



Artisan Market Access



THE CHALLENGE

Artisan craft is the second largest sector in the developing world behind agriculture. Most artisans lack access to international markets that would enable them to receive fair prices for their work and reach more customers.

THE OPPORTUNITY

Global Partnerships' (GP) new Artisan Market Access investment initiative improves the economic position of artisans and their families by investing in partners who provide access to markets as well as fair trade premiums to increase and stabilize their household income.

OUR IMPACT

Current Portfolio as of September 30, 2018:

Active Capital Deployed: \$1.8MM
Partner: NOVICA

Cumulative Portfolio Since October 2017:

15K Lives Impacted

WHO IS SERVED?

The target demographic is informal artisans living on less than \$10/day.

WHAT IS DELIVERED?

- Market access: stable contracts with fair trade premiums
- Technical assistance (optional): product design and development, business training and/or certification

WHY IS IT IMPACTFUL?

Net incomes of artisan families increase and/or stabilize due to:

- Higher and/or more stable prices
- Higher volumes sold
- Diversification of income sources
- Increase awareness of product-market fit
- Access and use of improved production techniques

"Working with ceramics has brought me many beautiful things, from learning the craft from my mother and uncles to providing for my family so that my four children can go to the university."

— Jose Antonio Arriola Rodenas
Ceramics Artisan

Jose Antonio Arriola Rodenas in his workshop in Antigua, Guatemala.



CLIENT STORY

Jose Antonio Arriola Rodenas' family has lived in Antigua, Guatemala for more than 100 years. "On my mother's side, five generations have been dedicated to the beautiful craft of ceramic arts."

Jose worked hard to learn his family craft, but the market for traditional ceramic arts in Guatemala has had many ups and downs, especially during the country's Civil War.

"We managed to pull through as a family. Don't ask me how, but we never lacked food on our table – we could be lacking in many things during the Civil War, but we never lacked food."

Jose's first job as an adult was at his mother's workshop where he worked to support his family until he could finally open his own shop. GP partner, NOVICA, partnered with Jose to market his work to people all over the world.

"Working with ceramics has brought me many beautiful things, from learning the craft from my mother and uncles to providing for my family so that my four children can go to the university. I already have

a grandchild and my wish for all of them is that they are independent people with a career of their choice. That they be responsible and be respectful of God."

The NOVICA partnership increased his household income and created a stable customer base that enables him to thrive doing what he loves. "My favorite thing to do is to create new designs and I love the challenge of crafting them. Every piece is crafted and painted by hand, and each design is proof of the richness of our culture."

As his business has grown, he is able to hire more people to join him in his workshop.

"I consider myself to be timely, honest and creative, and these are the qualities that I look for when I recruit apprentices and assistant ceramists. I love my craft, the whole process is beautiful, from acquiring the clay to the finishing touches on a piece."

"I am inspired by my country: the tranquil life of my city, our extensive culture, the colors, the designs on our traditional costumes, the flora and fauna. I consider it a privilege to have been born in Guatemala."

PARTNER PROFILE:

NOVICA

Global Partnerships' first investment in our Artisan Market Access initiative was \$750,000 in NOVICA.

NOVICA is a fair trade social enterprise that purchases artisan goods (e.g. textiles, woodworks, ceramics and jewelry) directly from artisans in developing countries worldwide. NOVICA sells the goods internationally through online retail sites and partnerships with National Geographic, Kiva and UNICEF.

NOVICA provides international market access, fair trade pricing, interest-free loans, and larger margins to low-income and impoverished artisans.

The aim of Global Partnerships' impact-first investment in NOVICA is to increase and stabilize net income of artisan households. Clients see boosts in pricing and volume sold, diversification of income sources, increased awareness of productmarket fit, and access and use of improved production techniques.