

**PRESENTATION GIVEN AT THE TRANSLINKS NATURE,  
WEALTH AND POWER WORKSHOP**

**QUEZON CITY, PHILIPPINES**

**JUNE 20 – 21, 2007**

**HOSTED BY ENTERPRISEWORKS/VITA**



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# Non-Timber Forest Products- Task Force



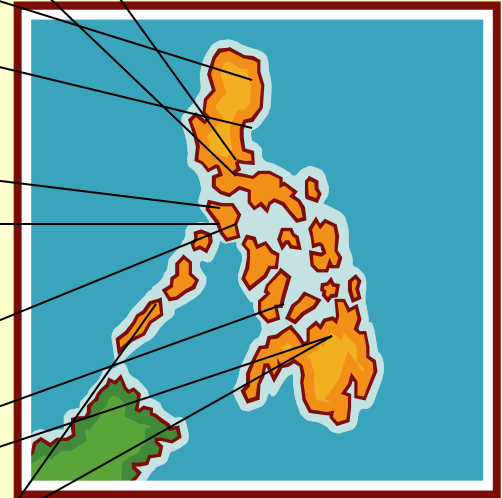
# Non-Timber Forest Products- Task Force

- Resource Management
- Policy Advocacy
- Information Exchange and Capacity Building
- Livelihood and Enterprise Development
- Crafts Program and CMCC



# NTFP-TF Partners

- Upland NGO Assistance Committee (UNAC)
- Upland Marketing Foundation, Inc. (UMFI)
- Enterprise Works Worldwide (EWW)
- Kalahan Educational Foundation (KEF)
- Mangyan Mission (MM)
- Samahan ng Nagkakaisang Mangyan Alangan (SANAMA)
- Kapulungan ng mga Mangyan para sa Lupaing Ninuno (KPLN)
- Broad Initiatives for Negros Development (BIND)
- Father Vincent Cullen Tulugan Learning and Development Center (FVCTLDC)
- Agtulawon, Mintapod, Higaonon, Cumadon (AGMIHICU)
- Nagkakaisang Mga Tribu ng Palawan (NATRIPAL)



# The CustomMade Crafts Center

*Respecting traditions*

**Promoting** *craftmanship*

*Conserving* **resources**

*Meeting needs*



- Mission: Marketing Philippine art and design to raise the incomes of rural poor, advocate natural resource sustainability, and promote Filipino culture and craftsmanship
- Vision: For CMCC to be established as a sustainable social enterprise, leading in the marketing of fairly-traded indigenous and rural handicrafts, both traditional and customized to modern functions that feature top quality, top design and value for money.



# 580 Target beneficiaries

**Negros  
Rural Communities  
& Bukidnon, Ati**  
72 (54 women, 18 men)



**Mindoro  
Buhid, Alangan, &  
Hanunuo Mangyan**  
101 (88 women, 13 men)



**Palawan  
Pala'wan &  
Tagbanua**  
76 (44 women,  
32 men)



**Bukidnon  
Higaonon**  
99(72women  
, 27 men)

**South Cotabato  
T'boli**  
176 (115 women,  
61 men)



**Maguindanao  
Maguindanaon**  
56 women



## Interventions

- Capacity building on Enterprise Development: Customized Training and Mentoring (community),
- Business planning and professionalization (CMCC)
- Fair pricing
- Product Development and Design
- Branding and Marketing (especially proper market segmentation)
- Advocacy – On intellectual property rights, indigenous products
- Natural Dye Development





Market segment	Product line	Marketing channel	Marketing strategy
High-end (Class A) households and industrial users (e.g., 5-star hotels)	Houseware Fashion accessories Brand name: MODI	Exclusive stores and boutiques Export	Market penetration Branding, Emphasis on design, individuality High value, low volume
Ethnic appreciating consumers and commercial buyers	Office-ware products Conference Materials Houseware Gift items Brand name: Custom Made	Department stores Bazaars Showroom Conference Organizers	Market development Functionality of ethnic products
Tourists and general buyers	Souvenir items	Souvenir Shops, Night bazaars	Market development

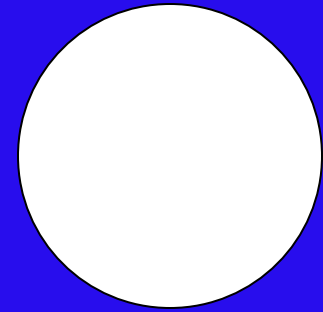
*Custom* MADE  
HANDCRAFTED TRADITIONS

*Custom Made* is a collection of products from skilled weavers and indigenous artisans around the country. The products are made of a combination of non-timber forest resources and modern materials and the designs are drawn from timeless traditions fashioned into functional items for home or personal use.





is a designer line of home and fashion accents that successfully fuses traditional crafts with modern design and function. It is a synergy of indigenous artisans and city-bred designers aiming to bridge tradition bound crafts into the 21st century through application of new shapes, colors, modern material combination and new functions





See a more... of I-Tal...  
See a more... of I-Tal...  
See a more... of I-Tal...



Maranaw  
Malong



Iraya Jar



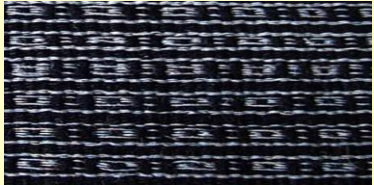
Hinabol, Higaonon



Palawan  
Pandan  
Mats



Higaonon  
Kamuyot



Mangyan  
Ramit