

# Weavers of Dreams

## Technical data sheet

**Name:** Weavers of Dreams

**Start year:** 2015

**Number of families involved:** 14 families

**Value chain:** Footwear

**Location of the producer organisation:** Sergio Toral, Guayaquil, Ecuador

**Social Centre supporting it:** Corporación de Viviendas del Hogar de Cristo

**Website:** elbuencaminarhc@gmail.com (WIX) Facebook, Instagram

**Contact:** elbuencaminarhc@gmail.com



City of Guayaquil,  
Ecuador  
Territorial extension

2,800 units  
per year  
Production

14.400.00 US\$  
Annual  
revenue

## Our products

Our products are made with circular economy textiles, eco-friendly rubber, and rubber plant materials. Every shoe and bag is crafted by the El Buen Caminar association, meeting quality standards, environmental care, and personalisation.

They are produced with lightweight, local, and high-quality materials, offering an alternative to mass-produced footwear. We commit to an environmentally and human-rights-conscious production chain; our products are made under dignified working conditions and sold at fair prices. The entrepreneurs of "El Buen Caminar" produce under the brands OMA, Mandala, and Andar. The footwear and bags are made with care, dedication, and excellent finishing. Our goal is for our customers to feel comfortable with every product they order.

We are committed to a responsible production chain that respects the environment, through circular economy products and respect for human rights. Therefore, our products are made in dignified working conditions.

## A great project behind this product

We are an EPS association, supported by Hogar de Cristo since 2012, when we began our training process, and we were legally consolidated in 2015 after a training process developed by Hogar de Cristo's "Entrepreneurship Seedbed" program. This training taught us the principles and values of the EPS. The main goal was for vulnerable men and women in the community to have an enterprise that would allow us to generate dignified income for our families, with 95% of the members of the organisation being women heads of household. These training processes provided by Hogar de Cristo allow us to prepare and become agents of change in our communities, replicating what we've learned and becoming trainers ourselves, educating people in our communities who want to start their own footwear businesses, giving them the opportunity to be part of the El Buen Caminar association. Our products are guaranteed, and each shoe and bag carries our brand label. As part of an EPS association, we have the RUEPS certification, which is the public register that accredits us as part of the EPS. This same entity granted us the SOMOS EPS brand, which is awarded to associations with a high standard of quality, value chain, and those working under EPS principles.

## Words from the heart



"Hogar de Cristo has trained us in administrative and financial matters but has also taught us the importance of solidarity, companionship, mutual help, empathy, and resilience towards others. That's why, within our social business plan, developed during the diploma program we took at Mondragón University in the Basque Country, we included free training for people in our communities, sharing our knowledge. We provide free training to people in our area who want to learn the art of shoemaking and bag crafting, a skill that allows them to start a business to support their families financially. We came together as an organisation because many members of El Buen Caminar lacked the financial means to support our families. Around 80% of us didn't have stable jobs, and we saw El Buen Caminar as an opportunity to generate income for our families. Over these nine years of working together, we have strengthened the values and principles instilled in us by Hogar de Cristo, which have allowed us to have dignified work despite the circumstances in our country. This is an economic initiative because this venture is the source of employment and income for each member of El Buen Caminar. It is an alternative that has remained sustainable over time for those of us who are members. Participating in the training process through the Comparte Network has allowed us to solidify ourselves as an organisation. The traits are evident when we strengthen our fellow members locally through internal training, seek strategic allies to enhance our skills, and train people in the community to expand our territorial reach. Having partnerships with other local and national organisations allows us to improve our abilities. We promote gender equity and equal rights with our fellow association members and life partners. The association ensures that we have dignified and equitable work. The COMPARTE Network has strengthened our abilities by offering training through the Social Solidarity Economy Specialisation diploma program. As a result, we developed our Social Business Plan. This business plan enables us to set new challenges for our association."

