

A GREEN LIFE FOR TEXTILE WASTE

Portolà Foundation and CitySens join forces to recycle textile waste and use it as wall planters. One of the most important projects about circular economy in Catalonia.

Barcelona, May 17th, 2023. The Tarragona-based startup CitySens and Portolà Foundation have launched a project that seeks to promote the social and labor inclusion of people at risk of exclusion, recover surplus furniture fabrics and create unique products for the care of both indoor and outdoor plants. The aim of the project is to cover the self-watering planters of CitySens with fabrics that come from textile waste **of the outdoor furniture industry.**

The CitySens wall planter is a planter designed to create new plant-filled corners on any interior wall, balcony, patio or terrace. Its design allows it to be hung very easily and combined in multiple ways to create small and large vertical gardens. Each color will be a limited edition and will be made on demand. This is a much more sustainable way of manufacturing: using available resources, without generating waste and in a totally personalized way.



To use the words of **Xavi Rius**, the entrepreneur leading the project and **founder of CitySens**, "this is a project that we love because it will promote the circular economy and the high-impact social economy in Catalonia. Moreover, the result is beautiful. We create unique and sustainable **plant pots**. We have worked hard to develop a project that fits today's needs of our customers: nature in the city."

Portolà Foundation states: "this project allows us to recover the value of those fabrics that are being discarded. We promote the circular economy by reducing waste in the furniture and textile accessories industry. Furthermore, we want to highlight the participation of people with disabilities in this type of projects and their contribution to society. What matters to us is what we do, how we do it and, above all, who we do it with. We think the textile industry has an excellent opportunity to reuse its waste in circular processes and have a positive social and environmental impact".



The aim of this project is to promote more conscious consumption habits that avoid wasting resources and energy. The benefits of this projects are many:

- It gives a second life to quality fabrics that are no longer being used.
- It reduces waste from the outdoor furniture industry and other applications.

- It promotes the social and labor inclusion of people with disabilities.
- It creates products to enjoy plants indoors and outdoors.
- It transforms our spaces to make them more pleasant through plants.
- It improves our quality of life and our health thanks to the environmental benefits of plants.

CitySens (Tarragona, Spain) has worked on this project with the help of Portolà Foundation to make the fabric covers and with Pere Mata Foundation (Tarragona, Spain) for the assembly of the self-watering planter. To promote this new line of products, a crowdfunding campaign has been launched through Verkami.

Here you have a [link](#) to the project.

About CitySens

CitySens is a company that markets products for the exhibition and care of plants, viewing them as living organisms that help us breathe cleaner air and create healthier spaces in cities. We rely on biophilia to make the world a better place and to make our lives healthier.

As a company we want to be an example of sustainability. We promote the circular economy by using recycled plastic in all our planters and by collaborating with people at risk of social and labor exclusion for the assembly of our products.

About Portolà Foundation

Portolà Foundation is a non-profit organization with a history of more than 30 years supporting the social and labor integration of people with intellectual disabilities and/or mental disorders.

With a team of over 150 people and 33 years of experience, Portolà Foundation offers services and products to companies to develop their social and sustainable dimensions and their commitment to the community.

CitySens



For more information

Gloria Almirall

M. +34 637883077

gloriaalmirall@gmail.com

gloria.almirall@fightorflight.com