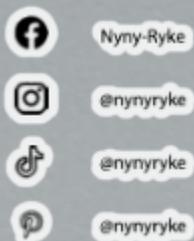




EMPOWERING ARTISANSHIP
WITH A FUSION OF MODERNITY AND
TRADITION



Nyny-Ryke

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UN SUSTAINABLE DEVELOPMENT UN SDG TARGET GOAL



**GOOD HEALTH &
WELLBEING**

GOAL 3 - EVIDENCE PROVIDED

**CLEAN WATER &
SANITATION**

GOAL 6 - EVIDENCE PROVIDED

**CLEAN WATER &
SANITATION**

GOAL 5,8,10 - EVIDENCE PROVIDED

**CLEAN WATER &
SANITATION**

GOAL 6 - EVIDENCE PROVIDED

GOOD HEALTH & WELLBEING.



GOAL 3

BY 2026, OUR STRONG MISSION IS TO CONTINUE IMPROVING OUR TAILORS AND ARTISANS WORKING CONDITION, HEALTH, AND WELLBEING.

80% OF OUR FABRICS/MATERIALS ARE HANDMADE, HAND DYED AND MOST OF THE PROCESS DONE BY HAND, SO WE VALUE THE LOCATION, HEALTH AND WORKING CONDITION OF THE ARTISANS VERY MUCH. ETHICAL WORK (FAIR PAY), ETHICAL LIFESTYLE (GOOD WORKING CONDITION AND SPACE) WILL ALWAYS BE OUR GOAL.

WE EDUCATE OUR ARTISANS, TAILORS, AND WORKER ESPECIALLY IN TOGO TO HARVEST LANDS, EATING WELL, USE SEWING MACHINE, SEWING WITH HIGH STANDARD, BE FINANCIAL INDEPENDENT SO THEY CAN PROVIDE TO THEIR FAMILY AND SIBLINGS.

STARTING NEXT YEAR, WE WILL BE WORKING WITH LOCAL PRIVATE HOSPITALS TO PROVIDE THEM WITH FREE BASIC MEDICAL CARE AND MEDICINES.

CLEAN WATER & SANITATION



GOAL 6

BY 2028 OUR GOAL IS TO BECOME 95% ETHICALLY SUSTAINABLE FROM A TO Z

OUR ETHICALLY SUSTAINABLE JOURNEY OFFICIALLY BEGAN JUST OVER THREE YEARS AGO, AND WE HAVE COME A LONG WAY. AND WE ARE DOING OUR BEST TO BECOME MORE SUSTAINABLE. MOST OF THE MATERIALS WE USE ARE NATURALLY DERIVED, ECO-FRIENDLY OR AZO-FREE DYES, WHICH HELP REDUCE WATER POLLUTION AND TOXICITY. THIS CHOICE ALSO IMPROVES THE HEALTH AND WORKING CONDITIONS OF ARTISANS AND OUR CUSTOMERS.

**MORE SUSTAINABLE PROJECTS AND COLLABORATIONS COMING SOON*

SINCE 2011, NYNY RYKE HAS BEEN COLLABORATING WITH ITALY'S CCR AND P.A.C.A AFRIK SOLIDAIRE, PARTICIPATING IN CHARITY EVENTS THROUGH FASHION SHOWS AND CHRISTMAS MARKETS. 90% OF THE FUNDS RAISED HAS BEEN USED TO BUILD WATERMILLS IN REMOTE VILLAGES IN NORTHERN TOGO, DIGGING AND BRINGING UP FROM THE GROUND, SAFE AND CLEAN WATER IN SUPERFICIES, FOR THE LOCAL COMMUNITY TO USE. THE REMAINING 10% OF THE FUNDS WENT TO COVER ALL ADMINISTRATIVE COSTS.

CHECK OUT THE LINK FOR THE FIRST COLLABORATION: [HTTPS://LAPROMENADECULT.WORDPRESS.COM/2011/10/07/THE-HEART-OF-AFRICA-NYNY-RYKE-PRESENTATA-A-L'AFRIQUE-EN-MOUVEMENT/](https://lapromenadecult.wordpress.com/2011/10/07/the-heart-of-africa-nynny-ryke-presentata-a-l-afrique-en-mouvement/)

GENDER EQUALITY+ REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES + DECENT WORK, AND ECONOMIC GROWTH



GOAL 5, 8 AND 10

**WE ARE DRIVEN TO
CONTRIBUTE TO
IMPROVING ECONOMIC
GROWTH BY 2030.
WITH THE EXPANSION
OF OUR BUSINESS, WE
ARE PLANNING ON
HIRING MORE PEOPLE
FROM DIVERSE
BACKGROUNDS,
COUNTRIES, AND
GENDERS WITH ZERO
DISCRIMINATION
POLICIES.**

WITH GLOBALIZATION AND THE NEW COLONIALISM OF EUROPE AND ASIA, MANY AFRICAN COUNTRIES HAVE LOST AND FORGOTTEN WHAT MAKES THEM SPECIAL: OUR TRADITIONS, HERITAGE, CULTURE, AND THE SAVOIR-FAIRE HANDED DOWN FROM GENERATION TO GENERATION. OUR MISSION IS TO BRING BACK ALL KINDS OF CRAFTS, FROM TEXTILE MANUFACTURING TO ACCESSORY MAKERS. ALL OF THESE TO BE NATIONALLY AND INTERNATIONALLY RECOGNISED AS SUSTAINABLE LUXURY TEXTILES AND CRAFTS, MADE FROM SIMPLE AND NATURAL MATERIALS, WITH REAL TOOLS AND MODERN TECHNIQUES/MACHINERY THAT FACILITATE SOME OF THE WORKING PROCES

**NEW ARTISANS UNION PROJECT WILL GO
LIVE BY END OF APRIL 2024*

RESPONSIBLE PRODUCTION AND CONSUMPTION + CLIMATE ACTION



GOAL 12 AND 13



**WE HAVE ALREADY
IMPLEMENTED THESE
STEPS:**

FAIR PRODUCTION OF TEXTILES AND APPAREL

QUALITY OVER QUANTITY

REDUCE TEXTILE WASTE AND INCREASE
LONG-LIFE MATERIALS.

EVERY MATERIAL WE USE TO PRODUCE OUR GARMENTS OR ACCESSORIES TRULY MATTER TO US. THEREFORE, RECYCLE OR UPCYCLE YARNS, PIECES OF LEFTOVER FABRICS, PRODUCTION MATERIAL INTO THE FOLLOWING COLLECTIONS, CUSTOM MADE ITEMS OR AS HOME AND ART DECORATION USES ARE JUST SOME OF THE WAYS TO DO IT.

**COMPANY SUSTAINABLE REPORT TO BE
ISSUE ON OUR WEBSITE WITHIN DECEMBER*

2023

WWW.NYNYRYKE.COM

RESPONSIBLE PRODUCTION AND CONSUMPTION + CLIMATE ACTION



GOAL 12 AND 13



NYNY RYKE'S DRAWSTRING PACKAGING/BAGS ARE MADE FROM USED VISCOSE FABRICS IN VERY BASIC COLOURS THAT TEXTILE COMPANIES HAVE DISCARDED DUE TO DEFECTS, OUT-OF-TREND FABRICS, OR UNSUITABILITY FOR OTHER USES. WE BUY AND GIVE THEM A DIFFERENT LIFE. THESE CAN BE USED AND REUSED MULTIPLE TIMES OVER THE YEARS FOR VARIOUS PURPOSES.

ALL SHIPPING PACKAGING ARE ALSO BIODEGRADABLE OR ECO-FRIENDLY. ALL OUR PRINTED MATERIALS, INCLUDING SHOPPING CRAFTED PAPER BAGS, CARDS, AND STICKERS, ARE MADE BY NOISSUE, AN FSC-CERTIFIED SUSTAINABLE COMPANY THAT PRINTS USING SOY AND WATER-BASED INKS. INTERNAL LABELS ARE MANUFACTURED BY DORTEX.

OUR CUSTOMERS ARE CULTURED PEOPLE WHO ARE INTERESTED IN UNIQUE AND AUTHENTIC THINGS AND WANT TO CONTRIBUTE TO CRAFTSMANSHIP AND ETHICALLY SUSTAINABLE LUXURY, WHOM INDIRECTLY, SUPPORTS AND SHARES OUR MISSION AND VISION.

THE GOAL OF BECOMING MORE SUSTAINABLE ALSO INCLUDES TRANSPARENCY. OUR SUPPLY CHAIN TRANSPARENCY WILL GIVE YOU A DEEPER UNDERSTANDING OF OUR PRICES, OF OUR ARTISAN'S HARD WORK, HOW THE TEAM OPERATE AS WELL AS WHO ARE OUR EXTERNAL/ THIRD PARTIES WORKERS FROM AFRICA TO EUROPE TO THE UK.

IN 2024, WE STRENGTHENED TO SHARE FURTHER OUR COMPANY PASSION, VISION, SUSTAINABILITY CREDENTIALS THROUGH SOCIAL MEDIA, LINKS, AND QR CODES.