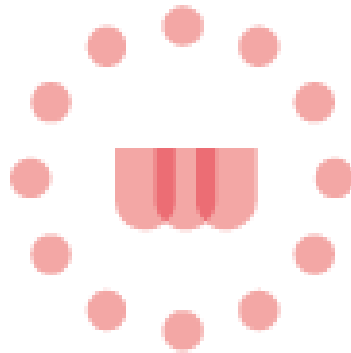


Women Help Women (WHW) Project

Sustainable job creation for women in
Tohoku disaster area



Women Help Women
Global Summit of Women

Social Entrepreneurship: Re-engineering Nonprofits

June 7, 2014

WHW Initiative Japan
IMPACT Foundation Japan
Haruko Nishida



July 2011, Women Help Women Initiative started..



Objective of Women Help Women



Women Help Women

- **Empowerment of women in Tohoku**
- **Nurturing and caring capabilities of women**
- **Create "Happiness Value Chain" of Women globally**

Creating Platform for helping each other

Pilot project
- Job creation
through
sewing
business

**Business
Community
Development
For women**

**Sales
platform**

Platform for helping Women and Tohoku

<https://www.youtube.com/watch?v=s2eqI5gMZR4&feature=youtu.be>

Nurturing and caring capabilities of women



- **Business Community Development for Tohoku Women entrepreneurs**
- **Provide Market Place/Sales Platform for Tohoku women entrepreneurs**
- **Revival of “Sewing” - sewing skill set training to earn living while respecting tradition and culture of local communities**

Business Community Development



Women Help Women

- **Started collaboration among Tohoku women entrepreneurs**
- **Aiming to create Shared Service platform**
 - **global online sales/marketing**
 - **Raw material sourcing**
 - **Capability development ...**

Show Case – collaborators sample products



Women Help Women



Pilot Project

- Sewing Business Model



Women Help Women

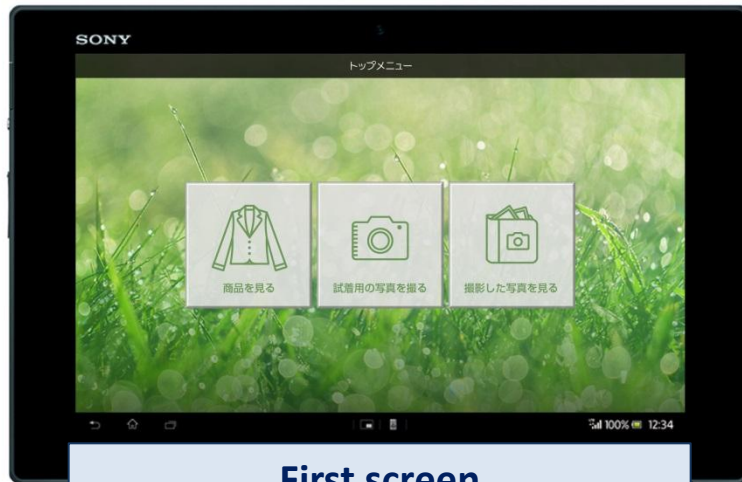
- **PRODUCT: Made to order universal designed wares for senior women**
- **Applying new technology**
 - **Face to Face sales assisted by Augmented Reality System Tablet**
 - **Online sales: Cuusoo System to sell long tail product**
 - **Training system: Online learning module for tablet**

Made To Order Universal Designed Wares

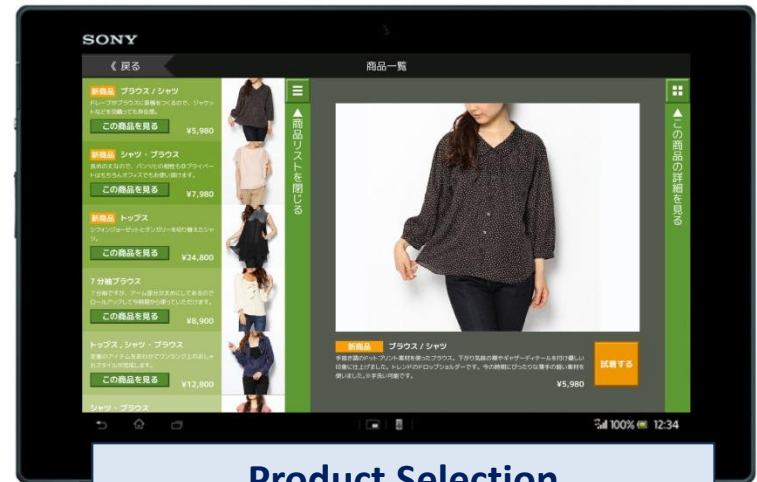
- Sample Products created by skilled seamstresses who would become trainers



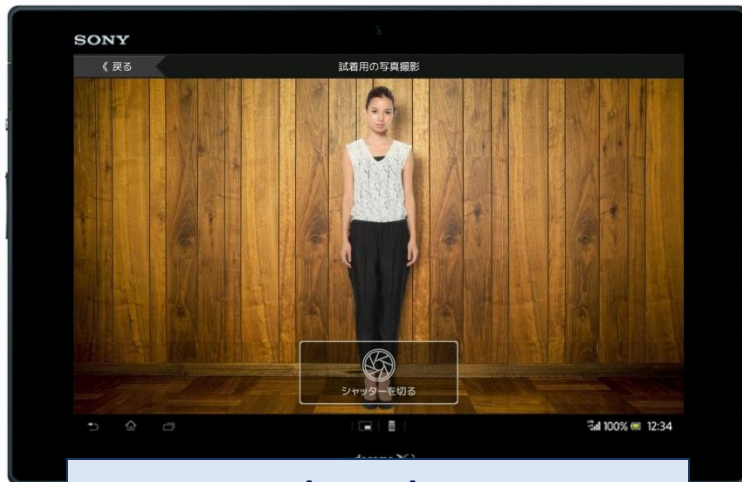
Augmented Reality Fitting System



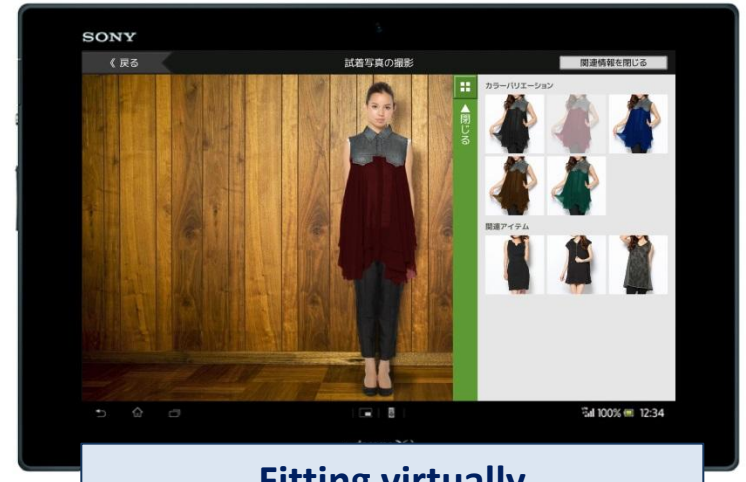
First screen



Product Selection



Take a photo



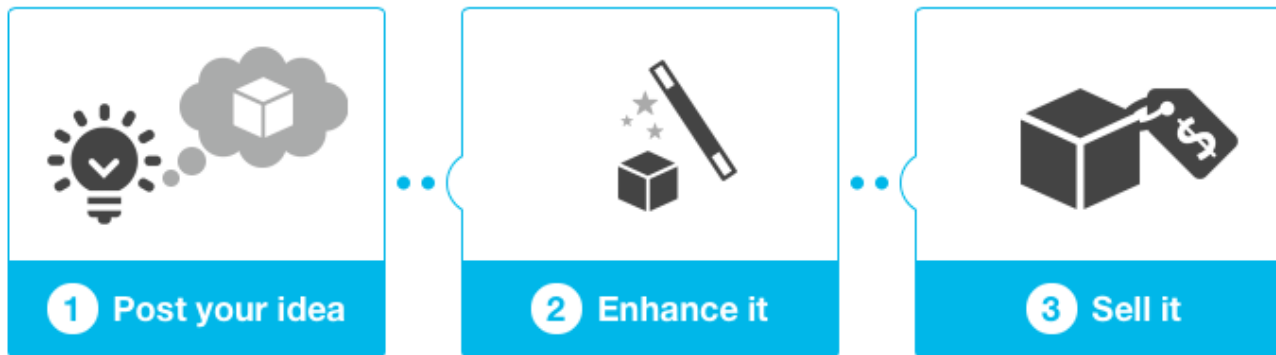
Fitting virtually

Online Market Using Cuusoo System

- Idea posting and enhancement by customers
- Can sell even small lots

What is CUUSOO?

CUUSOO helps aspiring and professional designers from around the world to get their products manufactured.



- 1 Post your product idea to CUUSOO.
- 2 Receive feedback from friends and fans to enhance your product. Get people involved and transform it from a concept into a manufacturable product.
- 3 If your product stands out, a brand owner (seller) will offer to produce it and it'll go up for pre-order. Once it reaches its minimum target, you'll receive a share of the sales.

<https://cuusoo.com/>

A central image of the Earth, showing continents and oceans, is surrounded by a circle of hands of various skin tones. The hands are stacked on top of each other, forming a ring around the globe. The background is a dark space with small white stars.

Global Collaboration...

For Future Of Women

WHW Project

Web site:

<http://impactjapan.org/women-help-women-whw/>

Facebook:

<http://www.facebook.com/womenhelpwomen#!/womenhelpwomen>

Contact: info@impactjapan.org