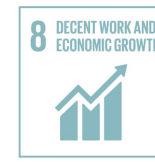


Artisanal hand-made gift for Employees at an event



1. Scope of Work

The project's primary aim was to create a utility pouch that harmoniously combined a modern aesthetic with traditional Indonesian craftsmanship, showcasing the nation's rich flora and fauna. Customized with the client's logo, the pouch was elegantly packaged in a premium gift box. The project also had a significant focus on uplifting local beneficiaries in Indonesia, with an emphasis on incorporating traditional regional styles to resonate with the receiving audience, making it a truly meaningful and impactful endeavour.

2. How we do it :

Market for Good collaborated with an Indonesian social enterprise vendor to create a stunning hand-stitched utility pouch, drawing inspiration from one of their best-selling product lines. The pouch was thoughtfully designed, featuring a batik print that beautifully portrayed Indonesia's flora and fauna, complemented by a logo deboss on thick leather for a modern touch. What made this project exceptional was its engagement of women artisans from a remote Indonesian island for batik print design, while male artisans handled leather debossing and stitching, showcasing the spirit of collaboration and diversity in crafting this unique product.

3. Why we do it :

Market for Good, an impact-driven marketplace, actively seeks collaborations with corporate partners committed to quantifying and showcasing their ESG (Environmental, Social, and Governance) initiatives. This project has made significant progress in advancing two UN Sustainable Development Goals: Decent Work and Economic Growth, and Partnerships for Goals. What makes this project unique is its fusion of traditional and modern design elements to craft high-quality gifts for recipients, adding an innovative dimension to the project's impact.

4. Who we serve :

This impactful project provided support to a collective of batik artisans, predominantly women with the involvement of three male artisans, each possessing valuable knowledge of traditional batik crafting passed down through generations. These artisans, located in remote areas of Indonesia, now skilfully blend this traditional art with modern designs, carving a unique niche in the market. By participating in this endeavour, they've secured livelihoods for themselves and their families, contributing to their economic well-being while preserving their cultural heritage.