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Introducing the Traditional Artisan Inclusion model



—■ a) The development problem

- Market and industry excluded traditional artisans yet their endangered artisan and cultural practices are the only resources they have
- They have unique technical and capacity limitations which drive exclusion and isolation
- They are disproportionately affected by hazards of climate change in their underserved contexts
- They predominantly include youth and women in remote rural and urban slums, the elderly and the chronically sick, indigenous people and the displaced who have limited economic alternatives

—■ b) The development solution

The model employs innovative tools and strategies to mitigate unique limitations of Traditional artisans, mobilize and empower them for product development and connect them to global market



—■ c) The unique aspects of the model

- It identifies and targets the forgotten and bypassed production category and hence driving inclusion
- Mitigating unique limitations and drivers of exclusion using innovative tools and strategies
- It consolidates ancient designs and styles into a distinct product, develops its relevant market and streamlines stages of crafting evolution
- It integrates conservation and climate change resilience into the value chain of artisan production

—■ d) Funding model and vision of scale

- It uses hybrid funding and implementation model where public funding and nonprofit programming focus on mobilization and capacity development as business financing and for profit and impact driven social enterprises advance with mainly digital marketing and international trade
- In five years after pilot, we plan to reach at least 3 million industry excluded traditional artisans, transform 1.5 million into market competitive producers, create 3 million jobs and increase incomes of traditional artisans

—■ e) What has been achieved

- Through multiplicity of channels, we have mobilized at least 2,500 traditional artisans in two countries
- We have entered contracts With two craft marketing platforms
- We have developed the innovative capacity development tools and documented mobilisational strategies
- We have attracted 4 major ecosystem partnerships including Vital Voices Global Partners – offering business and enterprise development training and business financing connections, Catalyst 2030 offering platform to share our story and host conversations for collaborations and partnership building, UNESCO accreditation offering platform and networking infrastructure in member states.
- We have investment ready product and implementation ready program

—■ f) The current need

- Establishing collaborations to continue validating the model collectively identifying the required resources towards full scale implementation

Thank you

