

## SCRIPT ECOSANDALS KENYA

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## PRESENTATION

Take traditional sandals made from car tires, give them a new design, and sell them through Facebook. That's what the Kenyan company Ecosandals started doing, and with success. This group of artisans are making these shoes for almost ten years in a ghetto in the capital Nairobi, and now social networks are giving them a boost. It's yet another example of how the combination of traditional industries with the power of international social networks can lead to new business.

BETA LENGTH 1'57"

## SHOTS

- Facebook page
- interior workshop with computer monitor in front
- exterior workshop
- introduction manager standing in workshop

## VOICE OVER

Ecosandals come in all kinds of models and designs. They're recently available on a click's distance on Facebook. Posted straight from this workshop in a ghetto in the capital Nairobi, and since then the sales are growing, according to the manager.

QUOTE MICHAEL KARURI, manager

***We sell more than 10,000 pieces a year. That is internationally and locally.***

## SOUNDBITE HAMMERING

## SHOTS:

- close traditional Akala sandal
- car tires cut in pieces
- artisan cutting sole from tire
- medium Ecosandals

## VOICE OVER

It all came from the so-called 'Akala' sandal, made from used car tires. They are common among indigenous people in Kenya. The artisans from EcoSandals took this as the concept for a more comfortable and stylish version of the Akala.

QUOTE MICHAEL KARURI

***We design from the sketch, and some come from the Internet, magazines, and stuff.***

SHOTS:

- car tire on the floor
- car tire cut in pieces
- artisan fixing ecosandal on car tire sole

VOICE OVER

The used tires cost 1.5 Dollars a piece, and are good for 3 pairs of sandals. Combined with the upper part and decoration manufacturing one will cost 6 Dollars.

QUOTE ARTISAN

***It takes 20 minutes.***

***- To make one?***

***Yes.***

SHOTS:

- close Ecosandal
- Facebook page with Ecosandals.

VOICE OVER

The Ecosandals are sold locally for 10 Dollars each, and 40 Dollars for customers outside Kenya, including shipping and duties.

SOUNDBITE POLISHING

SHOTS:

- artisans working at table
- wide general view area with traffic and people
- medium shot shoe seller

VOICE OVER

It gave 15 people here a job, coming from the neighbourhood where unemployed is high, and where some might make a few bucks on selling shoes. But for the ones connecting to social networks a wider horizon emerged.

QUOTE GEORGE ODHIAMBO, webmaster EcoSandals

***We sell more because of Facebook. Some of the customers that previously and***

*currently are buying from us came to learn about us through Facebook.*

SHOT:

*- roll Ecosandals website*

VOICE OVER

Ecosandals can be found under the same name on Facebook, and there is a separate website for online orders.