

A woman in traditional African attire, including a patterned headwrap and a beaded necklace, is shown working with a loom. She is focused on her craft, with her hands positioned on the threads. The background shows other people in similar attire, suggesting a communal or workshop setting. The overall scene is captured in a soft, monochromatic light, emphasizing the textures of the fabric and the traditional nature of the work.

2020
SUSTAINABLE
IMPACT
REPORT

ORIGIN

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We are the UK's first 100% not-for-profit fashion brand.

Our mission is to prove that fashion can be a force for good and we have spent the past 2 years creating garments which generate change. Our goal is to change the way people shop, put purpose first and create lasting change for people living in poverty to lift themselves out of that poverty trap in a true way that stands the test of time.

Our garments are created with an ethical and sustainable supply chain and we have taken the utmost care to ensure every step of the process is as eco-friendly as possible, from our compostable packaging to our vegan approved dyes.

Our profits are donated to social impact projects across Africa which have a positive, sustainable and far reaching impact on local communities. It remains crucial for us that each project is locally owned and culturally appropriate. These are critical factors to investment.

This year has been a real challenge for us, as it has for so many, but we are committed to growing the brand, expanding our reach and increasing our impact.

We hope you enjoy reading this report and we are grateful for your support in the future,

*The
Origin Team*

x



SUSTAINABLE SUPPLY CHAIN

In 2020, we have again worked with the most exceptional leaders we could find in ethical and sustainable garment production, Stanley Stella. This organisation is an industry leader with evidenced credentials that remains committed to transparency and accountability throughout the supply chain.

Our signature sweatshirts are created by Earth Positive who have a carbon neutral manufacturing process as well as GOTS, Oeko-Tex and FairWear Foundation certification.

Our printing and embroidering is done South West UK by local suppliers. The printing dyes, used by Broadside Screen Printing, are vegan approved, water based and entirely non-toxic.

Though we are a small organisation we are working on gaining accreditation for the artisanal fabrics our artisans create so that they can be celebrated for their planet friendly hand-loomed approach to textile creation.

You can trace the journey of each of our products on the industry leading platform, Provenance.

As we move into 2021 we are well aware that our role in sustainable supply chains is only just beginning. We are passionately committed to ensuring our garments have a positive impact on the planet and the people involved in their creation. It is our job to innovate, seek out new suppliers and hold ourselves to account to ensure that this is always the case.





EXECUTIVE SUMMARY

This year Origin's clothing sales allowed us to expand our sustainable impact in Africa. We put emphasis on building for a better, safer future for African families through offering non-repayable investment to leading entrepreneurs who otherwise did not have access to such money.

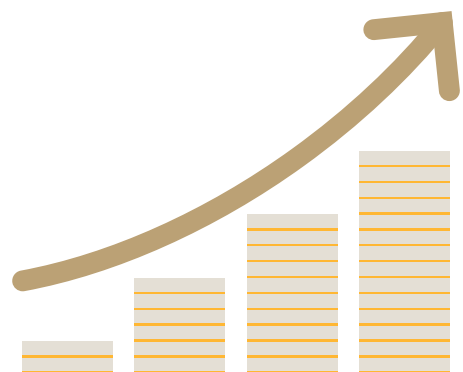
We bolster this in whatever way we can, whether it is advising on business growth for the Malian Seamstress School or researching Eco-solutions for the Bamako Sustainable Soap business. However, it is the entrepreneur and her/his carefully chosen team that ensure the success of their business & the ongoing sustainable employment that generates.

Offering non-repayable grants to establishing entrepreneurs and tying this to training initiatives, such as the women's training initiative in Brikama outlined below, is the latest evidence's gold-standard for long-lasting impactful intervention in low income countries.

2020 IMPACT INVESTMENT

£19,568.40

TO AFRICAN PROJECTS





"We are happy with the opportunity and the quality of the product. This was an opportunity to self start on credit of NTS stock to exit poverty on a permanent basis." *Female employee of NTS, 2020*

Nogo Tala Sania ZERO WASTE HYGIENE, MALI

Investment Funded = £862.80

Jobs Created = 31

Business Capacity Increase = 300%

Mr Yonli is an established professional with evidenced entrepreneurial talent. His zero waste hygiene business, 'Nogo Tala Sania', makes and distributes sustainable soap. He has a drive to support those around him to achieve their potential.

"In my business here in Bamako, I cannot currently meet the demand for the products. I therefore wish to expand, create more jobs, offer opportunities to neglected groups such as impoverished women and disabled people as well as continuing to supply increasing numbers of people with sustainable, affordable good quality soap. In order to achieve this, I need access to capital' - Mr Yonli, January 2020

A growth plan was developed in January 2020 and Origin donated an initial non-repayable cash grant to Mr Yonli's NTS.

OUTCOMES OF 2020 GROWTH PLAN

1. 6 more direct employees in production, supply and security.
2. 25 more saleswomen.
3. NTS now offers stock on 'credit' to facilitate getting started for self-employed women.
4. Surplus stock to neglected groups: disabled, unemployed, employees' families.

'I am proud to work with Nogo Talia Sania. I previously did not have the money to afford household items. Now I have the money to be able to look after my family the way I want to. I hope NTS can expand & continue to help women self start and look after their families. This product is affordably helping families gain access to levels of sanitation that they did not have before. It also helps us achieve a living. Previously I had nothing to do during the days. Now I have a job.' *Female employee of NTS, 2020*



"Working with Origin is allowing these women to retrain and find jobs that give them independence. We offer good training, job placement and teaching around entrepreneurship" **Alain Kouadiou, Founder, 2020**

KI TRAINING SEAMSTRESS SCHOOL, MALI

Investment Funded = £959.80

Jobs Created = 3

In development, awaiting report

For years Alain Kouadiou had wanted to set up a seamstress school in Bamako. With Origin's investment, he is starting to establish the school. He has 37 trainees starting a 3 year course which offers high quality training in fashion style and creation, textiles and business activities including finance and marketing.

Born in the Ivory Coast and having lived in Mali for 20 years, Mr Kouadiou is a skilled entrepreneur and educational leader in couture, graphic design, textiles and fashion design. His goal is to use fashion and creativity within the industry to inspire young women to establish themselves with independent employment and enjoy the use of their creative talents to become self-sufficient.

SUPPORTING BUSINESS

Investment funded = £300

In support of business activities, Origin also transferred a further £300 to procure organic cotton Bogolan for garment adornment. This is a Malian supply chain the team is exploring and helping to support artisans to continue this incredible art form and create a mainstream demand for their work.





ECO STOVES, THE GAMBIA

Investment Funded = £750

Jobs Created = 8

Musa Darbo is a potter, an entrepreneur and an activist for women's rights in the Gambia. He previously ran a successful pottery business however it was discontinued due to redistribution of government funds. He was therefore searching for ways to reignite his clay business and his passion to have social impact for those in need through the power of his business.

He explained to us that investment would allow him to:

- Upscale his ideas to achieve efficiencies of scale (huge profit margin improvements)
- Include brick making in his product portfolio: there is a large demand for clay bricks in the Gambia. (Main competition = Chinese funded machine businesses producing fake looking bricks)
- Employ more people in equal numbers of women and men
- Reignite his education initiatives to train rural living women in eco stove making and how to turn it into a cash generating activity for them and their families.

"Women and men must be treated equal. When we work hard, there mustn't be discrepancy on how much we are paid. There is no difference between men and women in terms of capacity to work and to achieve. I am very happy to work with Origin and all it stands for"

Musa Darbo, Founder, 2020





'By using skills such as farming, hand weaving and spinning we create employment in rural areas where work is often scarce. This is also work that locals can do at home. We aim to create more home-based opportunities, in particular for women,' [Gambia Cotton Trail, 2020](#)

SUSTAINABLE COTTON TRAIL

Investment Funded = £2000

Jobs Created = Awaiting Report

2500 m sq cotton grown, awaiting harvest

Fast fashion has dominated Gambian fashion for a number of years. With cotton crops previously available and much needed jobs waiting to be created, we began working with the brilliant Gambian Cotton Trail to help them reestablish a sustainable organic cotton supply.

A borehole has been installed in a previously successful farming village which had lost much of its land to desertification.

The borehole's pump is solar powered and will allow members of the village to sustainably farm both cotton and nutritious crops multiple times a year. This cotton will then be spun by women from a women's finance collective down river. Its final step is to be weaved by the master artisan weavers in Gunjur into the final products to be sold.

ARTISTS COMPETITION

Investment Funded = £695.80

This year we had the opportunity to work alongside the Gambian Cotton Trail artists - a group of young and talented African artists looking for opportunities to explore their talents.

The competition, which took place in summer this year, enabled the artists to submit a design to feature on one of our tees. All entrants received a certificate of participation, the finalists received an art set and the winning entry received 10,000 Dalasis.

Most importantly this provided the artists with an international platform to display their work and discuss their inspirations behind being an artist. We were humbled to work with them and incredibly proud of the designs created.



HANDS ON CARE CLINIC

Investment Funded = £12,000

HOC is the largest of only 4 specialist units for HIV care in the Gambia and currently manages the long term care and acute problems for over 3000 people living with HIV. Their inspiring team is passionate and determined to help change the lives of their patients and creating a holistic positive future for them despite the overwhelming stigma still surrounding HIV.



HOC's service provision is struggling with a dwindling Global Fund budget to look after their patients and staff. Origin is working with them to establish a robust set of income generating activities through moving to a new premises where they can set themselves up as a regional training institution and achieve a higher standard of healthcare delivery both in the hospital and in the community. The importance of this project is to ensure the sustainability of their essential services in the region and ensure a future which is not reliant on traditional aid.

COVID EMERGENCY RESPONSE

In reaction to the Covid outbreak, African healthcare providers were notably left without sufficient measures to protect themselves from Covid while looking after their patients. As a result, we quickly released £1500 in response to ensure these provisions were made available to those providing essential care in these communities.

HANDS-ON CARE

We donated £500 to the HOC clinic to source effective PPE, install handwashing facilities for staff and patients as well as mobilise a community sensitisation team to safely communicate accurate messages around handwashing, hygiene and social distancing.

DEBARK REGIONAL HOSPITAL

We sent £500 directly to DebarK hospital for provision of PPE for staff members directly providing medical care.

TOGO COMMUNITY HEALTH OUTREACH

£500 was sent to Togo to enable a community outreach team directed by Vision Togo to distribute PPE and key messages regarding hygiene and viral transmission.



'At Hands on Care, the outbreak was a significant concern particularly because we have many immunocompromised patients. Origin allowed us to continue to care for our patients safely and kept us in our jobs during this difficult time for everyone,' [Nurse, HOC, 2020](#)

OUTRIGHT ACTION INTERNATIONAL

In May 2020 we set about designing a limited edition t-shirt to launch in June in support of Pride. The 'WEAR LOVE' tee was a celebration of love and hope and therefore we decided to donate the profits to support LGBTIQ+ rights.

By the end of June we had raised £500 to donate to the inspiring work of Outright Action International. These funds contribute to fighting for the human rights of LGBTIQ+ people everywhere. This fantastic organisation works tirelessly to research, document, defend, and advance human rights for LGBTIQ+ people around the world.



SUSTAINABLE LATRINES

Our remote sanitation project has been a work in progress for 18 months. This exciting initiative centres around providing improved sanitation in rural Ethiopia. With the inspiring local entrepreneur Banti Bantali and the incredibly supportive London based construction firm HPH London www.hphlondon.com, we collectively work on a vision to create, distribute and sell eco-friendly affordable latrines which will dramatically improve the lives of families living in the remote Simien Mountains, particularly focussing on the health and growth of the community's children.

After an initial donation in 2019, this project is now in the prototype phase. Sadly COVID-19 restraints have halted progress this year but we are ready and excited to roll out the plan for development in 2021. Watch this space!





SUMMARY

NOGO TALA SANIA SOAP	£862.80
KI SEAMSTRESS SCHOOL	£959.80
MALI SUPPORT REVENUE	£300
ECO STOVES BUSINESS	£750
SUSTAINABLE COTTON TRAIL	£2000
ARTISTS COLLECTIVE	£695.80
HOC CLINIC	£12,000
C-19 EMERGENCY RESPONSE	£1,500
OUTRIGHT ACTION INTL.	£500

TOTAL **£19,568.40**

"By providing the locals in Africa with funds to invest in various activities of their choice to create jobs for themselves and others, ORIGIN are helping solve the lack of access to capital, one of the most common but unnoticed problems facing young entrepreneurs on the whole African continent," **N.Timoleon Amessa**, Ivorian born lead author on African development, 2020

This year we have aimed to improve our lasting impact in Africa. Through working with inspirational African partners and with consistent input from our advisory board, we ensure the projects are culturally appropriate and realistic in the local setting. It is important to note that we put great emphasis on our African partners being the leaders of change by driving forward these amazing social businesses. These are relationships which we, at Origin, will value and keep for many years to come. Thank you for your support.

WE WOULD LOVE TO HEAR FROM YOU!

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ORIGIN

BECAUSE ORDINARY WON'T CHANGE THE WORLD