

# Optimal Aid to Distant Countries through the Development of Ethical Products

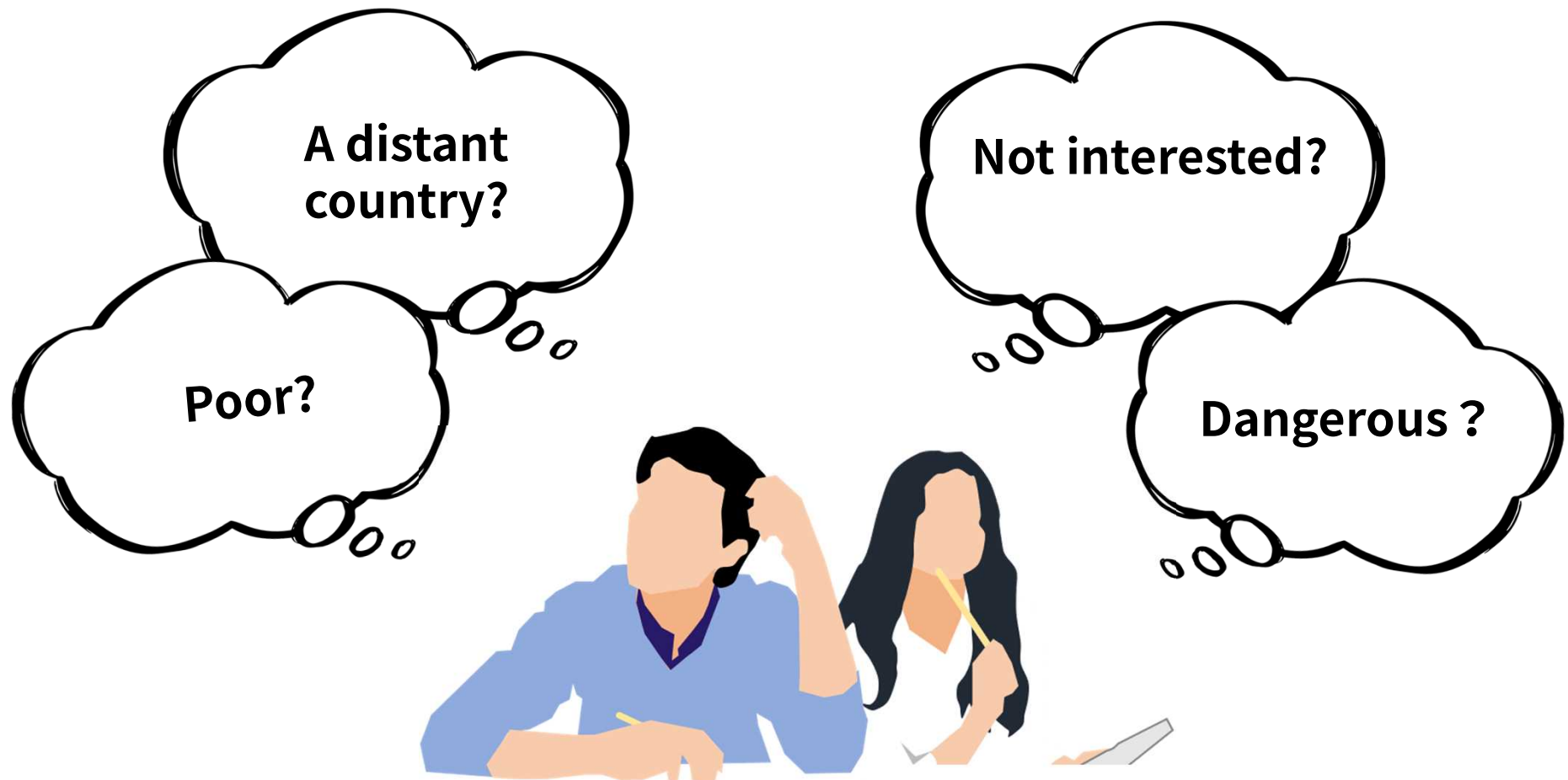
~Turning Social Issues into Personal Matters~



# What kind of image do you have of Kenya?



## What kind of image do you have of Kenya?

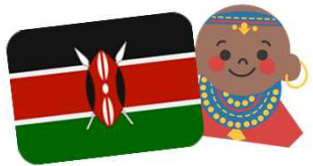


# The actual Kenya is...

a country experiencing rapid  
**economic growth**

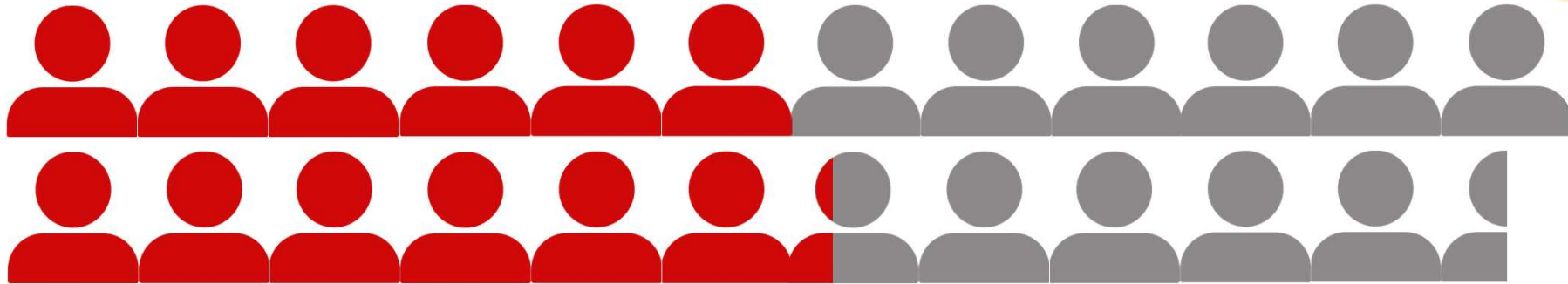


However, the problem is the **widening gap between rich and poor**



Number of **poor children** in Kenya (below 18yrs old)  
(2022)

*Over half  
of the total*



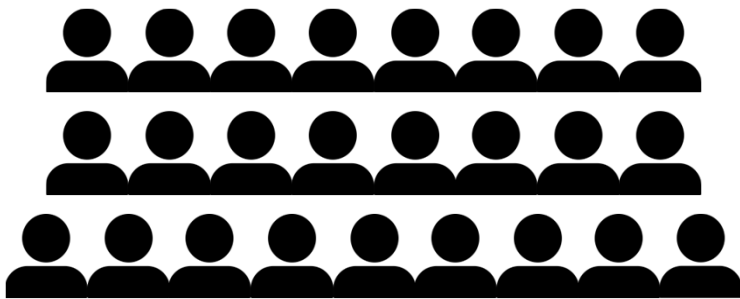
— Underclasses —

**12.3 million** / 23.5 million people

[〈Source〉 unicef. \(n.d.\). Children in KENYA 2022.](#)

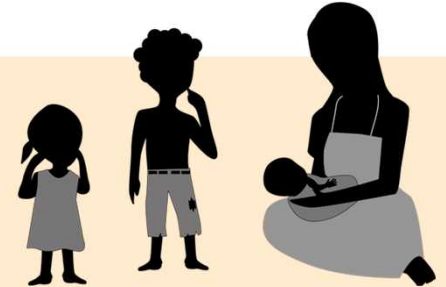
# Moreover,

Number of children (ages 4-17)  
who have never been to school  
(2019)



**2.5 million**  
children

As a result...

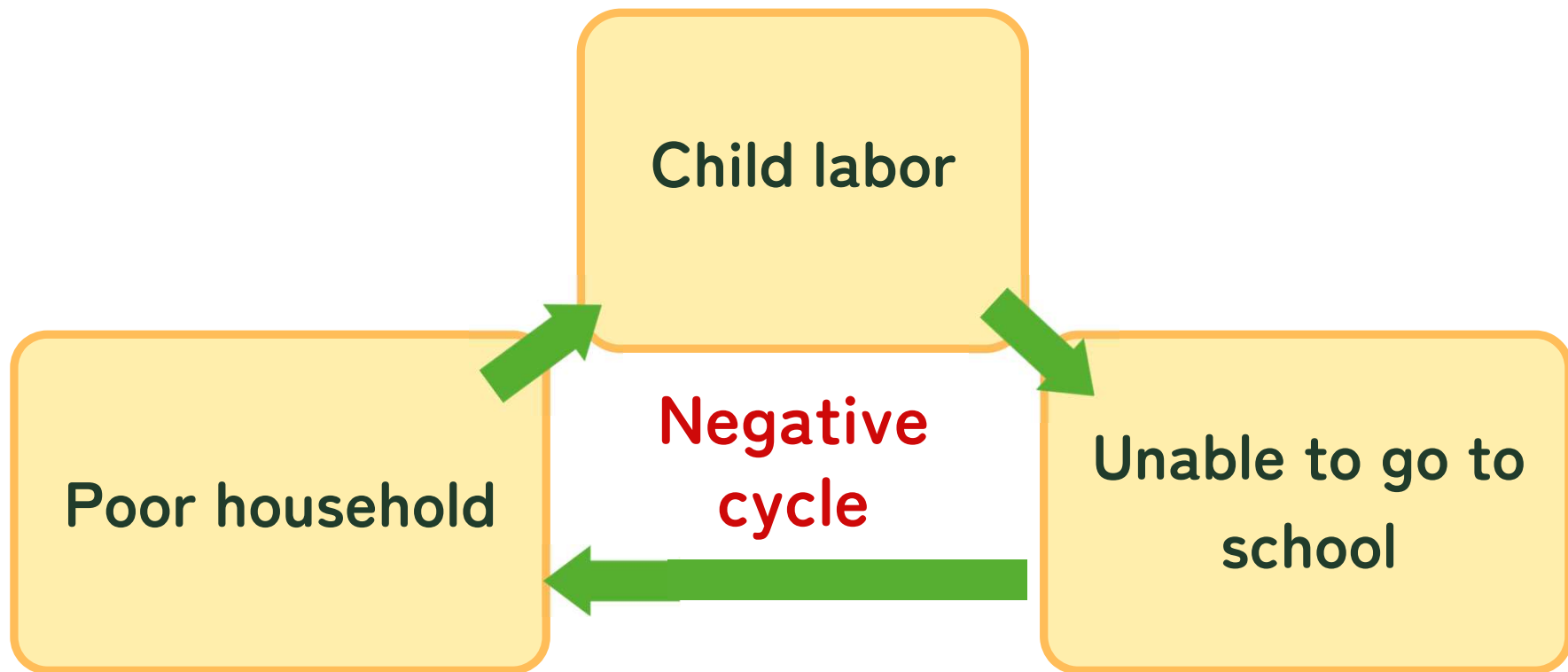


**children uncertain** of their future  
are left homeless,  
and turn to the **streets** in search of a  
place to belong

[〈Source〉 unicef. \(n.d.\). Children in KENYA 2022.](#)

# What is the problem with street children?

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It is difficult to break out of this cycle...

# Originality: Let products be a catalyst to learning!

## Problem

Street children

Poverty issue

Educational gaps

What can we do to make social contribution more accessible to middle and high school students?

Hurdles are high and it is hard to take action...





# Originality: Let products be a catalyst to learning!

## Solution

Through our **products**,  
we will create opportunities to learn  
about social issues!



# Encounters

## ① RAHA KENYA

**African fabric  
apparel brand**



Donation of  
fabric scraps (waste)

## ② Tumaini Innovation Center

**A vocational training school  
in Kenya**

helping street children become  
independent



Reports on the current situation  
of street children



Developing “familiar” and “attractive” ethical products

using **Kitenge**, a traditional African fabric



# Activities ① Production and Sales

## Step 1

Ordering Kitenge scraps from Kenya





# Activities ① Production and Sales

## Step 2



Product proposal



## Step 3

Prototyping



## Step 4

Evaluation



Smart phone strap



### メリット

- ・細長い布が活用できる
- ・流行りに乗れる
- ・他の商品の持ち手にも利用可能
- ・所要時間が短い→量産しやすい

### デメリット

- ・短い布が多い場合作れない可能性がある
- ・パーツの購入に費用がかかる
- ・結び目が多いと耐久面で心配がある

# Activities ① Production and Sales

Step 2

>> Product proposal >>

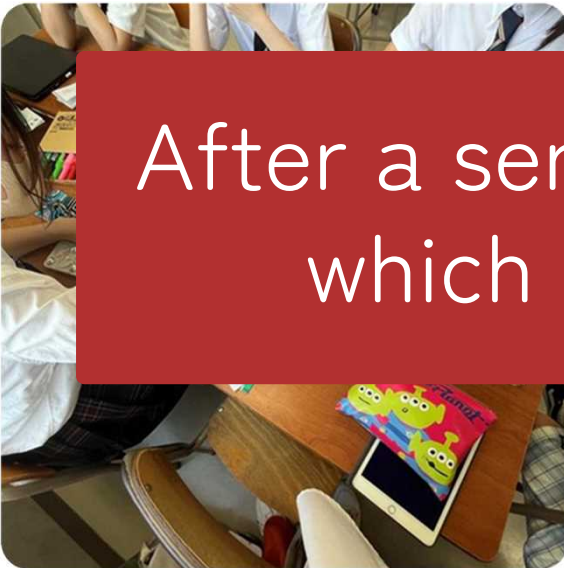
Step 3

>> Prototyping >>

Step 4

>> Evaluation >>

After a series of improvements, we chose which products to commercialize!



- ・短い布が多い場合作れない可能性がある
- ・パーツの購入に費用がかかる
- ・結び目が多いと耐久面で心配がある

# Activities ① Production and Sales

Step 5

Production



- Product quantity
- Planning the production schedule



Borrowing the school's sewing machines to make the products!



Finished products  
(drawstring bag, earrings)

# Activities ① Production and Sales

## Step 6

### Sales

#### Sales location

- School cultural festivals
- Local events

#### Products sold

- Earrings
- Phone straps
- Drawstring bags
- Bookmarks





# Activities ② Hands-on Workshops

Creating opportunities to learn  
about street children  
through making key chains using *kitenge*!



# Initiatives: Study Groups and Meetings with Kenya

We want to provide **accurate local information**  
to Japanese junior and senior high school students!



## Study group themes

On the streets of Kenya...

poverty	gender	education
home environment	drugs	health

# Initiatives: Study Groups and Meetings with Kenya

What we are trying to do

- For any concerns, ask ASAP!
- Create minutes to organize information!



**As messengers of information,  
we actively seek knowledge!**

# Initiatives: Past Activities

Product and WS  
planning

Production

Event booths

PR

ETC

Responsibly providing accurate and  
current information to many people



# Initiatives: Past Activities



To raise awareness about the street children problem,  
we sell our products...

## where?

- ① Local events
- ② Cultural festivals

## who?

All age groups,  
including JHS  
students



# Initiatives: Past Activities



No. of workshops held  
Total: **87**



No. of products sold  
Total: **282**

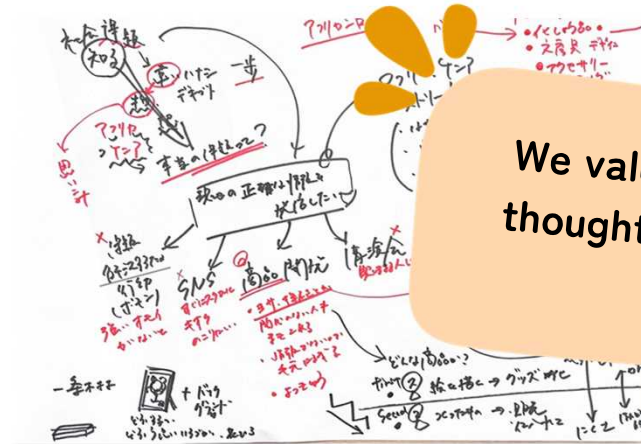
# Collaborativeness: Within the Team

Weekly discussions

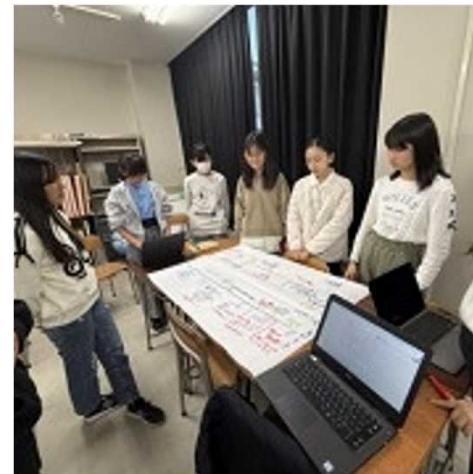
- PR strategies
- How to convey our message



All members  
participate in the  
activities!



We value sharing our  
thoughts on a regular  
basis



# Originality: Information Dissemination Through Tags



What should we do to not only sell products but also spread information?

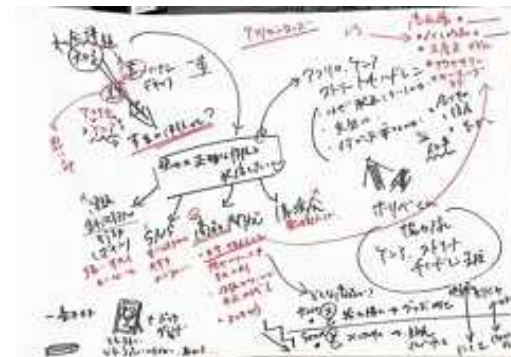


Presentation?

Posters?



Tags?



The whole team brainstorms ideas many times over!



# Originality: Information Dissemination Through Tags

The current state of Kenya's streets is shown on the **product tags!** (10 types)

Laminating the tag makes it  
**waterproof + durable**

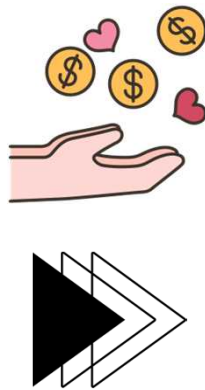


Wearing the product helps  
**spread the word!!**



# Impact: Ethical Products in Kenya

Our sales become donations



to a  
**vocational training school**

helping street children  
achieve independence



# Impact: Ethical Products in Kenya

From FY2022

～ Present

**78,949 JPY**

**donated!**



# Impact: Ethical Products in Kenya

**Many** street children

**have never attended school !**

For this reason,

- ① there is a huge gap in academic ability...
- ② they cannot focus on studying...
- ③ they cannot understand the lessons...



# Impact: Ethical Products in Kenya

Therefore!

**Math stationery sets**  
for hands-on learning



**18 sets**

**PC Tablets**  
for level-based visual learning



**5 units**



**Donations**



# Impact: Ethical Products for the SDGs

## Daisy Days for Kenya X SDGs

12 つくる責任  
つかう責任



Recycling scraps

4 QUALITY  
EDUCATION



Improving education  
quality

1 NO  
POVERTY



Eliminating poverty

# Impact: Ethical Products for the SDGs

## Information dissemination

Learning about the current situation in Kenya

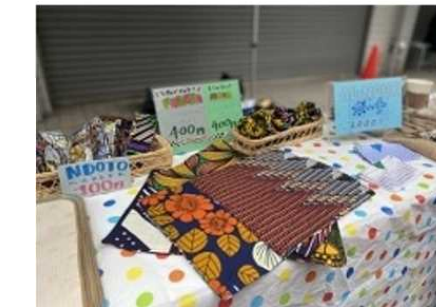


## Educational support through donations

Creating opportunities to act on social issues



Junior and high school students



Kenya

# Transformation: Succession of Activities

## Activities that make up the school's volunteer club

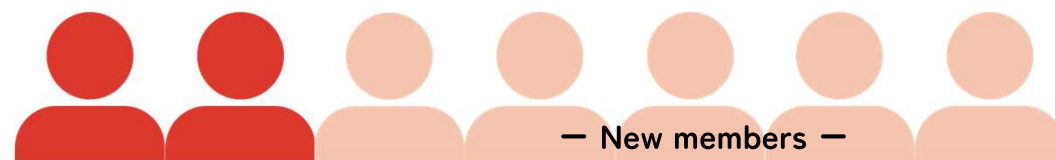
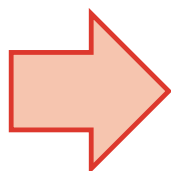
→ Our work can carry on **from member to member**, for years to come



Last academic year

### Activity funds

**30%** of product sales go to activity funds



This academic year

### Relationship with people who support our activities

- Continuation of monthly meetings
- Planning online lectures on street conditions in Kenya





# Transformation: Improvement and Evolution of Activities

## Past activities

Bringing distant issues closer  
to home  
(as personal matters)



Selling  
products



Workshops

Communication



Tag  
attachments



Posting on  
SNS

Support



Supporting  
through sales

# Transformation: Improvement and Evolution of Activities

## Additional activities



Board game development



New product proposals (aside from tags)



Posting videos on SNS



New workshop proposals

**Our work is constantly evolving!**

# **Empowering Kenyan children through EDUCATION!**

