

TRÍO

IMPACT REPORT

- 2022 / 2023 -





INTRODUCTION

WELCOME TO TRIO'S FIRST SUSTAINABILITY REPORT 2023!
WE ARE NOW EXACTLY 1 YEAR OLD & WHAT A YEAR IT'S BEEN!

TRIO is an incredibly unique concept that finds its roots in Pakistan. As they say, necessity is the mother of invention & the founders of TRIO were in a vulnerable place of figuring out how to raise funds for their then primary work, an animal rescue organization, when TRIO was birthed to life!

The innovators behind TRIO are passionate about change. Not just surface level change. Deep, systemic, fundamental change for which we might not even see the fruit of our labour in our lifetime but we are at peace with that, simply knowing that we are doing what we can to make the world a better place!

From sitting at the beach in Karachi, hands in our heads, wondering how we might support our animal rescue with funds, with the rising costs and rising demand for rescues, surrounded by garbage & rotting fishing nets strangling the sandy shores, we thought, what might one do with this bio-degradable waste? And...that is when we thought, let's try washing the nets & bunching them together to create ropes.

From ropes, we thought we would ask a denim factory to give us damaged denim that would otherwise end up in a landfill, so we could wrap the ropes to make into donkey harnesses.

These harnesses were more cushioned & soft & better than the rough course rubber material used in Pakistan for donkey carts, which is still a primary mode of transport for many.

These harnesses won us the WWF Green Innovation Challenge of 2018! & TRIO wasn't even in existence yet!

So we thought, hey we're on a roll! How might we utilize the rope to make it into something we can perhaps sell in order to raise money for our animal rescue, & **THAT, is how TRIO was born!**

AWARDS & ACCREDITATIONS

In 2018, ACF won the WWF Green Innovation Challenge for creating Pakistan's first handmade dog leashes out of 100 percent ghost net, ACF partnered with WWF in introducing this innovative project where the foundation funded the project with seed money to engage fishermen to extract wasted ghost net from the oceans that are then crafted into beautiful leashes by engaging the local community women.



We are now recognized and accredited as an eco-friendly company



Won 1st Place at the largest pet product trade show in North America



TRIO

THE JOURNEY

CRAFTING FROM CURIOSITY: OUR JOURNEY FROM FISH NETS TO CANINE DELIGHTS

We started with very simple designs, not quite understanding how fishing nets work. These were all experimented with the fishing community who were so keen on making extra money & utilising the fish net in an effective way rather than just dumping it in a massive warehouse for years to just lie there.



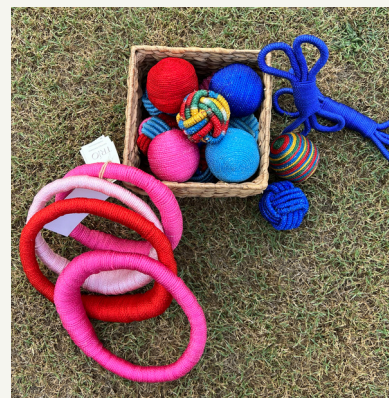
From donkey harnesses to simple ropes to slightly braided ropes to adding rubber handles to make the grip softer, to changing the design to make the leashes sturdier to making the leashes a lot thinner while using the same amount of net to adding the best quality clasp & medallion to creating varieties based on size of canines!



1st Leash



Current Leash



Toys

& finally, even attempting all kinds of toys!

Manipulating the raw ghost net while ensuring sturdy forever products has to sourcing the best quality baby safe dye for the cord to sourcing the sturdiest clasps in Pakistan has a been a journey to say the least!

OUR VISION

TO CREATE A BETTER WORLD BY UNIFYING
THE ENVIRONMENT, ANIMALS & HUMANS.

The founders of TRIO started the first & largest animal rescue organisation in Pakistan in 2013. And essentially introduced animal welfare in Pakistan for the first time to bring about awareness to make it a norm as opposed to an exception.



TRIO is so beautifully linked to our cause, we cannot believe it all worked out so seamlessly!

TRÍO



**TRIO IS ALL ABOUT THE 3 LAYERS OF OUR WORLD THAT NEED
PROTECTION & CARE:
THE ENVIRONMENT, HUMANS & ANIMALS.**

OUR ENVIRONMENTAL COMMITMENT

Ghost nets, discarded fishing nets in the ocean, pose a grave threat to marine life and habitats. To combat this, we retrieve and repurpose these nets, safeguarding natural environments. The cleaned and prepared nets are then transformed into leashes, and we further reduce waste by utilizing denim offcuts for coating. Our commitment to sustainability helps protect our precious environment from the damaging impacts of discarded materials.



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NETS OF EMPOWERMENT

We empower local fishermen by offering them income to retrieve the nets from the sea. After thorough cleaning and drying, the nets are skillfully woven by local women and marginalized communities. These women have mastered the art of bundling and braiding the nets into ghost net ropes. Our commitment goes beyond financial compensation – we also educate and raise awareness in these communities about climate change, pollution, and the significance of safeguarding our wildlife and natural ecosystems.



EMPATHY IN ACTION

Through our efforts, we safeguard marine life from the perilous impact of ghost nets, saving creatures like sharks, rays, sea turtles, and dolphins from harm. Additionally, part of leash sales profits are devoted to ACF Animal Rescue, Pakistan's foremost animal rescue organization, dedicated to rehabilitating and protecting abused, injured, and homeless animals, all while advocating for empathy and compassion to build a more civilized and compassionate society.



OUR MISSION

TO CARVE OUT A WAY TO REDUCE PLASTIC WASTE & CREATE VALUE FROM WASTE IN THE MOST MEANINGFUL WAY POSSIBLE.



AYESHA CHUNDRIGAR



WAJIHA AHMED



KHUMAR RAZA

“I believe the consumer culture is slowly changing to one of a sustainability culture. Customers now want products where they feel great every time they use it, knowing they have contributed to the betterment of so many’

“The journey at Trio has been about sustainable working that makes a difference that truly matters. By participating, We're not only helping those in need but also nurturing our environment and protecting animals. It is a fulfilling experience and journey to contributing towards a better world with a lasting impact.’

"It's a highly intelligent and holistic way of applying circular economy concept, which not only helps the environment but also empowers marginalised community to be financially independent and lays the foundation of creating, teaching, and practicing Empathy."



OUR VALUES

ACCOUNTABILITY & TRANSPARENCY

We believe in encouraging our stakeholders make smart choices simply by being transparent about the benefits of our products.

We believe we are trying to close a gap in the market where consumers are conflicted by which cause they want to help, because there are so many.

At TRIO, we understand that because, working at our animal rescue, we realise people are often torn between helping animals or humans (although our animal welfare helps both in the most holistic way possible) & at TRIO we made that choice a lot simpler by making the final product that much visibility easier.

We also included the environment in our effort to help which is essentially helping the 3 main pillars in society that need consumer support at the moment.

3 PILLARS

We hold ourselves responsible to the highest of standards to ensure that we do justice by all 3 pillars by producing the best quality product which is why we have been so razor sharp focused on the developmental process.

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CHALLENGES & LESSONS LEARNED

FROM CONCEPT TO CHALLENGE: CRAFTING TRIO'S UNIQUE PATH TO ECO-FRIENDLY EXCELLENCE

The idea had come about in 2018 but we found not to pursue it due to the shortage of funds, too much time consumed in our animal welfare & alas, covid.

2018
THE INCEPTION



We were worried we would never get it off the ground. TRIO has so many moving parts to it from organising the needy women to the correct hardware to the baby safe dye to the quality assurance in the making of each & every product as they're handmade so quality control requires more vigilance to ensure a unified design.

Plus ghost net is such a new concept. We are using it raw so learning to manipulate it in different way from making a leash to a ball that can withstand the strength of all types of dogs to ensure we enter the competitive market has certainly been a challenge!

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This is the first time Pakistan is producing such a product. As we said, first animal rescue. First eco-friendly, animal friendly social enterprise! We don't ever go the easy way. We always take the harder, less trodden path of meaning & value.

Convincing people that this is an eco-friendly product or the damage that ghost net does to the oceans to sourcing the correct dog leash clasps has been a challenge and a half and we're still in the process of receiving our certification for baby safe dye that is specifically used for toys.

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JUST LEASHES FOR NOW

QUALITY FIRST: UNVEILING TRIO'S UNBREAKABLE COMMITMENT TO PET PRODUCTS

Although we have developed some incredible designs for dog toys that are durable & sturdy, & have used baby safe dye for them, we are putting a hold on toys, until we receive the official certification which we will within the month of August 2023.

Sourcing such certifications in Pakistan is tough but we are very strict about quality control & will slowly introduce toys onto our Etsy shop & TRIO website once we are ready.

Our designs are incredible though! Tried on all our hundreds of shelter dogs & loyal customers.



ARETE LEASH



KI LEASH



AHIMSA LEASH

TRÍO



CUSTOMER CARE

TRIO'S TRANSPARENT COMMITMENT TO EVERY DOG AND OWNER

We are very particular about being transparent with our customers regarding our products, advising them on which leash or toy would be appropriate for their breed of dog depending on the nature of the dog as well.

We provide one on one customer support & already have a large dog loving community in Pakistan & across the world that support TRIO because they've seen us at it for a decade now with our dedication towards our animal welfare.

If the toy or leash breaks or comes undone (which is usually rare for our leashes) but has been for some of the older models of toys, not only do we replace the toy free of cost but we ask the customer if we can use their pet dog as our tester for future products!



Zarmeene Shah - 1st Toy

"He was mostly playing tug with it yesterday. Today he decided to chew on it"

Zarmeene Shah - Replaced Toy

"Hello! I got the toy and it's an instant hit! We played a very rigorous game of tug with it. Will keep you posted on how it fares"



OUR SUSTAINABILITY GOALS

TRIO'S JOURNEY OF IMPACT AND EXPANSION

START WITH OURSELVES

Building trust with our customers by having a trustworthy, honest, hands-on team.

OUR PART TO HELP THE ENVIRONMENT

Reducing the amount of plastic nets in the ocean. Ensuring the net is utilised in the most productive way possible

CREATING FOREVER PRODUCTS

Creating sustainable meaningful products with a story behind each product of a woman or animal they've helped.

WASTE REDUCTION

Minimising denim waste ending up in landfills & utilising it instead for our products.

COMPETITIVE WAGES & EQUAL OPPORTUNITIES

Empowering women in Pakistan to become financially independent who wouldn't get a chance otherwise.

SUPPORTING THE MOST VULNERABLE

Bringing about animal welfare in Pakistan through the profits from our sales.

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OUR IMPACT SO FAR



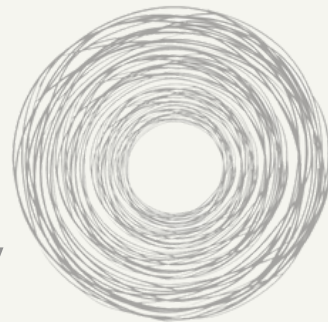
750KG

Ghost Net Retrieved
from the Ocean



45

Women Financially
Independent



12,530

Animals Rescued &
Rehabilitated

SUSTAINABLE DEVELOPMENT GOALS

WHERE WE STAND:

At TRÍO, we aim promoting sustainable practices and achieving the United Nations' Sustainable Development Goals (SDGs). This report focuses on how TRÍO, through its flagship initiative "Goods for a Cause," actively incorporates and advances SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production) as part of its formal practices. By aligning its core values with these goals, TRÍO has demonstrated a commitment to creating a positive impact on the global economy and environment.

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GOAL 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

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GOAL 12

Ensure sustainable consumption and production patterns

SDG 12: Responsible Consumption and Production

TRIO's Goods for a Cause program plays a significant role in advancing SDG 8 by focusing on empowering local communities and fostering sustainable economic growth. Key elements of TRIO's practices related to SDG 8 include:



Fair Trade Practices: TRIO ensures that all its partners and suppliers adhere to fair trade principles. This approach guarantees that workers involved in the production of goods receive fair wages, work in safe conditions, and are treated with respect and dignity.



Skills Development: TRIO invests in training and capacity-building programs for workers and community members. By enhancing their skills and knowledge, TRIO contributes to the creation of a competent and skilled workforce, leading to increased employability and income generation.

Empowering Women and Youth: TRIO actively promotes gender equality and youth empowerment within its workforce and partner communities. By providing equal opportunities and support, TRIO fosters an inclusive environment that promotes decent work for all, irrespective of gender or age.

SDG 12: Responsible Consumption and Production

Trio is designed to incorporate responsible consumption and production practices, thus actively contributing to SDG 12. Key aspects of TRIO's commitment to SDG 12 include:



Sustainable Sourcing: TRIO is committed to sourcing raw materials sustainably, prioritizing suppliers with environmentally friendly practices. By using sustainable resources, TRIO reduces its ecological footprint and promotes responsible production.



Circular Economy Approach: TRIO promotes a circular economy model, where waste is minimized, and products are designed for reuse and recycling. This approach reduces waste generation, conserves resources, and minimizes environmental impact.

Product Lifecycle Management: TRIO ensures that all its products undergo proper lifecycle management, from design to disposal. By adopting eco-friendly materials and production techniques, TRIO reduces environmental pollution and waste generation.

Environmental Impact Assessment: Before launching new products or initiatives, TRIO conducts thorough environmental impact assessments to identify potential risks and develop mitigation strategies. This proactive approach ensures responsible production practices throughout the organization.

CONCLUSION:

TRIO's Goods for Good initiative exemplifies the organization's commitment to sustainable development, with SDGs 8 and 12 as integral components of its formal practices. By promoting decent work and economic growth while embracing responsible consumption and production, TRIO sets a commendable example for the global development community. Through its actions, TRIO continues to contribute to a more equitable, sustainable, and prosperous world.

SUSTAINABLE DEVELOPMENT GOALS

WHERE WE ARE AIMING TO BE IN 2024:

Having successfully achieved SDG 8 and 12, our focus for 2024 is set on attaining SDG 5 and 14. Through our dedicated efforts, we aim to contribute to gender equality (SDG 5) and the conservation of life below water (SDG 14), further reinforcing our commitment to sustainable development and positive global impact

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GOAL 5

Achieve gender equality and empower all women and girls

14

GOAL 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

SDG 5 - Gender Equality & Empower Women & Girls



We aim to embed in every facet of our operations. We recognize that empowering women is key to achieving sustainable development. In collaboration with our dedicated team of skilled artisans, who were previously marginalized due to lack of income and family support, we are fostering a transformative environment. Through fair wages, skill development programs, and flexible working arrangements, we're enabling these women to not only create exquisite handmade sustainable goods but also regain their independence and self-esteem. By placing gender equality at the heart of our company, we're not just crafting products; we're crafting a brighter future where women's voices are heard, talents celebrated, and barriers to success dismantled.

SDG 14 - Nurturing Seas for Sustainable Futures

Within the framework of our sustainable goods production. Our mission extends beyond crafting handmade products; we actively contribute to the preservation of our oceans. By sourcing discarded fishing nets from ocean clean-up initiatives, we not only prevent marine pollution but also repurpose these materials into exquisite handmade creations.



Through this innovative approach, we're promoting a circular economy that supports a healthier marine ecosystem. Our commitment goes beyond profits; it's about leaving a positive impact on the environment and inspiring others to cherish and protect our oceans. Through every stitch and design, we weave a narrative of hope for the underwater world, demonstrating that responsible business practices can harmoniously coexist with nature's delicate balance.

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TESTIMONIALS

Haya Fatima



"Love the leashes!
Luna and Shadow love them too"

Jobi

"Really pretty and unique leash. Very happy with shipping and purchase."

Shan Fazelbhoy

"Just perfect! Absolutely love the look, quality and convenience of this leash."

Amad



Beautiful product for a beautiful cause with a beautiful story behind it. A win/win. ❤️🐕 100% Eco-friendly . Sturdiest leash I have ever owned and beautiful to look at. Have already purchased 3 leashes for my fur babies and will be purchasing more of their products. Phenomenal work TRIO. Keep it up. 👍

CHRISTINE

"I bought a leash from you at Superzoo and when I decided to get another dog I knew just where to go! They are beautiful and sturdy! Thank you!"

TESTIMONIALS

Shahmeer Agha



"Thanks! It's made it's way to London and my dog loves it"

Moomal



My little pup Milo is OBSESSED with his new Caia toy! The quality of the toy itself is excellent, and the mission behind what ACF and Trio are doing is phenomenal 🙌🙌 I'm so excited Milo gets to play with a toy made in Pakistan and so happy to have it in my home! I tried to get a picture of Milo playing with the Caia but we never got passed the tug phase (also can't rotate the photo for this review but you'll see his happy puppy smile at any angle!) 😂 I know exactly what gifts I'll be getting my dog owner friends for the holidays.. 🐶❤️

Mahvesh Fatima



"Great quality 100 Joe loves ittt! 😄
♥️"

Sonia dhanani

"Obsessed! Thank you ❤️❤️
He is so obsessed with this one
Thank you for the precious toys and leashes!
You're the best ❤️"

LOOKING FORWARD TO 2024!

TRIO'S JOURNEY OF IMPACT AND EXPANSION

As we keep moving along, only within a year, we've received such promising feedback from people across the world!

We are so excited for what lies ahead with TRIO & the global impact we can make.

The beauty of TRIO is that the more we expand, automatically, more animals are helped, more women are empowered & more oceans are cleaned!

We're going to continue to share our product worldwide.

We have just restocked our Etsy account with our whole new collection of leashes & have officially launched our TRIO website that currently ships to the US but soon, around the world!

We are only getting started!



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A decorative graphic consisting of several parallel, diagonal lines in a light green color, located in the bottom right corner of the page.



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