Pure Social Enterprise: Feel Good, Do Good.

Hackney, United Kingdom
Bangalore, India

Kevin Cheeseman
https://www.youtube.com/watch?v=KXjyFijFeAxE
Year Founded:
2012
Organization type:
nonprofit/ngo/citizen sector
Project Stage:
Growth
Budget:
$50,000 - $100,000
Website:
http://www.buypure.org
Twitter:
@Buypure
Facebook:
https://www.facebook.com/buypure.org/

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

We source ethical products at a fair price from social enterprises and community groups, and provide a worldwide outlet for these products through the buypure.org shop. We then re-invest our profits from sales back into those same communities to further address the root causes of poverty.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if every time you bought something good for yourself, a person affected by poverty gained financial independence?

About Project

Problem: What problem is this project trying to address?

Business can be used as a tool to end poverty. According to World Bank development indicators, since 2005 a steady 80% of the world's population have to try to live with less than $10 per day. Children are forced to work to help provide for the family. 3 out of 4 of secondary school leavers in India for example, cited the need to work and support the family as the reason. This perpetuates poverty and Pure will address it with our unique model.

Solution: What is the proposed solution? Please be specific!

Pure Social Enterprise combines the ideals of charities with the drive of business. Pure offers an online marketplace (and attends physical markets) so consumers can buy ethically produced goods, knowing that the profits go back into the organisation for two purposes: 1. Fund our project partners. 2. Grow our organisation so we can do more of the same. Our solution is a WIN-WIN-WIN situation: WIN 1 – We buy products from marginalised communities (our project partners), so the producers are earning a fair income. WIN 2 - Profits go back into communities, to fund education projects. WIN 3 - Ethically minded consumers can buy healthy, eco-friendly and high quality products knowing the profits are for increasing quality of life.

Awards

I was invited to be a fellow of the RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce) because of Pure

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

1. Pure buys products (e.g. food supplements such as spirulina capsules) from a producer in Auroville, where the employees are mostly women from lower castes of society. 2. Pure sells the product to consumers in the UK. The consumer buys a healthy, high-quality food supplement for their well-being. 3. The profits from the sale are given to an organisation, e.g. Dream-a-Dream, in India; where a vulnerable child receives free education to improve his or her cognitive, personal and interpersonal skills, so that he or she can enjoy more opportunities and potential for success. 4. Customer satisfaction and growing demand for the product means employees in India enjoy an increased income so they can better support themselves and their families.
Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

1. In 2013, Pure invested 0.5 Million Rupees in Simplicity Farm's (near Bangalore, India) products. These were organic and fairtrade health foods for the EU market. Simplicity Farm employs widowed women from lower castes (culturally abandoned). 2. Since 2014, to now, Pure has been investing in hand-made, natural soaps made by an artisan in Hackney, East London, and selling them online and at a physical marketplace (Alexander Palace), weekly, for further market testing, growing awareness of Pure and helping the artisan develop her business sustainably. 3. Pure has recently partnered with AgroAsie, in Laos, investing in their organic range of teas. This is helping Agroasie producers and employees establish and expand their business. 4. Pure is striving to sell more products and build the customer base so we can start investing in the education programmes in various communities.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

Next 5 years: 1. Continue to sell products from current project partners to help them expand their businesses, grow Pure's customer base and spread awareness of the Pure concept. 2. Partner with more producers to broaden the product range and impact more businesses in the UK and abroad. 3. Have a sustainable income coming in which covers Pure administration costs, purchase stock and start investing in community development projects. Next 10 years: Expand our projects to work with groups offering education projects based around eradicating poverty.

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Pure is a marketplace. So the basic concept of business: selling products; drives the financial aspect. The core priority at the moment, is to increase sales and product range for Pure to be a thriving, well-known marketplace. The income from the sales enables the investment in community driven education programmes.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

We are not aware of anyone else addressing the problem of poverty and gaps between poverty and wealth in the same way that Pure is. This is a unique way of approaching the issue of poverty whereby the beneficiaries are properly integrated and involved in the solution. It goes beyond business and further than charity.

Team

Kevin Cheeseman - Project Leader Chatelle Jeram - Project manager Joe Goodall - Website and digital media Robyn Pritchard - Operations consultant Rufus Harrison-Banfield - Graphic designer

Value Chain: Where does your work fit into the apparel value chain? [check all that apply]

Raw Materials, Manufacturing, Consumption.

Your Role: What is your relationship to the apparel industry? [check all that apply]

Consumer, Non-profit Staff, Sourcing Manager / Supply Chain Manager.

Target Population: What stakeholder groups do you engage or empower in your work? [check all that apply]

Designers, Factory Workers, Factory Owners, Supplier - subcontractor, Women.

Intervention Focus: What are you trying to achieve / influence? [check all that apply]

Access to Essential Services (i.e. Healthcare and Education), Environmentally Sustainable Practices, Recycling or Circular Economy, Physical Working Conditions.

Lever for Change: Select up to 3 ways your work is helping to transform the industry.

Capacity Building, Training.

Is your project targeted at solving any of the following key barriers?

Hidden from View: Conditions in Forests, Farms, and Factories are Only Visible to a Select Few, A Job is Not Enough: Low-Income Workers Cannot Secure Long-Term Well-Being, Sustainability is Not Yet in the DNA: Fast Fashion’s Current Model Disincentivizes Value-Driven Economies.

Does your project utilize any of the innovative design principles below?

Activate Local Know-how for Driving Solutions: Build Opportunities for Workers to Become Leaders, Disrupt Business as Usual: Target Key Players Who Can Influence the Bottom Line, Transform the Chain into a Web: Link Unlikely Sectors that Open New Pathways to Sustainability.

Innovation Inspiration: When you first conceived of your project, did you think of it as applicable to the apparel industry?

yes

If you answered “no” to the previous question, which industry was your project originally aimed at transforming?

Community development, Economic development, Poverty alleviation, Rural development, Sustainable development.
● Replicating in the Apparel Industry: If your project didn't initially target the apparel industry, how are you specifically tailoring it to do so now?

Currently in discussions with a social enterprise bag maker in Kerela

Are you nurturing or inspiring others to be changemakers? If so, how?

Leading by example to show that business can be used as a tool to eradicate poverty

Tell us about the partnerships that enhance your approach. How have you collaborated with others in the industry to increase your impact?

Collaborated with Butyl Products and Hindustan Textile to develop feminine hygiene kit for emergency aid.

Source URL: https://www.changemakers.org/fabricofchange/entries/pure-social-enterprise