

1/10 **22STARS "Endless Summer Collection" made on Coboat**

22STARS is an ethical business in jewellery made from paper by women in Uganda who survived the war.



**A Passion for Fashion,  
a Mind for business and  
a Heart for the World!**

[www.22stars.com](http://www.22stars.com)

**Solution**

22STARS is an ethical business in jewellery made from 100% recycled paper by women in Uganda who survived the war in Northern Uganda. Founder Stella will design the Endless Summer Collection on Coboat; she will make designs, samples, pictures, promotion material, blog, launch the collection online and send the order list to retailers. The collection will be handmade by the 22STARS designers who live in Uganda. 22STARS helps them to rise above poverty and gives them education to empower them

Status: 19.06.2018

2/10 **22STARS "Endless Summer Collection" made on Coboat**

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In summary, what is your “Made on Coboat” project idea (max. 3 sentences)?

Creating the 22STARS “Endless Summer Collection” made on the Coboat. So far 22STARS made 6 different collections, 3 summer and 3 winter ones. 22STARS sold this year already more than 2000 necklaces and sells them to more than 15 stores and has customers in countries all over the world. Our plan is to double this amount in 2016 by finding larger/more retailers. Herewith we will double or impact and empower more women in Uganda to rise above poverty and send their children to school!

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How much of your project can you realistically achieve in 100 days if you will get the chance to stay on the Coboat?

105% (The extra 5 per cent is for things I don't know yet, which I will probably do on top of the project to make it an even bigger success)

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Will you complete this project on your own, or will you be working with a together with a team?

I will work together with the 22STARS designers who are located in the Acholi Quarter in Kampala, Uganda. As they have no phone or internet connection (they live in a former internally displaced camp which is a slum now) I am working together with translators and counsellors and a project manager who will establish the contact between me and the women and I therefore also go myself before and after Coboat to Uganda to help the women in making the new collection a big success.

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Why should your project be chosen?

Because it will not just change my life in 100 days, but with the impact this new collection will make, it will especially change the lives of the women in Uganda and their families. While most people gave up on them, I want to prove that it is possible to set up a business with them. And that being uneducated and HIV positive is not the end! By the end of 2016 I want to see all their kids in school and not running around anymore in dirty clothes crying for food and medicine.

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What does this project mean to you?

It would mean for me an amazing opportunity to combine the best of everything: helping people, doing what I love, inspire others and sail around the world. With an even bigger outcome and impact: this project could give 22STARS a huge boost to grow, reach more people and have a bigger impact!

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Why do you want to do this project?

So far I am creating every year two collections: a summer and winter one, but it is way better to in addition create a collection that I can sell the whole year, like a basic collection inspired by different cultures and the ocean: "the Endless Summer Collection". For the women in Uganda it is easier to make a larger amount of the same products then when I am changing the collection every six months. And I can put more effort in promoting the products and so make a bigger impact!

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Have you used any third-party material? Even if you've modified it, please ensure you source the original here. See FAQ for details.

No all material is mine and the pictures are shot by me. For my promo movie go to youtube:  
<https://youtu.be/R10jg0306xk>



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Please tell us a bit about yourself and your professional background. How do you fit into a team? What have you done before within the field of your idea?

I'm born in Germany in July 1985. At the age of six my mother went to live with me in The Netherlands where I started sailing. I lead a very active life and travelled, worked and lived all over the world. During my travels I was regularly confronted with poverty and injustice. For that reason I studied Human Rights and decided to use my creativity to help war victims in Uganda to set up a business to help them rise above poverty. I love beaches, oceans, mountains and to sleep under the stars!

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Creative's profile



**stellaromanaairoldi**

founder/designer/project manager/ photographer

Creative's top 5 skills

Copy Writing, Product Design