

🏆 SAG-SEED WINNER 2016 🏆

Eco-Shoes hires and trains physically disabled artisans to manufacture durable and versatile footwear made from upcycled tires and fabric waste, thereby empowering the disabled and lifting them out of poverty, while at the same time reducing waste.



Eco-Shoes, Ghana

BUSINESS MODEL

Eco-Shoes combines the upcycling of discarded truck tires and fabrics with training of the physically challenged in order to manufacture shoes, slippers, sandals, bags and belts. Disabled shoemakers purchase tires from families who live on scrapyards, and process the material into a fashionable shoe, slipper, sandal, bag or belt.

Customers place orders online and the shoes are sent to distribution outlets for sale on both the local and international market. All activities are done in-house, except tire collection and outsourcing of shoemaking for large orders.

ENTERPRISE FAST FACTS:

Location	Kumasi, Ghana
Year founded	2013
Sector	Manufacturing
Product/Service	Upcycled shoes and accessories

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Social impacts:

- Training and creating direct employment opportunities for ten people with disabilities so far, creating direct benefits for 50 households members.
- Providing consistent work, fair wages and health insurance to the physically challenged shoemakers, equipping them with the ability to make household decisions.

Environmental impacts:

- Upcycling of thousands of truck tires and over 100 tonnes of scrap materials so far.

Economic impacts:

- Connecting Ghanaian disabled artisans to the global fashion marketplace.
- Doubling household income for ten disabled artisans.
- Providing fair wages and transferrable skillsets.

” Through the provision of consistent work, fair wages and health insurance, Eco-Shoes empowers local disabled artisans with the ability to make household decisions and a connection to the global marketplace.

Scaling up activities:

- Expand production capacity through additional training of physically challenged artisans.
- Develop distribution partnerships with five local and three international retail businesses.
- Acquire machinery to increase efficiency and effectiveness.



Partnership

● **Eco-Shoes** is in charge of upcycling of discarded truck tires and fabrics and the training of the physically challenged staff in shoe manufacturing.

● **Bibini Deluxe**, a Ghanaian shoemaker, provides capacity building and training to the physically challenged staff to make Eco-Shoes.

● **The National Youth Authority** hosts venture, coaching and advisory services to train youth for employment as Eco-Shoes staff.



The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature at the 2002 World Summit on Sustainable Development. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS).

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