

Name of the project / programme	Lal la Buya, ethnic fashion company. Dates 2014-2015
Name of the organisation	FUNDACIÓN DISEÑO PARA EL DESARROLLO
Main methodology applied	<p>The project consists of three essential pillars, training and support in the field of psycho social empowerment, training and consulting in the creation of a textile workshop in order for it to become their way of living, and business advice and support in marketing, to put their product on the market at the highest level of competitiveness.</p> <p>The design team performs a preliminary analysis and trends work, supported by patterning techniques. Then they are moved one month to train women in their own territory and make the collection designed in Madrid. When they come back, we make photos and, with them, a catalogue, a staging of their product with a presentation to the media. A commercial network will be created so that stores can get their product.</p> <p>From there, the orders come directly to the cooperative / incorporated company and they are the ones who manage their sales.</p> <p>DPD never makes a profit of its commercial transactions.</p> <p>Several phases are distinguished in LALA LA BUYA:</p> <p>STAGE 1: Participants selection and psychological assistance</p> <p>STAGE 2: Production of the first pieces</p> <p>STAGE 3: Application of training and team functions</p> <p>STAGE 4: Company constitution</p>
Main project milestones	<ul style="list-style-type: none"> • A group of women coming together to create a workshops is already a milestone. • Women coming together how are living the reality of gender violence and who have denounced in Melilla's reality (taking into account constraints such as: small town, religion of the participants, ...) stand up for themselves, although they do not want to be here of this reason. They want to be known for being an ethical fashion workshop.

	<ul style="list-style-type: none"> • The first sale in the city of Melilla as ethical fashion. • Development of the first Catalogue. • Parade in Madrid in a large shopping centre. • Achieving a group work atmosphere (the pieces are a creation of all of them, it is necessary to achieve standardization for large orders, mutual aid is given to compensate different capabilities).
<p>Playersinvolved in implementation</p>	<p>4 privateentities: Fundación Diseño para el desarrollo, Fundación Anabella, Fundación Orbayu, ESIC</p> <p>1 Public Entity: Vice department of Women of the Autonomous City of Melilla.</p> <p>Designers from Melilla, are beginning to intervene in the last stage.</p> <p>Together with the Fundación Anabella, who work with women who have survived gender violence and the FundaciónOrbayu, which is part of the ESIC Business School, who work for the creation of enterprises thanks to its micro credits, DPD starts the first workshop in Melilla.</p>
<p>Resourcesappliedtoimplementation</p>	<p>Economic ones at around 60,000 (material and personal trainer)</p> <p>Given local Melilla Deputy Secretary Department of Women.</p> <p>Staff involved:</p> <p>1 psychologist and 1 social worker from the Fundación Anabella http://www.fundacionanabella.org/ Women Survivors Network.</p> <p>We help women victims of domestic violence to become empowered and undertake a dignified and happy life.</p> <p>5 Designers techniques the Diseño para el DesarrolloOrbayu is a non-profit foundation from the Congregation of the SCJ whose aim is to provide microcredits in the Third World, through the web site www.orbayu.org (Financing)</p> <p>The Deputy Minister of the Department of Women of Melilla (Financing) is very involved.</p> <p>1 person business advice and marketing of ESIC http://www.esic.edu/</p> <p>1 in charge of the workshop, in the last stage a women with experience in the city in the textile sector has begun working, her roll is to organise work in this sector. Funded by the Vice Department of Women in Melilla.</p>
<p>Mentoring and evaluation of results</p>	<p>The generally results in all projects are: First meeting and first workshop. First collection. Staging a fashion show and outlet in a shopping centre in Madrid. Craft workshops and joint activities with other NGOs of Fair Trade</p>

	sale Shops. Catalogue for sale online. Website Presence in social networks. With a positive assessment in the short lifetime of the program.
Implementation period	This is in the last stage of implementation: Other projects have been in operation since 2003; Nepal, Cambodia, Brazil, Peru, Chile, Kenya, Burkina Faso...
Description of targets / users	<p>Selected 20 women out of 60, most of them with family responsibilities and independent nowadays from the husbands.</p> <p>All in judicial processes of domestic violence report. With great emotional and social pressures. The age is between 20 and 50 years.</p> <p>The objectives were: Providing these women the necessary tools to start a new life based on freedom and independence.</p> <ul style="list-style-type: none"> • Empowering participants / ability to make personal decisions. • Training them enough for the job. • Establish an ethical fashion company.
How the users are selected	<ol style="list-style-type: none"> 1. Previously identified by the Fundación Anabella 2. Joint submission of the Project 3. Test level / sewing.
Needs and situations on which the project is based	<p>Insertion specific problems</p> <p>Training needs</p> <p>Anabella contacts the Fundación DPD requesting a project for: profession and work to empower. Especially to work needs to empower women.</p>
Main objectives of project / practice	<p>General transformation of the social environment / community</p> <p>The children perceive their mothers more happy and content and, so do other relatives of the participants.</p>
Main impacts on project / practices targets	<ul style="list-style-type: none"> • Empowered, improved confidence: A group of 15 women from harsh existential situations and personal / social conditions of great pressure, have empowered and are capable of deciding for themselves. • Are trained in the ethical fashion industry.

	<ul style="list-style-type: none"> • They have managed to build themselves and work as a group. The clothing must be of quality no matter how makes them, being a working tool counselling and support between participants. • Improve quality of life within their society. • They opened a light in their lives of abuse and oppression. • They feel unsafe but full of confidence Catalogue from the I Ethical Fashion Collection Melilla. <p>First meeting and first workshop. First collection. Staging in a fashion show and outlet in a shopping center in Madrid. Craft and awareness workshops, joint activities with other NGOs Fair trade shops, sale catalogue for sale online Website and, presence in social networks.</p>
Impact on methodological innovation	<p>The training is adapted to enable participation in the holiday period (enabling a child care space and one person organizing the operation staying with them and also counting on the involvement of older children to take care of the little ones). Just as some moments of assistance because of relevant issues (judgments ...) The workshop is about 4 or 5 hours a day, making a morning shift and afternoon shift. Monday to Friday. Adjusting schedules to better possibilities of participation. Training is practical and specific about predesigned clothes that combine tradition and modernity. To acquire training for a trade, it is very practical to know how to produce. They have to understand from the beginning that what they can do will be in walkways, to understand what is trending, modern ... and so the value of tradition, products from the country... You work hard; initiative, creativity ... to have among them their own designers. We have all this defined in a base program.</p> <p>They are sold from the first creations, it is not a model-training academy.</p> <p>Training for the standardization of creative pieces in order to respond to large orders. The training is tailored to the knowledge of the participants (for example not being able to interpret a meter for not being able to read). The mood of the technical designers: total commitment to the project: understanding realities, understanding accompanying and empathy with the participants. Not all of them must know about everything: setting functions for future company: not all of them must know marketing, accounts ... and, therefore, not all of them must be trained in everything. There may be common general moments but in questions of greater specificity there must be a reorientation of participating in some way. All the professionals from the entity have training on gender issues...</p>
Impact on institutions	The Vice Department has taken the project as a flag.
Impact on social, educational, economic organisations	Diseño para el Desarrollo has been sought for the realisation of this initiative, it already has experience on initiatives in various countries: India, Brazil...

Impacton local community	<p>In a small town a making workshop for single women is publically presented, from the ones we know their personal situation. Women have dared to step up, they are the first Muslim women denouncing gender-macho violence and they organise themselves to get ahead that paves the way for others.</p> <p>A great personal and collective achievement of the group for their confrontation with their environment and community. Although it is very clear for the promoters of the project not to present or focus the initiative as a company on the personal reality of women.</p> <p>Two designers of the city are interested in the workshop, demonstrating the value of the quality of the productions. Local development, purchase of all products in the city (fabrics...)</p>
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