



Context

The high growth rate experienced by Peru over the last decade has allowed the country to graduate from being a low-income to a middle-income country. Despite this progress, the increase in wealth has not directly translated into improved development and health outcomes for women and indigenous peoples in rural and isolated regions, especially Puno, Ayacucho, Cusco and Lambayeque. With high levels of social exclusion and poverty, and low levels of literacy and employment, some communities in these regions rely on the production and sale of small-scale traditional handicrafts. However, limited infrastructure and barriers to accessing training, new technologies and broader markets, exclude communities from accessing and benefiting from opportunities, assets and resources.

Strategy

With funding provided by the Government of Spain's MDG Achievement Fund, UNIDO, together with five other UN agency partners, is working to redress these inequalities through the development and coordination of large-scale economic empowerment projects in the creative industries sector. As a burgeoning field within the private sector, creative industries empower women and indigenous communities through social inclusion, identity building, wealth creation and business development. Based on participatory and cultural-responsive approaches – where women's family responsibilities and socio-cultural roles are taken into consideration – UNIDO strengthened networks of women and indigenous artisans, and assisted them with the manufacture and marketing of their products.

Results

- Over 65% of participants in this initiative are women
- 50% of the handicrafts micro-enterprises in the four regions are headed by women
- Producers in all four regions have received technical assistance to improve the manufacturing of handicrafts, dolls, ceramics, belts and garments
- New designs respecting the cultural heritage of the products have been developed, and are successfully being sold in local markets

- Technical assistance is being provided to 54 women beneficiaries in the four regions through onsite workshops, resulting in improved efficiency and administration skills

Impact/Outlook

By building social inclusion and equality of opportunity through creative industries in resource-poor and isolated settings, women and indigenous communities are empowered, thus leading to social, economic and structural transformation. This project has had tangible effects on women's empowerment through "associative strategies" and collective decision-making, which enhance community and relationship building. Traditional artistic knowledge and skills are also preserved through their transfer from rural indigenous women to networks of artisans in trainings on techniques and raw material handling, resulting in the promotion of women as sources of knowledge.

The development and promotion of creative industries is a priority for Peru, and the government is actively promoting these products on local and international markets. Institutions representing the private sector are also getting involved in the project activities.

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At a glance:

Goal:	Poverty reduction through promotion of inclusive creative industries
MDG:	1. Eradicate Extreme Poverty and Hunger 3. Promote Gender Equality and Empower Women
Thematic area:	Poverty Reduction through Productive Activities
Donor:	Spain MDG Achievement Fund
Partners:	Food and Agriculture Organization (FAO), International Labour Organization (ILO), United Nations Educational, Scientific and Cultural Organization (UNESCO), World Tourism Organization (UNWTO), United Nations Development Programme (UNDP), Peruvian Ministry of Trade and Tourism
Budget:	USD 5,000,000 (USD 670,000 for UNIDO)
Status:	Ongoing
Duration:	2010 – 2013

