Nest Inclusive Work Coalition

A multistakeholder initiative on handcraft and homebased work as instruments of justice and equity
In the last five years, Nest has convened stakeholders to successfully:

- Coauthor and launch the Nest Standards for Homes and Small Workshops
- Develop and implement training systems to bring these processes to the end-worker
- Apply the Standards to a wide range of informal work settings from handworkers to wastepickers
- Establish a new dataset on worker wellbeing for previously unrecognized workers
- Create a market and a demand for artisan and Ethically Handcrafted goods
- Connect hundreds of previously excluded makers in the US with market access opportunities
With many around the world working from home in response to Covid-19, the future of work will include small workshops and homework and in ways we once never thought possible. During this critical moment, Nest is scaling our work to:

Ensure that these workers are protected and empowered through widespread industry and public recognition of their essential roles in the global economy.

Illustrate that inclusive work structures can advance businesses largely led by and employing women and BIPOC community members.

Champion the work of artisans and handworkers around the globe.

The Nest Coalition will launch a public campaign to bring unprecedented visibility and investment into this overlooked sector.
Together We Will

Bring together business and philanthropy to collaborate and develop solutions for elevating the handworker economy.

Increase consumer awareness of—and demand for—ethically handcrafted items including global and domestic BIPOC-led supply chains.

Create a multilateral coalition and public campaign to protect, pay and champion makers and handworkers.

Increase adoption and reach of the Nest Standards across the industry.
Our First Step Together

Your involvement and support will enable the following industry leadership initiatives:

Consumer research to inform how we as an industry speak to consumers and collectively drive sales of ethically handcrafted products

The launch of an open-access industry portal that provides tools and resources for policy shifts around home-based labor

A co-created consumer campaign, Nest will work in partnership with BBMG to amplify messaging around how consumer choices around ethical handcraft can drive change
We hope you will consider joining Nest's Coalition by making a commitment to:

- Attending coalition meetings, alongside like-minded brand leaders, to advance our shared agenda *(meetings are quarterly taking place virtually)*
- Making a philanthropic contribution to support our collective industry-leading work developing tools and resources to support growth of the handworker economy
- Working alongside Nest and utilizing our services, whether it be for transparency, sourcing, policy or strategy, to advance your brand's individual efforts to enable inclusive supply chains and ethical home and handwork.
- Engage corporate leadership in the work of the coalition including via opportunities for storytelling, public speaking and advocacy

Join Us!

**CONTACT**

Julia Cunico Gardner, Director of Corporate Partnerships, julia@buildanest.org