



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Progress Report as of May 15th, 2010

24-B-08		Sustainable Native Costa Rica and Bhutan Handicrafts Production and Commercialization	
Thematic area	Sustainable Chains of Production and Consumption		
Partner countries	Bhutan and Costa Rica		
Lead organization	Puni Gakhil Handicrafts (Bhutan)		
Partner organization	RSE CONSULTORES S.A (Costa Rica)		
Budget	PSC	\$ 399.718	
	Counterpart	\$ 199.859	
Project Execution	According to Plan		
Percentage of advance	90%		
Execution period	December 16 th , 2008 – August 1 st , 2010		
Beneficiaries	900 artisans from Bhutan and Costa Rica direct or indirect. The process will also impact other social groups like crafts associations, NGOs and traders.		
Overall Objective	Specific Objectives	Expected outcomes	Outcomes of the activities realized
Value addition to natural resources through product development and marketing in Bhutan and Costa Rica	To enable and ensure hand craft commercialization by the creation and strengthening of specialized trading entities	An operational commercialization organization in place	<p>In Costa Rica:</p> <ul style="list-style-type: none"> le'pa Foundation Ministerio de Hacienda inscription in process (to be declared as tax exempted) Definitive list of products and prices Logistic methods determination for sending and selling products Formal contact and coordination with ILAM Instituto Latinoamericano de Museos – Latinamerican Museums Institute, to sell indigenous handicrafts / lepa through the electronic web site they will implement in coming July <p>In Bhutan:</p> <ul style="list-style-type: none"> Artisans's products are marketed through showroom which is located in the main town and through Zorigchusum.
	To guarantee the authentical cultural value of the autochthonous handicraft	Warranty of origin denomination of authentic handicraft	



PROGRAMME FOR SOUTH-SOUTH COOPERATION

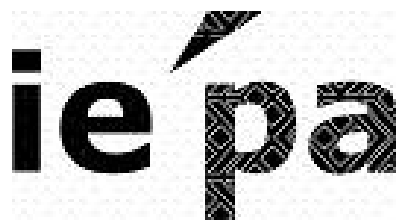
			<p>In Bhutan:</p> <ul style="list-style-type: none"> • Determined handicrafts requirement & conditions to achieve origin denomination warranty • Developed website (www.punigakhilgroup.bt)
		Improved and equipped artisans studios	<p>In Costa Rica</p> <ul style="list-style-type: none"> • More tools were given to Kekoldi community • Needs description study in order to give more tools to Rey Curré Community
	To improve the handicraft production process at the communities level	Communities handicraft production strengthened	<p>In Costa Rica:</p> <ul style="list-style-type: none"> • Visit and workshops to the artisans, 2 workshops in Kekoldi, 2 workshops in Rey Curré and 2 in Boruca. • Recommendations given by Mr. Jigme as a result of his visit to Costa Rica and to every community • One meeting with young representatives from Boruca Community in order to get their recommendations for handicrafts productions and its link with indigenous tourism • Meeting with Alvaro Nuñez costarican investigator and designer, to promote his proposal for Boruca suits • Jose Pablo Alvarado designed a chair and a tablete and it was selected to participate in a national exhibition called II Bienal del Mueble at Universidad Veritas . This chair was made by Mrs. Pastora Jackson artisan from Kekoldi.
			<p>In Bhutan:</p> <ul style="list-style-type: none"> • Documentation of painting process completed • Developed price tag with the description of the products • Brochures distributed among hotels and tourism agents • Trained communities in production process & new product development as per market requirement • Improvised weaving products like belt, book marks, outfits for women and table cloths • Participated in the 9th SAARC Trade Fair in Thimphu for marketing products • I Workshop on product improvement at every community
	To penetrate markets and position trade mark (tourism)	An operating market and commercialization process	<p>In Costa Rica</p> <ul style="list-style-type: none"> • Participation in Expo Verde, fair for sustainable products • Sales strategy for 2010 • Establish a join ventures with Horizontes Nature tours to commercialise the indigenous products in different touristic locations, such as souvenir places, hotels and to their clients



PROGRAMME FOR SOUTH-SOUTH COOPERATION

		International and local actors contacted	<ul style="list-style-type: none"> • Inscription to participate in Euro Expo Fair in Guatemala, to sell products to European Union, it was postponed to July • List of international fairs were lepa can promote Costa Rica and Bhutan Handcrafts, this is a result of the contact with ICT (Costarican Institute of Tourism) and strategic alliance with Horizontes. • Meeting with Inmobiliaria El Bertedero – Terra Verde Juan Santamaría Airport Shops in order to sell the handcrafts. This didn't worked now because the company needs a high utilities margin that is not possible at this moment. • Meeting with Café Britt to explore the possibility to sell the products in their national and international stores, this negotiation is in process.
		Registered trade marks	
	To explore, identify and adapt production techniques through the development of research and development capacities	R&D unit operating	<ul style="list-style-type: none"> • Consultancy reports of manufactory methods, raw material and capacities of the different communities • Formal contact with Ministerio de Cultura – Cultural Ministry in order to create the “Instituto para Jóvenes” and open space to train young artisans with the help of indigenous masters. • Development of new exhibition base for masks • Creation of a “Modern – Traditional” Chair as a result of the work between Ing. José Pablo Alvarado and Kekoldi artisan Pastora Morales.
	To guaranty the supply of agricultural raw materials	Agricultural raw materials preservation	<ul style="list-style-type: none"> • Workshops in good agricultural practices to preserve raw materials began in May • Formal contact with Ministerio de Cultura – Culture Ministry, to work technical assistance for the agro gardens in coordination with them.
To interchange experiences between Costa Rica and Bhutan to strengthen the handcraft production and commercialization processes	Improved capacities (commercialization, processing and R&D) of implementing organizations.	<ul style="list-style-type: none"> • Cecilia's visit to Bhutan <ul style="list-style-type: none"> ◦ • Jigme's visit to Costa Rica <ul style="list-style-type: none"> ◦ Recommendations ◦ Definition of bag as the new common product 	
Other comments		<p>Costa Rica</p> <ul style="list-style-type: none"> • Meeting with CRUSA / CR USA foundation in order to present them the project • Acceptance of the project by CRUSA, negotiation still in process • Presentation of the project at Foreign Affairs Ministry of Costa Rica, through Fundecooperación • Sales: \$700 Hotel Finca Rosa Blanca, \$150 at lepa office to direct buyers \$150 at potential buyer 	

Photo Gallery



LOGO & NAME
OF THE COMERCIALIZATION ENTITY



BRANDS & LABELS BY PRODUCT



WEB SITE AND PRODUCTS



Packing and image for Attaché values



Handicrafts in Rey Curré, Costa Rica



Participation in TRANSAT



Show room in Thimphu



Products in place



Trade fare



Emilio documenting at Boruca



Rodrigo, artisan from Rey Curré at Iepa office in San Jose



Diablitos celebration at Rey Curré – Iepa documentation, Mask used at the celebration



Diablitos celebration at Rey Curré – Masks.
Emilio and David documented



Iepa commercialization workshop



Kekoldi Chair – Silla Kekoldi

Kejoldi Chair Designed by Ing José Pablo and
work with Mrs Pastora Jackson Artisan from
Kekoldi



Kekoldi Taburete Designed by Ing José Pablo
and work with Mrs Pastora Jackson Artisan from
Kekoldi



Cecilia visit at weaver workshop Thimpu



Pastora & other ladies at Kekoldi
workshop



Juanita from Kekoldi receiving tools



Grettel from Kekoldi receiving tools





Artisans from Rey Curre receiving tools



José Rafael Trejos from Fundecooperación at Rey Curre



lepa team work meeting



Meeting with Crusa and Fundecooperación at lepa



Jigme at Kekoldi with Pastora



Jigme at lepa office, team work meeting



Jigme at Rey Curre with artisan Clarita



Jigme at Kekoldi with Juanita



Jigme at Veritas University



Jigme at Fundecooperacion



Bhutan products Brand



Impact Indicators

Chart 1A. Impacts								
INDICATORS RELATED TO PEOPLE BENEFICIATED AND TRAINED								
Code	Indicators	Bhutan		Costa Rica		TOTAL		Comments
		M	F	M	F	M	F	
A9	Number of families that improved their annual incomes	35	40	0	75	35	115	Bh: Enough money to support their families CR: Many of the artisans are relatives
D8	Number of women involved in decision making (increase)	16	4		8	16	12	4 female working in the office & 16 male working outside with the communities CR: most of the leaders at communities are women

Chart 2A. Impacts					
OTHER INDICATORS					
Code	Indicators	Bhutan	Costa Rica	Total	Comments
B12	Number of communities with the warranty of origin denomination of authentic handcraft	5	4	9	participated in local trade fairs CR: Kekoldi, Watsi, Rey Curre and Boruca are involved in this process
B49	Number of area with sustainable production systems applied	3	4	7	for making improvised product like table, painting and chodorm CR: The 4 communities are involved
B50	Number of producers with (increased) incomes by sustainable production systems	200	200		Able to provide education to their children CR: is not possible to provide a detailed report because is necessary to design an special tool to register the real income
B51	Quantity of increased incomes from sustainable products marketed	80	30	83	
B52	Quantity of sustainable products marketed / Percentage of market sales with sustainable products	60	20	80	

Outcome indicators

Chart 1B. Outcomes								
INDICATORS RELATED TO PEOPLE BENEFICIATED AND TRAINED								
Code	Indicators	Bhutan		Costa Rica		TOTAL		Comments
		M	F	M	F	M	F	
B34	Number of new technologies or products of sustainable production developed				4		4	CR: packing, labeling, agricultural materials in process

Chart 2C. Outputs					
OTHER INDICATORS					
Code	Indicators	Bhutan	Costa Rica	Total	Comments
A16	Number of new products	3	5	8	round table (foldable), chodrom foldable with parta, painting with different design CR: 2 new baskets Kekoldi, 1 chair, 1 tablete, 1 fabric us Boruca, 1 bag use for packing, Rey Curre 2 box for packing,
A15	Number of MSMEs that improved the productive capacity		8	8	
A50	Number of initiatives generated through the experience of the project execution		8	8	CR: 2 Culture Ministry meetings, 2 meetings with UNESCO, 1 meetings with Alvaro for Boruca siutes, 1 Expo at Universidad Veritas, 2 mmetings with Touristic oprators
B29	Number of new centers of commercialization of product operating		3	3	CR: Hotel Finca Rosa Blanca, lepa office, and lepa web site
B 34	Number of new technologies or products of sustainable production developed		4	4	



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Output indicators

Chart 1C. Outputs								
INDICATORS RELATED TO PEOPLE BENEFICIATED AND TRAINED								
Code	Indicators	Bhutan		Costa Rica		TOTAL		Comments
		M	F	M	F	M	F	
A1	Number of direct beneficiaries (training,working,other)	50	100	40	110	90	200	Bh: There are more number of weaver then painting who are directly benefited through this project CR: the workshop for agricultural practices will cover more people but is just beginning
A36	Number of people trained in sustainable technologies			8	25	8	25	
A42	Number of people trained			15	45	15	45	
A45	Number of people trained on technical skills			15	45	15	45	
A48	Number of participants at needs assessment workshop			15	45	15	45	
A55	Number of people with a leadership role			10	16	10	16	
A56	Number of people participating in productives activities			40	110	40	110	
A57	Number of people that ae working in a productive activities related to the training			40	110	40	110	
A58	Number of indigenous trained			20	40	20	40	
A60	Number of indigenous group benefited				4		4	
B2	Number of artisans benefited							
A8	Number of benefited families				75		75	They were able to support their family CR: Handscarfts process is a family activity and the value chain is long
B2	Number of artisans benefited			40	110	40	110	They were able to support their family



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Chart 2C. Outputs					
OTHER INDICATORS					
Code	Indicators	Bhutan	Costa Rica	Total	Comments
A37	Number of teenagers in social risk trained in technical skills and managerial capacity	30	30	60	In Bhutan they were not formally train but they were engaged in production in artifacts CR: Teens from Kekoldi and Boruca are very involved in the project working as artisans and also sharing ideas and proposals
A7	Number of communities beneficiated/participating in the project		4	4	
A41	Number of publications of good practices and training guidelines		1	1	
A29	Number of online project web page	1	1	2	guidelines for painting complites CR: ecommerce process at web site began
D1	Number of activities organized with gender equity principles		8	8	
A42	Number of people trained	60	8	68	more numbers of weavers are trained then painting
A26	Number of international experiences exchange events	1	2	3	counterpart visit from CR CR: Jigme's visit to Bhutan