

ALLIANCE FOR ARTISAN ENTERPRISE

2016 Impact Report





#choose
ARTISAN

ALLIANCE FOR ARTISAN ENTERPRISE

Promoting the full power and potential of the global artisan sector

The artisan sector is the second-largest employer in the developing world after agriculture, worth over \$32 billion every year. Artisan activities increase local incomes, preserve ancient cultures, and provide employment for hundreds of thousands of individuals around the world, particularly women. Still, artisan businesses are seldom recognized as drivers of economic growth. The Alliance for Artisan Enterprise is building an ecosystem of support for artisan entrepreneurs across the globe. We work with our community of members and partners to identify barriers and develop innovative solutions to drive the growth of artisan businesses around the world.

The artisan sector is a human sector. The heart of artisan businesses are the craftsmen and women using their hands to create value for their families, communities and cultures. Join the Alliance for Artisan Enterprise as we explore the depth of what it means for something to be handmade, and why it matters. Programs fall under three main objectives: elevate the importance of the artisan sector, support and grow artisan businesses, and share best practices in a collaborative learning community. Together, we can tackle barriers facing artisan businesses around the world stronger than no single member can do alone.

CONTENTS

Key events to elevate the importance of the artisan sector & build a collaborative learning community

TEDWomen Global Showcase

Handmade is Human

Programs to support & grow artisan businesses

Artisan Loan Program

Artisan Innovation Workshop

Digital Learning Series

Heritage Initiative

Overview of the 2016 Alliance for Artisan Enterprise community



GLOBAL SHOWCASE AT TEDWOMEN

OCTOBER 26-27, 2016 / SAN FRANCISCO, CA

In October 2016, the Alliance for Artisan Enterprise and twelve extraordinary artisan entrepreneurs took the TED stage to show the world why the artisan sector matters. October 26-27, 2016, the Alliance featured 12 artisan groups in San Francisco at the Global Showcase, an immersive experience of people, place and product curated exclusively for the 2016 TEDWomen Conference.

At the Global Showcase, attendees explored and shopped a premier collection of handcrafted products, including woven textiles, beaded jewelry, and embroidered accessories from around the world. The 12 artisan businesses that participated in the TEDWomen Global Showcase represent the amazing diversity, commitment, and impact of the entire Alliance for Artisan Enterprise community. Together, the 12 groups employ over 6,300 artisans, support tens of thousands of family members, and have rediscovered hundreds of ancient techniques across Africa, Asia, Latin America, and Europe.

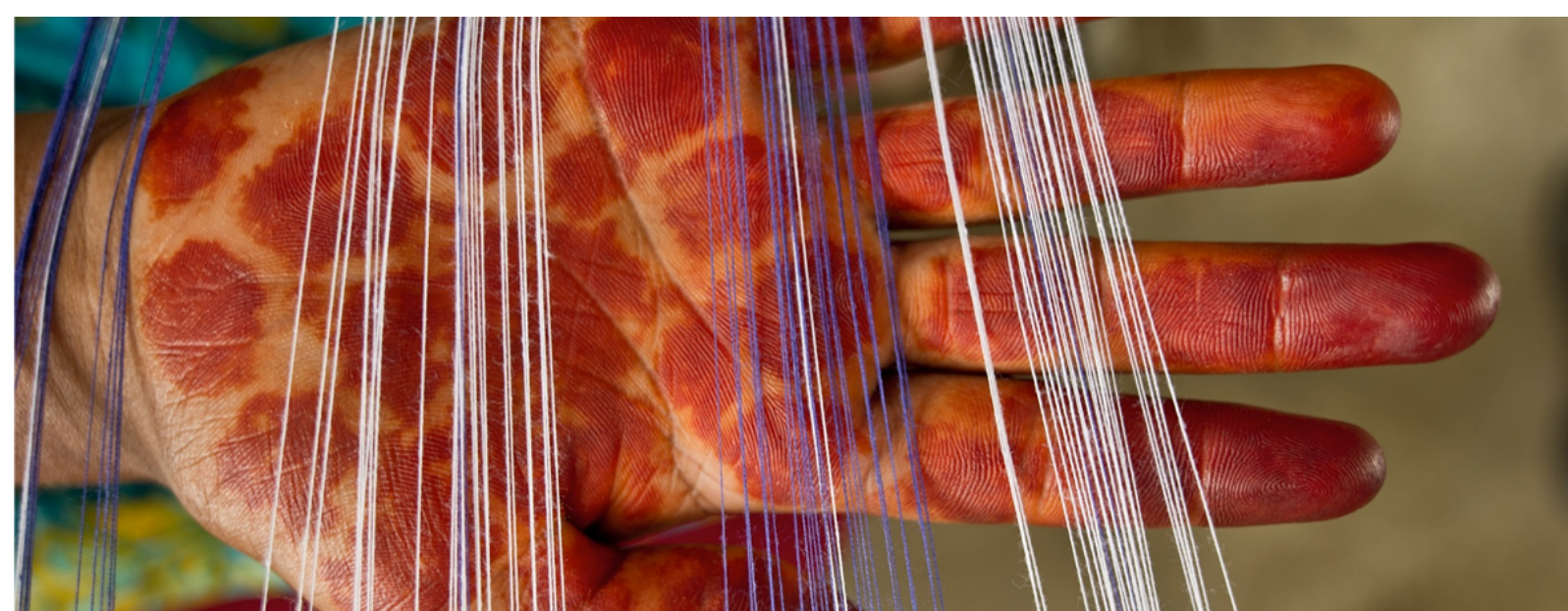
In total, the Global Showcase earned \$62,827 over the two days of the conference. Three amazing women - Nilda Callanaupa Alvarez, Paula Mendoza, and Anyieth D'Awol, shared 3 minute stories on the TED stage during the TEDWomen Opening Celebration. The TEDWomen platform provided an unparalleled opportunity for each of the 12 participating businesses to make exceptional sales, and reach the most influential audience of women in the world.

BY THE NUMBERS

- **12 Global Showcase artisan groups**
- **2 nights; 6 hours** of sales
- **\$62,827 total** earned in sales
- Average of **\$5,235 per artisan group** earned in sales
- **75% of sales** - \$47,120 - earned during the Opening Celebration
- **60% of artisan groups** had never used Square before the conference; after the conference, **100%** would use Square again
- **100% of artisan groups** would participate in a similar event in the future

PARTICIPANTS

Gahaya Links, Rwanda
Heshima Kenya, Kenya
ROOTS of South Sudan, South Sudan
Center for Traditional Textiles of Cusco, Peru
Manos del Uruguay, Uruguay
Mercado Global, Guatemala
Paula Mendoza, Colombia
Yawanawa Handicrafts Initiative, Brazil
TRIA ETC, Greece
Fibre Tibet, Tibet & Nepal
Kandahar Treasure, Afghanistan
Turquoise Mountain, Afghanistan



HANDMADE IS HUMAN

DECEMBER 2, 2016 / WASHINGTON, DC

Every year, the Alliance hosts an annual meeting of members and friends in a vibrant, welcoming space to explore key learnings and innovations in the artisan sector. On December 2, 2016, over 75 artisan business leaders, partners, and advocates gathered at the Aspen Institute in Washington, DC for Handmade is Human.

At Handmade is Human, discussions ranged from how to unlock economic value in the artisan sector and the power of handmade in waging peace to questioning "how should we talk about handmade?" Ambassador Catherine Russell reflected on our accomplishments and challenges, Morgan Stanley's Alejandro Calderon introduced the idea of a Donor-Advised Fund for Artisans, and new and old faces took the stage to share their work and passion. Sector leaders and innovators met with artisans and business owners, building new connections and exploring how the process of hand craftsmanship reveals our deepest humanity.

"Working and creating with your hands is the oldest expression of man. The know-how of tradition is passed down from generation to generation for centuries, even millenia; it is part of our DNA, in our ancestral memory" - Marta Cucchia, Laboratorio Giuditta Brozzetti

KEY EVENTS TO ELEVATE THE IMPORTANCE OF THE ARTISAN SECTOR

NYNOW
January 2016

**SKOLL WORLD
FORUM**
April 2016

**GLOBAL ENTREPRENEURSHIP
SUMMIT**
June 2016

**TEDWOMEN
GLOBAL SHOWCASE**
October 2016

SXSW
March 2016

FIT SUMMER INSTITUTE
June 2016

IFAM
July 2016

**HANDMADE IS
HUMAN**
December 2016





ARTISAN LOAN PROGRAM

ALLIANCE FOR ARTISAN ENTERPRISE + KIVA

Artisan enterprises are seldom recognized as drivers of economic growth, nor are they understood as contributors to sustainable livelihoods and the wellness of women and families. Better integrating artisans in developing countries into global commerce will increase their incomes and improve their standards of living. In collaboration with Kiva, the Alliance developed an Artisan Loan Program to provide interest-free financing to artisan businesses in our network.

Kiva is the world's first online crowd-lending platform, connecting entrepreneurs around the world with individual lenders. Hundreds of individuals can lend as little as \$25 each to help a borrower start or grow a business. Artisan businesses are often overlooked by traditional financing mechanisms; through Kiva, Alliance members can secure much-needed capital to buy raw materials, access markets and trade shows, invest in equipment, and more!

Through the Alliance-Kiva Artisan Loan Program, any artisan business in the Alliance for Artisan Enterprise network may apply for a loan up to \$20,000 with 0% interest tailored to his or her artisan business. The Alliance, with approval from Kiva, posts the borrower's story and photo on the Kiva website. For 30 days, the loan profile lives on the Kiva website, where it is funded by individual lenders.

Since launching the Alliance-Kiva Loan Program in late 2014, the Alliance for Artisan Enterprise has raised \$94,135 for 13 artisan businesses across Africa, Asia, and the Middle East. Members have utilized loans to fulfill large purchase orders, construct new workshops, and attend the annual International Folk Art Market. Every loan has been repaid in full.

BY THE NUMBERS

- **\$94,135 USD** raised from individual Kiva lenders
- **13 loans** funded on Kiva
- **1,300+** artisans supported
- **100%** repayment rate
- Average loan size **\$7,241 USD**
- Average loan term **8 months**
- **3 repeat** borrowers
- **77% women** borrowers
- **7 countries** represented
- Now offer loans **up to \$20,000 USD**
- **0% interest** charged



SPOTLIGHT: TIBET

In collaboration with The Bridge Fund and other partners, the Alliance is working to identify solutions to barriers faced by Tibetan artisan entrepreneurs in China. In 2016, the Alliance:

- Hosted **17** Alliance-Kiva one-on-one **training sessions**
- Received **17** Alliance-Kiva Artisan Business **Loan applications** from artisan business owners
- Funded **4 loans** on Kiva's crowd-lending platform
- **\$32,000 USD** raised from individual Kiva lenders



ARTISAN INNOVATION WORKSHOP

ALLIANCE FOR ARTISAN ENTERPRISE + US DEPARTMENT OF STATE

Artisans lack access to global markets and face supply chain and market information asymmetries. Global artisan value chains are fragmented and lack transparency. Artisan businesses face a lack of access to financing, lack of access to raw materials, lack of knowledge and skills training, sourcing bottlenecks, prohibitive shipping costs, and lack of market access. In 2014, the Alliance for Artisan Enterprise and the US Department of State's Office of Global Women's Issues designed the Artisan Value Chain Toolkit - a collaborative, visual tool that maps the ecosystem of artisan producers, suppliers, and partners. In 2016, the Alliance, the US Department of State, and PricewaterhouseCoopers took feedback and input from 5 pilot sessions of the Artisan Value Chain Toolkit to transform the tool into an online, interactive Artisan Innovation Workshop.

Artisan businesses and support organizations can now register to facilitate their own in-person workshop for their business or partner organizations. The workshop website launches in January 2017, and will provide a downloadable Facilitator's Guide and the templates and resources needed to host a successful session.

The Artisan Innovation Workshop will help artisan business leaders identify strengths, challenges, and opportunities for their businesses and help identify ways to turn those insights into action. The Alliance will use the results from workshops hosted around the world to identify opportunities and solutions that can be replicated or scaled up to create more value for the global artisan sector.



DIGITAL LEARNING SERIES

Handmade Trends in the Global Market, by ByHand Consulting
Hosting Your First Pop-Up Shop, by TO THE MARKET
Building Artisan-Retail Partnerships for Success, by Mercado Global

In July 2016, the Alliance for Artisan Enterprise launched the Digital Learning Series to share learnings and best practices with member organizations located around the world. Artisan businesses and support organizations are invited to share insights, best practices, and leadership in areas that are integral to the growth and sustainability of artisan businesses around the world. In 2016, the Alliance hosted three one-hour sessions, which live in the Alliance for Artisan Enterprise member portal for artisan businesses to access and use at any time.

HERITAGE INITIATIVE

ALLIANCE FOR ARTISAN ENTERPRISE + TREADRIGHT FOUNDATION

Created as a joint initiative between The Travel Corporation's family of brands, the TreadRight Foundation is working to ensure the environment and communities we visit remain vibrant for generations to come. By providing grants to organizations that encourage sustainability in different destinations, TreadRight hopes to maintain the natural attractions and unique heritages across the world that define each region. To date, TreadRight has helped support some 40 sustainable tourism projects worldwide.

The Alliance for Artisan Enterprise partnered with the TreadRight Foundation to create a small grants program for artisan enterprises. Together, the Alliance and TreadRight support ancient cultural traditions that preserve the unique richness and diversity of people and place. Over two years, TreadRight and the Alliance have provided \$140,000 in small grant support to four artisan enterprises:

Centro de Textiles Tradicionales del Cusco, working to revive traditional Andean practices and reintroduce ancient techniques

Laboratorio Giuditta Brozzetti, one of the few remaining traditional frame hand weaving workshops in Italy

TRIA ETC., connecting rural Greek artisans to global markets and creating sustainable jobs

Ock Pop Tok, a resource center to discover traditional Laotian textiles, crafts, and culture

TreadRight believes that travel allows us to gain a deeper understanding of each destination's history and culture. Through the Heritage Initiative, TreadRight allows global travelers to visit, learn from, and connect with the people and places supported through artisan activities.





ALLIANCE COMMUNITY

2016

- ABURY Collection | abury.net
- Andean Textile Arts | andeantextilearts.org
- Antillean | antilleandesigns.wordpress.com
- AOW Handmade | aowhandmade.com
- Aqaya | aqaya.com
- Artha Collections | arthacollections.com
- Artisan Connect | artisanconnect.com
- Atelier Angel Chang | angelchang.com
- Bajalia | bajalia.com
- Bloom + Grace | bloomandgrace.com
- Boutique Mexico | boutiquemexico.com
- Brozzetti | brozzetti.com
- ByHand Consulting | byhandconsulting.com
- Catrinka | catrinka.com
- Center for Traditional Textiles of Cusco | textilescusco.org
- Chase Marketing Group | chasemiami.com
- ClothRoads | clothroads.com
- Coca-Cola Company | coca-colacompany.com
- Craft Talk | crafttalk.org
- Crafted in Kathmandu | craftedinkathmandu.com.np
- Dara Artisans | daraartisans.com
- Deen Dayal Jewellers
- Discovered | discovered.us
- Earth Heir | earthheir.com
- EarthFrendz | earthfrendz.com
- Eco Fashion Talk | ecofashiontalk.com
- Estrella de Mar | estrellademaronline.com
- Eternal Threads | eternalthreads.org
- Ethical Sourcing Network | ethicalsourcing.net
- Fashion & Compassion | fashionandcompassion.com
- Fibre Tibet | fibretibet.com
- Finatur Design
- Gahaya Links | gahayalinks.com
- Global Girlfriend | globalgirlfriend.com
- Global Goods Partners | globalgoodspartners.org
- GlobeIn | globein.com
- GoodWeave International | goodweave.org
- Hands of Hope Artisan Partners | artisanshandsofhope.wordpress.com
- Handwork Studio | handwork-studio.com
- Hathay Bunano Proshikon Society | pebblechild.com
- Helping Hand Partners | helpinghandpartners.com
- Heshima Kenya | heshimakenya.org
- HEVA Fund | hevafund.com
- Human Connections | humanconnections.org
- ibu | ibumovement.com
- Indego Africa | indegoafrica.org
- Indian Artizans | indianartizans.com
- International Folk Art Alliance | folkartalliance.org
- Kakaw Designs | kakawdesigns.com
- Kámen Road | kamenroad.com
- Kandahar Treasure | kandahartreasure.com
- Kat & Ibin | katandibin.com
- Kauli | kauli.co
- Kaz'O'Zah Art | kazozah.org
- Kittay and Company | designfactoryinternational.com
- KUSIKUY | kusikuy.com
- Lindblad Expeditions | expeditions.com
- Living Threads Co. | livingthreadsco.com
- Luis Mendez Artesanos | luismendez.net
- Manos del Uruguay | manos.com.uy
- MARIYA | shopmariya.com
- Martizana | martizana.com
- Mata Traders | matatraders.com
- Maya Traditions Foundation | mayatraditions.com
- Mela Artisans | melaartisans.com
- Mercado Global | mercadoglobal.org
- Mercedes Salazar | mercedessalazar.com
- Mimeyco | mimeyco.com
- MITHILASmita | mithilasmita.com
- MitiMeth | mitimeth.com
- Motif Ltd. | motifltd.com
- Mulberry Mongoose | mulberrymongoose.com
- My Business en Español
- My Poland | mypoland.com.pl
- NANAY SRL | nanay.com.bo
- Nella Domenici
- Nest | buildanest.org
- NYNOW | nynow.com
- Ock Pop Tok | ockpoptok.com
- Olivia Knox | olivia-knox.com

WHO WE ARE



128 member organizations

58% artisan businesses

32% artisan support organizations

10% corporations, foundations & others

132% growth in membership from 2015

Working in **108 countries**

Touching **81,045 artisans**

89% women artisans reached

Impacting **325,000+ household members**

- Paula Mendoza | paulamendoza.com
- polly & other stories | pollyandotherstories.com
- Prosperity Catalyst | prosperitycatalyst.org
- Proud Mary | proudmary.org
- Purple Impression | purpleimpression.com
- Rautihu Yawanawa
- Relevee / Made by Survivors | relevee.com
- Road to Market | rtmltd.com
- ROOTS of South Sudan | rootsofsouthsudan.org
- Run by Rural | runbyrural.com
- Sasa Designs | shopsasadesigns.com
- Serrv | serrv.org
- Sertodo Copper | sertodo.com
- SEWA | sewa.org
- Sidai Designs | sidaidesigns.com
- Song Saa | songsaafoundation.org
- StoryCatcher, LLC | storycatcher.tv
- Studio One Eighty Nine | studiooneeightynine.com
- Taller Maya | tallermaya.org
- Textiil | textiil.com
- The Bridge Fund | bridgefund.org
- The Citizenry | the-citizenry.com
- The Hunger Site/Greater Good | greatergood.com
- The Little Market | thelittlemarket.com
- The New School | deed.parsons.edu
- The TreadRight Foundation | treadright.org
- The West Foundation | thewestfoundation.org
- The Weissberg Foundation | weissbergfoundation.org
- Thread Caravan | threadcaravan.com
- Threads of Peru | threadsofperu.com
- Thrums Books | thrumsbooks.comTi-a | ti-a.com
- TO THE MARKET | tothemarket.com
- TRIA ETC. | triaetc.com
- Turquoise Mountain | turquoise mountain.org
- UNHCR | unhcr.org
- U.S. Department of State | state.gov
- Vilaasita | vilaasita.com
- Vista 360 | aidai-design.com
- Wallontu Witral | wallontuwitral.org
- Walmart | walmart.com
- WEConnect International | weconnectinternational.org
- Wisteria | wisteria.com
- Women's Partnership Market | wpmarket.org
- XyZ Cooperative | xyzcoop.com
- 12 Small Things | 12smallthings.com
- 2 Feet Firm | 2feetfirm.com
- 54 Traditions Gallery | 54traditions.com.vn



ARTISAN PARTNERS CIRCLE

Thank you for your ongoing support & dedication to the global artisan sector

The programs and initiatives of the Alliance for Artisan Enterprise are possible due to the generous support of:

- US Department of State Office of Global Women's Issues
- The Weissberg Foundation
- The Bridge Fund
- The TreadRight Foundation
- Dietel Partners
- Lindblad Expeditions
- Suzanne LaFetra
- UNHCR
- Coca-Cola
- Walmart
- Abigail Disney
- Clare Munana
- Lynda Weinman

The beautiful photographs featured in this report were provided by:

- Center for Traditional Textiles of Cusco
- ClothRoads
- Indego Africa
- Laboratorio Giuditta Brozzetti
- Sidai Designs
- TEDWomen, of ROOTS of South Sudan
- TEDWomen, of Turquoise Mountain
- TEDWomen, of Paula Mendoza
- US Department of State
- West Elm

JOIN THE ARTISAN PARTNERS CIRCLE

\$1,000 - \$10,000

- Sponsor the Alliance for Artisan Enterprise learning community of member organizations, including communications & event scholarships
- Recognition on Alliance website

\$10,000 - \$50,000

- Sponsor programs to support and grow artisan businesses, including: Artisan Loan Program, Artisan Innovation Workshop, Digital Learning Series, and others
- Recognition on Alliance website

\$50,000 +

- Develop unique partnership with the Alliance for Artisan Enterprise
- Recognition on Alliance homepage





THE ASPEN INSTITUTE
ALLIANCE *for*

ARTISAN

ENTERPRISE