Empowerment of indigenous artisan women
in Colombia

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february 2016
1. Project file

Title:
Empowerment of indigenous artisans women in Colombia

Location:
CinFive municipalities in northeastern Caucano: Silvia, Jambaló, Toribio, Corinto & Caldono, Department of Cauca, Colombia.

Objective:
This project aims to strengthen the socio-organizational and business processes of 5 associations of indigenous and peasant women from five municipalities in the northeastern Caucano

Beneficiaries:
74 indigenous artisan women from five ethnic groups (guàmbianos, nasas, ambalueños, kiswueñas and mestizo) belonging to the RED Enredarte.

Local Partner:
ADEL Casa del Agua (“Casa del Agua” Association-agency local economic development of municipalities in the Northeastern Cauca) that develops projects aimed at promoting economic, social and cultural development.

Activities:
The activities are aimed to ensure the process of commercialization of artisanal products made by women beneficiaries in fair trade through the implementation of a fund for buying and a marketing and commercial strategy.

Timeframe:
From May, 1st to December 31st, 2016

Budget:
The total amount of the Project is 13.200€
2. Description

This project aims to strengthen the organizational and business processes for 5 associations of indigenous and peasant women in 5 municipalities in the northeastern Cauca: Silvia, Jambaló, Toribio, Corinto and Caldono. The Cauca and specifically these municipalities have suffered violence and violation of rights by the continued presence of armed groups in the area. Women in particular suffer triple discrimination for being women, indigenous and poor. Added to this, indigenous cultural patterns relegate women to a purely private plane in the family and is not considered able to build the future with their families. Faced with this problem, this project will contribute to generate new incomes for women, which serves as an instrument to address other aspects of personal development of women as self-esteem and building capacities for networking with women with a similar situation. To accomplish the objectives activities will be developed to ensure the process of commercialization of artisanal products made by these women in fair trade, through the implementation of a buying fund and a business strategy that allows them to increase by 30% their income to improve their living conditions and their families.

3. Context and justification of the action

The Department of Cauca is characterized by the historical presence of armed groups and have been very intensively the Colombian armed conflict. It has an ethnic population of 43.62% (20.72% indigenous) being the second department with more indigenous population (17.85% of the total population). It is one of the poorest regions in Colombia where the population does not meet basic rights such as food, housing, health, education, and in general the right to a decent life. The situation of armed conflict, the historical backwardness in the social and economic development of the department in relation to other regions of the country, has created a permanent breach of fundamental, cultural and social rights of communities, with the ethnic population groups and women the most affected. The role of indigenous women is essential as a transmitter of cultural identity. However, it faces a chronic situation of violation of rights: domestic and sexual violence, family abandonment, lack of access to education and training on their rights, lack of political participation and inability to enjoy economic autonomy as a development tool (women have fought together with men to recovery their lands but few enjoy ownership of property). This context of vulnerability and poverty limits the accessibility and permanence of the population in the process of training, learnings and qualification, truncating the improvement of human development and the opportunity to achieve profitable and sustainable productivity, from which meet their needs. The Cauca has no statistics on the situation of women, however, the situation is no different than that recorded nationally. According to PNUD in its document "Women in Politics, strategies for working together" Colombia is ranked 80 among 135 countries with greater gender inequality in the world. Some statistics on the living conditions of women in Colombia are:

- Most of the surviving victims of the violence by the armed conflict are women. Similarly, it is they who have the highest number of applications and administrative redress.
- The displaced population is predominantly young and female. All children under 18 and women make up more than 75% of this group and almost 50% of displaced families are headed by women.
One in five pregnant women is under 19 years. In 2010 15% of women between 15-19 years of age were mothers and in this same age range 19.5% have ever been pregnant.

At the end of 2014 the unemployment rate of women (12.5%) was higher by 5.5 percentage points to the rate recorded for men (7%). In addition, women of working age devote nearly three times more time than men to household activities, and nearly double in caring for children, the elderly people and / or disabled.

4. Background

This project extends and continues the development strategy undertaken in the framework of the activities carried out by CODESPA and Casa del Agua in a convenion sponsored by AECID between 2013 and 2016. Such activities as beneficiaries were 74 women artisans, (indigenous and peasant) in order to improve income generation for themselves and their families, from selling their handicrafts. Two products of the project: organizational and business diagnosis made to EnRedArte (local partner) and member associations and an analysis of the value chain of crafts in the department of Cauca, are the basis for the identification of the proposal, to the extent that these actions define specific improvement to strengthen the commercial operation of the network. The activities proposed in this project are some of those identified in such diagnoses.

http://www.CODESPA.org/blog/2015/02/10/mujeres-artesanas-colombianas-de-enredarte-buscan-su-oportunidad-en-expoartesanias/

5. Location

The project will be implemented in five municipalities in the Northeast Caucano: Silvia, Jambaló, Corinto, Caldono and Toribio. These municipalities have a majority indigenous population and are considered of high risk by the presence of armed groups that violate the rights of the population.
6. Direct and indirect beneficiaries

The association "ENREDARTE", was created to promote the associative work among weaver women and strengthen them from a business point of view. Network which brings together artisans indigenous women from five ethnic groups (guambianos, nasas, ambalueños, kiswueñas and mestizo), provides them with technical assistance to improve product quality and innovation in the development thereof, and brings assistance in commercialization and marketing to reach new and larger markets.

The network Enredarte benefits 74 women, which in turn are organized into five associations, one for each municipality of intervention:

a) Asoc. KUMBIAXCA (Corinto)
b) Asoc. WAKA´T KIWE NASA (Toribio)
c) Asoc. SECKY (Jambaló)
d) Asoc. Filigranas (Caldono)
e) Asoc. De Manos Silvianas (Silvia)

7. Local Partnership co-executor

ADEL Casa del Agua (Association Casa del Agua - local economic development agency of the municipalities of northeast Cauca) since its inception in 2008 has executed projects aimed at promoting economic, social and cultural development in its area of influence: the municipalities of Caldono Jambaló, Silvia and Toribio. Therefore, it has received financial and technical support of organizations like the United Nations Program for development PNUD, UNICEF, IKV PAX CHRISTI, ACDI VOCA, CODESPA Foundation and PROCASUR.

Working with indigenous and peasant women artisans has been driven since 2010, year in which a diagnosis of craftsmanship in the territory traditionally carried out by women took place, and identified it as an opportunity to contribute to the recovery and cultural strengthening of indigenous communities, besides being a way of generating income. This diagnosis was the starting point for a process of formation and organization of indigenous artisan women, who led by ADEL has made the possibility for women to improve their production techniques, to be provided with an unique brand and a network for marketing and commercialization of its products (ENREDARTE) with participating in trade fairs of an international character as Expoartesanías (Colombia 2014).

Casa del Agua is part of the national network of development agencies locally ADELCO RED, and as a member, has participated in the construction of the Government National Economic Policy of Rural and Local Development.

8. Timeframe

From May, 1st to December 31st, 2016
## Matrix of logical framework (objectives, results and indicators)

<table>
<thead>
<tr>
<th>Intervention logic, descriptive summary</th>
<th>Objectively verifiable indicators</th>
<th>Sources and means of verification</th>
<th>Risks factors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Objective</strong></td>
<td>Contribute to economic development to reduce economic and social inequalities affecting indigenous and peasant women in the department of Cauca, Colombia</td>
<td></td>
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</tr>
<tr>
<td><strong>Specific Objetivo</strong></td>
<td>Strengthening the productive and commercial fabric of 74 indigenous and peasant women from the municipalities of Silvia, Caldono, Jamonal, Toribio and Corinto Totoro for generating income and improving quality of life.</td>
<td><strong>OE.</strong> At project completion, 100 indigenous and peasant women increased by 30% their income by marketing their handmade production</td>
<td><strong>FVI.OE.</strong> Baseline. Records of income.</td>
</tr>
<tr>
<td><strong>RESULT 1</strong></td>
<td>Strengthened institutional capacities and productive socio-business management of 74 indigenous and peasant women, belonging to Enredarte.</td>
<td><strong>I1.R1</strong> From the second year of the project, Enredarte has a technical, qualified and trained team to design and implement a business strategy</td>
<td><strong>FVI.1.1.1</strong> Profiles of qualified personnel assigned to Enredarte. <strong>FVI. 1.1.2</strong> Business Strategy Enredarte. Business Plan and Annual Operating Plan</td>
</tr>
<tr>
<td><strong>RESULT 2</strong></td>
<td>Improve the marketing of handicrafts made by indigenous and peasant belonging to the Red Enredarte, generating incomes for women.</td>
<td><strong>I1.R2</strong> At project completion, at least two new marketing channels identified and running in the right market.</td>
<td><strong>FVI.2.1.1</strong> Purchase requests <strong>FVI.2.1.2</strong> Operation and regulation of Purchase Fund</td>
</tr>
</tbody>
</table>
9. Execution timetable

<table>
<thead>
<tr>
<th>Execution Timetable</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>May</td>
</tr>
<tr>
<td>A.1.1 Conformation of the technical team</td>
<td></td>
</tr>
<tr>
<td>A.1.2 Design business plan and annual operating plans</td>
<td></td>
</tr>
<tr>
<td>A.2.1 Identifying new markets and participation in national fairs</td>
<td></td>
</tr>
<tr>
<td>A.2.2 Advertising, communication and corporate image of the network</td>
<td></td>
</tr>
<tr>
<td>A.2.3 Implementing purchase fund</td>
<td></td>
</tr>
</tbody>
</table>

![Image of women weaving]
## 10. Detailed Budget

<table>
<thead>
<tr>
<th>A. DIRECT COSTS</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.I.1. External evaluation</td>
<td>0,00 €</td>
</tr>
<tr>
<td>A.I.2. Audits</td>
<td>0,00 €</td>
</tr>
<tr>
<td>A.I.3. Construction and Reforms</td>
<td>0,00 €</td>
</tr>
<tr>
<td>A.I.4. Equipment</td>
<td>0,00 €</td>
</tr>
<tr>
<td>A.I.5. Materials</td>
<td>7,396,00 €</td>
</tr>
<tr>
<td>Materials for trainings</td>
<td>7,396,00 €</td>
</tr>
<tr>
<td>A.I.6. Technical services</td>
<td>4,604,00 €</td>
</tr>
<tr>
<td>Tenical Assistance in comercial and business training</td>
<td>4,604,00 €</td>
</tr>
<tr>
<td><strong>TOTAL DIRECT COSTS OF THE PROJECT</strong></td>
<td><strong>12,000,00 €</strong></td>
</tr>
</tbody>
</table>

| B. INDIRECT COSTS                                   | 1,200,00 €   |
| **TOTAL COSTS OF THE PROJECT**                      | **13,200,00 €** |

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