

Optimal Aid to Distant Countries Through the Development of Ethical Products

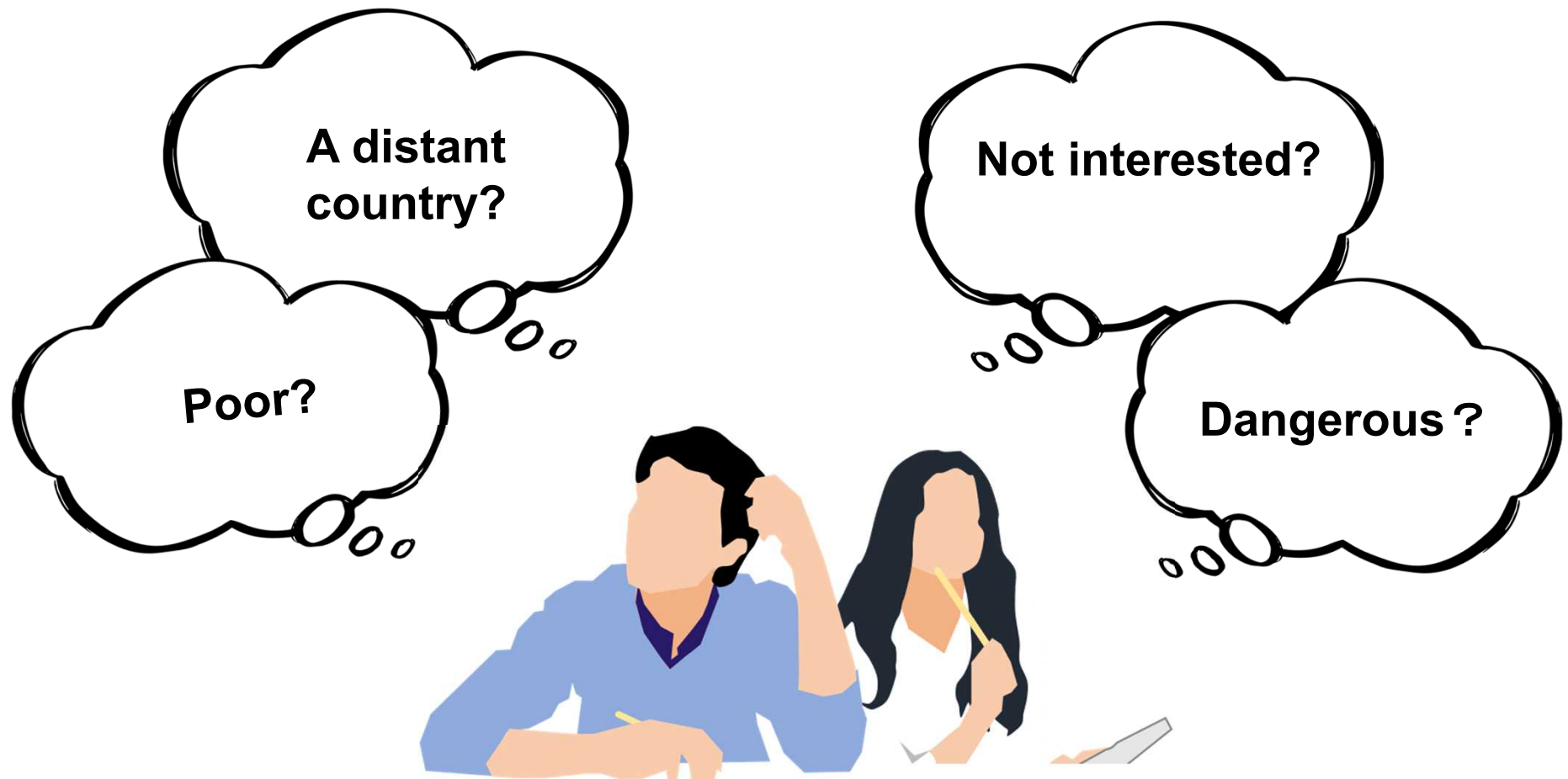
~Turning Social Issues into Personal Matters~



What comes to mind when you hear about Kenya?



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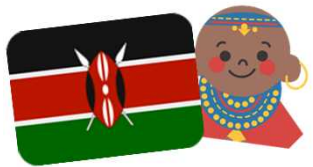


Actually, Kenya is...

a country experiencing
rapid economic growth

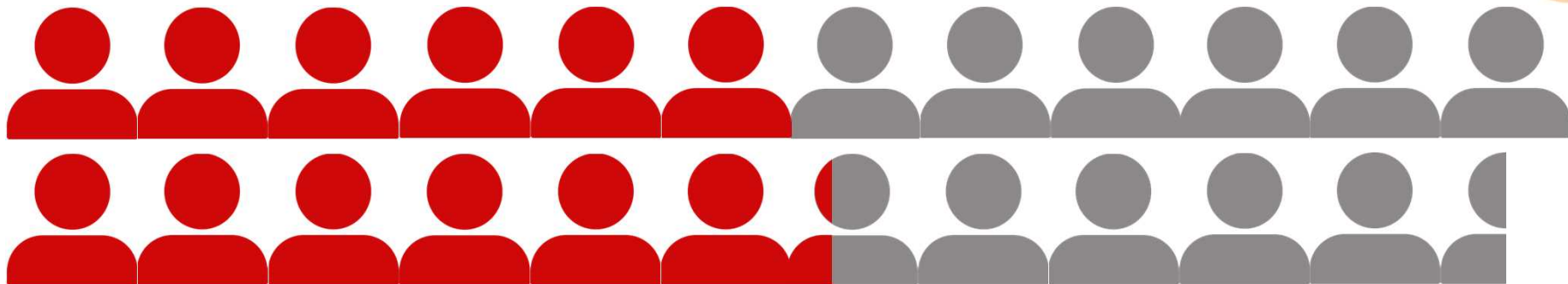


However, the **widening gap between rich and poor** is becoming a problem



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

Over half
of the total



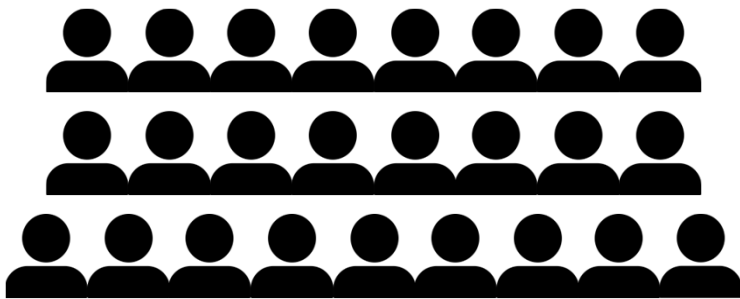
— Underclasses —

12.3 million / 23.5 million people

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

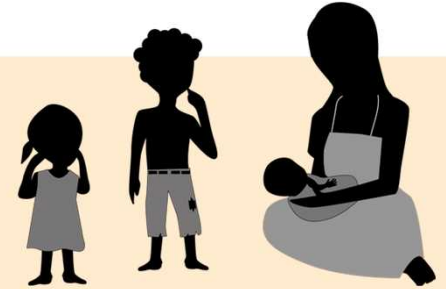
In addition...

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



2.5 million
children

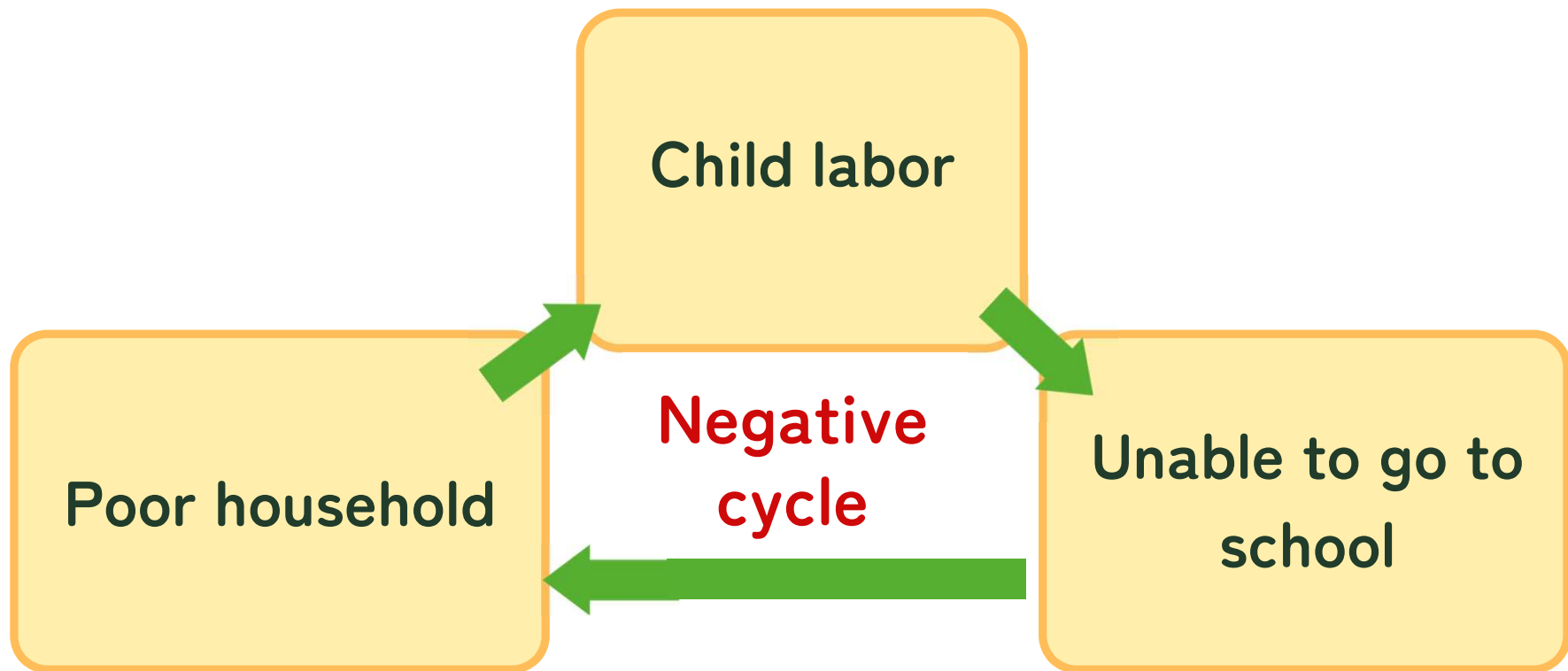
As a result...



children are left **homeless and**
uncertain of their future

and turn to the **streets** in search of a
place to belong

What is the problem with street children?



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

Originality: Let products be a catalyst to learning!

Problem

Street children

Poverty

Educational gaps

It is difficult to take action to tackle these problems

How can we make social contribution
more accessible to
teenagers?



Originality: Let products be a catalyst to learning!

Solution



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



Encounters and Advice

① RAHA KENYA African fabric apparel brand



Donation of
fabric scraps (waste)

② Tumaini Innovation Center A job 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

>> Proposing Products



Step 3

>> Prototyping



Step 4

>> Evaluating

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

>> Proposing Products

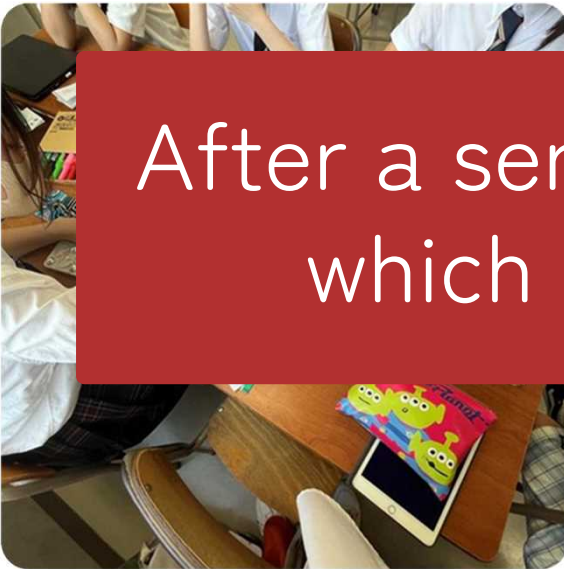
Step 3

>> Prototyping

Step 4

>> Evaluating

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
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Activities ① Production and Sales

Step 5

Producing



- 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

Selling

Sales location

- School festivals
- Local events

Products we are selling

- 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 Sessions and Meetings with Kenya

We want to provide **accurate local information**
to the Japanese youth!



Study group themes

poverty	gender	education
home environment	drugs	health

In the streets of Kenya

Initiatives: Study Sessions and Meetings with Kenya

Things we are careful of

- Asking questions assertively
- Create minutes to organize information!



**We actively seek knowledge
to share to our customers/followers**

Initiatives: Past Activities

Product and WS Production Event booths PR etc.
planning

We
are. **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**

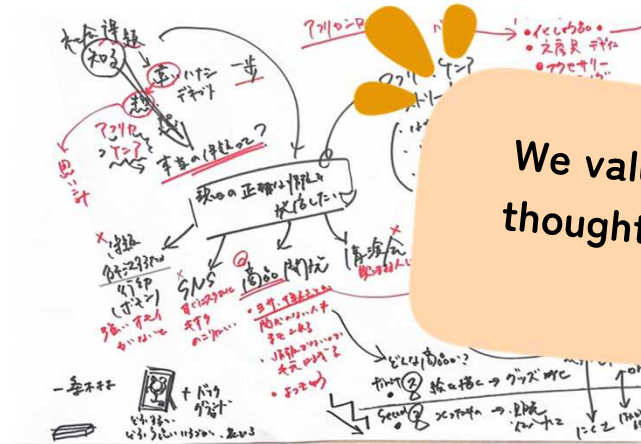
Collaborativeness: Within the Team

Weekly discussions

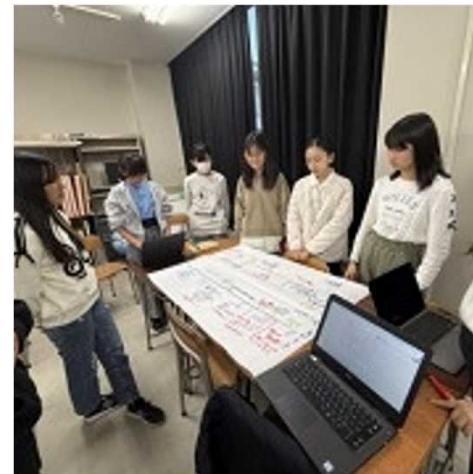
- PR strategies
- How to convey our message



All members
participate in the
activities!



We value sharing our
thoughts on a regular
basis



Originality: Sharing the Information Through Tags



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

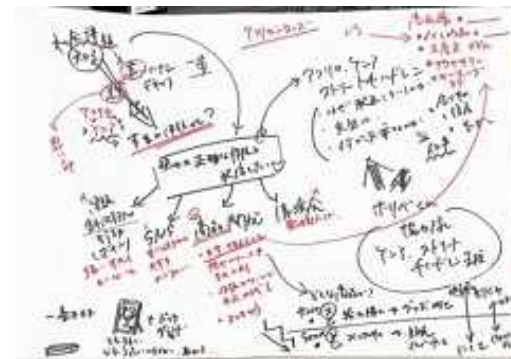


Presentation?

Posters?



Tags?



The whole team brainstorms ideas many times over!

Originality: Sharing the Information Through Tags

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

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

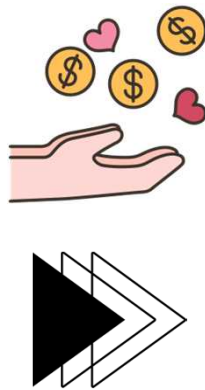


Wearing the product helps **spread the word!!**



Impact: Ethical Products in Kenya

Our sales become donations



to a
job 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 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



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

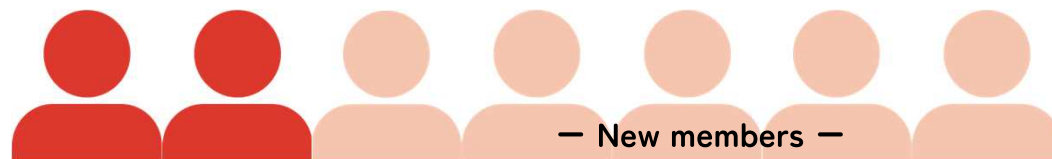
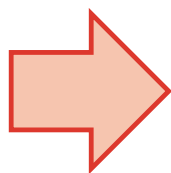
→ Our work can carry on **from member to member**, for years to come



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



Developing
board games



Proposing new
products (aside
from tags)



Posting videos
on SNS



Proposing new
workshops

Our work is constantly evolving!

Giving Kenyan children the
power to live through
education!

