



# MO AND MO COMPANY LTD

COMPANY PROFILE

# ABOUT US

MO AND MO COMPANY LTD., founded in 2017, is a privately owned social enterprise employing 50 people at its factory in Athi River, Machakos County, Kenya. It is a sustainability-focused social enterprise in Africa dedicated to green manufacturing, reforestation, and sustainable development.

We manufacture eco-friendly pencils made from recycled newspapers under the brand name MOMO Pencils. These pencils are available in a variety of designs and can be customized for organizations and institutions that require branded items. Our goal is to build a strong regional and global brand and distribution network across Africa, Europe, Asia, and beyond.

In addition to manufacturing eco-friendly pencils, we have established two other impact-driven units to complement our mission:

- BILLION TREES AFRICA is a commercial forestry and reforestation company focused on large-scale tree planting and climate resilience.
- INSTITUTE OF SUSTAINABILITY AFFAIRS AFRICA (ISAA) is a sustainability think-and-do tank driving research, policy, and climate action across the continent.

Based in Nairobi, Kenya, we design scalable, replicable solutions that support the UN Sustainable Development Goals (SDGs), with particular emphasis on SDG 4 (Quality Education), SDG 13 (Climate Action), and SDG 15 (Life on Land).



# MOMO PENCILS:

## GREEN MANUFACTURING FOR EDUCATION

MOMO Pencils, a brand under MO and MO Company Ltd, is one of Africa's leading producers of high-quality, eco-friendly pencils and sustainable writing instruments. We are a major local manufacturer of pencils made from 100% recycled newspapers, with a monthly production capacity exceeding 3,000,000 black-lead pencils.

By using recycled newspapers instead of wood, MOMO Pencils:

- Reduces pressure on forests and natural ecosystems
- Diverts paper waste from landfills
- Provides safe, non-toxic, sustainable school supplies for children and youth

Our eco pencils are fun, durable, non-toxic, and manufactured according to universal writing standards. They offer schools, NGOs, governments, and corporate partners a practical way to support quality education while reducing environmental impact.

Education is one of the greatest legacies you can give a child, and education often starts with something as simple as a pencil.



# MESSAGE FROM THE C.E.O.

At MO AND MO COMPANY LTD, we believe that climate change, deforestation, and waste pollution require urgent, practical solutions. Waiting for "someone else" to act is one of the greatest threats to our planet.

As a manufacturer committed to environmental protection, sustainability is not a slogan for us; it defines who we are, what we produce, and the legacy we aim to leave. Our work is guided by the principles of circular economy, green growth, and social impact.

Modern organizations must meet their needs without compromising the ability of future generations to meet theirs. We invite international donors, development agencies, NGOs, foundations, and corporate partners to collaborate with us in scaling impactful, data-driven, and measurable green initiatives.

Your partnership today can transform education outcomes, restore forests, and build climate resilience for millions of children in Africa.



## OUR VISION

To be a leading African champion of quality education, green innovation, and sustainable development, recognized globally by partners, donors, and corporates.

## OUR MISSION

To reduce deforestation and environmental degradation by manufacturing eco-friendly products and driving green initiatives that protect the environment and empower communities.



## OUR CORE VALUES

As a social impact organization working in education and the environment, these values shape everything we do:

- **Innovation** – We create new, sustainable solutions and programs that respond to changing social, educational, and environmental needs.
- **Care** – We prioritize people and the planet by designing socially and environmentally responsible products and projects.
- **Integrity** – We are a trusted, long-term partner for donors, clients, and collaborators who want meaningful social impact.
- **Empowerment** – We help children, youth, and communities build knowledge, skills, and confidence through education and environmental action.
- **Support** – We strengthen social impact by building collaborative partnerships across public, private, and non-profit sectors.
- **Impact** – We focus on measurable, real-world social, educational, and environmental outcomes in every initiative.
- **Transformation** – We focus on leaving communities better than they were through education, environmental, and sustainability programs that benefit the communities and future generations.



# THE TEAM



RASHID OMAR  
CHIEF OPERATIONS  
OFFICER



ESTHER OTIENO  
BRAND OFFICER



ALLAN RAJULA  
SALES AND  
MARKETING OFFICER



NOEL OMUKHUBI  
COMMUNICATIONS  
MANAGER



ANWAR ABOUD  
FACTORY MANAGER

## WHY A PENCIL?

For most people, the first experience with writing begins with a pencil. A pencil is simple, universal, and powerful—it is often the starting point of creativity, learning, and opportunity.

However, traditional wooden pencils contribute to deforestation and the loss of biodiversity. The world uses about 14 billion pencils every year, most made from wood. This results in millions of trees being cut down to meet global demand.

MO AND MO Company Ltd. was founded on the belief that natural resources should not be unnecessarily depleted. We created MOMO Pencils as a practical, scalable solution that:

- Replaces wood with recycled newspapers
- Reduces deforestation and protects forests
- Supports sustainable education programs across Africa
- Offers corporate sustainability teams and CSR departments a tangible product to integrate into their ESG strategies

MOMO Pencils are not just writing tools—they are a symbol of green innovation, climate responsibility, and equal access to education.



# OUR PRINCIPLE OF GREEN MANUFACTURING

To promote sustainable green development for future generations, MOMO Pencils operates under a circular economy model guided by the 3Rs: Reduce, Reuse, and Recycle.

### **Reduce**

We manufacture high-quality, eco-friendly pencils that reduce reliance on wood as a primary raw material. This directly supports forest conservation, mitigates climate change, and aligns with global ESG and CSR goals.

### **Reuse**

We add industrial value to discarded newspapers, turning a waste stream into a valuable resource. This promotes responsible consumption, waste reduction, and greener social practices in communities and institutions.

### **Recycle**

Through a simple, cost-effective process, we recycle old newspapers into premium pencils.



# OUR PENCILS CATEGORIES

# KIDS TRENDING PENCILS

Our Kids Trending pencils are beautifully designed to appeal to children and come in various fun and exciting colours. The pencils exhibit creativity, inspiration and adventure.



# MASS MARKET PENCILS

This beautifully designed pencil identifies with the Kenyan heritage as it comes beautifully draped in the colours of our Kenyan flag signifying the patriotic spirit of Kenyans. This pencil flies our Kenyan Flag high in the hands of Kenyans and foreigners. It is a reminder of our culture, belief and our resilient spirit, unity in diversity and triumphs in sports especially marathons at international levels.



## OUR PENCILS CATEGORIES

### HERITAGE PENCILS

The culture, nature, landscapes, people, and natural wonders of Kenya are incredibly diverse. MOMO Pencils dedicates the HERITAGE line of pencils to our people and to the world, capturing memorable moments of Kenya's people, locations, and landmarks to show who we are as Kenyans.



### CUSTOMIZED PENCILS

Specifically designed for brand and marketing promotions, our customized pencils carry and market your brand. They are great for events branding, conferences, business promotions and cause marketing, institutional branding and sporting activities. These pencils are pacesetters in the marketing world and cause you to be one with your target market.



## Company Profile

# KEY COMPETITIVE ADVANTAGES

- 100% recycled newspaper material
- Non-toxic, child-safe, and classroom-ready
- Strong, durable, high-quality writing performance
- Custom branding options for CSR campaigns, SDG programs, and donor-funded projects,
- Locally manufactured in Africa, supporting local jobs and inclusive economic growth,

MOMOPencils are perfect for:

- Basic creative writing and classroom learning
- Corporate promotional branding and ESG campaigns
- School branding and educational programs
- Conferences, events, and impact campaigns
- Cultural memorabilia and souvenir gifting

Our green manufacturing model is designed to be scalable for international partners, and we are open to collaboration for technology transfer, impact investment, and co-branded initiatives.



The image displays a collection of promotional materials for MOMOPencils. At the top left is the company logo, 'MOMO PENCILS', enclosed in a green circular graphic. To the right, the text 'THE LONG LASTING PENCIL' is written in large, bold, black capital letters. Below these are four vertical panels, each featuring a different color scheme of pencils: red, black, blue, and green. Each panel has the text 'MADE FROM 100% RECYCLED NEWSPAPERS' and the website 'www.momopencils.com'. Below each panel is a green circular logo with the text 'MOMO PENCILS'. At the bottom of each panel is a cartoon illustration of a pencil character with a face, arms, and legs, standing in front of a small chalkboard. At the very bottom of the image, there are two green checkmarks followed by the text 'DOES NOT EASILY BREAK' and 'NON - TOXIC AND SAFE FOR YOUR CHILDREN'.

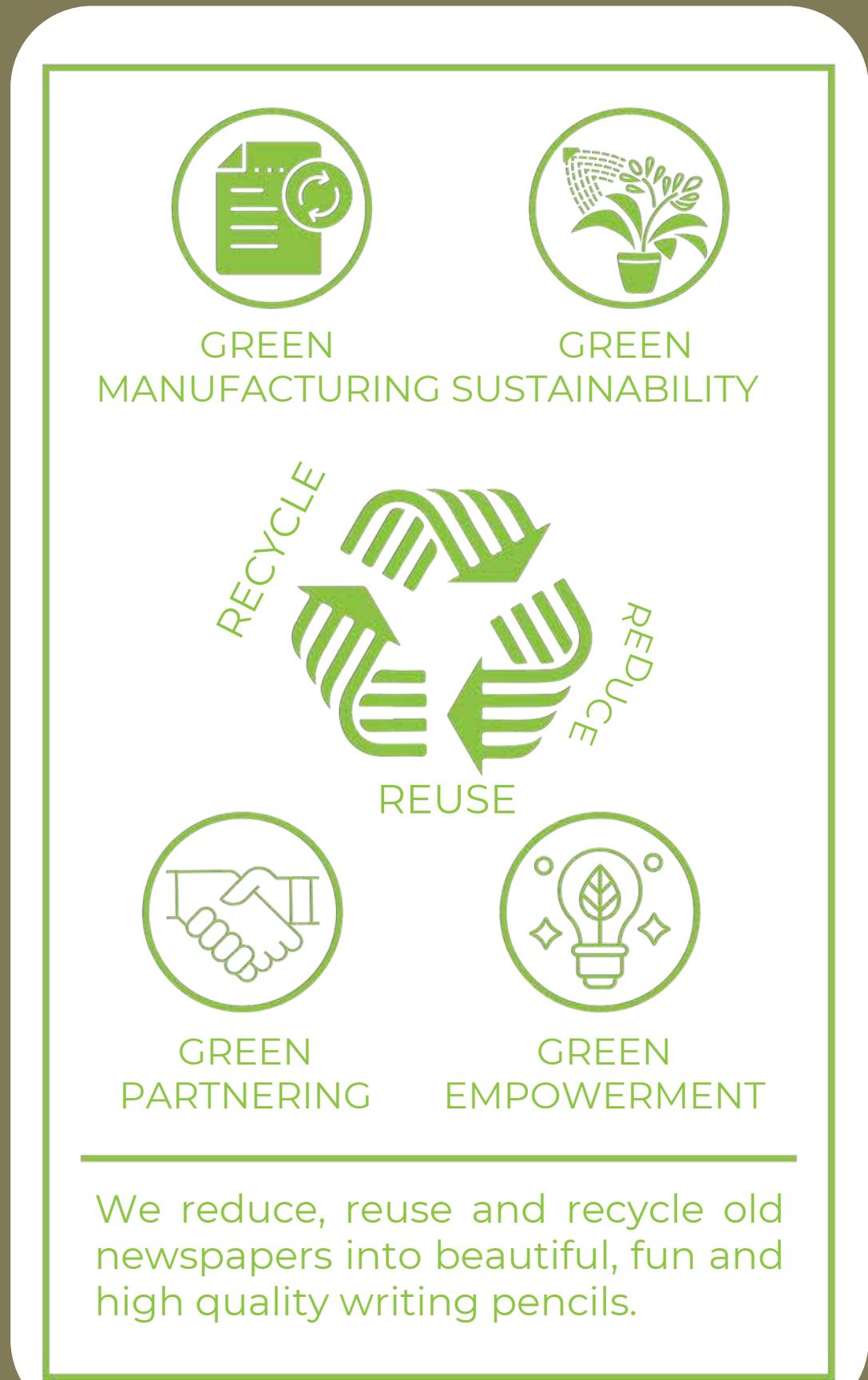
# OUR PATH TO A CIRCULAR ECONOMY

MO AND MO COMPANY LTD is committed to building a circular economy ecosystem that connects:

- Green manufacturing (MOMO Pencils)
- Reforestation and climate resilience (Billion Trees Africa)
- Research, policy, and advocacy (ISAA)

Through partnerships with governments, international NGOs, UN agencies, philanthropies, and private sector leaders, we aim to:

- Reduce waste and increase resource efficiency
- Restore degraded landscapes through tree planting
- Promote climate-smart education and environmental literacy in schools



## OUR SOCIAL CAMPAIGN: HOPE FOR LITERACY

HOPE FOR LITERACY is our flagship, education and literacy social campaign, designed to:

- Improve access to basic learning materials in underserved communities
- Support, literacy programs, refugee education, and rural schools,
- Partner with donors and corporates to sponsor eco-friendly school supplies

Through this campaign, we invite international donors, CSR teams, foundations, and impact investors to:

- Sponsor eco pencil kits for schools
- Co-create branded campaigns that promote both literacy and environmental awareness,
- Measure and report on the social and environmental impact of their support



More information is available at:

<https://www.hopefor-literacy.com/wp-content/uploads/2025/07/Hope-for-Literacy-2024-Booklet-compressed.pdf>



# OUR COMMITMENT TO KENYA VISION 2030 & GLOBAL CLIMATE GOALS

Kenya has approximately 3.47 million hectares of forest (including indigenous forests, open woodlands, and plantations) and 24.5 million hectares of bushland (FAO, 2010). Closed-canopy forest has decreased from about 12% of the country's area to roughly 2% today.

Under Kenya Vision 2030, the country aims to increase forest cover to at least 10%. This goal is closely aligned with global climate change mitigation and biodiversity conservation targets.

At MOMO, we are committed to playing a leading role in this effort by:

- Developing unique, scalable, eco-initiatives,
- Conducting research and sharing data-driven insights
- Advocating for stronger, institutionalized environmental policies across all sectors
- Partnering with international organizations and corporates, to scale impact



## 5-YEAR IMPACT GOALS (OPEN FOR PARTNERSHIP)

Over the next five years, MO AND MO COMPANY LTD aim to:

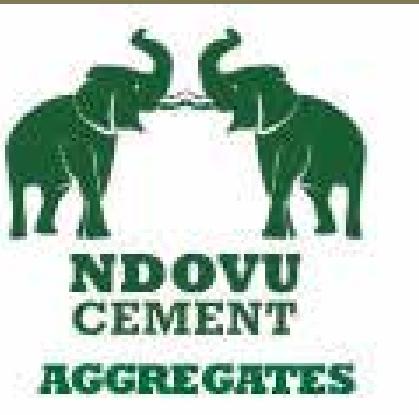
1. Produce and distribute more than 5,000,000 premium eco-friendly pencils to shift schools and institutions away from wooden pencils as the default writing instrument. (Ideal for donor-funded education projects, school feeding programs with education components, and CSR initiatives).
2. Build a youthful eco-community of over 5,000 environmental champions, who will plant 2,000,000 trees across Kenya and the region. (A powerful platform for partners to support reforestation, carbon reduction, and youth leadership in climate action).
3. Engage partner organizations, from diverse sectors, in transformative collaborations. (Co-designing, green growth programs, climate-smart education projects, and ESG-aligned initiatives across the formal and informal economy).

We actively seek international donors, development partners, impact investors, and corporate CSR leaders who are looking to invest in high-impact, transparent, and scalable projects in Africa.



## Company Profile

# OUR PARTNERS



## CONTACT US

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