



## **2013 Membership Brochure**

Established in November of 2012 and hosted by the Aspen Institute, the Alliance for Artisan Enterprise (the Alliance) serves as a central focal point for a wide range of stakeholders operating along the artisan value chain and represents a collaborative effort of organizations, corporations, and individuals who are committed to helping the artisan sector realize its full potential. The Alliance was founded on the belief that artisan enterprises are a key, yet undervalued, driver of sustainable economic development around the world. The mission of the Alliance is to assist diverse stakeholders to support and grow artisan enterprises, improve livelihoods, sustain craft communities, preserve cultural heritage, and contribute to sustainable economic development.

An action-oriented and solutions-focused collaboration, the Alliance elevates the critical role of artisan enterprises in promoting economic growth, creating sustainable livelihoods, and advancing the well-being of women. The Alliance will enable diverse stakeholders from around the globe—including domestic, regional and international buyers, aggregators, artisan support organizations, markets, museums, investors, corporations, and producers—to easily connect and collaborate with one another, catalyzing new relationships among members of the artisan community and providing access to potential new markets. The Alliance is already bearing fruit as a valuable venue for making connections in this marketplace: for example, in the first week after the launch of the Alliance, three artisan support organizations became connected with new corporate buyers.

### **Alliance for Artisan Enterprise Founding Members**

Founding members represent the diversity of the sector from government agencies and artisan support organizations to museums, foundations, investors and corporations:

The Aspen Institute, Alternatives, ByHand Consulting, The Coca-Cola Company, Federation Sahalandy, Full Circle Exchange, Gahaya Links, Global Goods Partners, HAND/EYE, Indego Africa, International Folk Art Market-Santa Fe, Kandahar Treasure, The Museum of Arts and Design, Nest, SERRV, SEWA, UNESCO, United States Agency for International Development: The Office of Gender Equality & Women's Empowerment, United States Department of State: Secretary's Office of Global Women's Issues, Vital Voices, Wal-Mart Stores, Inc., WEConnect International, west elm, and the West Foundation.

### **Key Program Areas of the Alliance for Artisan Enterprise**

**KNOWLEDGE SHARING:** The Alliance will create networking opportunities for artisans, artisan support organizations, buyers, and corporations to share best practices, broker relationships in commercial and capacity building spheres, and enhance efficiencies in the artisan support field. The Alliance will disseminate artisan training and market information, connect producers and buyers, and facilitate the exchange of lessons learned and best practices.

**ADVOCACY, OUTREACH AND EDUCATION:** The Alliance will collect, conduct, and disseminate research on the impact of the craft sector globally. The Alliance will use this information through a series of strategic communication outreach channels to promote and educate a wider audience of the importance of the artisan sector.

**CORPORATE ARTISAN COUNCIL:** The Council will involve all interested members in the development, establishment, and promotion of ethical practices and realistic corporate compliance standards to develop new business for artisans, to explore value chain opportunities, and to build on new market interest in handmade and sustainable products.

**MARKET OPPORTUNITIES:** The Alliance will offer information on market opportunities and resources for participation in key market events.

## Alliance for Artisan Enterprise Member Benefits

The Alliance uses its unique public-private partnership structure to leverage individual members' strengths on behalf of the entire sector. In addition to the programmatic work outlined above, members will also have the opportunity to:

- Expand access to buyers and producers who are members of the Alliance.
- Build mutually beneficial relationships with artisan suppliers and prospective buyers, donors, and other supporters and partners.
- Join with fellow members in a communications campaign elevating the sector.
- Participate in an annual conference offering training and networking opportunities.
- Participate in market events, working groups, and global forums.
- Access a members-only web-based portal with key market, buyer, trend, and product information, as well as job postings, networking, trainings, case studies, and best practices.
- Access invitation-only opportunities and register early for Alliance events.
- Work with partner members to develop ethical standards and a certification system for the artisan sector.
- Apply for scholarships to Alliance-sponsored events and trainings.

## Alliance for Artisan Enterprise Member Types and Fees

The Alliance is composed of several different types of organizations and levels of membership. Our current member categories are:

Type	Definition	Annual Dues
Corporations, Multilateral Agencies, Foundations and Investors	Corporations, foundations and donors that are supportive of the artisan sector and multilateral donor organizations working in the artisan sector	\$10,000
Organizational Members	Mission driven organizations that provide artisan business development and advisory services, and artisan businesses and organizations	\$1,500—developed country organizations \$750—emerging market organizations

*The Alliance for Artisan Enterprise also offers a Strategic Partner affiliation for **government agencies and bilateral or multilateral development agencies** that do not fit the above categories or present a unique partnership. These partnerships are established on a case-by-case basis.*

For more information, contact us:  
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