

# *Environmental Management Plan*

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*EMPOWERING LESS FORTUNATE WOMEN FROM SARTENEJA  
WITH ADVANCE SEWING AND TAILORING SKILLS - AN  
ALTERNATIVE SELF SUSTAINABLE BUSINESS*

*TZA~TE~NE~HA Sew Souv*  
SARTENEJA VILLAGE | COROZAL DISTRICT

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## PROJECT BACKGROUND

Sarteneja village is located on the northeastern tip of the coast of Belize. It is 30 miles by road from Orange Walk Town or 18 miles by sea across the bay from Corozal Town. The major economic activity in the village is a mix of fishing and agriculture, with fishing being the dominant. It has a population of approximately 1,825, of which approximately 1,120 are under the age of 30 years. The village boasts a high school and two primary schools. There is also some tourism activity, with the women having developed a “Home Stay” programme in conjunction with the Belize Tourist Board. While agriculture still plays a major role in the economy of the village, fishing has been the primary income earner for the last 30 years. However, with the decline of fish stocks agriculture is beginning to play a larger role. Agriculture, which was once the primary income earner, has now become the alternative to which residents are returning. The ethnicity is predominantly Belizean Hispanics, with a few expatriate residents. Many women lack job skills and are totally dependent on partners for income and survival.

The *TZA~TE~NE~HA Sew Souv* is a women’s group that was recently formed to provide economic alternatives for wives of fishers from the village of Sarteneja. Approximately 85% of women in the community are totally dependent on their partners to meet their basic needs. Many of these women lack job opportunities and find it difficult to be independent. With limited skills and little support, some have been victims of exploitation in domestic work, while others have been forced to work below the minimum wage. The group was formed by young women who are not satisfied with this situation and have decided to make a difference. They have been together since September of 2014 and have received support from **America Just Ink**. That has helped them to purchase some equipment and materials and open a small storefront that doubles as a work area. The group currently sells school uniforms, casual wear and other craft that they produce with their two sewing machines. All members of the group have some training as seamstresses, with some more capable than others.

The project will build on work that the group is already doing. They have started a small business that focuses on making school and office uniforms, recreational wear, handicraft and souvenirs. The group has also started a small gift shop to market their production. The project is designed to do the following:

- Ensure the group with a place from which to operate by providing rent for 6 months;
- Build capacity within the group to expand into specialized area of garment production, operation and maintenance of equipment, business management and marketing;
- Provide additional sewing equipment and start up material;
- Develop a sustainable marketing plan;
- Develop a business model that will allow the group to operate profitably.

## PROJECT OBJECTIVES

General Objective:

1. To improve the livelihood of members and their families in a sustainable manner through supplementary income generation using skills in handicraft and sewing.
2. To expand and market its products outside of Sarteneja village in order to increase sales and income.

Specific Objective:

1. Build institutional capacity of the TZA~TE~NE~HA Sew Souv Group.
2. Provide basic materials, key equipment, and basic human resources to provide better and professional services to customers.
3. Prepare women to meet basic standard through sewing and souvenirs production training.
4. Identify an adequate work place and acquire new sewing equipment for garment and souvenir production
5. promotion and marketing of products to reach a larger market to ensure increased sales and sustainability.

## ACTIVITIES

**Activity 1:** Capacity building for the T.S.S.G Organizational structure and management, Operations, Accounting and Financial Management, Business planning and Marketing

**Activity 2:** Registration of T.S.S.G a legal business entity under the Laws of Belize, including development and registration of Memoranda and Articles of Association

**Activity 3:** Establishing a workspace and office including purchase of sewing and office equipment, and sewing and handicraft materials. Hiring of a manager/coordinator to manage the daily operations.

**Activity 4:** Provide training in specialized areas of sewing and souvenirs production, including machinery operation and maintenance, special occasion (weddings dresses, school uniforms, etc) clothes production and sketching, design and production of recreational wear.

**Activity 5:** Establishing a place of business that is conveniently located and accessible to residents and visitors.

**Activity 6:** promotion and marketing including the use of social media, development of a website and production of flyers, brochures and other promotional material.

## EXPECTED RESULTS

The completion of this project implementation would definitely upgrade and strengthen the Women's Group which will consequently be able to:

1. Operate on a continuous basis and a larger scale,
2. Operate with a groups of women that are trained and competent in the area of garment and souvenir production;
3. Increase income and profit levels, and
4. Become better established and formal in its business dealings.

Proper implementation of this project will result in the increase of part-time employment and income to members of 10 households in Sarteneja village. The resulting local investment/job creation initiative will be a direct contribution to the overall socioeconomic development of the community.

## **EXPECTED IMPACTS**

There are few environmental impacts from the implementation of this project. The primary concern would be the improper disposal of excess production material such as cloth offcuts. Sound business principles should ensure that this does not become a major concern since the primary objective is to develop the most efficient production system possible to maximize profits. No air, water or noise pollution will be generated by the production process. All the sewing equipment are manual or electrically operated.

## **MITIGATION MEASURES**

The mitigation measures will include:

- Ensuring that production waste is kept to a minimum;
- Develop a market locally for scrap material. It is expected that the amount of scrap material generated will be easily absorbed by the local community for use as cleaning rags, etc.
- Reduce on the amount of solid waste generated;
- Adequately dispose of solid waste in the manner as prescribed for establishments of that type;
- Ensure that they follow best practices for the production of the items they will produces.

## **MONITORING PROGRAM**

Any monitoring program will of necessity be an integral part of the production process. It will be anchored by (i) the daily production schedules, and (ii) weekly and monthly production outputs. The group will need to monitor the amount of daily orders and ensure that the amounts of materials ordered can efficiently provide the output. Weekly and monthly production numbers will indicate the extent to which production targets were met and the amount of scraps that is generated. This will then be used to determine the level of efficiency and ways in which it can be improved. Where necessary, corrective action will be taken where necessary at every step in the process.

**LINES OF RESPONSIBILITY**

The Executive Committee of the TZA~TE~NE~HA Sew Souv Group is responsible for the management of the affairs of the association. The Executive Committee reports to the membership and all other bodies and individuals report to the Managing Committee. The TZA~TE~NE~HA Sew Souv Group will hire a coordinator/manager to manage the project. This person will report to the Executive Committee and everyone working with the project will report to the coordinator/manager.

**CULTURALLY APPROPRIATE CONSULTATION AND PARTICIPATION**

In July of 2013 Dr. Roy Young, the consultant hired by BEST to do the baseline assessment and Project Orientation held two 1-day workshops in Sarteneja for residents of that community. At the meetings participants were informed about the project and encouraged to come up with ideas for projects that would be beneficial for the environment and which would generate income. Coming out of those meetings were suggestions for Processing of Fruits and Vegetables, Agriculture/Farming, Planting and Processing of Animal Feeds, Aquaculture (including tilapia farming). After further consultation with the community six project proposals were developed from concepts and these include: Tilapia farming, Water Taxi Service, Pig Rearing, Honey Production, Sewing and Jewelry making from Lionfish fins. Of the six, four were recommended for funding by the TAC.

The sewing and souvenirs project was proposed by the TZA~TE~NE~HA Sew Souv Group in 2015. Several consultations were held with the membership as part of the due diligence process. The group will develop its own set of protocols for dealing with meetings and consultations as part of their bylaws. During the consultation process BEST used the traditionally accepted methods of requesting meetings at least a week in advance, ensuring a proper venue and convenient meeting time for the members. Meetings are usually held on weekends. No other consultation and participation mechanism was used. BEST continues to engage the association and the community in this manner. It is expected that the group’s own consultation and participation protocol will follow the traditional methods.

**COST ESTIMATES AND SOURCES OF FUNDS**

The cost of putting in place the mitigation measures is already built into the budget as a byproduct of the production process. As a result there is no need for additional budgeting for these activities.

		<b>Beneficiary</b>	
Line Item	JSDF	Contribution	Total

Personnel	12,000.00	23,000.00	35,000.00
Administration /Operating Expenses	3,550.00	2,900.00	6,450.00
Equipment	6,154.00	1,085.00	7,239.00
Materials	8,140.00	5,290.00	13,430.00
Training	8,650.00	16,700.00	25,350.00
Building construction	1,000.00	350.00	1,350.00
Renovations	500.00	675.00	1,175.00
Other Costs	3,060.00	4,325.00	7,385.00
<b>TOTAL:</b>	<b>43,050.00</b>	<b>54,325</b>	<b>97,379.00</b>

### **ADDITIONAL INFORMATION**

There is currently no specific legislation that deals with garment making.