



Erasmus+



# Hollywood Jewellery

Presented by Zoi Bibilou

Hello everyone!!

I'm Zoi!!

I was selected as  
the ethical leader of  
2021 among  
sustainable companies  
which operate in my school



since

2020

I run a small company  
named Hollywood  
Jewellery.

Hollywood Jewellery  
produces unique handmade  
items from entirely  
recyclable materials.



HOLLYWOOD JEWELLERY

affordable for everyone  
quality like nowhere





Here are some pictures of us working for the school's fair.



# We handcraft jewellery from

*plastic*



*fabric*



*paper*



*wire*



*glass*



*old jewellery*



*wood*



*clay*





# Hollywood Jewellery source their materials from

- Volos municipal recycling centre
- school's recycling spots
- "Working Girl" non profit organisation promoting womens' employability
- timber manufacturers in Volos



We collect all the relevant material which is considered waste for others and we try to turn them into an artistic item using our creativity.

We are opting for zero waste and we always try to reduce, reuse, recycle and upcycle items and bits and parts that others consider useless.

The company's relations with all stakeholders involved is based on trust, reliability and integrity. If things change we no longer cooperate with them.





By having a local, in-house studio, we have the advantage of being able to sell directly to the customers, without having a middleman which would definitely raise our prices.



Our studio is open 12 hours a day. It is operated by 4 classmates and me. The students-artisans come from single parent families, and had low academic performance. Their engagement in the company has helped them gain self confidence, battle failure and resume their academic duties successfully.

Teenager artisans can come and work whenever they have finished their homework.

All members of the company must attend school regularly in an attempt to combat absenteeism and early dropout.



- Hollywood Jewellery cooperates closely with the school's "Counsellors of School Life". Together they identify at risk or vulnerable students who might be eligible to get integrated in the company.

- All members of the company vote and have their own saying in decision making. All decisions concerning the company's operation and development are taken under voting.

- The brand donates 10% of its profit to the secondary school of children with special needs, the primary school of autistic children and the womens' shelter here in Volos.



Covid 19 has prevented the company from being as extroverted as we would like it to be. However the future plans include:

Presentation of the company and its profile in 2 ERASMUS+ projects related to entrepreneurship

Participation of Hollywood Jewellery company in the annual fair of sustainable entrepreneurship held in Volos in the summer.



Applying for eligibility to be included in the national e-shop platform named "jamjar" where young artisans promote & sell their products.

Applying for eligibility to be included in the international e-shop platform named "etsy" where artisans around the world promote & sell their products.

Ethical leadership can promote employee engagement, increase productivity and enhance brand reputation. Organizations that engage in ethical behavior can attract customer loyalty by staying true to their mission statements and organizational values.

I strongly believe that by establishing norms for ethical behavior—and clearly empowering employees—colleagues to help enforce it—leaders can affect hundreds of other people, motivating and enabling them to act more ethically themselves.





Thank you very much  
for watching!!!



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