



AGILite

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



Co-funded by the
Erasmus+ Programme
of the European Union

AGILite

- Recycling project
- Spain
- 2019
- To reuse fishing nets

Cholita Corme

The initiative

Tying the ends, tangling, smelling the sea, listening to the waves... and thinking about how to wrap good preserves, with something handmade and with a lot of history, the woman Neira came up with the idea to make bags of plastic fishing nets. The city of A Coruña famous for its fishing industry. Every day fishermen go into the sea and come back with nets full of fish. However, fishing nets used to get out of use rather quickly.

Gema Neira, the creator of Cholita, already has a natural cosmetics company. She has been running an online distribution company for gourmet preserves for years and wanted to wrap the orders in something nice. Neira says that she came up with the idea of making some bags "like the ones from the past, the ones our grandmothers carried". This is how she contacted the net workers from Corme village and asked them for the nets they don't use anymore.

One day she arrived in Corme, a fishing village, and endearing people. Cholita became much more than a brand of recycled products, it is a piece of Galician history, it is giving a new life and it is adding value.

Time frame

Since 2019

Areas of Focus

Responsible Consumption

Circular economy

People Behind the Case Study

Gema Neira Surribas

THE JOURNEY

Finance

Cholita's products are affordable and loyal for buyers. The price range varies from 5 to 380 euro.

Outcomes to date

Now, they use fishing nets recovered from the depths of the sea to elaborate, in an artisanal way, authentic works of art.

The project, promoted by a designer from A Coruña, is an example of sustainability and circular economy on a local level.

It is estimated that 10% of marine litter comes from fishing: according to Greenpeace, every year 640,000 tons of nets are lost.

Origins

A Coruña, Galicia

Why it's relevant to AGILITE

Cholita company contributes to: responsible consumption; circular economy; developing sustainable products and clothing.

REFLECTION & DISCUSSION POINTS

Name at least three products you could turn into profitable businesses in your area?

MORE INFORMATION

Website: cholita.gal

Contacts: [instagram.com/cholita_recicla](https://www.instagram.com/cholita_recicla)

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