



Global Compact
Network Kenya

Crafting a meaningful future through sustainability

Impact Story



Caroline Ng'ang'a
Founder & CEO
Crafts with Meaning

Crafts With Meaning incorporates up to 80% recycled and biodegradable materials into its products, reducing reliance on virgin resources and minimizing waste. It utilizes recycled textiles, natural fibers, and eco-friendly dyes to create its products- **Caroline Ng'ang'a**

8 DECENT WORK AND ECONOMIC GROWTH



This groundbreaking initiative is designed to equip over 300 artisans with the essential knowledge, skills, and resources they need to excel not only as craftsmen but also as entrepreneurs and community leaders.

"We integrate sustainable practices into our training programs, teaching artisans to source eco-friendly materials and promoting waste reduction and recycling.

This focus fosters a culture of environmental stewardship, ensuring that artisans not only create beautiful works but also protect the planet, Says Caroline Ng'ang'a.

Through SDG 8 the company is promoting sustained, inclusive economic growth by offering productive employment and decent work to the people it is serving in Kenya and Uganda.

With various initiatives under its belt, the Artisan Education Initiative, for example, has emerged as a beacon of hope for underserved artisan communities.

Commitment to Sustainability

Central to Crafts with Meaning's mission is its sustainability initiative, which underscores its dedication to creating beautiful, high-quality products while minimizing its environmental footprint and promoting social responsibility.

By partnering with local cooperatives and artisan groups, Crafts with Meaning supports sustainable livelihoods and empowers communities.

Another critical element is the use of recycled and biodegradable materials thus contributing to SDG 12 on Responsible Consumption and Production.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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resources and minimizing waste. It utilizes recycled textiles, natural fibers, and eco-friendly dyes to create its products.

Energy efficiency is also a top priority. "We continuously strive to reduce energy consumption and greenhouse gas emissions by using energy-efficient lighting and machinery and exploring renewable energy sources," says Caroline adding that, these efforts are part of their commitment to minimizing their carbon footprint and combating climate change.

Water conservation measures are integral to its production processes. Efficient irrigation techniques and wastewater recycling help reduce water usage, protecting precious water resources. This approach reflects the company's dedication to sustainable production practices.

Crafts With Meaning's Sustainability Initiatives extends beyond its operations to engage and empower local communities.

For example, through environmental education programs, tree planting initiatives, and community clean-up efforts, it fosters a culture of environmental stewardship and social responsibility.



Making a Difference in Rural Communities.

The company collaborates with rural women in East Africa, enabling them to access otherwise unreachable markets and gain greater value for their handmade products.

These women, form the backbone of their communities and rely on daily earnings to meet household needs such as food, school fees, and emergency medical care.

While their handicrafts are internationally valued, they are often underappreciated locally. Caroline says that they help these women reach broader markets, ensuring that their skills and products receive the recognition and financial return they deserve.

"This support not only improves the economic stability of these artisans but also enriches the entire community, demonstrating the profound impact of empowering artisans through education and sustainable practices" She adds.

"We bridge this gap by purchasing their handwoven products at fair prices, adding value to them, and selling them to high-value customers locally and internationally," the founder explains.

By putting more money into their pockets, Crafts with Meaning reduces financial pressure on families and helps alleviate poverty.



The enterprise's commitment to using natural, renewable raw materials promotes sustainable economic growth. Additionally, its new line of products made from recycled billboards and textile waste contributes to responsible consumption and production by producing high-quality items that are reusable, repairable, and recyclable.

Its factory-produced bags and home décor items, made from responsibly sourced materials, are more durable than similar imports, discouraging fast fashion.

By transforming lives through education and sustainability, Crafts with Meaning is building a brighter, more inclusive future for artisan communities across Africa. "We invite others to join us in this mission so that we can work together to make a lasting impact on people and the planet." Caroline concludes.