



From Waste Wool to Social Impact:

How Digital Storytelling Empowered a Ukrainian Entrepreneur in the Netherlands



One of the most inspiring examples of the project's impact was the participation of Liubov Drozdovska, a displaced Ukrainian journalist, filmmaker, and video blogger currently living in the Netherlands.

Before joining the project activities, Liubov was already actively involved in community-based sustainability initiatives. Living on a Dutch farm community, she organised free workshops on patchwork, felting, and clothing upcycling, encouraging participants to reuse materials creatively and reduce textile waste. Her work connected storytelling, craftsmanship, and environmental awareness in a highly practical and accessible way.

Liubov participated in the project's online course and workshops on digital storytelling for sustainable social enterprises, where she further developed her communication and storytelling competences. Drawing on her extensive background in television journalism, film directing, scriptwriting, and video production, she used the project activities to rethink how sustainable micro-businesses can communicate their social and environmental mission more effectively to wider audiences.

During the workshops and discussions, Liubov shared the story of her initiative to create handmade felt footwear using sheep wool that would otherwise be discarded as waste by local farms. Her story became one of the most memorable practical examples discussed during the project because it demonstrated how circular economy principles can be implemented through small-scale local entrepreneurship. She described how wool provided by sheep shearers in her farming community was transformed into eco-friendly handmade slippers for local residents, including elderly people. The project participants were particularly inspired by the way she combined sustainability, craftsmanship, social care, and intercultural exchange into one initiative.



Her storytelling approach illustrated many of the key ideas explored during the project:

- transforming waste into valuable products;
- communicating sustainability through authentic personal stories;
- combining local traditions with modern digital communication;
- creating social impact through small-scale entrepreneurship;
- using storytelling to emotionally engage audiences around environmental issues.

Liubov's participation also demonstrated the inclusive dimension of the project. As a displaced person rebuilding her professional life in a new country, she showed how digital storytelling can empower vulnerable groups to regain visibility, confidence, and economic participation. Her experience strongly resonated with other participants, especially aspiring entrepreneurs and adult educators working with migrants and socially vulnerable communities.

Importantly, her participation did not end with the workshops themselves. Inspired by the discussions on storytelling, audience engagement, and sustainable entrepreneurship, Liubov



began expanding her ideas into other areas of sustainable production, including healthy and resource-conscious food practices. She actively started sharing recipes and educational content related to sustainable and low-waste food preparation, healthy baking alternatives, and mindful consumption through her online communication channels. In this way, the project contributed not only to the development of one sustainable business idea, but also to the broader dissemination of sustainable lifestyle practices within local and online communities.



Liubov's example demonstrates how the project successfully connected digital transformation, adult learning, sustainability, and social inclusion. Her story illustrates the practical long-term value of the project: participants did not only acquire technical communication skills, but also gained confidence and inspiration to develop new sustainable initiatives, communicate their mission more effectively, and motivate others to engage in socially and environmentally responsible entrepreneurship.