

# OUR STORY



## From Small Waves, To High Tides

The story starts on the shores of the Indian Ocean. In 1997 two Kenyan women, marine conservationist Julie Church and development worker Tahreni Bwanaali, encouraged a group of local women, from Kiwayu Island, to collect discarded flipflops off the beaches. Inspired by the toys their children were making out of the rubbish, Julie and Tahreni showed them how to recycle the flipflops into fun, colourful merchandise.

Thousands & thousands of these castoff flipflops wash up on the world's shorelines creating an environmental disaster for the marine ecosystem. Not only spoiling the natural beauty of our beaches and oceans, the plastic waste is swallowed by animals, slowly and painfully suffocating them; a tragic end that can be avoided.



## Cleaning Beaches Creating Masterpieces

Today, the FFRC is a robust social enterprise, driving community development and helping to restore the marine ecosystem.

Based in Nairobi, we collect discarded flipflops from waterways and coastlines around Kenya and work with talented, local artisans to transform them into wonderful flip flop creations. Recycling these lost soles helps to keep our oceans plastic-free and reduce the threat to marine life.



## Our Products

Every single FFRC product has been handmade with care in Africa. All of our items are created from flip flops and other recycled material.

### Our product categories include:

- Sculptured Animals/Artwork
- Fashion and Accessories
- Gift Items
- Household Items
- Stationery
- Holiday collections
- Games and Activities

