



Artisan Enterprise: The New Startup Economy Forum
The Launch of the Global Campaign for the Alliance for Artisan Enterprise
September 10, 2015 - 7:45 am – 4:00 pm
The U.S. Department of State, Loy Henderson Auditorium

Agenda

- 07:45 – 08:30 am **Guest Registration and Artisan Exhibition Displays**
Guests seated in the Loy Henderson Auditorium for the program to begin by 8:30 am.
- 08:30 – 08:50 am **Opening Remarks and Launch of the Global Campaign**
Launched in 2012, the U.S. Department of State has worked with the Alliance for Artisan Enterprise to develop a central platform to connect artisan businesses with organizations investing in artisan businesses. The sector is vital to cultural identity, economic and sustainable development, and poverty alleviation. And yet challenges often limit its potential. After three years, we are at a turning point that allows us to collectively mobilize stakeholders around solutions that will make a significant impact on communities globally.
- *Catherine Russell*, Ambassador-at-Large for Global Women’s Issues, **U.S. Department of State**
 - *Peggy Clark*, Executive Director, **Alliance for Artisan Enterprise, Aspen Institute**
- 08:50 – 08:55 am **Spark Talk: Why Does the Creative Economy Matter?**
- *Franklin Leonard*, Founder, **The Black List**
- 09:00 – 10:05 am **The Economic Might of the Artisan Sector**
The sector globally has been valued at \$32 billion dollars, but the economic impact is not always recognized. Thought leaders realizing the strength of the sector are starting to develop strategies to unleash its full potential. This session will focus on how we can work together to support artisans enterprises going forward.
- Moderator:** *Carla Koppell*, Chief Strategy Officer, **U.S. Agency for International Development**
- *Gayle Tzemach Lemmon*, Author, Journalist and Senior Fellow, **Council on Foreign Relations**
 - *Manuel-Julian R. Montoya*, Assistant Professor International Management, Global Structures, **University of New Mexico, Anderson School of Management**
 - *Felipe Buitrago Restrepo*, Consultant, IDB’s Culture, Solidarity and Creativity Affairs Division, **Inter-American Development Bank**
 - *Simone Cipriani*, Founder of Ethical Fashion Initiative, **UN International Trade Center**
- 10:05 – 10:10 am **Spark Talk: Artisan Entrepreneurs as Peacemakers**
- *Joy Ndungutse*, CEO and Co-Founder, **Gahaya Links**
- 10:15 – 11:15 am **Country Innovations to Support the Artisan Economy**
Every country around the world has a creative artisan economy that contributes to its cultural heritage and unique characteristics. This session will look at innovative partnerships that support the artisan economy in diverse nations.
- Moderator:** *Michael J. Delaney*, Assistant U.S. Trade Representative for South Asia, **U.S. Trade Representative**
- *Maria Pacheco*, Co-Founder and President, **Wakami**
 - *Reema Nanavaty*, Founder and Head, **Self Employed Women’s Association**
 - *Sabastian Mugazambi*, Co-Founder, **Adisa**

- 11:15 – 11:20 am **Tapping the Creative Economy as an Economic Growth Strategy**
- *Marcelo Cabrol*, Manager of the Office of External Relations, **Inter-American Development Bank**
- 11:20 – 12:50 pm *Networking Lunch and Artisan Exhibition Displays*
- 12:50 – 12:55 pm **Spark Talk: From Design to the Hands of the Consumer**
- *Judy Achar*, Founder and President, **Mitz Enterprise**
- 01:00 – 02:00 pm **Corporate Leadership for the Artisan Economy**
- Retailers globally understand the consumer demand and employee interest in sourcing goods from artisan businesses. The connection with global stories and the direct benefit that every purchase has on communities around the world is immediate. And yet the process is not always straight forward or simple. This session will focus on successes and lessons learned on integrating artisan businesses into global value chains to ensure all stakeholders benefit.
- Moderator:** *Thomas Debass*, Deputy Representative for Global Partnerships, **U.S. Department of State**
- *Jackie Duff*, Strategic Project Director, Global Women’s Economic Empowerment, **The Coca-Cola Company**
 - *Claire Spofford*, President, **Garnet Hill**
 - *Serena Potter*, Group Vice President, Digital/Social Media Strategy, **Macy’s**
 - *Joan Shifrin*, Co-Founder and President, **Global Goods Partners**
 - *Jill Dumain*, Director of Environmental Strategy, **Patagonia**
- 02:00 – 02:15 pm **Keynote: The Economy, the Sustainable Development Goals, and Artisans**
- *The Honorable John Kerry*, Secretary of State, **U.S. Department of State**
- 02:20 – 02:25 pm **Spark Talk: Catalyzing Systemic Change: Building Inclusive Value Chains**
- *Shalini Mehan*, Artisan and Value Chain Expert Livelihoods, Operations Solutions and Transitions Section, **United Nations High Commissioner for Refugees**
- 02:25 – 03:25 pm **Bridging the Finance Gap: Innovations for Artisans**
- The artisan sector generates income, creates jobs, and sustains ancient techniques and culture essential to healthy and sustainable development. Still, artisans face greater difficulties in accessing financing they need to scale their businesses or meet fluctuating demands in purchases. This session will look at how innovative partnerships and impact investing are helping to bridge the finance gap and how other stakeholders can take action.
- Moderator:** *Mildred O. Callear*, Vice President for Financial and Portfolio Management, Chief Financial Officer, Overseas Private Investment Corporation
- *Willy Foote*, Founder and CEO, **Root Capital**
 - *Lisa Hogen*, Chief Development Officer, **Kiva**
 - *Karen Miller*, Chief Knowledge and Communications Officer, **Women’s World Banking**
 - *Monica Garry*, President, **The Bridge Fund**
- 03:25 – 04:00 pm **Awards Ceremony**
- Awards will be presented to the Artisan Multimedia Competition Winner, People’s Choice, and the Alliance for Artisan Enterprise Artisan Hero.
- *Catherine Russell*, Ambassador-at-Large for Global Women’s Issues, **U.S. Department of State**
 - *Peggy Clark*, Executive Director, **Alliance for Artisan Enterprise, Aspen Institute**