Women Breaking Limits

"Supporting Rural Women Employment Through Sustainable Souvenirs"

Social Responsibility
Pénjamo, San Carlos, Costa Rica

HiPnVERDE by NASCH
The project **Women Breaking Limits** is based on what is known as “Responsible Design” (RD) which is the design that articulates the components of sustainability (economy, society and environment) in a comprehensive way.

**OUR MISSION:**

“We are a company headed by women who would like to create economical benefits but also social and environmental benefits through the design, production and distribution of eco-friendly bags and accessories.”

**GENERAL OBJECTIVE:**

To produce eco-friendly products creating at the same time permanent employment for a group of women in Pénjamo de San Carlos.
SPECIFIC OBJECTIVES:

1. To improve the production process as well as to find more places to sell our products.

2. To actively involve tourists in the project by organizing visits to the community where the project is been developed and ask the foreign visitors to help making paper beads together with the locals.

3. To develop the community as a new location to be visited by tourists as an example of a rural sustainable community.

4. To create awareness (among the women, their families, the community our customers, our suppliers and tourists) with regards to the importance of the implementation of sustainable practices through workshops and by promoting the sale and use of products made with recycle and reused materials.
Through this project not only the women living in the rural community of Penjamo de San Carlos would be benefit but also their families the environment and the community in which they live.

The idea is to involve the communities of the women employed by this project to focus on the vision of sustainable tourism and the role it can play in the development of the community.

The women will be able to generate income for their families educating them at the same time about the importance of recycling to protect the environment.

The University will also benefit as their advance students will be able to practice what they have learnt through practical assignments with the tours.

The tourist would also be benefited by having the opportunity to share time with the women working in this project by helping them making paper beads getting to know at the same time the way of life in the rural areas of the country.
Hipn’n Verde feels lucky and happy for this opportunity because it will help our project to grow so that we can keep on helping women in the rural communities of Costa Rica.

THANK YOU!

“Be the change you want to see in the world.”
Mahatma Gandhi