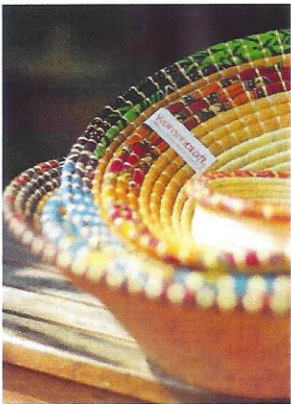


# womencraft

WomenCraft is a community-driven social enterprise operating from Ngara, Tanzania.

Our mission is to increase economic opportunity in the post-conflict, tri-border area of Rwanda, Burundi and Tanzania by bringing rural women together, facilitating their growth and connecting their artistry to the global marketplace.

Through WomenCraft, over 300 artisans advance themselves, raise stronger families, stimulate their communities and inspire the world around them.



## Our Operating Principles

WomenCraft supplies more than 30 retail outlets within East Africa with hand-crafted products and has successfully exported to the United States and Germany. A firm commitment to our Operating Principles make WomenCraft an effective community builder and a valued business partner.

WomenCraft is...

**Artisan-powered.** Artisans are the driving force behind WomenCraft and the reason WomenCraft exists. As artisan leaders gain skills, knowledge and economic independence, they assume greater levels of responsibility in the enterprise. Ultimately, WomenCraft aims to be completely artisan-owned and operated.

**Fair.** WomenCraft is a social enterprise operating under fair trade principles and is proud to be a new, certified member of the World Fair Trade Organization (WFTO). WomenCraft is designed so that any profit from our sales is utilized for Social Impact projects, which benefit the artisans, their families and their larger communities.

**Ethical.** Our natural, hand-made products preserve cultural traditions as well as the local environment. The grasses and banana stalk used in production are cultivated here and fabrics are purchased in the local markets. WomenCraft revives the importance of basket weaving in the area by enabling women to pass on the basket weaving tradition to their daughters as an income generating opportunity.

**Market-Driven.** WomenCraft's business model and product line are based on the results of a market feasibility study. We design, produce, market, and deliver high-quality products that are functional and beautiful.

**Peace-Centered.** Women from three countries work as one organization with one common goal. These relationships reduce tensions between former refugees and refugee-hosting communities and build unity in a post-conflict region.