



Viva1960 supports the Sustainable Development Goals

VIVA's Social Responsibility



“Women are half of the society”

We do not just support the concept verbally, but we also live with it in many different ways. Viva was inspired by the founder of the company “Ms. Marie Nashed”.



Also, women participate in management, Ivy Gobran: wife of Mr. Boulos Amin (owner and manager of Viva) is managing Research and development department.



In addition, the percentage of women employed reaches 55% of the total viva family.



11 SUSTAINABLE CITIES AND COMMUNITIES



With the world's movement towards sustainability, and the increasing trend towards all eco-friendly businesses, Viva has been striving for sustainability since 2013 when it built its own factory in New Cairo, Egypt. The Constructors use "Sand bricks" that don't consume much heat and energy in its manufacturing.



Viva's internal policy is to be a one big family. The workforce consists of relatives and families of workers. This relation has existed since the beginning of the business, where it was first with Marie Nashed, who founded Viva as a family business, and many of her family member joined Viva.



The safety of workers is highly considered in our daily practices.





Quality is one of Viva's main values, to ensure the stability of its level, the company is in partnership with “Mubarak-Kohl “ program for technical education.

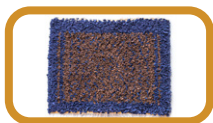


We are negotiating with suppliers that use collected P.T bottle for the ocean and produce fabrics from recycled PET (RPET) that helps in saving life below water.





Viva's activities are also moving towards sustainability through various forms, including for example: reusing 5% of fabric left-overs to offer new products by using hand looms. We introduced other products such as underwear and bucket-hats to maximize fabric efficiency.



Efforts towards sustainability remain continually as the company also focuses on water conservation aspects, where some of its products rely on digital printing as an alternative.



We are seeking for partnerships with potential brands and suppliers to help in accomplishing the SDGs LIFE BELOW WATER and RESPONSIBLE CONSUMPTION AND PRODUCTION.



Contact us

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