



# Indigenous Designs Artisan Project



## GOAL

The goal of this project is to improve the quality of life of 100 rural artisan women through the production of artisanal fabrics and entrepreneurial activities.

## SUMMARY

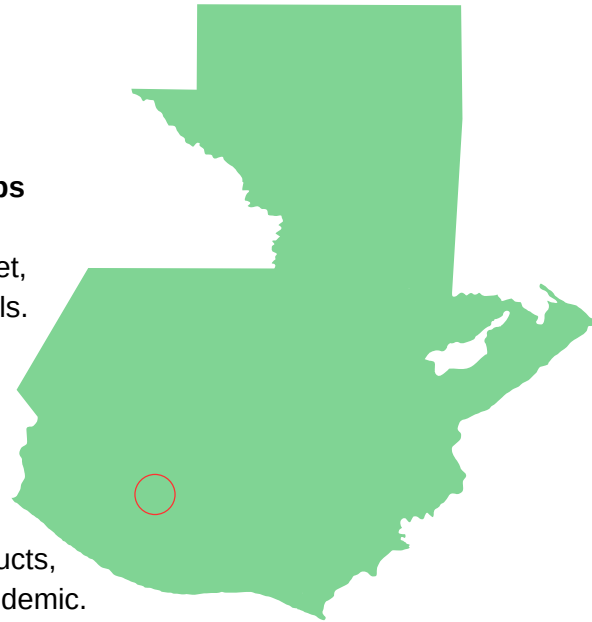
Women will be provided with the necessary artisan kits and training.

**Administrative-financial workshops and technical training workshops** will help artisans learn and **create new bag designs and integrate traditional Mayan handmade details** with new brands in the local market, learn how to save and create business plans, and improve marketing skills.

## NEED

Sololá is located in the southwestern region of Guatemala where **79% of the population lives in rural areas**. Sololá is one of the most touristic places in Guatemala due to Lake Atitlán, so **tourism is one of the main economic sources** of the department with the trade of handicrafts, products, and typical fabrics. Sololá is facing an economic crisis caused by the pandemic.

**Tourism has drastically decreased by 85%**, so families that depended on this source of income have looked for other ways to market their products or find other forms of income.



## IMPACTS



Upon completion, this project will have:

- Strengthened **technical skills of artisans** to produce their own designs
- **Empowered artisans with basic knowledge of business and self-saving plans**, helping them to invest and generate profits that **improve their quality of life** and that of their family
- Act as a model group to **inspire other artisan groups** at the community, local, and departmental levels to **promote the talent of women artisans**
- **Benefitted 100 families** through the empowerment of women entrepreneurs and **giving them a better economic income** through the production, sale, and export of artisan products
- Implemented a **production program** which will consist of a design workshop, marketing, collection centre, quality control, storage, and product packaging



## HOW YOU CAN HELP

Your contribution towards the Indigenous designs project, no matter how big or small, will help us reach our goal of **45,000 CAD** to support women artisans in Guatemala and provide them with income-generating opportunities to live a sustainable livelihood.