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Stage 1 Plan

- Fund raising
- buying sewing machineries and other necessary equipment
- Grant application
- Buying or renting a permanent plot in Tanzania – Dar es salaam
- Making a business registration or partnership agreement in Tanzania
- Inviting talented women to participate in the project
- Installing a good administrative system using modern software
- Creating a working atmosphere within the Fashion house
- Working with a selected head designer for guidance and quality assurance
- Deciding on the product branding
- Identifying and making contracts with vendors who will participate in the project, i.e. suppliers of material
- Research on freight/ shipping costs and options

Stage 2 Plan

Our second stage of the business is to create outlets for these products, both within and outside the country.

- Fund Raisings and grant application
- Renting a shop space within Rotterdam City
- Renting storage room
- Recruitment of sales employees
- Marketing and Promotion
- Create an online shopping access

Stage 3 Plan

The third stage is to create internship opportunities within the industry, for 'amateurs'.

We will mainly focus on the rural women who have no academic background, street girls and other disadvantaged minorities.

- Creating competing team projects of groups of amateur interns, to be led by an appointed skilled employee.
- Sending our trained employees in selected rural areas to establish pilot projects that are relevant to those areas resources.

Stage 4 Plan

Our main focus is to give the women security both for herself and her immediate family by creating a possibility to earn a steady income. This will in addition also provide her with health insurance, a regular pay check, as well as a secure saving system and a guarantee in case of other ambitions such as mortgage application or pursuing further studies.

- Contract employment
- Employee benefits
- Employee savings system
- Sponsorships

Sum up:

While the initial goal is emancipation of the African woman via the fashion art industry, we aim for the end result to be overall poverty reduction, and sustainability of the industry in order to create a safe haven for the future generation.