

ARTISAN PRODUCT-MAKING & ENTREPRENEURSHIP in Panama (Service-Learning)



Indigenous women represent one of the largest under-resourced groups in Panama. Meanwhile, they are vital to fostering collective identity and achieving transformational economic, environmental, and social changes within their communities. The cultural preservation and livelihood of their communities is linked to the development of their capacities as artisans and business owners. Panama is well known for its biodiverse ecosystems as much as it has grown to be a renowned touristic location for cultural tourism and immersion. Visitors have the opportunity to visit several indigenous communities well-advertised globally, but rarely do they get to interact with communities that expose their traditions daily, regardless of those touristic activities.



That is the case of communities such as Parara Puru, Ipetí, and Piriati Embera, where men and women are always working on acquiring the support to preserve their cultural backgrounds and traditional community lifestyles. Indigenous women have once and again demonstrated an excellent capacity for organizing and executing collectively. Their cultural preservation and livelihood are linked to the development of their abilities as artisans and business owners. Some of their setbacks lie in the lack of support to innovate and build capacity. The more they can acquire recognition for their artistic ways and share knowledge with others, the more they will be able to adapt and utilize their strengths to enhance their possibilities and improve their quality of life.

During the program and activity, participants will immerse themselves in the culture and daily lifestyles of the entrepreneurial artisans. The events will allow participants to understand the challenges and identify potential assets to enhance the production process and commercialization of the Embera culture and trades. Activities include being part of planting, harvesting, and product processing, building a community cultural center for visitors, trade-making, and business consultation with the artisans.



Artisanas Trade is a social enterprise that works to generate opportunities for indigenous women in Panama to sustain economic growth by exposing and selling their trade. www.artisanastrade.com

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SKILLS AND EXPERIENCE

- Social impact project design
- Asset mapping
- Cross-cultural communication
- Product prototyping
- Impact assessment
- Team work and time management

YOUR DAY

9:00 AM	Kick-off project and day introduction.
9:30 AM	Introducción to the business owners and community participants. Get to know the community!
10:00 AM	Debrief about the activity and prepare for hands-on activities
10:30 AM	Create teams according to the objectives. Begin hands-on activities
12:30 PM	Lunch break
1:00 PM	Activity implementation continues
3:30 PM	Debrief about the day and discuss long-term sustainability
4:00 PM	End of the activity



COSTS PER PARTICIPANT

Average costs for a group of 25

Program implementation	\$65.00
Artisan product-making and entrepreneurship program implementation (includes transportation to and from program location, lunch meal, snacks and water, facilitators, and materials).	
Program coordination and management	\$10.00
Austral Group liason and program coordinator	
Total costs of the program	<u>\$75.00</u>