



Footprints Africa

Brands & Innovation

Innovation
November 2021



Intro to Footprints Africa

VISION

We want to live
in an inclusive,
regenerative
world

On a MISSION
to prove that
business can be
a force for good





Lessons from our 1st report

Anecdotes over data

Focus on waste over design

Vital processes outside the continent

Parallel innovation

Equipment improvisation

Need for rapid prototyping

Barriers to scaling





BRANDS - Fashion & Textiles



Nigeria

Ciie Luxuries

The EcoBarter Company

Elexiay

Ethnika Designs

Labaki Lagos

Lola Fatureti Loves

Maliko Studios

MxDonna

Sabi Mode

Salubata

Image by Clker-Free-Vector-Images from Pixabay



CASE STUDY: What is a brand? Suame Magazine

Suame Magazine Ghana, Manufacturing



Image: Adam Cohn, 2008

What they do

- Informal cluster of ~200,000 artisans
- Experts in metal work and repair
- Most known for motor vehicle repair
- 2013: prototyped a vehicle for use in rough terrains, completed entirely with local equipment.

Circular Strategies



Stretch the lifetime



CASE STUDY: Social circularity - Dignified Wear



Dignified Wear

Ghana, Fashion



What they do

- Shoes, handbags and accessories from waste tyres, excess fabric and broken beads
- Employees are people with disabilities. Dignified Wear trains as skilled artisans
- Inspired by the founder's grandmother who provided for her entire family as a single-mother with leprosy.

Circular Strategies



Use waste as a resource



Rethink the business model



CASE STUDY: Design - Rewoven



Rewoven

South Africa, Fashion



What they do

- Diverted 300,532 kg of textile off-cuts and 4,500m of end-of-roll fabric from landfill
- Fabric made from 60% textile waste and 40% plastic waste: no virgin material
- No dyeing or chemicals - the colour is the same as the colour of the textile waste. This means fabric requires no water to manufacture.

Circular Strategies



Use waste as a resource



Rethink the business model



Collaborate to create joint value

Circularity in Africa

Specific contexts to consider:

1. Informal sector
2. Agriculture/ rural focus
3. Decentralised closed loops

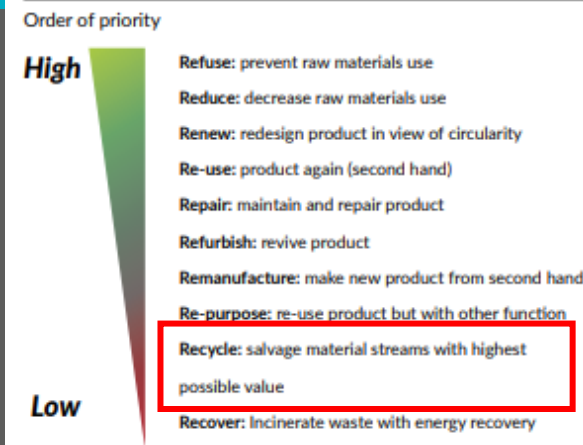


Source: Footprints Africa report, 2021



Circular Economy: what it is NOT

Recycling: recycling slows down real innovation (Lemille, 2019). It does not challenge consumption habits nor value chain design. It ignores embedded pollution and a product's value beyond its material components. It is the lowest value & last resort of the technical cycle cascades.



Source: Cramer, 2017

A “developed world” innovation:



The core principles are not new, nature has been cycling 3 elements (carbon, hydrogen & oxygen) to create most life forms. Higher income countries are often “locked in” to linear systems through 100s of year of investments in linear infrastructure. Lower income countries can pivot far more easily to adopt circular systems.

An expensive tech solution:

It is critical to work with the resources available in a given context. That might be human resources, such as an abundant informal sector who are able to reach the last mile. Localised closed loops have the potential to create more value from what is already there, especially for rural communities.



Source: greenABLE, South Africa