

Theory of Change - Studio Kunukku

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your audience?	What steps are needed to bring about change?	Measurable effect of your work?	What are the wider benefits of your work?	What is the long term change you see as your goal?		
<p>1. How to a revive a lost craft/way of life while providing job opportunities for Syrian displaced youth in Lebanon? 2. How to link revived craft products with global market place & offer products appealing to fashion and interior designers globally?</p>	<p>Fashion & Interior Designers (initially)</p>	<p>Networking with Lebanese design community. Focus on reaching local Lebanese market first OR target a different region with an appetite for heritage design - Gulf/UAE</p>	<p>1) Research and development to understand how lost crafts were used, how artisans handled the craft (as there is no written record or instruction). 2) Replicate these models and reinterupt according to team interest and technical skills.3) Start small by collaborating with local designers and artisans, partnerships very important 4) Mobilize following on social media 4) In parallel collaborate with a local NGO or charity to run impact programs and identify employable youth in the community 5) Build the capacity of the team to generate collections, products and services 6) Offer the workshop space to broader membership to provide resources to more artisans in the community</p>	<p>1) artisans employed;</p>	<p>employment and training especially to youth and stigmatized minorities</p>	<p>1) challenge the dominate narrative of wartorn countries like Syria; 2) putting Syrian fashion designers and communities on the map as innovators and trendsetters; 3) Employing skilled and motivated individuals who would not otherwise have access to opportunities and tehcnical skills training (due to their nationality, status and circumstances)</p>		
				<p>Measurable effect?</p>	<p>Wider benefits?</p>		<p>2) crafts and traditions investigated, revived and reinterpreted</p>	<p>new ways of printing and fabric production; could lead to new innovations and setting trends to highly this community/region</p>
				<p>Measurable effect?</p>	<p>Wider benefits?</p>		<p>3) attention of wider design community, putting Syrian heritage fashion on the map</p>	<p>recognition of a lost craft/tradition and reviving it in a way that brings positive social and economic benefits to the community</p>
<p>Key assumptions</p>	<p>Key assumptions</p>	<p>Key assumptions</p>	<p>Key assumptions</p>	<p>Key assumptions</p>	<p>Key assumptions</p>	<p>Stakeholders</p>		
<p>I will be able to find skilled artisans interested in being a part of this initiative</p>	<p>Those who are knowledgeable about lost crafts will be willing to share their knowledge and resources for the greater good.</p>	<p>Donors will be interested and willing to donate to the initiative and there will be no restrictions due to location and target community. (This may be a challenge with US-based funding due to current sanctions).</p>	<p>I will be able to register the business/organisation and it allows me to operate smoothly in Lebanon</p>	<p>Designers will be interested in our products and services</p>	<p>We will gradually grow our capacity to handle expected demand</p>	<p>Fashion & Interior designers; general public/consumers</p>		