

A young boy with short hair, wearing a white short-sleeved shirt and a dark blue vest, is sitting on a stone step. He is focused on tying his black, laceless shoes. He is wearing white socks. The background is slightly blurred, showing an outdoor setting with stone steps and some foliage.

# TREADLITE ECO-SHOES

---

Recycled tire sole &  
pebble leather innovation

By KIRABO ANGELLO MICHEAL  
From  
KIRABO YAMBALA NAFFE

---

# CONCEPT STORY

Rooted from a GHETTO background called Kasokoso in Kampala Uganda, I bring you a concept merging leather craftsmanship with recycled tire materials to change kids' lives then adults through the creation of durable and affordable footwear. Being a leather designer I focused on construction of a strong comfortable pair of shoes from pebble leather while solving an environmental problem.

## **Why pebble leather?**

On construction sites the pebble grain leather is tougher against cement, less polishing resists daily abrasion.

On a school shoe side, it means easy cleaning + scuff hiding thus looking neat through rough play and classroom wear.

## **Why car tires?**

Car tires are used widely but difficult to dispose of, this remains risky causing pollution and health related risks as they become breeding grounds for mosquitos' decided to transform them into long lasting shoe soles and pair them with quality leather uppers instead of letting them go to waste.

A reflection of my identity as a craftsman blending traditional leather craft skills with sustainable innovation. This isn't about making shoes only but the creation of practical products that reduce waste and support a cleaner environment .

## INSPIRATION BOARD

Millions of shoes are imported to Africa due to the growing demand. The same applies to Uganda A **parent** buys 3 pairs per year due to the rough exposure. This brings us to the adoption of the concept.

**Toughness** wears many faces from a workers boot against cement and steel to a child's scuffed school shoe. Every bump in the grain hides a story .A scuff becomes invisible .That means parents feel the shoes being worth it and kids stop stressing about keeping them perfect.



In a world where discarded car tires pile up as a silent threat to the environment; I see opportunity instead of waste.15 million plus tires are imported into AFRICA annually.

Millions are disposed of .Each worn out tire tells a story of a journey it completed but not its end. Through creativity and purpose, I will transform these abandoned materials into strong durable shoe soles. Each tire rewarding 3-4 pairs of outsoles with a special trend design and journey story.



My concept is about meeting everyday needs. By recycling tire rubber I reduce pollution limit land fill waste and give a new life to materials that would otherwise harm the eco system. This goes beyond as a step towards sustainability .A step where innovation meets responsibility. A step where every sole carries a purpose to walk lighter on the earth while shaping a cleaner future.

## CONCEPT DESCRIPTION

### 1) **IDENTITY**

- I. I express a unique identity as a leather crafts man and innovator. ie combines modern sustainability thinking and traditional leather craft skills
- II. Distinct element:-Use of recycled tire rubber as shoe soles.
- III. Signature style:-**1. Rugged soles, strong plus clean leather upper. 2. Stitch down construction/ Norwegian welt. 3. Wide toe box to prevent hammer toes and caluses.4. Reduced stitch work with elimination of the back stay /strap and quarter to vamp joining area curve.**

### 2) **CONCEPTUALISATION**

- I. Core idea;-Turning waste tires into durable, affordable footwear.
- II. Process;-**1. Collect discarded tires 2. Reshape & cut into soles. 3. Attach to leather uppers. 4. Finish into wearable shoes.**
- III. Logical back ground;-Tires =long lasting, strong material. Shoes =daily essential product.  
Thus a perfect match of waste plus need.

### 3) **RELEVANCE**

- I. The concept points out a current global problem i.e. Waste pollution.
- II. This fits into Circular economy practice and sustainable fashion trends.
- III. Locally relevant in places like Kampala, Nairobi, Harare, Lusaka & almost all towns and cities in Africa. Where there is a high tire waste and demand for affordable shoes.

- IV. Future value; - 1. Scalable solution.  
2. Can grow into eco band or community project.

### 4) **SUSTAINABILITY**

Environmental impact.

- I. Reuses existing materials & promotes a recycling culture.
- II. Reduction of tire waste in landfills & less dependency on rubber production
- III. Prevention of harmful burning of tires during strikes.

### 5) **COMMERCIALITY**

Target market;-

- I) Phase 1;- Parents of school going children, nursery and primary schools & local markets.
- II) Phase 2;-Workers and everyday users
- III) Phase 3;-Eco-conscious buyers

Merits

- I) High durability= customer trust
- II) Low-cost raw materials= waste tires
- III) Unique selling point =eco +strong sole

#### IV) MOOD, BOARD

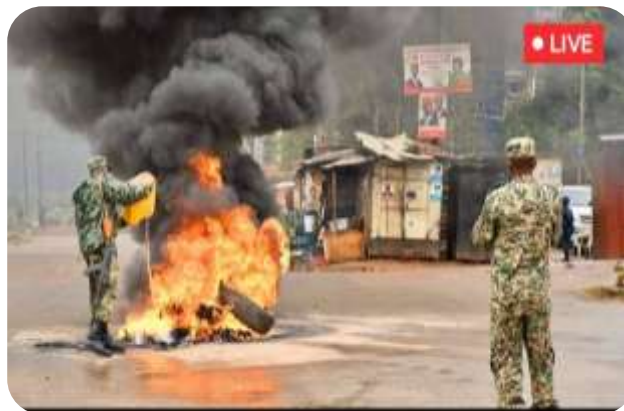
From:

- WASTE TO WEARABLE
- POLLUTION TO PURPOSE

- Durable affordable and sustainable leather footwear transformed from waste.

#### COLOR PALETTE

- Black - Tire rubber & leather craftsmanship
- Orange/brown - Fire flames / pollution



## MATERIALS, COSTING & PRODUCTION PLAN

### **PODUCT FEACTURES**

- I. Wide toe box (foot comfort)
- II. Velcro lock system (easy to use)
- III. Low heel& heel breast( stability)
- IV. Stitch down construction(durability)
- V. Back strap/stay eliminated(easy to make)

### **MATERIAL Specifications**

#### **Leather**

1. Cow hide pebble leather upper.
  - I) Thickness; 1.6mm
  - II) Tanning method; Chrome tanned
  - III) Source ;From a Ugandan tannery.(Kawumu)
  - IV) Tongue ;- cowhide leather lining

#### **Non leather**

1. Lining
  - I) Vamp lining;-Cotton fabric for breathability
  - II) Quarters;-PVC sponge mesh fabric
  - III)Stiffeners (toe puff &heel counter)- Cellulose board

- 2) In sole board- Texon paper& EVA layer
- 3) Velcro
- 4) Rubber tire outsole and top piece.

### ***COSTING SUMMARY***

	UGX
	USD
Production costs ~	42000
Selling price ~	60000
Profit per pair ~	18000

### ***BREAK EVEN ANALYSIS***

Fixed costs (monthly)	
Rent	200000
Utilities	100000
Transport & misc.	<u>200000</u>
Total F.C	500000

### **Breakeven point.**

500000/18000 ~ 28 pairs  
: .Breakeven point after selling ~ 30 pairs per month.

### **PODUCTION PLAN**

- 2-3 Artisans hired.
- Output: 10 pairs/day
- Monthly ~250 pairs

### **SECONDRY STRATEGY**

Phase 1. Start up.

- Small workshop
- Sell locally
- Build brand awareness (KIRABO YAMBALA NAFFE)

### **Phase 2.Growth**

- Increase to 20-30 pairs per day.
- Supply schools in Kampala.
- Improve packaging and branding.

### **EXPANSION**

- Hire more workers.
- Open small production units.
- Introduce more sizes and adult footwear

### **Advanced scaling**

- Partner with retailers
- Export eco-footwear
- Register brand internationally

### **RESULTS**

- Employment creation
- Local production supported
- Reduced tire waste

TECHNICAL DRAWINGS / ILLUSTRATIONS

**NOTE.**

Uploaded separately.