

# ENDELEA DREAM BOLD

Training future tailors and supporting fashion industry in Tanzania

Fashion and inclusivity

## AICS GRANT FOR PRIVATE SECTOR

**ENDELEA**, set up in 2018, is an innovative startup and a Benefit Corporation with B Corp certification, combining **Tanzanian** wax fabric and **Italian** style

In 2021 ENDELEA obtained a € 50 K grant through the call of proposals of the **Italian Agency for Development Cooperation (AICS)** dedicated to Italian and EU companies, for a development project in Tanzania aimed at the production of fashion collections during 2021 – 2022

The initiative is fully compliant with AICS business model named **“ISI”**



## COMPANY'S APPROACH

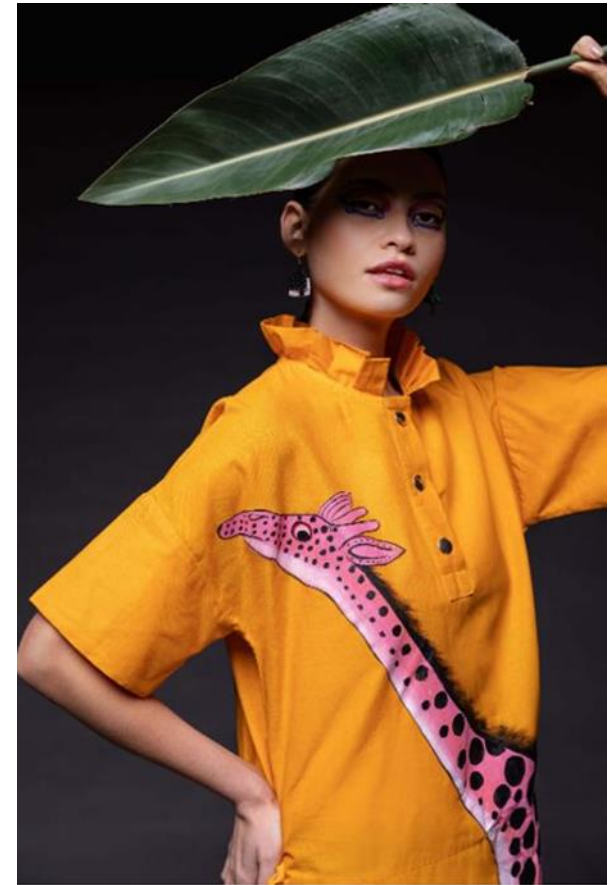
**Focused on ethical production and local culture valorization.**

- ✓ The collections are designed in Italy, tailored in Tanzania and globally sold (Europe, USA and Asia) through e-commerce, a store in Milan and a network of wholesale retailers.
- ✓ Benefits are recognized to employees (i.e. health insurance, costs for transportation).
- ✓ Agreements signed with associations supporting Maasai culture.
- ✓ ENDELEA reinvests 3% of annual gross revenues to support local communities in Tanzania through women empowerment and educational training.



## COMPANY'S APPROACH

- ✓ Agreements signed with Dar es Salaam University and other local stakeholders in order to increase the level of local competencies and promote the brand.
- ✓ ENDELEA supports a sustainable fashion industry by promoting transparency along the supply chain and offers a truly sustainable alternative to final consumers.
- ✓ Wax fabrics are bought at the Dar es Salaam market by small local retailers, to further support local economy.





## MAIN RESULTS

- ✓ 13 tailors were trained and employed by the **Tanzanian owned company** named Frizzo
- ✓ Improving their skills, some of them left the company and started their own tailor laboratory
- ✓ Total revenues for the duration of the project: **€ 128,464.39**



## MAIN CONSTRAINTS

- **Lack of professional training in fashion** → lack of specialized tailors.

Solved by signing an agreement with Dar es Salaam University and organizing specific training sessions

- **Language**: 75% of the tailors employed only speak Swahili.

→ Solved by learning the local language and selecting a bilingual local coordinator

- **Local bureaucracy complexity.**

→ Solved by networking with other Italian entrepreneurs living in the Country and by hiring a reliable accountant

- **Cultural differences**

→ Solved by increasing dialogue within the company



## Conclusion



- ✓ The second collection was presented at Milano Fashion week in September 2022.
- ✓ At the date, ENDELEA is still producing in Tanzania, the company's annual return-rate is constantly growing.