

# Impact Report 2024/2025



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01	Letter from our founder
02	Executive Summary
03	Our Mission
04	Where we work
05	Our Sourcing Principles - Women's Empowerment
06	Our Sourcing Principles - Fair Wages
07	Our Sourcing Principles - Preserving Heritage Crafts
08	Our Sourcing Principles - Natural Materials
09	Supplier Raw Materials List
10	Our Sourcing Principles - Low Carbon Production
11	Our Sourcing Principles - Circular Economy
12	Customer Impact & Transparency
13	Our Goals & Next Steps

# Table of Contents

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# Letter from our founder



Heather with Ayine Awuni (left) and Nsomah Ayine (right), basket weaving artisans of the Baba Tree Basket Company

This is our first impact report, and in many ways, a milestone we're really proud of.

After just over a year in business, we're proud to be working alongside 20 makers who share our belief that how something is made matters as much as what is made. This year, we asked all of our partners to help us take an honest look at who we are - not just the products we make, but the impact we leave behind, on people and on the planet.

We're a small team, and we don't have all the answers. But we believe that starting somewhere, however imperfectly, matters more than waiting until everything is right.

So here it is. An honest snapshot of where we are today, and a commitment to keep doing better.

Thank you for joining us on this journey of good design for better Tomorrows.

A handwritten signature in black ink, appearing to read 'HB Barnes'.

**Heather Barnes**  
Founder

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# Executive Summary

## Purpose of the Report

This report covers the period November 2024 - December 2025.

This report has been created as part of our core mission of transparency. Our goal is to share our journey as a growing business with our community. By publishing this we aim to give an insight into how we operate as Tomorrows; from our sourcing principles, to our relationships with our suppliers, to our environmental goals. We also want to share and spotlight how our artisan partners work. The methods they use, their impact on their environment, and the transformative impact that craft can have within their communities.

The purpose of publishing this is not to present us as a perfect brand. We still have lots of work to do, and hope that our transparency about where we can improve will be helpful to others as well as being an important point of reflection for us.

## Methods of Research

We created a comprehensive survey with 43 questions to gather information from all of our artisan partners about key Environmental, Social and Governance practices and activities within their organisations. Answers were collected via Google forms, with 19 respondents out of a possible 21. Additionally, we took the opportunity to ask our partners for an assessment of our working relationship, including feedback on payment terms, communication and more.



Madame Taibou Diallo, working with our brand partner Tensira in Guinea

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# Executive Summary

## Key Findings

In our first year of reporting, we established a baseline understanding of the social and environmental impact of our supply chain, based on responses from 19 supplier partners across our network.

While this report represents an early-stage baseline, the findings demonstrate that responsible sourcing practices, strong supplier relationships, and small-scale production models can support both social impact and product integrity. These insights will inform our priorities as we continue to build a more transparent, resilient, and responsible supply chain.

### Supporting artisans

**226-300**

artisan livelihoods supported through our partnerships

**89%**

of suppliers provide skills development or training

### Using Natural materials

**86%**

of goods sold in 24/25 made of natural materials

**37%**

of partners can trace 100% of their materials

### Trading fairly

**84%**

of suppliers report that pricing and payment terms are fair\*

**74%**

of suppliers say working with us has improved income stability

### Managing waste responsibly

**100%**

report responsible forms of waste management

### Empowering women

**74%**

of suppliers are majority women-owned

**84%**

operate with majority female workforces

**95%**

report that artisans have a say in running the business

### Real Climate challenges

**60%**

report climate - related challenges

\*See "Fair Wages" page 9

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# Our Mission



## QUALITY

We're committed to designing with intention, for tasteful, high quality items that will last a lifetime. In a world of throwaway culture, we want your purchase from Tomorrows to be treasured and passed on. The quality of our pieces determines how long they last, so we work closely with our makers, sharing our feedback as well as customers' to constantly improve, ensuring that each item we sell will stand the test of time.

## SOCIAL IMPACT

We believe in slow, responsible production that combines innovative design with traditional craftsmanship. Our partner makers use knowledge and skills often passed down through generations to create one of a kind pieces, with a large part of our collection made completely by hand. By ordering from these partners, we help to ensure the preservation of heritage crafts, which are at risk of dying out without support.

## RESPECT FOR THE PLANET

Natural and recycled materials are central to our approach, and circularity guides our decisions wherever possible. Transparency is equally important. We share the story behind each piece so that our community understands where it was crafted and by whom, creating a deeper connection between home and maker.

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# Where We Work

Burkina Faso / Afghanistan / Egypt / Eswatini / Ghana / India / Ireland / Jordan / Kenya / Malawi / Morocco / Republic of Guinea / Tunisia / Uganda / Uzbekistan / Zimbabwe



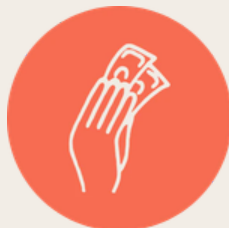
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# Our Sourcing Principles

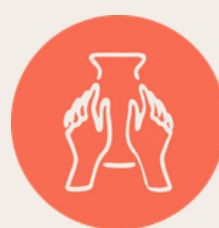
Since 2024, we have been building our business around six core pillars: **Women's Empowerment, Fair Wages, Natural Materials, Circular Economy, Heritage Craft Preservation and Low Carbon Production.** These principles shape the way we operate today and guide us as we continue working towards a better Tomorrow for all.



**Women's  
Empowerment**



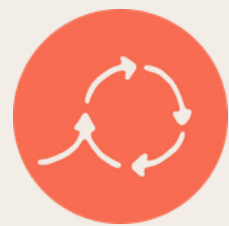
**Fair Wages**



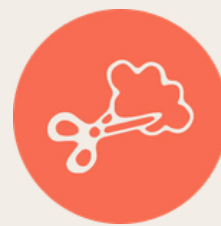
**Traditional Crafts  
Preservation**



**Natural  
Materials**



**Low Carbon  
Production**



**Circular  
Economy**

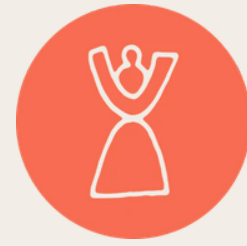
Look for the badges as you browse our store!

# Women's Empowerment

Women's Empowerment is one of the core principles we factor in when sourcing our collection, and is in line with **SDG 5 - Gender Equality**. This Goal aims to achieve political, economic and social equality for women.

Overall, suppliers described participatory governance structures. 95% say that artisan's voices are heard in their business, and with 84% operating with majority female workforces, this means that women are playing an important role in these operations. Suppliers also shared that they are mostly owned by women, with 74% being majority female owned.

"The makers and artisans have a say in running the business. We operate through an independent production unit... allowing artisans to be involved in decision-making related to production and operations." **Tensira**



## Key Stats

**84%**

operate with majority female workforces

**95%**

say artisans have a say in running the business

**74%**

of suppliers are majority women-owned

## Supplier Case Study:

### Championing Equality with ASIGE, Ghana

ASIGE (Advocacy for Social Inclusion and Girls' Education) works to have a direct impact on the community they work with, and in 24/25 positively impacted 450 women. Some highlights from their work in 24/25 include: enrolling 100 young people in vocational skills training programmes, providing 1500 reusable sanitary pads to keep rural girls in school and supporting 50 entrepreneur graduates.

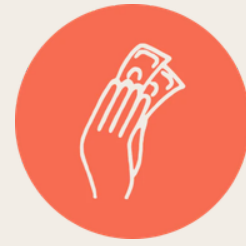
“ Dorcas Apoore, Director, ASIGE

“Many of these young women were once living on the streets or without stable means of survival. Today, they are building livelihoods, gaining confidence, and creating better futures for themselves and their communities”



Joyce Atule Abagna, a member of ASIGE

# Fair Wages



Our **Fair Wages Principle** is based on Sustainable Development Goal number 1 - End Poverty In All its Forms Anywhere. Fair and responsible payment practices are foundational to our sourcing model.

Wage structures across our supplier network reflect the nature of small-scale, artisan craft production, which operates differently to conventional employment. Many partners work within piece-rate models; a longstanding practice in craft communities where artisans are compensated per item made, working flexibly within cooperatives rather than as salaried employees. This work often supplements income from agriculture.

Across our 19 respondents, nearly **70% of suppliers pay at or above minimum wage standards:**

- 4 suppliers (21.1%) pay a living wage
- 4 suppliers (21.1%) pay above minimum wage, above market rate, or per contractual agreement
- 5 suppliers (26.3%) pay at least the national minimum wage
- 6 suppliers (31.6%) operate on a piece-rate model.

For piece-rate suppliers, income variability is tied to order volume and individual craft output rather than underpayment – a distinction we feel is important to make clear. Improving income predictability across all models remains a priority.

## Supplier Case Study:

### Caring for Community with Baba Tree Basket Company, Ghana

Along with providing a living wage, **The Baba Tree Basket Company** invests in community health, with clean water and health insurance for all workers. They support local sanitation, road renovations, and education, covering medical expenses and school fees. Cultural traditions are supported through funeral contributions and celebrations. In February 2026 the Tomorrows team visited Baba Tree to learn more about their work and community activism in person.

“**Dr. Faustina Dalaba-Roohi, HR Consultant, Baba Tree**

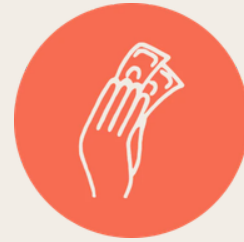
“We often have nurses from the Ghana Health Service come to carry out tests for eyesight, tuberculosis, Hep B and they perform mass vaccinations at our compound at our expense; We dispense free malaria medicine in emergencies”



Aniamah Akugre, Gurunsi basket weaving artisan working with Baba Tree Basket Company

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# Fair Wages



## Payment Predictability

- 11 suppliers (57.9%) report payments are regular and predictable
- 8 suppliers (42.1%) report income varies depending on order volume

Income variability reflects the seasonal and order-based nature of small-scale craft production rather than delayed or withheld payments.

## Pricing & Payment Fairness

When asked directly:

- 16 suppliers (84.2%) responded “Yes” – pricing and payment terms are fair
- 3 suppliers (15.8%) responded “Mostly”
- 0 suppliers responded “No”

Importantly, no supplier reported pricing as unfair. When asked for further detail, the three suppliers who selected “Mostly” did not indicate unfair pricing, but suggested that larger or more consistent order volumes would further strengthen our relationship.

## Income Stability & Advance Payments

- 14 suppliers (73.7%) reported that working with Tomorrows improves income stability
- 5 suppliers (26.3%) responded “Too early to say”

Advance deposits are a key feature of our model. We typically pay 50% upfront on orders, helping producers manage cash flow and reduce financial strain in an environment where access to finance is a particular challenge for producers.

## Suppliers specifically referenced timely payment and clarity as strengths:

- “Expedited payment.”
- “Payments are done correctly.”
- “They’re clear communicators and are prompt on payments.”
- “They do payments on time.”

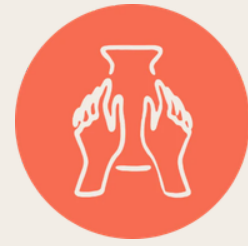
These responses indicate strong alignment between pricing practices and supplier expectations, while also highlighting that scaling order volumes will be important to further strengthen income predictability.

# Preserving Heritage Crafts

A key part of our mission is helping to support the preservation of traditional crafts. When these practices are supported financially, it allows them to not only survive but thrive, with skills training and knowledge transfer from one artisan to the next.

In analysing this market we took a deeper look at Artisan Participation & Skills Development. Training and skill development areas included: Technical weaving or production techniques, quality control, design development, health and safety and business skills.

Most suppliers are actively investing in maintaining and evolving craft capacity rather than relying solely on static production knowledge. By combining artisan participation with structured skills development, suppliers are supporting both cultural continuity and market adaptation.



## Key Stats

**89%**

provide training or skills development

**95%**

say artisans have a say in running the business

**93%**

of goods sold during the period supported this goal.

## Supplier Case Study:

### Preserving Palestinian craft traditions with SEP, Jordan

SEP is a partner that shares in our preservation mission. They work with talented Palestinian artists based in and around the Jerash refugee camp in Jordan. These artists adorn cotton and cashmere scarves with hand-stitched traditional Palestinian embroidery. SEP's work preserves this tradition while providing an essential source of income for refugees living in precarious conditions without access to government benefits.

“**Noor Mansur, Customer Service Assistant, SEP**

“SEP has a large waiting list of artists waiting to join, growing the business enables their participation”



Fatima, an artist working with SEP, Jordan

# Natural Materials



Protecting the planet is a priority for us, so we want to ensure that the production of our pieces is not contributing to waste or pollution. We avoid sourcing products made of plastic or other materials that negatively impact our environment.

## Key Stats

# 86%

of goods sold in 24/25 were made of natural materials

When asked what percentage of materials they can trace:

- 7 suppliers (36.84%) can fully trace 100% of materials
- 9 suppliers (47.4%) can fully trace 76-99%
- 3 suppliers (15.8%) can fully trace 51-75%
- 0 suppliers (0%) traces 0-25%

These figures are reflective of relatively short, direct sourcing structures. Material sourcing tends to occur within local or regional ecosystems, reducing intermediary layers and strengthening traceability visibility.

Improving documentation consistency and moving toward full traceability across all materials remains a future objective.

### Supplier Case Study:

## Sourcing local with Siyaphambili Handicrafts, Eswatini

Siyaphambili Handicrafts is a collective of women artisans based in Makhungutja, in Eswatini's Manzini region. Their name, Siyaphambili, means "moving forward" in siSwati—a reflection of their shared vision for growth and empowerment through craft. This women's cooperative uses sustainably, locally gathered Lutindzi grass from the mountains of Eswatini, a material celebrated for its texture and durability, to make decorative brooms completely by hand



An artisan working with Siyaphambili Handicrafts. Photo by Daniel Dlamini

“**Temphilo Vilakati**, Secretary, Siyaphambili Handicraft

“Working with Tomorrows is so great”

<b>Materials</b>	<b>Location</b>	<b>Materials</b>	<b>Location</b>
<b>Upcycled Boucharouite Rugs</b>	Various resellers, Morocco	<b>Clay</b>	Fayoum region
<b>Naturally Treated Goat Leather</b>	Morocco	<b>Glaze</b>	Fayoum region
<b>Upcycled Fabric Scraps</b>	Various ateliers, France	<b>Ball clay</b>	Uganda
<b>Naturally Treated Wool</b>	Morocco	<b>White clay</b>	Denmark / Uganda
<b>Oeko-Tex certified 100% cotton</b>	West Africa, incl. Burkina Faso and Guinea	<b>Wood shavings</b>	Uganda
<b>Papyrus</b>	Uganda	<b>Cotton</b>	Pakistan
<b>Organic cotton</b>	Burkina Faso	<b>Linen</b>	Italy
<b>Certified GOTS dye</b>	France	<b>Cashmere</b>	Italy
<b>Natural dyes</b>	Burkina Faso	<b>Cotton</b>	India
<b>Lutindzi grass</b>	Mountains of Eswatini	<b>Silk</b>	Uzbekistan
<b>Sisal</b>	Eswatini market	<b>Recycled Glass</b>	Afghanistan & Kenya
<b>Beeswax</b>	Chala Farm, Baringo self help group	<b>Elephant (veta vera) Grass</b>	Ghana
<b>Wick</b>	Nairobi Markets	<b>Ilala Palm</b>	Zimbabwe / Zambia
<b>Glass beads</b>	UK / Zimbabwe	<b>Recycled plastics</b>	Zimbabwe / Zambia

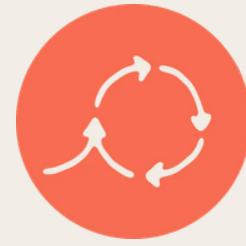
# Suppliers Raw Materials Sourcing

# Low Carbon Production

Our **Low Carbon Production** principle is based on Sustainable Development Goal 13 - Climate Action. This Goal requires urgent action to combat climate change and its impacts, which includes reducing carbon emissions worldwide.

Many of our brand partners prioritise human power over machinery that produces harmful emissions. Methods of production done by hand, such as basketry, result in low energy usage. When energy is needed, many suppliers make use of solar or grid power, and some use no power at all.

Because our partners are situated around the globe, shipping is an unavoidable factor in our carbon emissions. Where possible, we avoid air freight and ship by sea, and as we expand our aim is to be able to do that more. A goal for our 2026 **Impact Report** is to provide a deeper analysis of our shipping and CO2 emissions.



## Key Stats

# 42%

of goods sold in 24/25 were made with low carbon/manual processes

### Supplier Case Study:

## Human power with Tuligwasye Collective, Zimbabwe

The **Tuligwasye Collective**, based near Lake Kariba in Northern Zimbabwe, weave their Binga Baskets entirely by hand, so the only emissions produced by this collection comes from transportation.

The collective uses its profits to support the local school by providing uniforms and classroom supplies, ensuring education and empowerment for children, particularly girls, in their village.

“Deborah Brown, Mma Social, (through whom we are connected to the collective).

“Working with Tomorrows has brought increased visibility. It's been helpful in reminding the Binga collective of quality control and timeliness”



An artisan working with the Tuligwasye Collective, Northern Zimbabwe

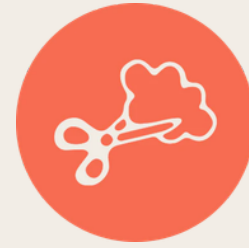
# Circular Economy

Our principle around the **Circular Economy** is based on Sustainable Development Goal 12 - Responsible Consumption and Production. This goal aims to reverse the harm we have inflicted on the planet by reducing the global material footprint, waste generation, and pollution

We aim to operate in a manner that does not contribute to a throwaway culture. The high quality, durable nature of our pieces ensures this. We try to discourage overconsumption by avoiding urgent sales tactics or pressing people into purchasing.

## Waste management

In our survey, every supplier described an active waste handling practice, including **composting organic waste** for agricultural use, **reusing textile scraps** to produce smaller goods, **repurposing broken glass or clay** in construction, **wastewater collection and treatment** systems, **recycling** packaging materials, **reusing waste** in product stuffing or packaging.



## Key Stats

# 100%

implement a **responsible form of disposal**

# 37%

of goods sold during 24/25 were made of **recycled or circular materials**

# 0%

reported unmanaged dumping or uncontrolled disposal of **recycled or circular materials**

## Supplier Case Study:

## Circularity in action with CALLA, Morocco

At the heart of CALLA's work is "The Boucharouite Project," which focuses on sustainable design by recycling textiles and supporting local artisans.

CALLA collaborates with a small family run workshop in Morocco to create a range of Babouche slippers, upcycled from vintage Berber rugs.

“**Calla Haynes, Founder, CALLA**

“For every shoe sold on our website, we plant a tree in Morocco - supporting sustainable fruit tree agriculture in rural areas. We also donate to various charities in France and Morocco through out the year”



Vintage Berber rugs, upcycled by CALLA

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# Our 2026 Sustainability Goals



The team of potters from ANUT, based in Fayoum, Egypt

## Basic Carbon Assessment

We are working with students from the Masters of Circular by Design in the National College of Art and Design, Dublin, to develop a structure to assess our carbon usage and be able to accurately gather data and insights as we grow.

## Supplier Code of Conduct

We plan to formalise a supplier code of conduct in collaboration with our partners, to ensure maximum transparency, environmental protection and a safe, happy and dignified work environment for all of the artisans that craft our collection.

## Freight Improvement Plan

We are creating a freight improvement plan for our imports. As we grow and are able to make more effective use of sea freight, we will develop a roadmap to transition away from air freight where possible.

## Packaging Audit

We plan to conduct a thorough packaging audit to reduce waste, recycle wherever possible, and use environmentally friendly supplies. This will include the way we store, prepare and ship orders as well as collaborating with our partners to improve their materials.

## Irish Suppliers

To support local craftsmanship as well as lessen our environmental impact, we aim to collaborate with more Irish suppliers.

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# Thank You



This report, if all goes to plan, will be the first of many. Each year we will revisit our principles, our mission and our supplier relationships to share how we have progressed. In cases where we haven't, it can be a space for reflection and accountability as we move forward.

We are proud of the partnerships we have built and the direct impact we have had on our makers' lives, and we hope to continue to grow our reach and spread our mission as widely as possible. In many ways, we're just getting started.

Until next year,  
Team Tomorrows

**TOMORROWS**