

IMPACT SHEET • SWITCH-ASIA PROJECT
HANDWOVEN ECO-TEXTILES PROJECT

Promoting sustainable handwoven eco-textiles in Indonesia and the Philippines



The project promoted the use of natural dyes and sustainable production processes, which led to a 30% increase in the artisans' income



The Challenge

Traditional handwoven eco-textiles (HWET) are produced in one third of the provinces in the Philippines and throughout the Indonesian archipelago. In both Indonesia and the Philippines, the industry is dominated by micro, small and medium-sized enterprises (MSMEs). The textiles, which have a strong cultural value, used to be dyed with natural colourings and fibres that are biodegradable, eco-friendly and which stimulate biodiversity. However, due to industrialisation, traditional techniques and materials have been replaced by synthetic threads and dyes. Producers, who are typically poor women from local ethnic groups, face a lack of access to improved production techniques, market information, business networks and micro-financing, and thus are often unable to fulfil international market demand for quantity, quality and timeliness.

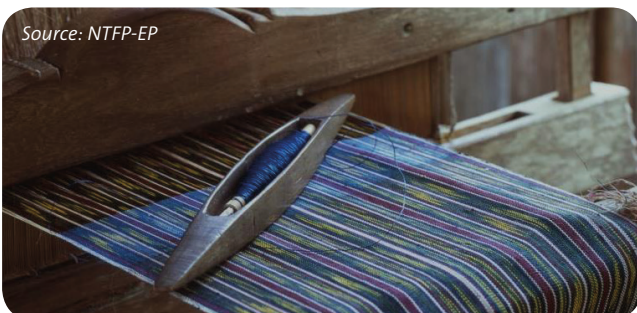
Objective

The *Handwoven Eco-Textiles (HWET)* project sought to contribute to poverty reduction and economic prosperity in Indonesia and the Philippines through developing a sustainable HWET value chain and its enabling policy environment. By reviving the traditional use of eco-friendly materials, the project sought to reduce the environmental and social costs of HWET production.

TARGET GROUPS

- 7000 entrepreneurs in the HWET value chain (weavers, dyers and fibre producers) in Indonesia and the Philippines
- 220 entrepreneur producer groups
- 40 HWET producer cooperatives
- 250 000 urban consumers from major cities in both countries
- Policymakers in 30 local, provincial and national government bodies

Source: NTFP-EP



Activities / Strategy

The project supported individual HWET entrepreneurs to improve their technical, management and business capacity via standardisation, training, research and the reintroduction of traditional eco-friendly materials, such as natural plant-based dyes. The project reintroduced the skill of hand-weaving into communities and improved old techniques and designs. Advocacy activities worked towards the creation of an enabling policy environment, while advertising and outreach were conducted to improve market awareness and demand for the textiles.



Technical Assistance for Producers

Training in weaving techniques, eco-friendly dye and fibre production without synthetic inputs, and market-pleasing designs increased producers' capacity to produce the quality and quantity demanded by local and international buyers, while reducing the environmental impact of production. The project's development of national standards for HWET provided opportunities for certification and increased product premiums on high-quality goods. In cooperation with the Ministry of Industry and Ministry of Manpower, the project developed the National Competency Standard on Traditional Hand Woven Textiles in Indonesia. Furthermore, the development of an eco label for naturally dyed HWET has been initiated in cooperation with the Ministry of Environment and Forestry.



Improving Market Access and Creating Demand

The project provided assistance to producer groups on design, marketing, access to finance and the establishment of sales mechanisms. Producers were connected to wholesale buyers via trade exhibitions, fashion shows and targeted outreach, and to individual buyers via advertising in local and national media and retail outlets, thus creating demand for HWET. As a result of the project's lobby activities, government agencies purchased HWET to give to their guests or to workshop participants.



Advocacy for Government and Industry Support

Multi-stakeholder forums, lobbying and personal approaches were used to seek increased policy and budgetary support from the two governments for HWET entrepreneurs and micro, small and medium-sized enterprises. Agreement was sought from textile and garment producers to adopt eco-friendly materials, dyes and production techniques, and to purchase materials from small producers.

Scaling-up Strategy



Certification for Producers

The project provided technical assistance directly to 7000 entrepreneurs and to 220 entrepreneurial groups and cooperatives to incorporate international product and quality assurance standards, such as OEKO Tex, into local standards applicable for MSMEs.

In addition, awareness raising on international standards helped members of entrepreneurial groups and cooperatives to develop a longer term vision and make a commitment to SCP practices as part of their business strategy. Using the international OEKO Tex standard as a reference, the project established local standards, which were applied by 70% of the SMEs and entrepreneurs.



Reaching Out to Supply Chain Actors

The project provided technical assistance to HWET entrepreneurs on production techniques and eco-design. Marketing training was also provided to support improved awareness of marketing opportunities and requirements. The project supported joint ventures between producer groups to establish and manage provincial shops and distribution centres, and business networking and sales are being promoted through linking producers to wholesalers and retailers. Organising the female entrepreneurs into groups or cooperatives helped to increase their access to finance. To support business development, the project provided training sessions on proper book keeping and linked the producer groups to micro finance institutions and banks.



Creating an Enabling Policy Environment

The project attended international conferences, trade fairs and exhibitions to promote the SCP aspects of HWET to government bodies and the private sector. It also sought to establish linkages to buyers of natural dyes and fibres in the green textile industry. In the Philippines, the project supported the establishment of a natural dyes/indigo centre, promoting the application of



I am very grateful that I was involved in this project. Through this project, I managed to improve my skills and my network, and was provided with the opportunity to promote traditional handwoven eco-textiles from West Sumatera at the international event EDD. The project helped me to expand my business, increase my income and support other young HWET entrepreneurs by sharing my knowledge and experience.

Anita Dona Asri,
female entrepreneur,
Dolas Songket

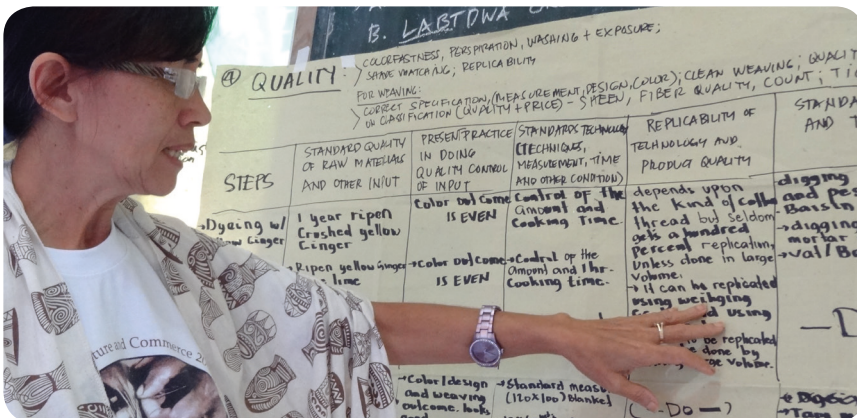


indigo to relevant companies. Hivos, CTI, ASPPUK and NTFP-EP have worked to establish multi-stakeholder initiatives in the target countries consisting of government agencies, the private sector, academics, associations, NGOs and producer representatives to develop and advocate conducive policies for SCP in HWET. The outcome was a roadmap and strategy paper for the development of SCP in HWET. At the local level, project partners advocated successfully HWET use with 30 local and provincial government bodies in both countries, who use the textiles for uniforms and as a gifts for guests.



Engaging Consumers

The project reached and educated 250 000 urban consumers in Indonesia and the Philippines on the social, cultural and economic value of SCP HWET, through media events, such as fashion shows and product launches, and through print, broadcast and online media.



SCP production assessment workshop



Handwoven eco-textiles fashion show

Results



Developed Production Standard

Consultation with textile experts, producer groups and individual entrepreneurs led to the development of best practice guidelines for the production of high-quality HWET. The guidelines have been developed into a production standard and an accompanying training manual. Training was provided to target beneficiaries, and those with a high degree of competence were supported towards full national certification under the standard.



Producers' Capacity Increased

The project successfully revived ancestral knowledge of producing natural dyes from plants to produce traditional textiles, replacing synthetic colour threads. After training on the natural dye and fibre production and improved weaving techniques and new designs, producers in Indonesia and the Philippines demonstrated improved capacity to produce natural dyes and high-quality HWET. Producers are also now capable of disseminating knowledge to other members in their groups or cooperatives. Promotion by the project of the eco-textiles has resulted in higher demand which increased the production of HWET in SMEs by 30%. Due to the establishment of shops in the capital cities of Jakarta and Manila, SMEs gained access to urban markets which increased sales of products by up to 50%.



Traditional Techniques Preserved and Transmitted

Disappearing traditional weaving techniques in the Philippines were preserved via the handing down of knowledge to young weavers and subsequent dissemination



West Kalimantan (Indonesia) handwoven textile

to other groups. Traditional Indonesian natural dye recipes were also documented and disseminated, preserving valuable local knowledge and cultural diversity. The project partner NTFP-EP Philippines established a connection with the National Commission for Culture and the Arts and founded the School of Living Tradition that specialises in HWET and other cultural products traditionally produced by women.



Products Exhibited

High-quality products with elaborate designs have been exhibited internationally on several occasions and raised consumer awareness of traditional sustainable techniques. One of the designs received an award from the UNESCO World Craft Council in 2015. Products were exhibited at the 2017 edition of European Development Days in Brussels which impacted producers' sales positively.



Policy Support Achieved and Links to Policymakers Established

In both the Philippines and Indonesia, the project established links to local government agencies (e.g. industry and trade offices, cooperatives and SME offices) in all project implementation areas, and engaged in negotiations for in-kind and budgetary support for HWET producer groups which led to various governmental support in providing equipment to cooperatives, enabling producers to participate in exhibition/trade fairs, and financing and conducting additional training on business development from the government's budget. The eco label developed by the project is being prioritised in a new policy from the Indonesian Ministry of Environment and Forestry on e-procurement for government agencies.












The SWITCH Asia programme has allowed us to contribute to the application of SCP practices in the handwoven eco-textile sub sector and at the same time improving welfare and quality of life of female artisans from remote communities. With the assistance of the project, their products are now successfully reaching international markets. By documenting and teaching traditional methods of weaving and natural dye production, we also improve the environmental sustainability of textile production while helping to preserve community knowledge of these important cultural traditions.

Ms. Miranda,
Project Manager,
Hivos Southeast Asia



Impact in Numbers

<p>Economic Impact</p> 	<ul style="list-style-type: none"> On average, SMEs that were involved in the project increased their incomes by about EUR 300 per year through better quality of production, the use of natural dyes and improved access to markets. Due to the establishment of shops in the capital cities of Jakarta and Manila, SMEs gained access to the urban market which increased the sales of products by up to 50%. The project's promotion of Handwoven Eco-Textiles (HWET) and the resulting increased demand led to an increase in production of HWET in SMEs by 30%. The project established a shop for natural dyes, such as indigo powder, which is now being purchased by five companies, among them blue jeans producers, apparel/clothing companies and fine arts businesses. 		<ul style="list-style-type: none"> develop and advocate conducive policies for SCP of handwoven eco-textiles. 70% of the SMEs and entrepreneurs applied the local standards developed by the project, which used the international OEKO Tex standard as a reference. The project facilitated the establishment and improvement of 25 shops in Indonesia and the Philippines, many of them located in the capital cities of Jakarta and Manila. Events and exhibitions at the national, provincial and district level attended by project partners included: <ul style="list-style-type: none"> International Folk Art Market in Santa Fe (New Mexico, USA) in 2014, 2015, 2016; Manila FAME, Philippines' premier design and lifestyle event in 2015; Jakarta International Handicraft Trade Fair (INACRAFT), 2015 and 2016; Indonesia Resource Efficient and Cleaner Production Forum Expo 2017, Jakarta. The project participated in and organised several fashion shows, among them: <ul style="list-style-type: none"> Jakarta Food and Fashion Festival, 2014, 2015, 2016; 30th IPMI (Indonesian Fashion Designer Council) Trend Show, Jakarta 2016; "Eco Fesyen" fashion show in Jakarta, 2016 organised by the project; Trunk Shows in Los Angeles and San Francisco, July 2015 in collaboration with Philippine Trade Attaché of the Philippine Consulate in Los Angeles; Asia Pacific Forestry Week, Manila 2016; World Forestry Congress 2015, Durban, South Africa.
<p>Environmental Impact</p> 	<ul style="list-style-type: none"> By reviving the traditional use of eco-friendly materials, the project reduced the environmental impacts of synthetic textile production, such as water pollution from synthetic dyes. The natural fibres used in HWET are biodegradable, eco-friendly and stimulate biodiversity through the traditional use of plants for weaving and dyeing. 	<p>Women's Empowerment</p> 	<ul style="list-style-type: none"> Producers of HWET are typically poor women from local ethnic groups. The project increased their capabilities in improved production techniques, and reintroduced the skill of hand-weaving to the young women in the communities who were supported through business networks, micro-financing and access to urban international markets. The project worked closely with the Ministry of Women's Empowerment and Child Protection in promoting entrepreneurship in the HWET sector.
<p>Social Impacts</p> 	<ul style="list-style-type: none"> Access to markets and improved capacity in high quality production increased workers income by 30%. New jobs in the HWET sector were created as a result of increased demand and sales through a larger number of shops 	<p>Policy Development</p> 	<ul style="list-style-type: none"> The project brought forward the registration of the National Competency Standard on Traditional Hand Woven Textiles in Indonesia in cooperation with the Ministry of Industry and Ministry of Manpower. Furthermore, the project initiated the development of an eco label for naturally dyed handwoven textiles in cooperation with the Ministry of Environment and Forestry. In the Ministry of Environment and Forestry's development of a policy on e-procurement for government agencies, products labelled with the eco label are being prioritised.
<p>Climate Benefits</p> 	<ul style="list-style-type: none"> The project achieved a reduction in the use of synthetic dyes and fibres, thus saving crude oil and electricity in their production. The increased use of plants for the traditional weaving products made out of natural fibres and dyes stimulates biodiversity and the uptake of CO₂. 	<p>Green Finance</p> 	<ul style="list-style-type: none"> The project engaged with two banks creating linkages for the producer groups to receive green financing, after organising the female entrepreneurs into groups or cooperatives and training them in proper book keeping. Financial support could also be leveraged for SMEs from governmental agencies as a result of lobbying through the project.
<p>Green Finance</p> 	<ul style="list-style-type: none"> The project engaged with two banks creating linkages for the producer groups to receive green financing, after organising the female entrepreneurs into groups or cooperatives and training them in proper book keeping. Financial support could also be leveraged for SMEs from governmental agencies as a result of lobbying through the project. 	<p>Target Group Engagement</p> 	<ul style="list-style-type: none"> The project engaged 7000 MSMEs and artisans in project activities, such as training, provision of assistance and the facilitation of access to financial institutions and markets. The project established multi-stakeholder initiatives in the target countries consisting of government agencies, the private sector, academics, associations, NGOs, and producer representatives to



Legend

- Eligible countries for the SWITCH-Asia Programme
- Non-eligible Asian countries for the SWITCH-Asia Programme

Project implementation area

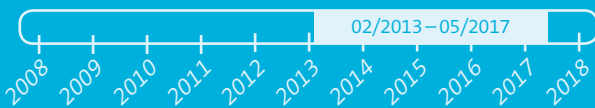
- City
- Region
- Country

The boundaries shown on this map do not imply on the part of the European Union any judgment on the legal status of any territory or the endorsement or acceptance of such boundaries.

OBJECTIVES

The overall objective of the action was to contribute to economic prosperity and poverty reduction in Indonesia and the Philippines through promoting sustainable handwoven eco-textile value chain development.

DURATION



PROJECT TOTAL BUDGET

EUR 2 500 000
(EU contribution: 80%)

PROJECT CONTACT

Ms. Miranda
Hivos Southeast Asia
Jl. Kemang Selatan XII No. 1, Jakarta Selatan 12560
Indonesia

Email: miranda@hivos.org
Telephone: +62-21-7892489
<http://www.ecohandwoven.org/>

PARTNER



Humanist Institute for Cooperation with Developing Countries (Hivos)



Association for Women in Small Business Assistance (ASPPUK), Indonesia



Non-Timber Forest Product – Exchange Programme (NTFP-EP), Philippines



The Indonesian Woven Textiles Association (CTI), Indonesia