

*Flotea Massawe and Aid to Artisans' President David O' Connor will be available for interviews Aug 20-22, 2008 in New York City. Please contact Joanna Smiley at (860) 947-3418, _
Joanna_Smiley@aidtoartisans.org .*

ABOUT AID TO ARTISANS

Aid to Artisans (ATA), an international nonprofit organization, is a recognized leader in the field of economic development for the craft sector. James Plaut, former Secretary General of the World Craft Council, founded ATA in 1976 based on his deep concern for endangered artisans in developing countries. By linking artisans to new markets, and buyers to culturally meaningful product, ATA provides needed economic and social benefits to artisans while preserving the beauty of global handmade crafts.

Services

ATA generates economic opportunities and creates jobs through its Maker-to-Market services, which include product development and design, business skills training, and market links. This holistic approach ensures our ultimate goal of creating self sustaining, profitable businesses that thrive after we complete our mentoring.

Results & Impact

Artisan craft businesses play a vital role in the local economy of developing countries, constituting the largest sector of rural employment after agriculture. ATA has spent 32 years improving the lives of tens of thousands of artisans in more than 110 remote countries where their livelihoods, communities and craft traditions are at risk

Over the past 10 years, ATA's efforts leveraged nearly \$230 million in retail sales. This income has empowered 125,000 artisans in 41 emerging regions of the world to improve their own lives, the lives of their families, and their communities. About 70% of the artisans ATA works with are women.

Funding

ATA's work is made possible by the generous support from governmental institutions, multilateral organizations, foundations, corporations, individuals and by the active participation of designers, importers and retailers.

AID TO ARTISANS & FLOTEA MASSAWE: A Case Study

Background

Aid to Artisans started working with Flotea Massawe, founder and owner of Marvelous Batiks, in 2004 as part the Pan-African Artisan Enterprise Development Program, which focused on small and medium-sized organizations in Mozambique, Tanzania, and South Africa. The goal of the program was to improve the marketability of artisan products, thus creating employment and increased incomes. USAID, Kellogg Foundation, Ford Foundation, October Hill Foundation, UMCOR South Africa, and CREATE South Africa all contributed funding to this program.

Activities

Applying its holistic Maker-to-Market approach, ATA implemented the following initiatives with Marvelous Batiks:

International designers from U.S., Europe and South Africa mentored Flotea on preserving her design aesthetic and cultural references, while making her product more marketable for export. Textile designers and technical experts assisted with the development of dye processes and sample books. Flotea attended the Market Readiness Program in New York, a 5-day intensive program on exporting, received one-on-one training sessions with consultants, and attended various local training workshops. Marvelous Batiks exhibited at the New York International Gift Fair, SARCD, and in Frankfurt, Germany.

Results

With ATA's assistance, Marvelous Batiks increased its production and sales capacity from 200 pieces a month to 2,000 – 3,000 pieces a month. Annual sales are \$100,000 with products exporting to the U.S., India, and Japan. Flotea was able to put her four daughters through school, all of whom are working with her at Marvelous Batiks, while still pursuing entrepreneurial dreams of their own. Some of Flotea's most successful product sales came from her animal print textiles that are culturally relevant to Africa. She thought of the inspiration herself and worked with ATA designers to make the product marketable.

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The Story of Flotea Massawe

A female artisan from Tanzania builds empowering international craft business

Behind Flotea Massawe's smile, there's a **business woman** who won't take *no* for an answer, a **mother** who inspired her four daughters to become entrepreneurs, a **mentor** who is showing other women that men are not the only bread winners in Tanzania.

Pregnant at 17, Flotea, like many women in East Africa, married and never attended secondary school. As years went by, she realized that her husband's \$50-a-month salary couldn't feed her four children and extended family, 10 people total. One day, she did the "unthinkable"—she asked her husband's permission to start earning her own income.

"At first, he was worried because he was the head of the household. But he realized it was hard depending on one person. He realized I could make life easier. He supported me then, and even today. It's not very common for husbands to support their wives and see that craft can be a business," Flotea, now 49, said.

In 1992, Flotea made tie-dyed embroidery that sold in local markets for \$0.05. She began cultivating relationships within her community in search of capital, a difficult goal for a Tanzanian woman. She asked her friends to teach her how to use kilns. At 25, she started earning just enough money for bus fare and more clothing.

"When I met Aid to Artisans in 2004, that's when somebody really changed my life," she said.

Flotea had the determination and talent to succeed in business, but she needed training: how to design the right product, how to understand the local and international market needs, how to build lasting relationships with buyers. Aid to Artisans provided these skills through product development, design and marketing training, and helped show Flotea that she didn't need to sell tie-dyed garments for \$0.05. Instead, she formed her own textile and embroidery business that flourishes today, Marvelous Batiks. Before Flotea met Aid to Artisans, she was producing 200 pieces and earning about \$10. Now, Marvelous Batiks produces 2,000- 3,000 pieces a month for buyers all over the world including those in India, the U.S. and Japan. Flotea is earning \$100,000 a year. For the first time, Macy's came to Tanzania to source from her store. About 40% of her business is export and next year, her dream is for 50% of her sales to be international.

With the money she earned, Flotea bought her first computer. Right now, her shop has three Desktops. "I'm a fast learner with the Internet, and I would memorize color schemes and sizes in my sleep. I wanted to learn everything I could," she said. Flotea was the first winner of a Women Entrepreneurs in Textile in Tanzania Award presented by the Ministry of Industry and Trade. Her mind is always working. She's aware of the importance of "eco" in the marketplace and may someday create products out of the plastic bags she sees floating around her streets. By spreading the word about the market potential in recycled products, she hopes to help improve the environment in Tanzania, while bringing income to her community.

Perhaps most importantly, Flotea sees major changes in her life. She opened up a bank account for the first time and started saving her own money.

"I don't come back to beg my husband so much. I came into freedom, which I never thought was there for women like me," she said.

Flotea's courage was contagious. All four of her daughters work at Marvelous Batiks and are women business leaders in their own right. One is starting a designer cake business, one is pursuing a

college education in marketing, another works in the hotel industry. Flotea believes her achievements are really her community's achievements. She frequently holds meetings to bring other women together. She has already "convinced" universities to educate women about the income potential of craft. She hopes she can reach out to women in rural regions of Tanzania, where life is even harder because they suffer from "hopelessness."

Flotea will be attending Aid to Artisans' Market Readiness Program August 16-19 at the 2008 New York International Gift Fair in New York City. It will be a special occasion, because she will be meeting artisans who are starting in the global marketplace just as she once was. She hopes to inspire them with her story.

"My daughters have seen my awards, my life. They have seen the changes that come from working hard. They look at me and say Mama, we really are blessed. And I tell them, you're right, remember, nobody will come and help you unless you help yourself."

*Flotea Massawe and Aid to Artisans'
President*

*David O'Connor will be available for
interviews*

Flotea Massawe

August 20 – 22, 2008 in New York City.

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TOP LEFT: Flotea Massawe dyeing fabric

TOP RIGHT: Flotea Massawe and some of her artisans in front of her workshop,
Marvelous Batiks

BOTTOM LEFT: Flotea Massawe and artisans looking at art books for design inspiration

BOTTOM RIGHT: Flotea Massawe paying one of her artisans for her work

Aid to Artisans

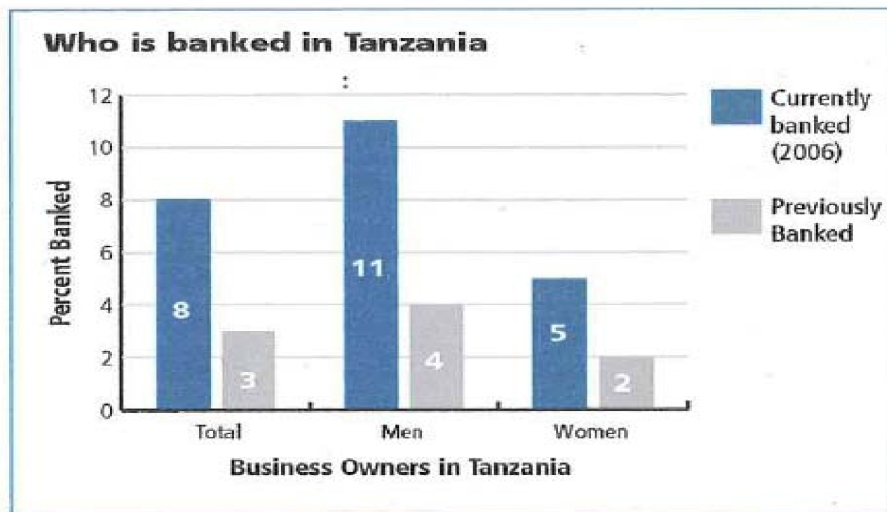
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Fact Sheet- Women Business Owners in Tanzania

- Tanzania is a country in East Africa with a population of 39.5 million people.
- In 2007, there was only one bank in Tanzania with a woman CEO, EXIM Bank.
- Discriminatory laws throughout East Africa make it unlikely that women can secure business loans. Customary laws prevail, and make it difficult for women to use land as collateral for these loans.
- Although laws may change, typically a husband's permission is required to open a bank account and for business registration.
- In Ghana, Cameroon and Tanzania, women are resource poor with time and cash, and have difficulty getting contracts enforced in cumbersome legal systems.
- On average, about 4% of women in Tanzania are in senior business positions.

Source: International Finance Corporation, "The Doing Business Project"



Source: Financial Sector Deepening Trust, Tanzania 2007.

- In Tanzania, women, especially rural women, provide 80% of the labor force and produce 60% of food production.
- About 60% of women in Tanzania live in absolute poverty.
- Though women are the main producers of cash crops, they still struggle with their rights to earn income and own their wealth.
- Skills associated with Tanzanian women tend to be undervalued, and defined as unskilled, even when they entail complex actions and thought processes.
- In secondary schools, girls account for less than 46% of the total enrollment.
- The Tanzanian government, in collaboration with NGOs, has been working to redraft many discriminatory laws against women and establish a Commission on Human Rights.
- In the 2000 elections, women successfully voted.

Source: Tanzania National Website, <http://www.tanzania.go.tz/gender>