Economic Development Through Art: Women, Gender & Environment

Amanda Zehner, Founder & Owner Living Threads Co.
Non-Profit to For-Profit
THE CHALLENGE

Safe & Sustainable Employment

Gender (Inclusivity of Women & Men)
THE Challenge

Access to Markets

Preservation of Traditional Art & Culture
“The reason there will be no change is because the people who stand to lose from change have all the power, and the people that stand to gain from change have none of the power.”

-Philosopher Niccolò Machiavelli

THE Challenge

Lack of Cultural Understanding & Assumption of Need

Development Dependencies: Paternalism
THE CHALLENGE

THE CLOTHING INDUSTRY’S ENVIRONMENTAL IMPACT

20% OF INDUSTRIAL WATER POLLUTION COMES FROM TREATING AND DYEING TEXTILES

IT TAKES 700 GALLONS OF WATER TO PRODUCE ENOUGH COTTON FOR ONE T-SHIRT

THE CLOTHING INDUSTRY IS THE SECOND-MOST POLLUTER OF CLEAN WATER

MORE THAN 90% OF COTTON IS NOW GENETICALLY MODIFIED

PRODUCTION OF FIBER IS RESPONSIBLE FOR

18% & 25% OF PESTICIDE USED WORLDWIDE

OF INSECTICIDE USED WORLDWIDE

SOURCES
THE INSTITUTE FOR SUSTAINABLE COMMUNICATION, WORLD WILDLIFE FUND, “THE TRUE COST” DOCUMENTARY

abc NEWS

Consumer Education

Environmental Degradation

True Cost
THE NEED
THE Solution
Mission: Preserving artisan traditions and improving livelihoods while providing high quality handmade textiles.
THE HOW
TRAIN

Weavers enhance their skills through our micro-credit and training programs.

EMPOWER

Artisans have a reliable source of income and skills to provide for their families. Ancient traditions are preserved while overall livelihoods are improved.

COLLABORATE

Living Threads Co. works directly with artisans to design beautiful handwoven textiles.

LIVING THREADS Co.

10% of profit is donated to the artisans through our micro-credit and training programs.

We buy directly from artisans and sell straight to you. You can purchase your own handwoven goods at www.livingthreadsco.com

Artisans weave the textiles on traditional looms; creating visually stunning and unique designs.

DONATE

SHOP

CREATE
Challenges
Opportunity

Growing Interest in Social Enterprise & Artisan Made

Sustainability & Buy-In

Consumer Education
“While the artisan industry is not generally acknowledged as a key influencer in economic growth, artisan activity is the second largest employer in the developing world, only behind agriculture. In India alone there are roughly 7 million people employed by the artisan industry, who use traditional skills and techniques to make a living for themselves. Globally, artisan production is a $34 billion industry!”

If you are looking for innovative ways to help developing countries flourish, artisans are a terrific place to begin.

SECRETARY OF STATE JOHN KERRY
Opportunity

Women & Traditional Gender Roles

Environment