



KICK Trading Ltd : Kenya

Reviving community livelihoods by connecting Kenyan artisans with the world

Project description

Using recycled materials and invasive species from the wetlands around Lake Victoria, KICK encourages local artisans to create handmade products. It also recycles wire from old fridge compressors and uses it to make unique handmade paper cards and book-marks.



Business model

KICK Trading Ltd markets creative craft products made by local artisans, such as greeting cards, earrings, bangles, necklaces, gift boxes and handmade paper. This gives them the opportunity to earn decent wages and enjoy consistent employment.

KICK is active in both local and regional, as well as export markets and plans to strengthen both. By using locally available waste material and invasive species in the Lake Victoria region, its activities also benefit local ecosystems.



Scaling up activities in 2012

- Create more marketing channels in Europe and export items worth in total at least USD 20,000 by the end of the year
- Acquire a piece of land and start building its own premises
- Involve at least three more youth groups in the production of handmade products
- Strengthen the marketing of hyacinth and papyrus woven products on both domestic and foreign markets

Immediate needs

- Financial support to redesign the KICK webpage, allowing access to European and American markets and efficient processing of orders
- Hiring a product development specialist with experience in Western market trends to develop new product ranges
- Links to social investors
- Financial support to make it possible to attend at least one international trade fair in Europe or America



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Partnership

- ❶ **KICK** the Kisumu Innovation Centre Kenya – leads the initiative's marketing efforts and provides training for the artisans involved
- ❷ **The Kowil Women and Orphans Self Help (KWOSH) Group** is responsible for teaching artisans various skills, including weaving, wirework and metal-smithing; it is also the main link to rural communities
- ❸ **Tiny Card Ltd** assists with marketing activities, especially to national markets, through exhibitions and sales



Social, environmental and economic impacts

Social impact: The initiative will create up to 50 direct and 150 indirect jobs for young people and women. KICK also encourages artisans to save money, enabling them to make better decisions such as investing in the future and learning new skills.

Environmental impact: By using invasive species such as water hyacinth and papyrus in its products, KICK helps maintain them at acceptable levels. The initiative also

helps to clean and protect the environment by recycling tin and plastic containers into beautiful, reusable products.

Economic impact: The artisans involved in the project earn a decent wage, enabling them to participate in an economically viable venture. The alternative income-generating activities improve the economic status of Kisumu communities.

Contact

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SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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