

Partnership Overview

This partnership targets women's economic empowerment by improving livelihoods of women in dry zones areas of Myanmar. The partnership works with women producers of textiles, handicrafts and accessories, build their capacity and organise them in an association of craft producers (WCPA), link them to export markets and facilitate other opportunities within the value chain. The partnership builds on work of ActionAid Myanmar through the LIFT program since 2013. It supports women from ethnic minorities whose capacity to produce traditional textiles is limited by isolation, lack of capital for inputs, storage and transportation and capacity to negotiate fair prices.

Creating Shared Value

By providing training to women in bringing their handicraft skills to wider markets, this partnership creates increased income opportunities for women in regional Myanmar. The Fabric Social (TFS) buys and exports these products and benefit by gaining a reliable and high quality production source, while imparting new skills to the women producers, new export markets and income-generating prospects.

Action Aid

ActionAid is an international anti-poverty agency, fighting poverty for over 30 years. Today, ActionAid reaches 25 million people in over 40 countries worldwide. ActionAid Myanmar coordinates activities within Myanmar, mobilising women from existing producer networks with TFS for technical support, and training and supporting TFS through its expertise in the local context with a focus on women's rights.



The Fabric Social

The Fabric Social (TFS) is an ethical fashion social enterprise and design label working with conflict-affected women to end their economic isolation. TFS generates income and opportunity by selling to the international market, but primarily to Australia. TFS brings valuable skills in an aid for trade context, as well as networks for building knowledge, and access to markets through its online store. TFS supports MBoutik to develop systems for quality control and product development compliant with international standards.



MBoutik

MBoutik is the brand developed by the women craft producers' network in Myanmar's DryZone with the support of ActionAid Myanmar and the LIFT innovation fund. The network has developed a commercial operation linking tourist consumers to partnerships with Myanmar tourism authorities and hotels.



Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



Location



Country
Myanmar
Region
South-East and East Asia

Total Funding
\$300,000



DFAT
Contribution
\$150,000

Private Sector
Contribution
\$150,000

Shared Value Proposition



Reconceiving products and/or markets

Redefining productivity in the value chain

Sector



Economic growth

Gender



The BPP links rural women in Myanmar to a dynamic global ethical fashion enterprise.