

ESG ORDER IMPACT ASSESSMENT

CONAD KEY RING

2024/2025

ORDER SUMMARY

Produced by social enterprise: **TUJIKUZE ETHICAL FASHION INITIATIVE**
 Country of production: **KENYA**
 Production time: **28th August 2024 – 19th October 2024**
 Units: **105,000 Key ring**

SUSTAINABLE DEVELOPMENT GOALS

This order contributes to the following **SDGs** (following the guidelines of SustainCert)



KEY STATISTICS

SECTION OF WORK	COMMUNITIES	ARTISANS	HOURS OF WORK	BENEFICIARIES	FINANCIAL IMPACT
Beading	133	1828	620,400	5849	\$82,031
Tube Cleaning and Cutting	1	14	2,160	30	\$4,102
Engraving	4	17	14,960	52	\$41,016
Formal employees	-	137	120,560	466	\$22,148
	138	1996	758,080	6,397	\$149,297

FACT FILE



CAPACITY BUILDING

This order involved the production of beaded tassels using cotton thread. Many artisans were not familiar with beading using cotton thread and stitching on rubber. Tujikuze EFI provided training to help them transition into using cotton thread, which was a requirement for the order. Training was completed in 6 counties with 1200 women trained directly by the Tujikuze team to produce this new pattern. Other beaders learned on the job via peer-to-peer training as the communities recruited more members to fulfill the order.

CHALLENGES IN PRODUCTION

This order was produced during the peak of the rainy season in Kenya, which caused logistical delays in transporting raw materials and finished goods especially to communities living in remote areas. There was also difficulty sourcing used inner tubes as most vehicles now use tubeless tires, creating supply challenges. The significant size of the order required Tujikuze to engage communities widely dispersed across remote areas of Kenya, some of which posed security, coordination and logistical challenges.

ABOUT THE ORDER

This order consisted of a custom keychain featuring a red beaded tassel attached to a heart-shaped piece crafted from recycled vehicle inner tubes. The heart was engraved with the CONAD logo on the front and the number 1522 on the back. A black cotton cord connected the heart to an antique brass ring, completing the design of the keychain.

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ENVIRONMENT/ USE OF NATURAL CAPITAL



90 %
OF ENERGY USED IN PRODUCTION WAS RENEWABLE
(Source: EPRA Energy & Petroleum Statistics Report for The Financial Year Ended 30th June 2023/2024)



0 %
OF WATER USED IN PRODUCTION



0 %
OF CHEMICALS USED IN PRODUCTION

RAW MATERIALS

Virgin Materials
Glass Beads
Antique Brass Ring
Red Beading Cotton Thread
Black Cotton Chord

Repurposed Materials
Used Rubber inner Tubes

30%
REPURPOSED MATERIALS USED IN PRODUCTION

70%
VIRGIN MATERIAL

AGRICULTURE



0 %
GOTS CERTIFIED DYES



0 %
ORGANIC COTTON USED



100%
PLUVIAL COTTON

SOURCING		
	N° SUPPLIERS	FINANCIAL IMPACT
Kenya	8	\$37,954.50
Rest of Africa	0	\$0
Rest of world	1	\$4,747.50
Total	9	\$42,702.00

LIST OF SUPPLIERS		
NAME	PRODUCT	COUNTRY
Raj Ushanga	Red Glass Beads	Kenya
Kem Stores	Red Beading Cotton Thread	Kenya
New Tawa	Used Inner Tubes	Kenya
Secure Appliances	Gas Lighters	Kenya
Superior Tech	Trimmers and Scissors	Kenya
Dongguan Tiajun Hardware HK Co Ltd	Antique Brass Rings	China
East Africa Packaging Ltd	Packing Boxes	Kenya
Promo Kings Ltd	Black Cotton Chord	Kenya
Sweta – Tech Electro Services	Waterproof 4 Fit Light with Cliffuse	Kenya

MATERIAL BREAKDOWN

70%

VIRGIN MATERIALS USED IN PRODUCTION

30%

REPURPOSED MATERIALS USED IN PRODUCTION

0ml

CHEMICAL USED

25%

WASTE GENERATED IN PRODUCTION

65%

OF WASTE GENERATED WAS REPURPOSED

35%

OF WASTE GENERATED WAS DISPOSED OF

WORKER DATA

	UNDER 40	WOMEN	SAVED INCOME	IMPROVED THEIR SKILLS THROUGH ON-THE-JOB TRAINING	INCOME USED FOR EDUCATION/TRAINING/SKILL DEVELOPMENT
Beaders	54%	99%	31%	90%	30%
Tube Cleaning and Cutting	66%	25%	15%	75%	40%
Engravers	94%	35%	21%	72%	30%
Formal employees	92%	85%	25%	88%	30%
Total	77%	61%	23%	81%	33%

LIVING WAGE DATA

WAGE DATA

Investment in Human Capital Development (USD)

KENYA (Daily)

USD 1 = KES 128

Average Income	Actual Daily income	National Minimum	Difference	% Difference
Artisan Grade I Gross	15,63	8,47	7,16	84.5
Artisan Grade II Gross	11,72	7,01	4,71	67.1
Ungraded Artisans	7,81	5,06	2,75	54.3

INTERNATIONAL LABOUR STANDARDS

This collection was produced in line with the Ethical Fashion Initiative’s **Code of conduct**, a framework based on the UN declaration of human rights and the fundamental labour conventions of the ILO:

- freedom of association and effective recognition of the right to collective bargaining.
- elimination of all forms of forced or compulsory labor.
- the effective abolition of child labor.
- the elimination of discrimination in respect of employment and occupation.



GOVERNANCE



50 %
OF THE COMPANY LEADERSHIP
ARE WOMEN



90 %
OF PRODUCTS WITH
TRACEABLE SUPPLY CHAIN

ABOUT THE SOCIAL ENTERPRISE



TEFI (Tujikuze Ethical Fashion Initiative Limited)

Founded in 2024, TEFI is a social enterprise fully owned by local Kenyan shareholders including Africa Collect Textiles Limited, Satubo Women Group Limited, Virtuous Women Group Limited, and Savio Youth Enterprise Limited. TEFI coordinates production activities across Kenya, engaging local communities and artisans, primarily women, to create ethical and sustainable fashion products. Its mission focuses on promoting economic empowerment through ethical practices while preserving traditional craftsmanship.



Tujikuze Ethical Fashion Initiative is a legal entity incorporated in accordance with the company laws of the Republic of Kenya.

WHO MADE YOUR KEY RING



Barti Learto (Kalama Community - NRTT)

My name is Barti Learto, a star beader from the Kalama Community in Samburu. For nearly a decade, beading has been my livelihood, giving me a steady income and the joy of creating intricate designs that celebrate our culture. When the opportunity to work on the CONAD order came, I was eager to contribute, knowing it would uplift my community. At the time, I was heavily pregnant with twins, but I remained determined to do my part. In the midst of production, I went into labor, and the Tujikuze Ethical Fashion Initiative team ensured I was safely transported to the hospital, where I delivered two healthy boys. I named them Conad and Conrad to honor the project that had such a profound impact on my life.

The income from the CONAD order not only covered my medical expenses but also gave me financial stability as I embraced motherhood. For me, this project is much more than just work—it represents hope and empowerment.



Mary Njeri (Virtuous Artisan Limited)

My journey with Virtuous Artisan Limited began in 2008 after the post-election violence uprooted my family and me from our home. Joining the group gave me more than just a fresh start—it was a chance to rediscover my strength and refine my beading skills. During the production of the CONAD order, I poured my heart into the work, completing over 600 tassels. The process not only improved my craft but also gave me the opportunity to share my knowledge. Working closely with our supervisor, I mentored other women, guiding and inspiring them to realize their potential.

For me and my family, the CONAD order was more than just a job—it was a lifeline. The income I earned allowed me to pay my daughter's school fees, securing her education and a brighter future.



Gumato Galgalo (TEFI)

At just 24 years old, contributing to the CONAD order as a quality control expert was an exciting and transformative experience for me. Working on a large-scale order for an international brand came with its challenges, but it pushed me to grow in ways I never imagined. Collaborating with an expert team and meeting strict timelines sharpened my skills and gave me the confidence to see myself as a true artisan. This project was a pivotal moment in my career, filled with valuable lessons and unforgettable memories that I will carry with me for years to come.

The CONAD order was not just about professional growth—it also brought meaningful financial benefits. I used my earnings to support my personal upkeep and send part of the income back to my parents, a gesture that means a lot to me.



Willis Osoro (EART KENYA)

I founded EART Kenya, a laser engraving business this year (2024) with a single machine and two dedicated employees. When the opportunity to contribute to the CONAD order came, it was a game-changer for my young company. To meet the order's high standards and deadlines, I invested in a second engraving machine and expanded my team by hiring two more employees. In just a short time, my business grew significantly, doubling its capacity and surpassing the goals I had set for my first year.

This project was more than just a financial boost; it validated my vision for EART Kenya and showed me the power of collaborating on ethical business initiatives.