

TeamUpcyclers Description

Business Name: TeamUpcyclers

Location: Etiti Village Enugwu Agidi, Njikoka Local Government Area, Anambra State Nigeria

Email: teamupcyclers2@gmail.com

Instagram: <https://www.instagram.com/teamupcyclers>

Facebook:

<https://www.facebook.com/profile.php?id=61554382633809&mibextid=ZbWKwL>

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Designation: Founder and CEO at TeamUpcyclers

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Executive Summary

TeamUpcyclers is a pioneering social enterprise dedicated to transforming textile waste into innovative, sustainable products. Our business model encompasses B2B, B2C, and B2G, offering a one-stop-shop for environmental protection. We create and sell upcycled items like reusable sanitary pads, accessories, footwear, bags, and artworks. Additionally, we create green jobs by provide education on climate, SDGs, and energy. Our vision extends beyond waste reduction; we aim to empower marginalized groups, promote education, and preserve cultural heritage. With a proven track record of community impact and numerous awards, TeamUpcyclers is strategically positioned to lead the upcycling revolution, promoting sustainability and positive social change. This document outlines our mission, market strategy, financial projections, and the innovative approaches that distinguish TeamUpcyclers in the circular economy landscape. We seek award from this organization to startup our proper business outlet to foster expansion and the achievement of our milestones. This document is an overview of how we are making difference and how we intend to further our impacts and reach a wider audience. Join us in building a greener, more inclusive future.

Overview:

TeamUpcyclers is a seed stage green business that addresses environmental issues through the production of reusable sanitary pads, body wears, footwears, bags, beads, earrings, belts, accessories, and functional artworks from textile waste. The project focuses on promoting sustainability, reducing waste, and providing access to green skills training, empowering women and youths, and creating job opportunities. TeamUpcyclers incorporates local culture and traditions into their creative work. They engage the community through storytelling methods, videos, and social media, collaborating with local leaders and organizations to reach a broader audience and achieve greater impact. The project is intersectional, addressing the needs and interests of the Anambra State and Abuja communities where the team members have lived for years. TeamUpcyclers' creative business is in accordance with SDG 3, 4, 5, 7, 8, 12, and 13

Vision Statement:

To lead the way in building a circular and equitable future, where waste is transformed into opportunity, creativity knows no bounds, and communities thrive. We envision a world where upcycling is a driving force for sustainable change, women, youths, and marginalized groups are empowered, and environment is preserved for generations to come. Through innovation, collaboration, and a deep commitment to social and environmental impact, we aspire to inspire a global movement towards a more just, sustainable, and creative world.

Mission statement:

At TeamUpcyclers, our mission is to transform communities through the power of creativity, sustainability, and empowerment. We are dedicated to upcycling textile waste into innovative, reusable products, empowering women and youths, and promoting the SDGs. We strive to create a more inclusive and sustainable world by bridging the gap between the cultural and creative sectors

and environmental professionals, fostering collaboration, inspiring action, and leaving a lasting positive impact on the planet and the lives of those we serve.

Objectives:

- **Environmental Sustainability:** According to EarthOrg statistics, the world produce 100 billion tons of clothes annually and 92 million tons end up in landfills. TeamUpcyclers aims to minimize textile wastes emissions by Upcycling textile wastes that would have been sent into landfills into valuable products ie reusable sanitary pads to end period poverty, sustainable bodywears, footwears, accessories, and functional artworks, thus conserving natural resources like water and energy that would have been used to produce the aforementioned items from virgin materials. See the link to our Reusable Sanitary Pads Project below: <https://youtu.be/xO2xZfzBqpk?feature=shared>
- **Economic Sustainability:** TeamUpcyclers creates a financially stable model through sustainable business practices, cost-effective operations, and revenue generation from 99% wastes to ensure long-term viability. See the link to our products below: https://www.linkedin.com/posts/obiorah-jennifer-a88432239_am-proud-of-the-works-we-do-at-teamupcyclers-activity-7125467759190114304-Iqvt?utm_source=share&utm_medium=member_android
https://www.linkedin.com/posts/obiorah-jennifer-a88432239_these-are-the-products-we-recycled-from-textile-activity-7125311594774810624-q3_Y?utm_source=share&utm_medium=member_android
- **Women Empowerment:** TeamUpcyclers empowers women, young girls, IDPs, and PWDs by providing green skills development training free of charge and income-generating opportunities in upcycling and related fields. This empowerment enhances their economic independence, self-esteem, and decision-making power. This initiative was solidified during the TeamUpcyclers's Empowerment Scheme 2023 through which we trained 25 IDP women on how to generate wealth from wastes by crafting reusable sanitary pads, bodywears, and artworks from textile wastes, vegetable garden from plastic wastes, and organic fertilizers from food wastes. We also went as far funding 4 IDP women to startup their own recycling business. See the link to the TeamUpcyclers's Empowerment Scheme 2023 Report below: <https://drive.google.com/file/d/1OLVHgZqJ3RJfbIfnDD0SAob4Yjo2bvSy/view?usp=drivesdk>
Green Skills Training for young girls: https://www.linkedin.com/posts/obiorah-jennifer-a88432239_this-is-part-of-what-we-do-at-teamupcyclers-activity-7124389566773346305-NVO1?utm_source=share&utm_medium=member_android
https://www.linkedin.com/posts/obiorah-jennifer-a88432239_watch-out-for-the-unveiling-of-teamupcyclers-activity-7124457631418638336-i3A_?utm_source=share&utm_medium=member_android
- **Environmental and Energy Education:** Nigeria had the largest energy access deficit in the world in 2021 (<https://borgenproject.org/energy-poverty-in-nigeria-2/>). With the aid of the Bow Seat Fellowship Grant, the MSII SDG Challenge Fund, and the GEEP Youth Innovation Challenge Prize, TeamUpcyclers has visited 8 schools in Anambra State Nigeria and Karonmajiji IDP Camp Abuja to educate youngsters about the environment, climate change, how to mitigate climate hazards through waste management and renewable energy devices. TeamUpcyclers has successfully reached out to over 5,000 young Nigerian students, with environmental education, eliminating energy poverty by donating solar torchlights and cash rewards to IDPs and training IDPs on how to build renewable energy solutions from plastic and e-wastes to enhance lifelong learning, thus winning the IRENA Teaching For Net Zero Award 2023 alongside a fully funded trip to COP28 and the African Climate Summit to

address world-class educators on how to achieve Net-Zero targets through energy and climate education. See the links below:
<https://www.irena.org/News/pressreleases/2023/Dec/Winners-of-IRENAs-Teaching-for-Net-Zero-Award-Announced-at-COP28>

https://drive.google.com/file/d/183hW9bzOugRwvFr2Dmmh1Qw4J31uOX4T/view?usp=drive_sdk

<https://bowseat.org/news/teamupcyclers-transforming-girls-lives-by-creatively-reusing-clothing-waste/>

<https://thegeep.org/youth-innovation-challenge-2023-winners>

- **Community Engagement:** By co-creating local solutions to environmental challenges together with the affected communities, TeamUpcyclers fosters community engagement while placing the needs and interests of local communities first. By involving them in the decision-making processes. Community members become stakeholders in sustainability efforts. See the links below:
https://drive.google.com/file/d/15GnAXr5KNhyOtKZ2TbQBkD3xTfde7-z6/view?usp=drive_sdk

https://drive.google.com/file/d/18eAvPUYWLcFT5-mqCG-rDVcYbEAWScdM/view?usp=drive_sdk

- **Partnership and Collaboration:** TeamUpcyclers actively collaborate with civil society organizations, artists, cultural practitioners, environmental professionals, and other organizations to enrich projects, share knowledge, and leverage diverse expertise. See link to our partnership with Brain Builders Youth Development Initiative:
https://www.linkedin.com/posts/obiorah-jennifer-a88432239_brainbuilders-counterterrorism-factcheckers-activity-7159195955097944064-b-WR?utm_source=share&utm_medium=member_android
- **Advocacy and Policy Influence:** TeamUpcyclers active involvement in shaping global climate and environmental sustainability policies are made evident by our active participation as a delegate to coy17, COY18, COP28, The African Climate Summit, the 7th African World Heritage Youth Forum, the GECCI Youth Climate Policy Training, and my position as the Nigeria Country Coordinator for Global Environment Climate and Development Foundation. See the details on my LinkedIn profile below
https://www.linkedin.com/in/obiorah-jennifer-a88432239?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

The Value Proposition:

TeamUpcyclers offers a unique and sustainable value proposition, promising a blend of environmental impact and cultural preservation. Our value proposition is rooted in the promise of a greener future, where every action echoes a commitment to environmental responsibility and cultural preservation. By choosing TeamUpcyclers, customers not only contribute to waste reduction and climate action but also support a social enterprise that champions creativity, sustainability, and positive community impact.

Management

TeamUpcyclers boasts a diverse and dedicated team of climate advocates. Jennifer Obiorah (BSc Economics and Postgraduate Certificate in Introduction To Climate Change), the visionary founder and CEO, brings a wealth of expertise with a climate-focused education and a rich background in leadership, entrepreneurship, teaching, research, craft making, and publications. Magdaline Obiorah

(BSc Entrepreneurial and Business Management), the seasoned manager, possesses over 7 years of entrepreneurship and business management experience. Grace Obiorah, our passionate project lead, is an aspiring STEM graduate with over 5 years in recycling. Denelson Obiorah, the skilled tailor, contributes creativity and sustainable fashion knowledge. Charles Obiorah, our waste collector, brings entrepreneurial spirit, he's a 2023 Rise Global Finalist. Victor Ekemezie (BA History and International Relations), our sales manager, adds over 13 years of sales management experience. Our key strengths which includes Jennifer's leadership and extensive knowledge, Magdaline's entrepreneurial acumen, and Grace's commitment to sustainable practices. Denelson's craft, Charles's entrepreneurial drive, and Victor's seasoned sales expertise further complement the team.

Milestones

2024

- First quarter of 2024: We need \$20,000 to open up our own outlet
- Second quarter of 2024: We need to have employed 4 staffs and trained 6 interns and expand our business reach through various social media handles and promotional activities
- Third quarter of 2024: We need to secure strategic partnership to aid business expansion
- Last quarter of 2024: We need to have achieved all our milestone for 2024

2025

- First quarter of 2025: We need to raise \$100,000 in funding for expansion, research and development
- Second quarter of 2025: We need to have trained a total of 12 interns and expanded our staff strength
- Third quarter of 2025: We need funding to send one of our cofounders (Denelson Obiorah) to the university to study BSc Polymer and Textile Engineering because of our future plans of evolving into a company that creates new textiles from textile wastes.
- Last quarter of 2025: We need to expand into a new location.

Appendices

Awards And Accolades:

Winner/Delegate to the 7th African World Heritage Youth Forum (Fully Funded To Zimbabwe):
https://www.linkedin.com/in/obiorah-jennifer-a88432239?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

Winner of Pan African Women Empowerment Network's Diversity and Inclusion Champion Award 2023:
https://www.linkedin.com/posts/pawen_these-women-deserve-to-be-celebrated-in-every-activity-7136668231485767680-U3Yn?utm_source=share&utm_medium=member_android

Winner of GEEP Youth Innovation Challenge 2023:
<https://thegeep.org/youth-innovation-challenge-2023-winners>

Winner of IRENA Teaching For Net Zero Award (Fully Funded To COP28):
<https://www.irena.org/News/pressreleases/2023/Dec/Winners-of-IRENAs-Teaching-for-Net-Zero-Award-Announced-at-COP28>

Finalist at Goshen Impact Fund 2023:
https://www.linkedin.com/posts/obiorah-jennifer-a88432239_goshenimpactfund-activity-7127582762940702720-tgOA?utm_source=share&utm_medium=member_android

Ist Runner Up at SMEDAN Waste To Wealth Talent Hunt 2023:
https://www.linkedin.com/posts/obiorah-jennifer-a88432239_on-behalf-of-my-organization-teamupcyclers-activity-7126198691140370432-A-1A?utm_source=share&utm_medium=member_android

Bow Seat Fellowship Grantee:

<https://bowseat.org/news/a-family-breaking-barriers-teamupcyclers-revolutionizing-the-textile-industry/>

Winner of Trash to Cash Challenge December 2022 Edition:

<https://youtu.be/xO2xZfzBqpk?feature=shared>

Youth Climate Fund Winner 2023:

https://www.linkedin.com/posts/obiorah-jennifer-a88432239_youthclimatefund-activity-7098374351464333312-k5xm?utm_source=share&utm_medium=member_android

MSII Incubator Challenge:

https://www.linkedin.com/feed/update/urn:li:activity:7092759983632596994?utm_source=share&utm_medium=member_android

African Union's Innovation Hub at African Climate Summit Kenya:

https://www.linkedin.com/posts/obiorah-jennifer-a88432239_african-startups-mull-home-grown-solutions-activity-7106227674389356544-Bgwq?utm_source=share&utm_medium=member_android

Youth Day Spotlight Award by the NGYouthSDGs and Oxfam:

https://www.linkedin.com/posts/obiorah-jennifer-a88432239_oxfam-unsdgs-sdg5-activity-7094685238697631745-YGJ2?utm_source=share&utm_medium=member_android

MasterCard Women SME Leaders The Humanitarian Award Winner:

https://www.linkedin.com/posts/obiorah-jennifer-a88432239_the-recap-women-sme-leaders-awards-2023-activity-7077631332889108481-XP97?utm_source=share&utm_medium=member_android

HexaMedia Humanitarians of Africa Award Finalist:

https://www.linkedin.com/posts/obiorah-jennifer-a88432239_happy-to-announce-that-i-have-been-nominated-activity-7066325546309173248-HOjW?utm_source=share&utm_medium=member_android

Climate Actions Africa:

https://www.linkedin.com/posts/obiorah-jennifer-a88432239_climatechampionjennifer-genderequality-leader-activity-7108055127042723841-5TpK?utm_source=share&utm_medium=member_android

The Charles Bronfman Prize:

https://m.facebook.com/story.php?story_fbid=pfbid02dmJFmiXrJt7hChFbDp2ptqQCSGFnbj2J6Up57enqWBCFNxdvTPsf8frv6L4TiDQAI&id=100064312614416&mibextid=Nif5oz