

COMPANY PROFILE & EXECUTIVE DOSSIER

SheCycle Innovation Enterprise

"Turning Solid Waste into High-End Eco-Luxury Products and Resilient Livelihoods"

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Executive Summary & Corporate Identity

ENTERPRISE NAME	SheCycle Innovation Enterprise
HEADQUARTERS	Kisumu City Circular Hub, Lake Victoria Basin, Kenya
LEGAL STATUS	Registered Green Social Innovation Enterprise & Cooperative
FOUNDING YEAR	2021
EXECUTIVE LEADERSHIP	Christine Adhiambo Oluoch — Founder & CEO Steve Omondi Orowo — Operations Lead Nancy Phelicia Jumka — Communications Officer & HR

MISSION STATEMENT

To intercept post-consumer solid waste streams across East Africa and transform them into certified eco-luxury designer homeware, artisanal fashion, and construction aggregates while building resilient, fair-wage economic opportunities for women and youth.

VISION STATEMENT

To pioneer a continent-wide, zero-waste circular economic framework that proves environmental restoration and grassroots economic prosperity are mutually reinforcing.

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Core Circular Economy Model & Value Chain

A. Material Interception & Waste Streams Solid Glass Reclaim — post-consumer glass bottles, crushed cullet & architectural glass. Polymer Processing — HDPE, PET bottle caps and clean lake-basin plastics. Upcycled Textiles — denim offcuts, cotton scraps and post-retail discarded fabrics.	B. Triple-Sterilization & Safe Manufacturing Every batch undergoes high-pressure thermal sterilization, non-toxic mechanical washing, and heavy-metal chemical screening — 100% free of toxins, heavy metals, or sharp micro-fragments, certified safe for luxury interior and exterior applications.	C. Fair-Wage Cooperative Model Direct employment and profit-sharing with 120+ local cooperative artisans. Comprehensive health insurance, safety gear, and financial literacy training provided to every member.
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Key Products & Services Portfolio

[01] Eco-Luxury Glassware & Vases Hand-cut, fire-polished upcycled wine bottle tumbler sets, carafes, and hurricane lamps. [03] Upcycled Denim & Fashion Accessories Patchwork denim tote bags, structural cushions, and designer upholstery. [05] Municipal Advisory & Circular Capacity Building Waste management consulting for county governments, institutions, and hospitality brands.	[02] Artisanal Beaded & Woven Accessories Handcrafted cuffs, neckpieces, and bags integrating reclaimed polymers and glass beads. [04] Custom Corporate CSR Gifts & Trophies Bespoke laser-engraved glass plaques, corporate desk organizers, and custom awards.
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45,000+ kg Total Solid Waste Reclaimed from Lake Victoria landfills	120+ Cooperative Artisans Employed — Women & Youth	350+ Children Supported with Education Stipends	40+ Municipal & Corporate Green Procurement Partners	110+ t CO2-Equivalent Emissions Saved from Open Burning
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Kenya Data Protection Act (2019) Strict data protection standards enforced for all client data.	Data Retention & Sanitization Inquiry data is purged after 90 days as standard protocol.
Zero Third-Party Monetization Customer privacy guaranteed — no data resale, ever.	ISO Environmental & Workplace Standards Worksite safety and fair-labor protocols enforced.

GENERAL EMAIL

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CORPORATE SALES

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PHONE / WHATSAPP

+254 700 589 222

OFFICIAL WEBSITE

shecycleinnovations.com

PHYSICAL WORKSHOP

SheCycle Circular Hub, Impala Eco-Park
Road, Kisumu, Kenya