

Mifuko



Aalto university 26.9.2023

Mari Martikainen

Co-founder and co-owner of Mifuko
Creative director and Head of board

Mifuko Story



Mifuko was founded by Finnish designers, Mari Martikainen and Minna Impiö.

Mifuko became certified by WTFO. We put people and the planet first in everything we do.



Chloé x Mifuko collaboration starts.



A subsidiary, Punonta Ltd, was founded in Machakos. Mifuko Trust's WASH and Grow! hygiene and sanitation project was successfully launched.



Work of hands and hearts

Mifuko brand relaunch.



With 500 active resellers in over 30 countries Mifuko provides meaningful work for over 1,300 artisans

2009

Mifuko Trust was founded to further our mission to improve the well-being of the artisans, their families and their communities.



2012

2014

2020

2021

2022

2023



Handsome, Balmuir and Aspesi collaborations start.

WHAT WE DO

- We offer design with a purpose
- Mifuko baskets, bags and home décor products are made by more than 1,300 women artisans in rural Kenya, Tanzania and Ghana, and sold in over 30 countries
- Each Mifuko product is a unique, handmade masterpiece that weaves together classic Nordic design, traditional African handicraft, and the story of a strong, independent woman
- Her name is written in the tag, symbolising her individual journey



HOW WE DO IT

- We strive to create a platform that celebrates the skills and heritage of talented African artisans
- Mifuko is certified member of the World Fair Trade Organization (WFTO): fair wages and continuous orders provide security for the future and support the well-being of the whole community
- By increasing sales and orders we can provide more work for artisans and help preserve local handicraft traditions



WHY WE DO IT

- Our mission is to improve the well-being of women and their communities in rural Africa by providing flexible work and fair wages
- We bring joy to customers around the world through high-quality products handmade by our skilled artisans
- We are pioneers of sustainability, striving for sustainability in everything we do
- We are determined to be part of building a better, sustainable future



Journey of Mifuko products

Mifuko



Baskets are woven in Kenya, in self-help groups.



Mobile payments directly to each artisan (50% in advance)



Products are shipped from Mombasa to Helsinki



Products are sent from Finland to all over the world

Social Enterprise + Fair Trade

Mifuko

- Fair Trade fights poverty, climate change, gender inequality and injustice
- Mifuko has a positive social and economic impact on the artisans and their communities
- Artisans are fairly paid and on time by direct mobile payment
- We maintain long-term relationships with women's self-help groups and workshops
- We visit the groups regularly to ensure working conditions meet the standards



Mifuko is proud to have been a certified member of WFTO since 2014

Unique products by unique makers

Mifuko

- Every Mifuko product is unique, just as is every one of our more than 1,300 artisans
- Baskets are handwoven by talented women in Kenya, Ghana and Tanzania
- Collaboration with local Fair Trade workshops to produce a variety of handmade home décor products
- We work directly with the artisans during the design process, considering their skills, capacity and availability of materials
- Transparent supply chain: every Mifuko product has a tag that carries the name of the artisan who made it



Mifuko Product Range

- Mifuko holds a unique position in the home décor and fashion market by showcasing the value of social enterprise, design and quality
- Timeless, high-quality products include handwoven baskets and bags in several sizes (XS-XXL), materials and colours, and with or without handles
- Our home décor items include handmade lampshades, candle holders and wooden & ceramic ornaments



Sustainability

- We are committed to reducing our carbon emissions and offsetting our footprint by donating to Mifuko Trust's Agroforestry project
 - The agroforestry project develops new farming techniques, sets up tree nurseries, plants trees and trains agroforestry ambassadors
- We will continuously improve our sustainability by
 - Using low impact materials
 - Creating designs that are sustainable and inclusive
 - Promoting traditional handicraft skills and climate-friendly production



Mifuko Trust

- Non-profit organisation founded in 2012 to further support the social mission of Mifuko in rural East Kenya
- Works with 40 women's self-help groups, reaching ca 1,300 low-income families
- Projects related to sanitation and climate change mitigation
 - Installing rainwater collection tanks
 - Planting trees
 - WASH & Grow! project support ecological sanitation: building of dry toilets and agroforestry initiatives



Resellers

- We support our resellers with:
 - Online webshop for easy ordering
 - High quality photos available without charge
 - Convenient payment options
 - Worldwide shipping
 - Made to order programme
 - Great customer service



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