

# Regeneration across generations

Socially Inclusive & Sustainable Development of the Atlantic Seaboard

SUPPORT TEAM for the  
ATLANTIC ACTION PLAN

## Atlantic Project Awards 2017 candidate

Tejiendo Mares  
de  
Solidaridad



With the support of



## Project description

The [IAIA Association of Solidarity Needlework](#) (IAIA means granny in Spanish) is a non-profit organisation offering “Yarn Therapy” in nursing homes and senior centers. This occupational and social activity is aimed at people who are willing to knit, crochet or do other needlework to make items that will later be used for charitable purposes. Our programme also aims to build a network of volunteers, improve self-esteem and social inclusion within the different communities.

In 2015/16 we decided to knit for a blue cause: to protect our marine environment and celebrate the [World Oceans Day](#). After a total combined of 56,000 hour of knitting, 300 blue blankets, 3,000 scarves and 1,000 endangered knitted animals were produced and showed in schools, day care centers and at the Ministry. This simple yet inclusive and positive action was a true social innovation experiment, bringing different generations together around the common goal of marine environmental protection.

## Outcomes of the project

- Dozens of day care centers and 400 women involved to create the garments and decorations.
- An intergenerational awareness campaign on oceans protection reaching 5000 people.
- Artistic intervention at the Spanish Ministry of Environment in Madrid and the Oceanographic building in Valentia.
- Creations recycled as clothing and distributed for 3,000 families in refugee camps and people in need.

## Interact with the project

Lead partner



Ayudamos a las  
personas a ayudar a  
los demás

La Asociación de Labores Solidarias de la IAIA

Social media

