

Associação Pinta Vida

What is Pinta Vida?

Pinta Vida is an association of individuals dedicated to developing innovative income generating activities and livelihood opportunities for people living with or affected by HIV/AIDS and other vulnerable populations. Through training in vocational skills and education in small business practices, Pinta Vida is working towards the establishment of a sustainable organization that empowers people through economic strengthening and provides those living with or affected with HIV/AIDS and other vulnerable populations with a sense of purpose and hope for the future.

What does Pinta Vida do?

Pinta Vida produces, markets and sells useful/fashionable bags and accessories made from discarded advertising banners that have been donated by local businesses and corporations. The banner material is washed, cut and rolled into packets for distribution to APV members and partner organizations, where producers are paid a fair wage for their work.

Pinta Vida links these producers to the market by identifying opportunities and promoting market access and participation. APV provides the branding, marketing and publicity of products.

What problems does Pinta Vida address?

HIV & AIDS

- Provides people living or affected by HIV and AIDS with a positive, accepting and engaging work environment.
- Encourages members to be proactive participants in their care and treatment through education and information.
- Provide a network of support for people facing social isolation and stigmatization.

WOMEN EMPOWERMENT

- Presents women from target groups with opportunities aimed at building self-esteem, vocational skills and economic empowerment.
- Women have difficulty finding the time to volunteer. By providing income-generating opportunities, APV is able to eliminate some of the barriers to participation for women.

ENVIRONMENT

- Recycles discarded advertising banners/advertising waste to make useful shopping and school bags.
- Promotes the use of APV bags to the need for thin plastic that has become so detrimental to the environment.

POVERTY

- Provides income opportunities to people living in poverty.
- Assists with the design and marketing of products.
- Facilitates market access and participation.

General Information:

APV is a non-profit association that participates in for profit activities in order to support and expand its social objectives. APV uses discarded advertising banners donated by local businesses and corporations and turns them in to marketable products.

Through the generosity of local businesses, APV is able to keep the cost of production low, wages fair and prices competitive. APV offers large corporations and businesses a unique and interesting way to fulfill their policies of “Corporate Social Responsibility.” Through the donation of what would normally be waste, advertisements can have a second life in the form of APV products, while also providing economic opportunities for local people. Profits earned by APV are reinvested to expand and improve the business and build the capacity of its members/owners.

Pinta Vida Products:

All products are lightweight, durable and made from waterproof PVC recycled banner material

- Document folders
- Custom conference bags
- School bags and book bags
- Shopping bags
- Gift bags
- Sling bags
- Accessories – belts, wallets, eyeglass cases, etc.

How you can help?

- Donate banners
- Order bags – every bag is a donation that goes to supporting Pinta Vida
- Sponsor a capacity building workshop
- Donate machines and equipment
- Link Pinta Vida with resources and opportunities such as special programs and services that support small business initiatives