

ALLIANCE *for*
ARTISAN
ENTERPRISE

The Alliance for Artisan Enterprise Facts, Statistics and Stories

We know the artisan sector has enormous untapped potential to drive economic and community development and preserve cultural heritage in the developing world. Regardless of whether you are an industry buyer, an NGO or an artist yourself, certain key facts about global artisan enterprise can help you make the case for your work.

Facts and Statistics

Remember: don't overload your listener with so many statistics that their eyes glaze over. Think of the facts that best match the case you're trying to make and fit where you are coming from.

Business and industry leaders might want to lead with economic data about the role of the artisan sector in the global market:

- Demand is growing: according to the most recent data, the global market for artisan goods has grown by more than 8 percent a year since 2002, and is worth more than \$32 billion.ⁱ
- When the 2008 global financial crisis drove markets down by nearly a quarter, demand for artisan products *kept* growing—doubling in value from just six years before.ⁱⁱ

Facts can also help business and industry explain the need for better networks and systems to connect consumers to artisan enterprise.

- According to UNESCO, small handcraft enterprises have huge untapped potential to boost income and employment in the developing world, especially for women.ⁱⁱⁱ But we don't have enough formal networks connecting talented artisans with businesses and consumers.

Public and non-profit entities might want to talk about the role of artisans in developing communities or local economies.

- Second only to agriculture, artisan enterprise is the second largest employer in the developing world.
- In India alone, seven million artisans make a living using traditional skills and techniques to create handmade products.^{iv}
- Developing economies produce two thirds of the world's handicraft market.^v

Facts can also help NGOs and government stakeholders explain the need for expanded investments in artisan enterprise.

- Artisan crafts are proven sources of job creation, export earnings, poverty alleviation, promotion of cultural diversity, and skills building and human capital investment.^{vi}

Stories

Regardless of your sector, stories can also be a powerful way to engage your audience and paint a picture in a way that numbers will not. As an artisan, you would want to tell your own story. Industry stakeholders might tell the story of a producer or cooperative whose products they sell, while NGOs might tell the story of a small-business loan or other support they have offered to an artisan enterprise. A few selected examples are listed below.

- **AFGHANISTAN.** In Afghanistan, Rangina Hamidi is founder of Kandahar Treasures, the first woman-owned and operated enterprise in Khandahar. She utilizes the traditional fine needle embroidery called “khamak” to create viable economic income for more than 375 Afghan women.
- **RWANDA.** After the 1994 genocide in Rwanda, 70 percent of the population was widowed. Both Hutu and Tutsi weavers from both sides of the conflict organized traditional sisal basket weaving cooperatives in an effort to rebuild their lives, together. Janet Nkubana, co-founder of Gahaya Links, company started operations with only 27 women, and today has over 4,500 artisans in more than 40 cooperatives across the country.
- **PERU.** Luzmila Huarancca had no opportunity for a formal education. So she began to work with textiles, the only thing she knew. Ten years ago, she and her husband received a small loan from USAID that helped them turn their skills into a small business. Today, Luzmila supplies international textile markets, has trained a network of more than 800 women in a dozen different communities, and is looking to expand even further with the help of organizations such as WeConnect International and Full Circle Exchange.

ⁱ UNCTAD, UNDP Special Unit for South-South Cooperation, 2010. Creative Economy Report 2010, p. 140

ⁱⁱ Ibid.

ⁱⁱⁱ Noella Richard, 2007, UNESCO. Handicrafts and Employment Generation for the Poorest Youth and Women, p. 27.

^{iv} Dasra Foundation, Crafting a livelihood DASRA report, January 2013, p. 2

^v UNCTAD, UNDP Special Unit for South-South Cooperation, 2010. Creative Economy Report 2010, p. 140

^{vi} Ibid.