

Umbrella

Umbrella is a youth organisation based in Georgia with democratic and liberal values aiming to promote an inclusive and progressive society by setting up youth development spaces (youth centers) to attract and mobilise young people and implement youth-led community development and educational initiatives that enhance young people's competencies in the field of environment, human rights, and democracy.

Our approach is to educate young people via non-formal educational methodology, motivate via creative campaigns and problem-solving projects, and activate via vivid and change-making activities.

We work on the local, national and international levels.

One of the main fields of work is the environment, and we are promoting sustainable approaches during our activities and our everyday lives. We are organising workshops, awareness raising campaigns and training to educate young people.

Last year we started the Umbrella Market campaign. We created goods with motivational words on them. The products are created using local materials and are eco-friendly. E.g. bags, hoodies, stickers. We started a social media campaign to spread our product, thus spreading awareness and engaging with a wider audience on sustainable fashion topics. Furthermore, we are promoting this idea during our local and international projects to reach as many young people as possible and push them to step forward in developing their ethical and sustainable habits.

Now, we are working to improve our market and provide our audience with more impactful ideas.

Additionally, despite the fact that in Georgia, there is a low level of awareness in terms of sustainable development, in our youth centers young people have established waste delivery hubs. They collect waste, and then they reuse or sell it for recycling.

Every project and activity we organise includes eco-friendly approaches, like, shopping less and second hands, reusing goods, upcycling, saving water, electricity, food, etc.