Start-Up

**Budget:**

\$1,000 - \$10,000

Website:

<http://www.fantasized.eu/>

**Twitter:**

[https://twitter.com/fantasized\\_FAN](https://twitter.com/fantasized_FAN)

**Facebook:**

<https://www.facebook.com/livableproducts.org>

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

ROPE hope is spreading the intriguing story of reclaimed rope weavers around poor shipping areas in the Philippines. Old ship ropes are reused to create a continuous livelihood for local recycling communities. ROPE hope promotes the reclaimed rope materials by making a new range of, livable products

#### About Project

**Problem: What problem is this project trying to address?**

More than a quarter of the Filipino population lives in poverty. Cebu City is home to the largest port in the Philippines for many this is an attractive source of income. Unfortunately, overpopulation in and around the harbor creates the ideal environment for pollution, poverty and crime.

**Solution: What is the proposed solution? Please be specific!**

ROPE hope aims to support communities who decided to make a livelihood out of recycling ropes. Old ship ropes are reused to create new weavings. Those materials are commonly sold to fishermen and farmers, the ropes are meshed into fishnets or used for assorted household farming equipment. ROPE hope will promote the reclaimed rope materials by placing those in a new context. Working close with the communities gives the opportunity to search for new techniques and possibilities. Starting with a documentary short movie ROPE will tell the story on a global scale, following with a presentation of a new range of ROPE products. Leading to a continuous livelihood and raise environmental awareness for those in need.

#### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

The story began when Mrs. Diosdada, a lovely and passionate entrepreneur, decided to make a livelihood out of recycling ropes from nearby shipping areas. After 40 years in the recycling business, Mrs. Diosdada now has children, grandchildren, great grandchildren and a community that is benefiting from all her efforts. Introducing these materials with a new design approach gives the communities the chance to promote their

materials in a different context as well as to continue to provide for all the families relying on this eco-conscious business.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

So far, the rope weavers make earnings of P1100-P15000/ month. Depending on the production capacity and orders, which we want to escalate further. Currently, we are working with one community engaging more than 30 people. Our future plan is to develop better working tools and conditions. We will introduce the new products, leading to new manufacturing possibilities. Involving more people and more impact.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

We will promote and spread the story and its materials, leading to international visibility. This way we hope to encourage and introduce other fields and purposes for these materials. Research and cooperations will increase the the demand. This gives the opportunity to scale up the production and employ more people in other communities as well.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

ROPE hope aims to support the demand for rope materials. Because the communities have a business already, the sustainable risk is minimal. We are improving and scaling their sales with a new approach without significant chance of loses. With our previous Livable product project experience we have the advantage of existing clients and contacts to promote the featured created ROPE products.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

Competition for such products is high, but with our innovative approach we come up with fresh and inventive design ideas. We are not only designing new products, we tell a real story, with real people and real challenges. Our advantage, we work close with the people, and have similar minded local based collaborations, leading to motivational ownership. From the docks of the harbor, the craft of the workers, the approach of social entrepreneurs to Livable Products

Team

**Founding Story**

It all started with the FAN project, where we collect local electric fan guards from junk shops. Trough workshops with local people we created a new range of products. Local craft and materials are combined to create beautiful design products. Still inspired and constantly looking for new stories and project we wanted to create a platform to collect all these inspiring project. That's the day 'Livable Products' was founded. A platform to show how social entrepreneurship can lead to environmental awareness with innovative design solutions, around the world. ROPE project will be our second project, still with the same ingredients; Collaborations, local communities, interesting materials and loads of creativity!

About You

About You

**First Name**

Sep

**Last Name**

Verboom

**Twitter URL**

**Facebook URL**

About Your Project

**Organization Name**

**How long has your organization been operating?**

Project

**Organization Country**

, Ghent

**Country where this project is creating social impact**

, Cebu

**Funding: How is your project financial supported?**

Friends and family, Individuals, Regional government.

Supplemental

**Awards: What awards or honors has the project received?**

Livable products is rewarded with an OVAM eco award for the FAN project in 2012.

The yearly OVAM eco awards rewards the environmental efforts of designers and companies, from Belgium.

**Where have you learnt about the competition?**

From Colleagues.

**Tell us about your partnerships:**

\*City of Kortrijk

We partnered with the city of Kortrijk, it is a sister city with Cebu City working on a constructive exchange of knowledge and culture between both cities. Also Kortrijk supports sustainable development projects in the South.

\*CO creative studio

This Philippine based design studio aims to benefit communities who work with Natural Materials and genuine artistry with awareness of Social Responsibility.

**Challenges: What challenges might hinder the success of your project and how do you plan to overcome them?**

The biggest challenge is efficient communication and accessibility.

The ROPE weaving communities speak local dialect and have no available modern communication tools. Contact is only possible by direct oral conversations. Also these communities live in inaccessible areas.

Partnering up with the local based CO creative studio makes it possible to have proper and efficient communication. The studio is local based, their knowledge and flexibility makes it possible to visit the areas and communicate.

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