



DESCRIPTION

A fashion boutique selling women's fashion accessories made from repurposed fabric, providing valuable learning and employment opportunities for underemployed immigrant women.

SEEING OPPORTUNITY

- New immigrant and refugee women face multiple barriers finding employment in Canada
- The average Canadian disposes 14 kg of textile waste which gets dumped into our landfills



7000+ lbs of fabric recycled

TAKING ACTION

- Created a clicks and mortar boutique selling fashion accessories
- Garnered relationships with suppliers and community to obtain repurposed fabrics for products
- Trained women on all aspects of boutique operations and provided jobs through production of products



40 women in the training program



\$21,860 in revenue generated



16 women employed

ENABLING PROGRESS

- Sustainable business model to divert textile waste
- Boutique is now fully self-sustaining, and the women are now beginning to run the Boutique independently of our team
- Provided stable employment for underemployed



DESCRIPTION

A cigarette butt collection and recycling service employing individuals with a mental illness in Ottawa.

SEEING OPPORTUNITY

- Cigarette butts are the number one most littered item worldwide, accounting for 37% of all visible waste
- Cigarette butt waste causes detrimental effects to the environment
- Unemployment rate for individuals with a mental illness is currently 70-90%



100,000+ cigarette butts collected

TAKING ACTION

- Created an innovative cigarette butt collection and recycling service
- Collected and shipped cigarette butts for recycling
- Partnered with Causeway Work Centre to provide meaningful jobs to individuals with a mental illness
- Developed innovative disposal unit



5 individuals employed



\$73,200+ in revenue generated

ENABLING PROGRESS

- Sustainable business model to rid Ottawa streets of cigarette butt litter
- Stable employment opportunities for individuals with a mental illness
- Extensive public awareness campaign about the harmful effects of cigarette butt litter

DIVERTED OVER
7,217
POUNDS OF WASTE

DIRECTLY IMPACTED OVER
1,358
PEOPLE

GENERATED OVER
\$105,060
IN REVENUE

OVER
1,235
PEOPLE TRAINED IN ENTREPRENEURSHIP

Kathleen Kemp
KATHLEEN KEMP - PRESIDENT

Stephen Daze
STEPHEN DAZE - FACULTY ADVISOR

Matt Archibald
MATT ARCHIBALD - FACULTY ADVISOR

TD
ENTREPRENEURSHIP
CHALLENGE

