



Green intermediaries – Empowering communities and providing credibility

**CustomMade Crafts Center Inc.**

The CMCC is an initiative of the NTFP EP Philippines created to expand the market for indigenous and rural crafts in The Philippines.

It aims is to create a regular source of livelihood for upland and rural communities and to support the continuation of their traditional arts.



**The main goal of CMCC is to generate income that will meet the daily requirement of upland artisans, enough that will allow them to meet the expenses brought about by modern life such as sending their children to school, while still having the freedom to carry out their traditional way of life: a life tied to the land and customs**

**CMCC advocates fair trade and environmentally sustainable production practices.**

**The overall strategy of CMCC can best be summed up with these lines:**

*Respecting traditions*  
**Promoting craftsmanship**  
*Conserving resources*  
*Meeting needs*

# OUR PARTNER COMMUNITIES

Indigo dye: 8

Crafts and Fabrics: 35

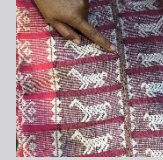
Forest food processing: 7

Honey: 8



*Custom* MADE  
HANDCRAFTED TRADITIONS

Respecting traditions  
Promoting craftsmanship  
Conserving resources  
Meeting needs



**“But our problem is  
the MARKET.”**





**Segmentation:** product lines offered are adapted to the different requirements of different segments of buyers (customized)

**Niche marketing:** focus is given on identified market segment (middle to high end markets)

# *Engaging the Market –Continuous Product Improvement*

- *Product Development*
  - *product development and design clinics*
  - *work with designers who totally understand the IP culture (Modern Indigenous)*
- *Innovative Product bundles for every particular season and events*
  - *Pasko pack*
  - *Conference and giveaways*
- *Working Closely with the Government*
  - *Department of Trade and Industry, Department of Science and Technology, and National Commission for the Culture and the Arts*
- *Expanding partnership with urban converters to receive larger orders thus minimizing the risk at production stage and deadlines*

# *Engaging the Market – Consumer Awareness*

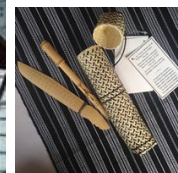
- *product launch / market testing*
- *production of marketing collaterals*
- *“crafts and coffee” – consumer awareness*
- *trade fair participation*
- *linking / matching with potential buyers*
- *setting up of display centers/outlet stores*
- *assisting in development of Community Base NTFP Enterprise and Provincial level Green Intermediaries*
- *selling missions (IFAM and International Dayao NCCA)*
- *Online presence (website, facebook, Instagram, eg.)*

## *Working with the Private Sector*

- *Market Development*
  - *Export Market*
  - *Retailers – local hotels and shops*
  - *Private Corporations for Gifts and Souvenirs*
- *Design and Product Development*
- *Investments*



THE PHILIPPINE DELEGATION TO THE INTERNATIONAL FOLK ART MARKET 2015



## Lessons Learned and Recommendations:

- Keeping network fresh and not depending on old cash cow sales
- Plan for the lean months
  - Do not be pressured on certain market segment for it might lead to ignoring other segments
  - Always put into balance your production capacity and target market
- Strategize and don't forget your imagination
- Your Team and Community is your most valuable asset



*Salamat!*



*Custom* MADE  
HANDCRAFTED TRADITIONS

