Nest could be a game-changer for brands, because right now there isn’t any way to accurately evaluate and monitor artisan supply chains for ethics and sustainability. Their methodology could enable brands like us to support artisan supply chains.—Amy Hall, Director of Social Consciousness of Eileen Fisher, Inc.
Dear Supporter,

Earlier this year, we met a woman named Claire who is representing a group of Syrian refugees who have joined a Turkish artisan cooperative. These women have bravely made the trying journey into Turkey, where more than 2.5 million Syrian refugees now reside. With heavy restrictions making it difficult to receive work permits, these women wait in limbo at refugee camps, with limited options for moving forward in beginning their new lives. Desperation to earn even meager wages puts them at great risk for labor exploitation. Here, and throughout the world, women are part of a growing informal work sector—remaining invisible, unregulated and underserved.

It does not have to be this way, and Nest is innovating towards a new reality. With a focus on collaboration and sustainability, Nest is rebuilding the broken systems that hinder the artisan sector’s ability to drive positive global change. By partnering with both artisans as well as with brands directly, we are working with both sides of the supply chain to create meaningful solutions. This means grassroots support for those who need it most, bolstered by global systems-change and private sector partnerships, so that those with purchasing power and policy influence can use their might for good.

For artisan businesses like the cooperative on Turkey’s border, Nest provides business-development resources and high-level education to address specific hurdles like design elevation, record keeping and improved infrastructure. Our approach is disrupting the industry by ensuring that artisan businesses maintain full transparency and financial independence in all transactions. And we are taking artisan visibility even further by championing its reach to the media and the end-consumer.

For brand partners, Nest is the only organization implementing ethical standards for home and small workshop-based production by which each and every workplace practice maps directly to advancement programming. We are giving visibility to “hidden” workers like the Syrian women in Turkey, ensuring that women are able to work from home, and that they are guaranteed equal rights, safe working conditions and fair pay.

This combined approach is increasing Nest’s organizational health and sustainability, reaffirming that every dollar you give directly benefits our global community of artisans in need. This year, our 10th anniversary, we hope you will join the pledge to pave the way for a visible and sustainable future for artisan producers.

Most warmly,

Rebecca

Nest is a nonprofit 501(c)(3) committed to the social and economic advancement of global artisans and homeworkers. By providing artisan businesses with tailored programming and development support while building scalable solutions to global sector challenges, Nest is generating a more inclusive global economy with the power to alleviate poverty, empower women and preserve endangered cultural traditions.
Nest is expanding its grassroots impact while simultaneously leading industry-wide global solutions and data-driven public education for consumers and governments to ensure change on the macro scale.

**SUSTAINABLE BUSINESS DEVELOPMENT**

*Replicating Results that Work*

Nest delivers design, production and management training, as well as small-scale infrastructure and equipment upgrades, directly to underserved artisan businesses. Nest’s proven model of business development has been successfully replicated around the world.

**GLOBAL SECTOR SOLUTIONS**

*Industry Leadership to Solve Big Challenges*

Nest convenes strategic partners to collaborate on innovative solutions that solve untouched sector challenges to unlock opportunity and accelerate industry growth.

**RESEARCH & ADVOCACY**

*Data-Driven Programming & Consumer Education*

Data on the informal economy in which Nest works is scarce, inaccurate and fragmented. Nest leverages knowledge gained through its assessment process to build data-driven solutions for artisans and to educate multilateral partners including companies, governments and consumers.

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**NEST ARTISAN GUILD BUSINESS SPOTLIGHT:**

**Cojolya Association of Maya Women Weavers** employs 30 women from Guatemala and surrounding regions, who all perform traditional backstrap hand weaving. Their beautiful home textiles, tabletop accessories and fashion are already beginning to show up in the export market place, sold through retailers like Global Goods Partners, as well as within small boutiques in Mexico, Hong Kong and Canada. This opportunity to grow international business is a major boost to their economies and provides empowerment opportunities for the women beyond economic growth. Cojolya Association has focused on women’s empowerment and cultural preservation, which are fundamental values underlying the core of its work.

**MAKING AN IMPACT:**

“It was very helpful and also encouraging to hear what the Nest Professional Fellows shared. For us, it was most helpful to learn about the most critical things to keep in mind when working with a client: clear communication, timeliness, quality control, and being upfront and open about capabilities.”

—Cayley Pater, Nest Guild artisan leader, Assistant Director Child’s Cup Full, an artisan business producing handmade, fair trade, and educational toys made by refugee women artisans in the West Bank. Cayley took part in Nest’s remote learning webinar lead by professional panelists whose experience comes from brands like Ralph Lauren, Eileen Fisher, Urban Outfitters and Martha Stewart Omnimedia.

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**ARTISANS VOICE THEIR NEED:**

“The work of artisans and particularly traditionally “women’s” artisanal work is not always respected in our local communities or in the marketplace—the idea of knitting or crocheting being an income generating activity and not just some Granny-stuff is still rather new here—as a result, it is often undervalued and underpaid. On top of this, women artisans trying to earn a living this way are often expected to take care of homes and families, a double whammy, making it that much harder to be successful and financially independent.”

—Bridget Henderson, who leads a Cape Town-based dye house and design studio committed to empowering indigenous women.

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**NEST WORKS:**

Nest works in 46 countries

- Guatemala
- Palestine
- South Africa

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**www.buildanest.org**
Ten years in artisan development has laid the foundation for Nest to dramatically expand its reach to global artisan businesses. Nest’s Artisan Guild is now a rapidly growing open-access community of more than 195 artisan businesses operating across 46 countries worldwide. All Nest Guild members benefit from Nest’s robust suite of programming services designed to directly meet their needs—providing them with the tools for sustainable growth and advancement.

**NEST ARTISAN PROGRAMMING SERVICES**

**WEBSHAR**
Live-streamed panel discussions and one-on-one Q&As put Artisan Guild businesses into direct conversation with industry leaders from top-tier brands and retailers.

**DESIGN BRIEFS**
Ongoing market access opportunities expand sales channels for artisan businesses through sourcing and production listings from Nest brand and retail partners.

**VIDEO & PHONE CONSULTATIONS**
Professional one-on-one counseling and expert mentorship sessions coordinated by Nest help artisan businesses tackle specific challenges in real time.

**FELLOWSHIPS**
The Nest Fellowship Program matches highly skilled professionals with artisan businesses for specific 1- to 8-week projects. From design elevation to quality control, these programs are highly customized and take place either onsite or remotely.

**LIVING LIBRARY**
Industry-generated business templates and best-practice guides are available as part of an open-source digital free library with new content included each week.

**AFFORDABLE BUSINESS SERVICES**
Access to services like public relations, communications and business modeling provided by Nest’s staff and industry consultant network support artisans as entrepreneurs and small businesses.

**EQUIPMENT & TECHNOLOGY**
Nest’s targeted technology and equipment upgrades and mobilization of low-cost, safe, efficient, and environmentally sound equipment improve production, health and safety.

**WORKSHOPS & COMMUNITY CENTERS**
Construction of sustainable and environmentally friendly workshops supported by Nest help to consolidate and improve production facilities.

**ARTISAN SUMMIT**
Nest’s annual Artisan Leadership Summit gives artisan leaders and management access to in-market immersion and hands-on training from top industry professionals in New York.
brand partnerships

Nest is partnering with leading brands to address the tens of millions of people, predominantly women, who are employed in the informal economy as artisans and homeworkers. More than ever, brands are seeking increased transparency, social responsibility, and economic sustainability for their production supply chains. Through Nest’s proprietary ethical compliance standards, assessment, and remediation program (the first of its kind) Nest is bringing unprecedented transparency and investment to the informal artisan sector.

building stronger supply chains

Nest is fundamentally redefining the model for artisan-brand partnerships with an emphasis on artisan independence and self-sufficiency. Unlike most organizations that act as markets or middlemen, Nest empowers artisans to build direct client relationships. To support the process, Nest provides both artisans and brands with resources and training at all points on the supply chain.
In partnership with West Elm and Nest’s Steering Committee of brand partners, including Eileen Fisher, Jaipur Living, Maiyet, Patagonia, PVH, and Target, Nest has created the first ever industry-wide Standards to assess ethical compliance of production happening outside of factories in homes and small workshops. Unlike traditional pass-fail audits, the Nest Standards map directly to capacity building programming that sets artisan businesses on a path of growth and sustainability over time. Together with West Elm, Nest has piloted the Standards and Worker’s Rights Training Program in India, Peru and the Philippines. The partnership has provided 6,000+ artisans with an increased understanding of their rights and established stronger systems for monitoring working conditions and wages.

Seeking to incorporate expanded global techniques into its designs while bringing business to skilled women in developing economies, FEED took part in Nest’s Design Brief program which matches artisans with critical sourcing opportunities. Collaborating on a limited edition bag for International Women’s Day, Nest matched FEED with a women’s embroidery collective in Peru. The partnership resulted in a beautiful and one-of-a-kind capsule collection of bags that sold-out within weeks of hitting the market.

Many artisan businesses are geographically isolated and lacking access to business trends and guidance from high-level industry experts. In 2016, Nest expanded its Professional Fellowship Program by collaborating with corporations and corporate foundations seeking to engage their employees in meaningful volunteer experiences. Nest partnered with the Kering Foundation to bring three Kering employees to Indonesia and Guatemala for two-week placements with artisan businesses in need of project-specific support. The program’s mutually beneficial and high-impact results laid the foundation for its growth.

Nest is leading the way in innovation towards globally applicable solutions to address the large-scale challenges faced by the artisan population. With support from Patagonia’s Foundation, Nest is tackling the pressing global need for responsible management of wastewater produced through the dye process. Nest has identified prototype solutions for decentralized and rural village settings that will be tested and refined to ensure widespread applicability, ease of implementation and affordability across the industry.
quantifying nest’s impact

195 businesses received programming
46,000+ artisans served
30+ brand partners

$5.2M in impact sourcing from Nest Brand Partners for artisans

$483,405 in donated consulting to artisans via Nest Fellowship Program
7,086+ volunteer hours through 81 fellowship placements

ARTISAN IMPACT CASE STUDY

A STUDY IN NEST’S 360 DEGREE DEVELOPMENT APPROACH: THE ANOU, MOROCCO

ARTISAN BUSINESS OVERVIEW
The Anou is Morocco’s first national cooperative, organized as an online marketplace that connects a network of 900 individual artisans directly with international clients. Anou’s artisans photograph, price, and ship their works to customers using language-free mobile technology that enables them—irrespective of education or literacy levels—to engage in the free market without middlemen retaining the majority of their earnings.

THE CHALLENGE
The Anou faced three challenges in its efforts to expand its business and provide sustained and long-term employment to artisans:
1) Translation of traditional Moroccan crafts into contemporary designs that appeal to a broad international customer base
2) Formalization of a scalable supply chain to receive and facilitate large volume wholesale orders
3) Provision of business and leadership training for Anou artisan leaders

THE ANOU: 360 degrees of business support

REMOTE LEARNING TOOLS
- Interactive Webinars
- Email-based training guides
- Video & Phone Consultations

ON-SITE PROGRAMMING
- Professional Fellows

MARKET ACCESS
- Design briefs and referrals for customized sourcing reports
- Creation of wholesale model with $35K+ in new orders

LEADERSHIP DEVELOPMENT
- Attendance at the Nest Leadership Summit in NYC

900 artisans
75% are women

Ripple effect impact of 4,300 Moroccans reached through the program including children & dependents

195 businesses received programming
46,000+ artisans served
30+ brand partners

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Numbers represent 2015 to October 2016.
Nest is a 501(c)(3) organization that combines philanthropic capital with an earned revenue stream generated through fee-for-service work to ensure sustainability.

Nest launched its fee-for-service model in 2015, exceeding budget expectations by 286% and earned revenue is expected to continue to grow year over year.
trustees, advisors & partners*

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* List as of October 2016

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