

# How did we boost income?

of a rape victims' centre in Senegal

# Kullimaaroo



# BRAIDING CULTURE

*hair with an impact*

Wish to get braided into Senegalese culture? Make a change? Change your looks & support the local pregnant teenagers. All the revenue is used for the needs of Kullimaaroo women centre.



## LOCATION

Centre Kullimaaroo  
upon appointment

## LEARN MORE

+221 339900024 (in FR)  
@braidingculture  
[female-rights.com/hair](https://female-rights.com/hair)

## FAIR PRICES

€12 | \$15 | CFA7900\*  
Hair braiding  
Hand made souvenirs





### MAKE A CHANGE?

Support Kullimaaroo women centre/  
All the revenues for the  
handicrafts are used for the  
needs of local pregnant  
teenagers housed  
in the centre.  
Learn more: [https://female-  
rights.com/braiding](https://female-rights.com/braiding)

### APPORTE DU CHANGEMENT?

(Transforme ton apparence et  
soutiens les adolescentes locales  
enceintes)  
Tous les fonds recueillis  
seront mis à la disposition  
du centre pour les  
femmes de "Kullimaaroo".  
Pour en savoir plus:  
[https://female-  
rights.com/braiding](https://female-rights.com/braiding)





# We fail too

Selling Afghani (refugees') street food

# Social Business: beat the market

A Million Voices



# How much would you pay for this?





# How much for this?





## Branding = value added

Mammu (social enterprise that employs socially disadvantaged people) sells these scarfs for €79

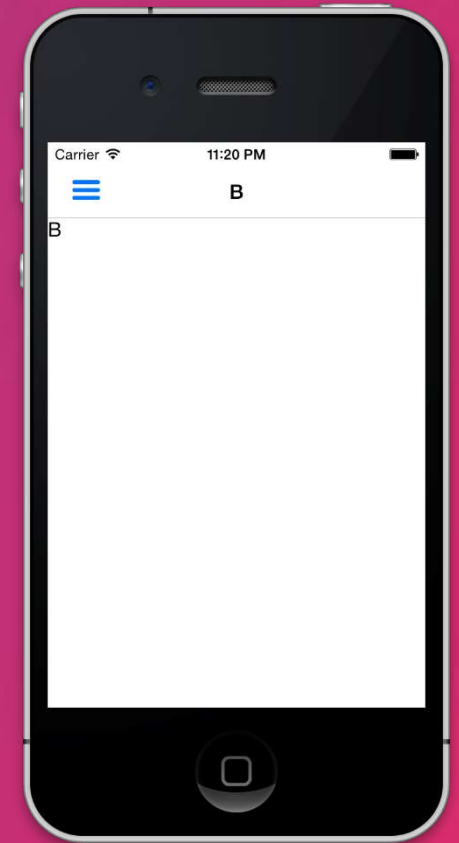
You don't have to be cheap, if proper **marketing** is used!

# Brainstorming (1min)

Get your smartphones out & open notes:

What helps to sell better?  
Brings value added to the  
product/service?

*E.g. Humour in ads, distinctive  
packaging*



# Getting creative (1 min)



**(1mn) How can you increase the value of:**

