

1 NO POVERTY



GOAL 1

End poverty in all its forms

RubyMoon has empowered 1036 women entrepreneurs in 14 developing countries by donating 100% of our profit. Through [Lendwithcare.org](https://lendwithcare.org), RubyMoon has given microfinance loans to women so they can start or grow their own business ensuring they have a steady income to fight poverty.

2 ZERO HUNGER



GOAL 2

Zero hunger

When women can gain a steady income, they use the money earned on a consistent supply of food for themselves and their families; improving nutrition for growing children in their nuclear and extended family.

3 GOOD HEALTH AND WELL-BEING



GOAL 3

Good Health and well-being

Via their enterprises, our women beneficiaries can gain a steady income and plan for their futures, reducing stress and uncertainty. They can spend more on medicine and wellbeing promoting a healthier community.

4 QUALITY EDUCATION



GOAL 4

Quality education

Women in poor areas are more likely to spend money on important things- nutrition, housing and education. All of the women we have invested in receive business training. With this, many are now able to send their children to a school which is crucial for opportunities and development. 3079 family members have been helped by RubyMoon.

5 GENDER EQUALITY



GOAL 5

Achieve gender equality and empower all women and girls

We empower women through their businesses in areas where gender equality is lacking. In this way, women acquire an income, a voice to become an equal provider and an equal participant in the community. By setting an example, these women entrepreneurs are also able to give a more equal future to their children.

6 CLEAN WATER AND SANITATION



GOAL 6

Ensure availability and sustainable management of water and sanitation

By cleaning up the oceans from micro plastics leaching from waste fishing nets, RubyMoon contributes to having cleaner water. More importantly, Ruby Moon's supply chain does not pollute the water thus allowing local communities to use clean water for health and sanitation.

7 AFFORDABLE AND CLEAN ENERGY



GOAL 7

Affordable and clean energy

Microfinance institution Solar Aid Malawi, a lendwithcare.org partner, promotes low-cost solar energy opportunities across Malawi and Mozambique by constructing and selling solar panels. The entrepreneur group FEBCO/SunnyMoney has also built a shop in Malawi providing a hub for anyone's energy needs in the surrounding areas.

8 DECENT WORK AND ECONOMIC GROWTH



GOAL 8

Decent work and economic growth; promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

RubyMoon's living wage supply chain consists of women's sewing cooperative in Spain and a charity for distribution. Most importantly, due to the lack of financial resources in the developing world, RubyMoon invests in women so they can work for themselves and earn a sustained income to plan for their futures.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



GOAL 9

Industry innovation and infrastructure; build resilient infrastructure promote inclusive and sustainable industrialization and foster innovation

RubyMoon works exclusively with a circular economy approach, from retrieving ghost fishing nets from the ocean to collecting other swimwear for re-use. Currently working with 2 universities on innovation to prolong the use of and to re-make used swimwear at end-of-life.

10 REDUCED INEQUALITIES



GOAL 10

Reduce inequality within and among countries

RubyMoon is able to reduce inequality through our social enterprise model; with microloans, women can work creating greater equality between sexes. RubyMoon also reduces inequality between our women customers in the global north who are enabled to invest in women entrepreneurs in the global south.

11 SUSTAINABLE CITIES AND COMMUNITIES



GOAL 11

Sustainable cities and communities; make cities and human settlements inclusive, safe resilient and sustainable

RubyMoon produces using retrieved ghost fishing nets from the ocean. By following a 100% circular model, and small batch production we are also able to reduce carbon pollution as well as waste from dyestuffs and excessive printing making our planet a less toxic place to live.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



GOAL 12

Responsible consumption and production

Our production is entirely manufactured within Europe to verify the ethical nature of our supply chain and lower carbon emissions by 42%. Also, our garments are 100% sustainable, ethical and certified vegan and Oeko-Tex without harmful dyes.



GOAL 13

Take urgent action to combat climate change and its impacts

RubyMoon takes part in combatting climate change by using ghost fishing nets from the oceans to which reduces our carbon emissions by 58%. We also recycle existing materials to create new products. We use low impact logistics for delivery and sustainable packaging.



GOAL 14

.Life below water; conserve and sustainably use the oceans. Seas and marine resources

RubyMoon protects the ocean by retrieving ghost fishing nets from the ocean and is a full partner of the NGO [Healthyseas.org](https://www.healthyseas.org). If left to drift, these fishing nets trap every object and living being encountered causing injury and death to marine life, as well as depositing micro plastics for human consumption.



GOAL 15

Life on land

Monoculture farms pollute and devastate the land. By investing in women who have smallholdings, RubyMoon believes it regenerates the balance of nature as it eliminates 'fast' and unhealthy production. Since it's about permaculture, these small businesses can stay in rhythm with nature.



GOAL 16

Peace, justice and strong institutions

RubyMoon invests through microfinance institutions in local communities that bring together groups of women to support each other in enterprise groups. Through this, women are able to gain a voice and thus be part of the decision-making process leading to a naturally more harmonious and peaceful existence.

17 PARTNERSHIPS FOR THE GOALS



GOAL 17

Partnership for the goals

RubyMoon is an active partner to Lendwithcare.org, Healthyseas.org, Several UK universities, Circular Brighton and Hove, Ethical Fashion Forum, The Good Business Club, The Big Issue Invest, TechForGood, SocEnt UK, Ethical Business Women, Escape The City Top 100, FotoDocument.org and Common Objective.