

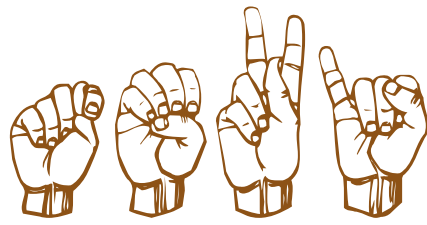


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PLASTIC FREE ETHIOPIA

EMPOWERING YOUTHS WITH DISABILITY TO
BAN THE USE OF PLASTIC BAGS

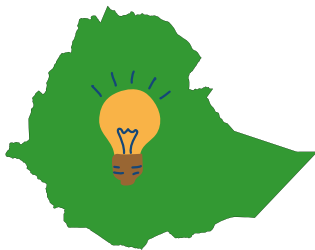




THE TEKI ተኪ IDEA

Selam Change Makers, welcome to TEKI ተኪ, a journey that goes beyond profit—let's together build a greener and more inclusive future for Ethiopia. Imagine your company and brand becoming a driving force for positive change. With TEKI ተኪ, we invite you to be part of a movement to build a plastic bag-free Ethiopia and create jobs for youths with disabilities.

Today, we present you with a unique opportunity to combine marketing with environmental and social action. Join us in a collective effort to build a plastic bag-free Ethiopia and create thousand of jobs for youths with disabilities while promoting your brand.



DISTRIBUTE 10 MILLION
PAPER BAGS



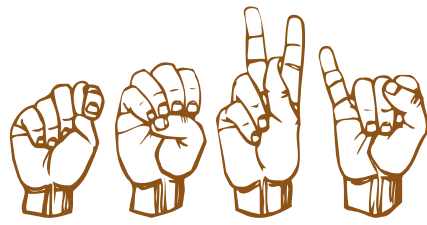
BUILD A PLASTIC BAGS
FREE ETHIOPIA



CREATE 50,000 JOBS FOR
YOUTHS WITH DISABILITIES



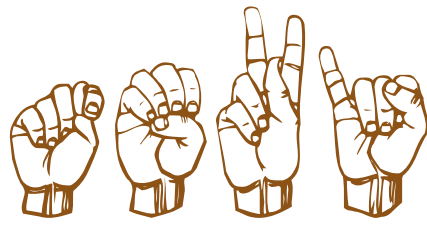
RAISE AWARENESS AND
PROMOTE RECYCLING



A Greener and More Inclusive Ethiopia

At TEKI ተኪ, we don't simply produce paper bags; we weave dreams to sow the seeds of change for a world without barriers. As the world's first deaf-run paper bag company, our mission is simple: Make Ethiopia plastic bag-free and create thousands of jobs for youths with disabilities. Navigating life with a disability in Ethiopia is a daily challenge, often devoid of work opportunities. Crafting paper bags has transformed our lives. The fight against plastic bags is our chance to create our own jobs and be independent. While we contribute to make Ethiopia a better place.





Why Free Paper Bags?

Here in Ethiopia, no one is fond of plastic bags. Yet, options are scarce. That's why TEKI aims to distribute 10,000,000 paper bags to souks, initiating the change towards a plastic bag-free Ethiopia. Each paper bag produced will contribute to a cleaner environment and create rewarding jobs for youths with disabilities. By becoming part of this campaign, your brand takes on the role of a pioneer, advocating for change.



VS



PAPER

PLASTIC



Eco-Friendly and Biodegradable



Harmful to the Environment



Safe for Children and Animals



Danger to Marine and Wild Life



Decompose in less than 30 Days



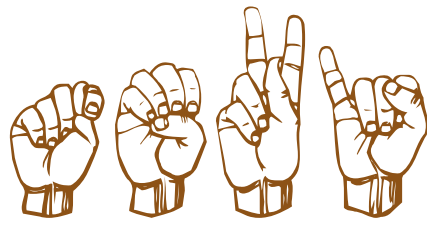
Takes 1,000 Years To Decompose



Loved and Reused by the Public



Wildly Unpopular



Empower Souks for Change

Souks are the heart of Addis Ababa's bustling life and a vital part of our economy. They use many plastic bags, but they don't like it. By giving them free Teki ተኒ, paper bags, you help them stop using plastic and save money. This means your brand or organization will be part of the Teki Movement to fight plastic and create jobs for young people with disabilities.

Your Message, Their Future

Think about your brand being a part of this important journey. When you give out free paper bags, you're not just helping the environment, but also helping souks generate an income for their contribution by saving money from buying harmful plastic bags. Your brand will show that you care about a cleaner Ethiopia and a better future. Plus, you'll help young people with disabilities find work. It's a win for everyone!



PLASTIC-FREE SOUKS,
GREENER FUTURE



BRANDS CREATING
GREEN INCLUSIVE IMPACT





The Impact You Will Create

Visualize your logo on a Teki ተኩ bag carried by countless hands throughout Addis Ababa. By distributing free paper bags to souks, your brand will symbolize change for a greener and more inclusive Ethiopia. Let's be the agents of change together, advocating for the rejection of single-use plastic bags and embracing a plastic bag-free Ethiopia. Isn't this a more impactful way to showcase your brand compared to conventional billboards?



Your logo and message on each Teki ተኩ bag



Countless hands carrying your brand across Addis Ababa.



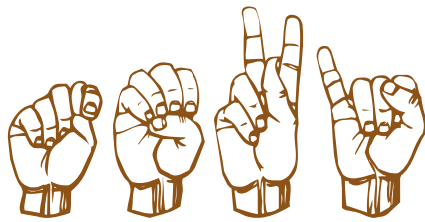
Distributing free bags to souks for a greener Ethiopia.



Uniting against plastic bags, embracing change.



An impactful alternative to billboards.



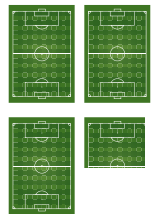
Bags for a Change (Corporate)

Platinum: 500,000 Branded Paper Bags (1 Year)

- Your logo and message on each bag
- Social media recognition for your brand's commitment
- Free package of 6 Ethiopian Sign Language lessons for your team
- Supporting the creation of 100 jobs for youths with disabilities
- Saving 10 tonnes of plastic waste
- Visibility of your logo during TEKI ተኪ events



Total Ad Surface
22,400 SQM



3.5 Football Pitch

Gold: 300,000 Branded Paper Bags (6 Months)

- Your logo and message on each bag
- Social media recognition for your brand's commitment
- Free package of 6 Ethiopian Sign Language lessons for your team
- Supporting the creation of 75 jobs for youths with disabilities
- Saving 6 tonnes of plastic waste
- Visibility of your logo during TEKI ተኪ events

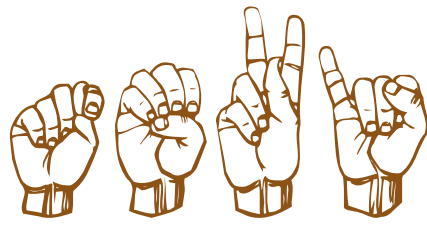


Total Ad Surface
13,440 SQM



2 Football Pitch





Bags for a Change (Corporate)

Silver: 100,000 Branded Paper Bags (3 Months)

- Your logo and message on each bag
- Social media shout-out for your brand's commitment
- Free package of 2 Ethiopian Sign Language lessons for your team
- Supporting the creation of 50 jobs for youths with disabilities
- Saving 2 tonnes of plastic waste



Total Ad Surface
13,440 SQM



1 Football Pitch

Bronze: 50,000 Branded Paper Bags (2 Months)

- Your logo and message on each bag
- Social media recognition for your brand's commitment
- Free package of 1 Ethiopian Sign Language lessons for your team
- Supporting the creation of 25 jobs for youths with disabilities
- Saving 1 tonnes of plastic waste

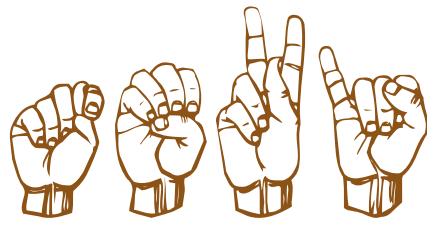


Total Ad Surface
13,440 SQM



Half Football Pitch





CSR Meets Marketing

In today's business world, Corporate Social Responsibility (CSR) is a powerful tool that can shape your brand's identity while making a difference in society. TEKI ተኪ presents an opportunity to merge CSR and innovative marketing, creating a strong partnership between your brand and social change in Ethiopia.

Create Jobs for Youths with Disability

Empower young individuals with disabilities by providing meaningful employment opportunities, fostering inclusivity and independence.

Protect the Environment

Contribute to a greener Ethiopia by reducing plastic pollution and promoting eco-friendly paper bags.

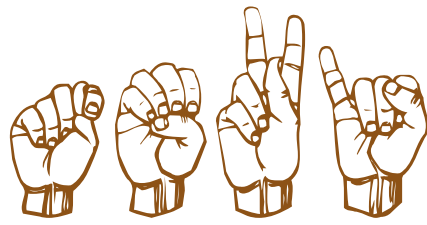
Promote Your Brand

Showcase your commitment to social and environmental causes, enhancing your brand's reputation and loyalty among conscious consumers.

Drive Community Engagement and Social Responsibility

Engage with local communities, demonstrating your company's dedication to positive change and the well-being of Ethiopia's youth and environment.





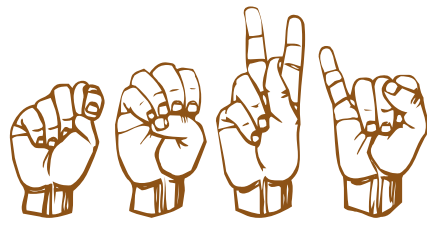
Your Design, Your Impact

Your brand, your message—we'll transform them into visually captivating bags that stand as symbols of your commitment. In collaboration with you, our design team will ensure your logo radiates on each bag, sparking waves of change that bring smiles through the city.

Unleash Diversity, Celebrate Unity

Ethiopia's strength lies in its different cultures, languages, and traditions. Your impact transcends beyond a logo; it's an embodiment of unity. To enhance awareness and reach everyone effectively, we offer the opportunity to include slogans in Amharic, Oromifa, English, or your preferred language.





Social Media Campaign

As part of the TEKI ተኪ Project, we're launching a dynamic social media campaign. Our platforms will leverage the power of pictures and videos, showcasing the success stories of youths with disabilities and the environmental impact of our paper bags. Together,

let's inspire millions to join the movement to create a plastic bag free Ethiopia and create thousand jobs for youths with disability.





Thank You



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Addis Ababa, Gotera Condominium, Sub City Kirkos, Woreda 04 Go/Co/g+3

