



Integrating Traditional Weavers into the Value Chain of Producing Apparel

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Fashion, design, crafts
BENEFICIARY (IES):	African Mosaïque Garment Factory
COUNTRIES COVERED BY THE ACTION:	Ethiopia
PROJECT DURATION:	03/2023-01/2024 (11 months)
BUDGET:	EUR 84 819 – EU FUNDING: EUR 84 819 (100 %)
WEBSITE:	N/A

'Integrating Traditional Weavers into the Value Chain of Producing Apparel' aims to enhance the quality and quantity of creative and cultural goods and services, with a particular focus on integrating traditional craftsmanship into the contemporary fashion industry.

With this goal in mind, a traditional weaving department has been established at the African Mosaic Design and Manufacturing Center in Legetafo, Ethiopia.

Additionally, training programs have been organized for twenty weavers and five assistant weavers, and connections have been forged with 50 stylists.

Market connections have been strengthened through e-commerce and social media marketing.

Furthermore, risk management strategies have been developed to address risks related to products, intellectual property, market, and raw materials.

Finally, support for beneficiaries has focused on skill development, market access, and inclusion of marginalized groups. In this regard, employability and attractive job opportunities have increased.



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