



# 2016 Annual Report





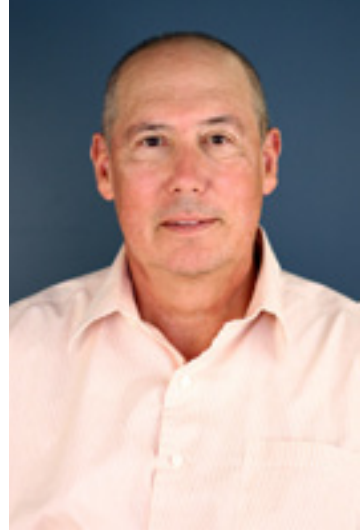


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Dear Friends,



It has been another year of great changes here at Creative Learning. In 2016 we saw the transfer of one of our signature programs, America's Unofficial Ambassadors, to a sister organization, the institutionalization of Global Education Initiatives, and the acquisition of leading peacebuilding group—the International Peace and Security Institute (IPSI). Exciting times! Yet despite all the change, our mission remains the same and provides the foundation for our management of change and growth. It is my sincere hope that in 2017 we will see great accomplishments and even greater sustainable impact on peoples' lives. This is at the core of what we do here at Creative Learning

In 2016, we were pleased to run our most successful year of America's Unofficial Ambassadors, capped by the initiative's acquisition by Cross Cultural Solutions, the largest volunteer-sending organization in the United States. Over the last five years, 125 students, educators, and other professionals served as unofficial ambassadors in Morocco, Indonesia, Tajikistan, Zanzibar, Jordan, Egypt, Palestine, Bangladesh, Senegal, and Oman. They engaged in high quality and impact service, and they supported the initiatives of more than 20 NGO and school partners on an annual basis. Our unofficial ambassadors have delivered more than 150 presentations on campuses, in public libraries, and in their faith communities, directly touching the lives of thousands of people in the United States as well as the Muslim World. This past year alone we reached more than one million people

with our mission. Ben Orbach and I founded America's Unofficial Ambassadors in 2010 and Ben remained its director throughout its life at CL. We are happy to say that AUA will continue to do its important work under the umbrella of Cross Cultural Solutions, a wonderful organization with global reach. We are hopeful that their greater reach and resources will translate into even greater achievements for America's Unofficial Ambassadors going forward.

Aid To Artisans continued to grow and innovate, as we implemented our project work in such places as Mexico, Pakistan and China, among others. We also made progress in developing our ATAU platform, an online education program in partnership with Worcester Polytechnic Institute, as part of our increasing emphasis on training for artisan enterprises—an effort which we intend to expand in 2017 and beyond.

Notably for last year, we established CreaLearning Mexico a new non-profit organization incorporated under Mexican law that will supply artisan services in the region. Our colleague and friend Maria Eugenia (Maru) Pineda is heading up CreaLearning Mexico.





In 2016 Global Education Initiatives set the stage for rapid growth to come. Under the able leadership of Dr. Tahir Shad and Dr. Muqtedar Khan, we have begun to implement a series of education initiatives focused on Southeast Asia. While these initiatives have various subjects and serve various constituencies, they have in common bringing students and professionals from the Philippines and other Asian nations to Washington for specialized education and training on subjects of their choosing. In particular, we are concentrating on governance issues and have established a new entity—the American Academy for Good Governance—under Dr. Khan’s leadership. In order to facilitate GEI’s concentration on Asia, we have established an office in Manila which is headed by our colleague Prof. Gary Ador Dionisio.

Possibly the most noteworthy event of 2016 was our acquisition of the International Peace and Security Institute (IPSI) last October. IPSI has a distinguished record of achievement in training and educating peace builders around the world under the leadership of Cameron Chisholm. Cameron will continue to direct IPSI’s work here at CL. Under CL, IPSI will continue to run symposia on peace building, security, transitional justice, and related topics. These symposia, which take place in Europe, attract students and young professionals who wish to learning new concepts and augment their skills needed for their work in these areas. In addition to symposia, IPSI will be providing training services to the US and other governments, instituting short courses for busy professionals, and continuing to be a thought leader in the peace building field. So I say “Welcome IPSI to your new home and the Creative Learning family!”

For those of you who have known CL for some time, you may notice that we are evolving and that the forgoing programs and events have a common theme: education. CL is becoming more and more a true international education institution. This is because we see unfulfilled needs for the kind of services we can provide—specialized training for professionals and students from around the world, training that is practical, cutting edge, and of the highest quality. As a former college teacher myself, I am excited to be leading the CL family

of programs towards making ever greater contributions to building a better and more peaceful world.

I would be remiss if I did not note the wonderful work done by CL’s people. My special thanks goes out to Carola Mandelbaum, our Managing Director, who in the engine that runs CL. It goes without saying that we could not have made the impact we did in 2016 without the tireless efforts of our dedicated staff, board members, partners, interns and volunteers! I gives me great pleasure to work with such a cadre of dedicated, hard-working, and smart folks. They are the best.

Generous donors have provided Creative Learning with the ability to grow, expand and continue to be an innovative force. If not for these gifts, we could not continue to serve our global community. To join us in our mission to create peace. Please visit [www.CreativeLearning.org](http://www.CreativeLearning.org).

Peace,

Bill







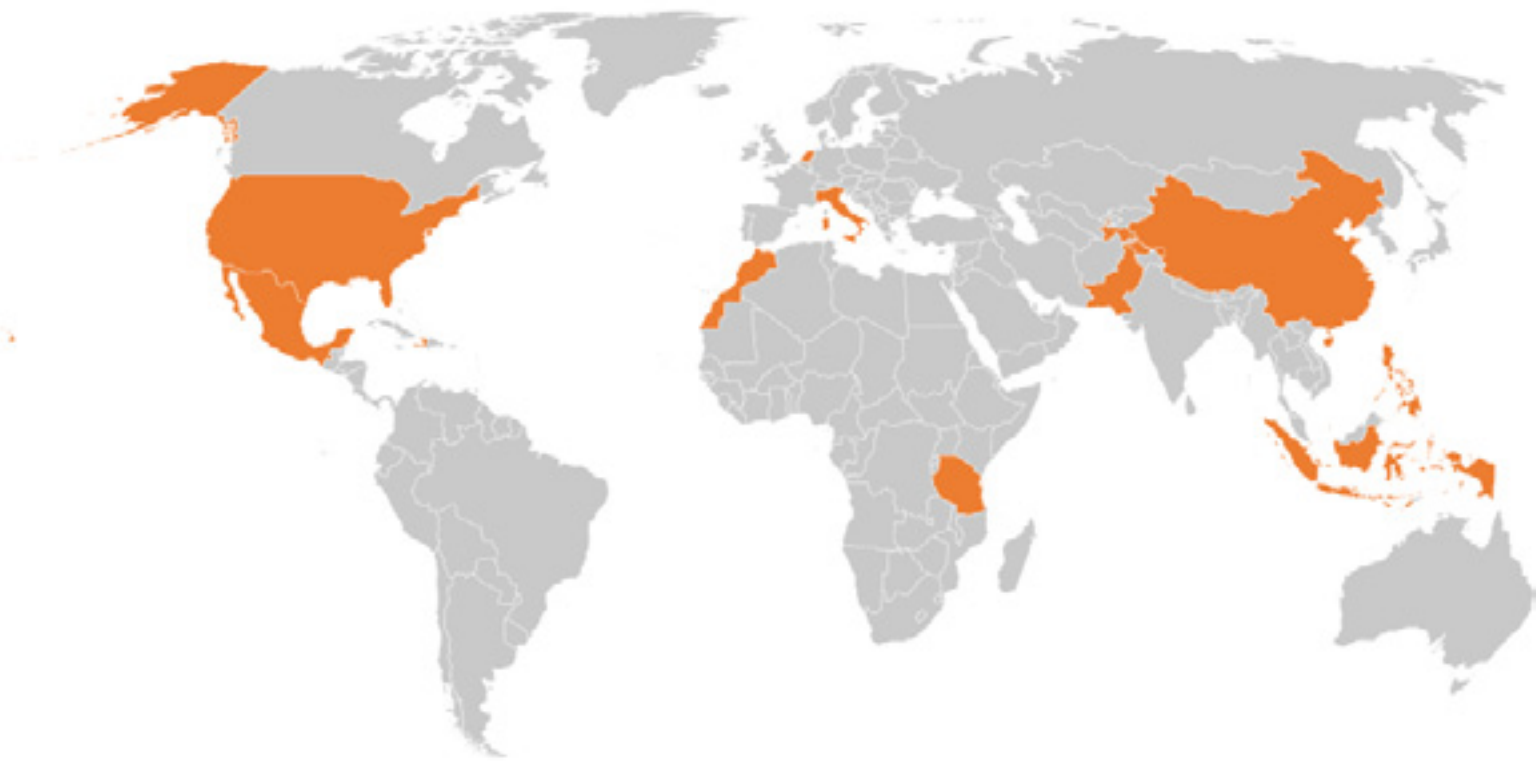
## Our Mission

Focusing on communities with pressing human needs, Creative Learning enhances the capacity of local organizations around the world to improve the lives of people in their communities. Through the creation of people-to-people partnerships, we are especially dedicated to protecting human rights, supporting economic and social development, and building peace.





## Where We Worked in 2016



**Left-Right:** U.S., Mexico, Haiti, Morocco, Netherlands, Italy, Tanzania, Pakistan, Tajikistan, China, Indonesia, Philippines







## Introducing Our Program Areas

Creative Learning works in overlooked areas to support locally-led initiatives. We exchange knowledge through people-to-people partnerships and sustainably improve lives and livelihoods.





Founded on the core belief that education can mitigate violent conflict, IPSI facilitates the transfer of knowledge and skills to a global audience from the world's premier political leaders, academic experts, practitioners, and advocates. The Institute develops comprehensive training programs, advances scholarly research, and promotes efforts to raise public awareness of peace and security issues.





### Italy – Bologna Symposium on Conflict Prevention, Resolution, & Reconciliation:

In cooperation with The Johns Hopkins University Paul H. Nitze School of Advanced International Studies (SAIS), IPSI's Bologna Symposium – now in its eighth year - brings together the globe's brightest minds from top academic institutions, NGOs, international organizations, grassroots peace movements, and the armed services. Over a three-week period, participants undergo intensive training by the field's premier political leaders, academic experts, practitioners, and advocates in the practical skills necessary to foster peace and security in their communities and the world.

The Bologna Symposium's curriculum bridges the gap between theoretical and practical knowledge by matching each expert lecture with a workshop, game, or simulation to provide the student body with crucial experiential learning. Participants graduate from the program with the knowledge to effectively transform violent conflict – be it ethnic, social, political, religious, or economic – through the following learned techniques: international mediation, multi-party negotiation, community facilitation, strategic nonviolent action, economics of violence & peace, social entrepreneurship, transformational leadership, and reconciliation & trauma healing.



### Netherlands – The Hague Symposium on Post-Conflict Transitions & International Justice

In cooperation with the Clingendael Institute for International Relations, The Hague Symposium – for five years - has offered an intense and academically rigorous three weeks of interactive lecture, discussion, and experiential education led by the field's foremost political leaders, scholars, practitioners, and advocates. In The Hague, participants grappled with the “wicked questions” that have most befuddled policymakers, scholars, and practitioners in the peacebuilding field. Through case studies, participants contextualized the issues that drive these questions, discovered ways to make sense of the complexities of post-conflict transitions, and anticipate appropriate means for breaking the cycles of violence.

Participants gained a deeper understanding of the concepts, controversies, and institutions surrounding the implementation of post-conflict strategies, including security, justice, political, and social mechanisms. Participants examined which elements have contributed to success and which to failure, as well as gained a thorough understanding of the interplay between dynamics that can and cannot be controlled in a given scenario. The academics in The Hague focused both on dilemmas and process, including the following key areas of interest: restorative & retributive justice, post-conflict security, localized stabilization, transitional governance, economic development in transitions, peace vs. justice tensions, reconciliation & reparations, truth seeking & investigations, and media & transitions.





## U.S. – Trauma & Resilience

Subsequent to the success of the Religion & Conflict contract, IPSI was again contracted to develop flexible, interactive, scenario-based training material on resilience building and stressor-related disorders to use in training Foreign Service Officers and other U.S. government officers. Recently launched, this project identified the knowledge, difficulties, and skills that U.S. Foreign Affairs Officials and others serving in diplomatic and policy roles need in order to be effective in recognizing and responding to stressor-related disorders. IPSI translated the lessons distilled from practitioners and experts into training materials, calling on its innovative technical and training partners to create cutting-edge interactive modules. The materials and modules are now freely available on an anonymous server so that more individuals have the ability to more easily access important information about where they are and where they can go from there.





## Aid to Artisans

Aid to Artisans (ATA) creates opportunities for low-income artisans around the world to build profitable businesses inspired by handmade traditions. ATA offers access to new markets, business training, eco-effective processes and design innovation through a network of partners to promote sustainable growth and community well-being.

## China – Sichuan Market Development

Funded by USAID through Creative Associates International, the “Sichuan Market Development Activity” (SMD) project is working to improve sustainable livelihoods of ethnic Tibetans in China’s Sichuan province, providing these communities with the skills and knowledge to thrive in a growing market economy. Focusing on ethnic Tibetan communities in and around the provincial capital of Chengdu in Sichuan province, SMD will enhance the entrepreneurial skills of ethnic Tibetans working in areas such as eco-tourism, and works to boost the productivity of herders, artisans and business owners. In a changing economic environment, the project is designed to enhance the competitiveness of ethnic Tibetan businesses in local, regional and international markets and improves



value chains of traditional industries. Through grant-making to local organizations, the project provides training and hands-on assistance to ethnic Tibetans to empower them with the skills and knowledge needed to build and grow sustainable businesses.

ATA’s role in the project is to strengthen the Tibetan artisan sector in Sichuan, through new product development, business training and linkages to broader markets, with particular emphasis on the Chinese market. During 2016, the project benefited 161 artisans over whom 50% are women, developed 13 new product lines, representing 250 new designs. These products were displayed at 5 local fairs increasing their annual sales by 50% on average.







## Haiti – Champions for Change: Mitigating the Impact of HIV/AIDS

Aid to Artisans concluded its three-year project funded by the U.K.'s Big Lottery Fund in Haiti. This project re-integrated people living with HIV (PLHIVs) into economic life by generating sustainable income to support their families through handmade crafts. In partnership with the International HIV/AIDS Alliance (IHAA) UK and the Haitian organization Promoteurs d'Objectif Zerosida (POZ), ATA continued to implement product development and capacity-building workshops on the production of bamboo jewelry for 120 PLHIVs in nine Northern communities of Haiti, including Limbe, Limonade, and Milot. They developed brand new designs: skinny bangles, flat bangles, and napkin rings. They also designed I-Phone speakers for a specific buyer from Femmes de Milots. At the end, the project trained about 300 PLHIV's artisans, created over 25 new designed, procured over \$18,000 in sales and connected with 14 buyers. We are pleased to say that Bambou Chic is now a member of the Artisan Business Network and has their own workshop located in Cap-Haitien near the airport.

## Mexico – CASE

In Chiapas, Mexico, “Coaching and Assistance for Entrepreneurs – CASE”, the two-year follow-on for “Modernization for Mayan Artisans in the Highlands of Chiapas – MATCH”, both funded by the W. K. Kellogg Foundation, was initiated in May 2016. CASE is focused on communities such as Sitalá, Tenejapa, San Juan Cancuc, Pantelhó, Aldama and Chenalho, for a continuation of interventions in design development, business training and linkage to markets. A new collection of products was developed by ATA lead designer Mimi Robinson, with local implementation by talented young Mexican designer Paola Martinez Pascual. From May to December 2016, CASE benefitted 350 artisans in these communities, out of a total target of 400. During the first six months of the project, CASE achieved sales of \$143,103 for export, and \$35,308 in the domestic market.







### Mexico – Idea + Materia in Puebla

In the state of Puebla, Mexico, “Idea + Materia”, funded by the state government of Puebla, was concluded during the third quarter of 2016. The collections were represented in Puebla’s own booth in the Global Handmade section at NYNOW in January and August 2016. The project benefitted 375 artisans directly and 725 indirectly through 22 five-day design workshops and production follow up by 5 local production coordinators. The workshops were implemented by one ATA international designer and five young Mexican designers. The craft media included a range of textiles, pottery, onyx, wood and glass. Most notable among the collections was the beautiful basketry from the community of Zapotitlán Salinas, designed by Mimi Robinson. Significant orders for all collections were received from wholesale buyers at NYNOW.

## Morocco – Promise Pathways

In 2016, Aid to Artisans concluded Promise Pathways, funded by the US Department of Labor through Creative Associates International. ATA's interventions contributed to Creative Associates' efforts in the Chichaoua, Al Haouz , and urban Marrakech regions to reduce child labor and assist youth of legal working age to secure decent work, and provide household members (age 18 and older) with opportunities for improved livelihoods in basic business training, product development and designs, and linkage to to e-marketing and local markets.

By the end of the project, ATA had implemented 3 local Market Readiness Program TM workshops in Marrakech, Al Haouza, and Chichaoua for over 30 artisan entrepreneurs among whom 11 were women. A series of product development workshops were conducted resulting in over 30 new product lines created for the local and tourist markets. Finally, ATA completed a series of e-marketing training for 15 artisan entrepreneurs that were included in the Anou platform, which is Moroccan based e-marketing and selling platform.







### Pakistan – RANG Project

The Pakistan RANG Project, funded by the World Bank and implemented by the Indus Heritage Trust (IHT), will benefit over 2500 women artisans in Punjab and Sindh.. During the second half of 2016, ATA lead designer Frederic Alcantara worked closely with Samina Mahmud, IHT design director, and the IHT design team to prepare the first Pakistani embroidery collection for Winter NYNOW. Frederic held a design workshop in Islamabad in December 2016, resulting in beautiful minimalist product lines, such as the “Shashiko” group, a “white on white group” of decorative pillows and a line of shawls with accents of traditional embroidery motifs. Additional home decor products were created by Stefania Zois-Goel for Veero Home.



## U.S. – NY NOW

In 2016, Aid to Artisans had the opportunity to have two booths at the Winter and Summer NY NOW. The new Idea+Materia booth represented product collections that came from 375 artisans from 25 towns in Puebla, Mexico. Throughout the event, 33 buyers made purchase orders, while over 110 American and European buyers expressed their firm intention to follow-up and order in the near future. Our beautiful Palma baskets were at the center of attention, and more than 200 were sold! Many also

fell in love with our glazed ceramics and bought over 150 pieces, making them the second best hit. Overall, thanks to the amazing energy of our staff and artisans in the booths, sales increased by 50% for both tradeshows.

The orange ATA booth continues to have great attention in Global Handmade at NY NOW. During both shows, ATA exhibited products from Mexico, Nepal, Tibet, Haiti, Myanmar, West Bank, Gaza, and Turkey. The combined sales were over \$130,000 representing an increase of by 10% from 2015.

The August 2016 Market Readiness Program (MRP) was another giant success. It brought together 22 participants representing 9 countries including Argentina, Bolivia, Chile, Egypt, India, Mexico, Saudi Arabia, United Kingdom, and United States<sup>24</sup> participants from all over the world for a week of intense training. A Buyer Connect Lunch was conducted in the brand new ATA Product Display Room which led to the participation of more buyers into the MRP. Over 30 buyers attended the lunch to network and place orders with the MRP participants. Lastly, ATA's cocktail reception marked ATA's 40 year anniversary gathering over 100 people including past ATA staff, friends, donors, and buyers from the ATA Trade Network.





Through Conferences, Seminars, and Internships, Global Education Initiatives (GEI) provides professionals, students and academics from diverse backgrounds opportunities to engage in perspective-changing dialogue and exchanges abroad on the global issues of Development, Human Rights and Social Justice, Interfaith Relations, and Art and Culture.

### Philippines – Bayanihan Internship Program

Through the 2016 Bayanihan Internship Program in the Philippines, 6 University students from Washington College and the Hinckley Institute at the University of Utah, interned with grassroots NGOs in the city of Manila for 11 weeks. Interns were not only able to provide service to the partner's organizations, but also participated in Filipino language classes and engaged in a range of cultural activities to expand their exposure to their host community. The program is named the program Bayanihan, as this Filipino word symbolizes the strength and unity of community. In total, the students gave 3,168 hours of service to Women's Empowerment organizations, Environmental Advocacy groups, Children's Rights and Education non-profits and Micro-Finance organizations.







## HUMAN RIGHTS & ADVOCACY

The purpose of the Human Rights and Advocacy (HRA) division is to strengthen the capacity of human rights civil society organizations (CSOs) to respond to human rights violations by enhancing their security and fostering collaboration with the newly elected government, and to raise awareness of social and individual human rights through outreach and education.



America's Unofficial Ambassadors (AUA) is a soft power, citizen diplomacy initiative aimed at countering violent extremism before it can take hold, working at the grassroots level throughout the Muslim World and in the United States too. We build mutual understanding and enhance people-to-people partnerships by placing Americans in volunteer positions in the Muslim World and helping them share their experiences upon their return.



## AUA Final Report

In 2016, America's Unofficial Ambassadors achieved its greatest level of success to date. Program highlights included launching a semester abroad program to Morocco, sending 22 students to Indonesia, Morocco, Tajikistan, and Zanzibar through the Summer Service Internship program to volunteer with 15 NGOs and schools, and raising the awareness of more than a million Americans to the impact of building people-to-people partnerships between America and the Muslim World. The success of our mission-based outreach included the publication of feature essays by unofficial ambassadors in the Arizona Republic, the Huffington Post, Islamic Monthly, the Daily Record (New Jersey), the Orlando Sentinel, and the Tallahassee Democrat.

The year culminated with the acquisition of America's Unofficial Ambassadors by Cross Cultural Solutions, the leading volunteer-sending organization in the United States. Since 1995, CCS has sent 35,000 Americans to volunteer abroad in nine different countries. This acquisition is a great success for Creative Learning and holds much promise for the AUA initiative. Cross Cultural Solutions has the capacity and platform to take the AUA mission to the next level, and not since the 9/11 attacks has our mission of building people-to-people partnerships between America and the Muslim World been more important. With this move, we expect to





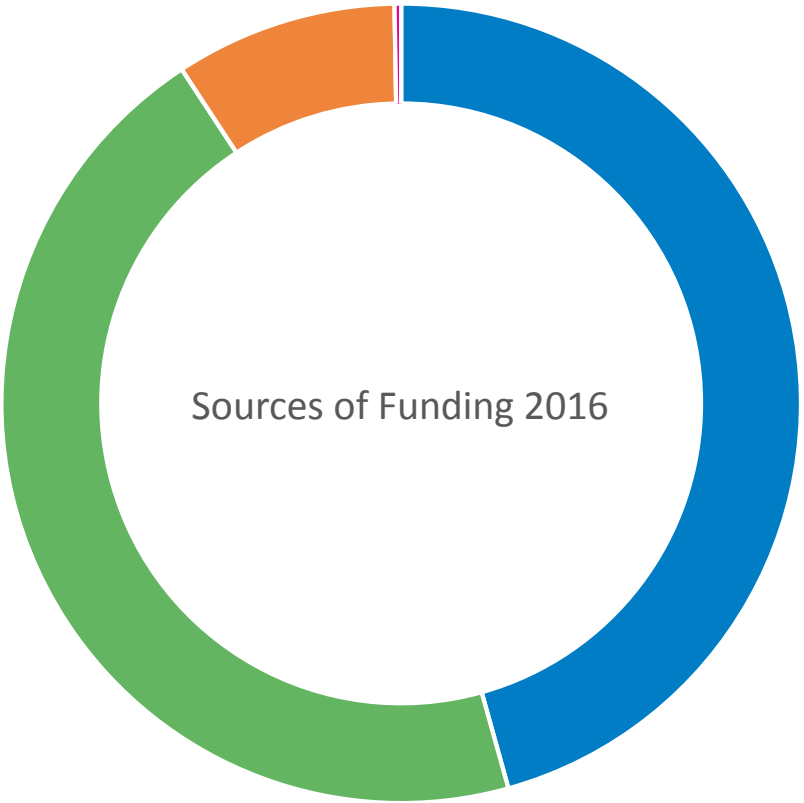
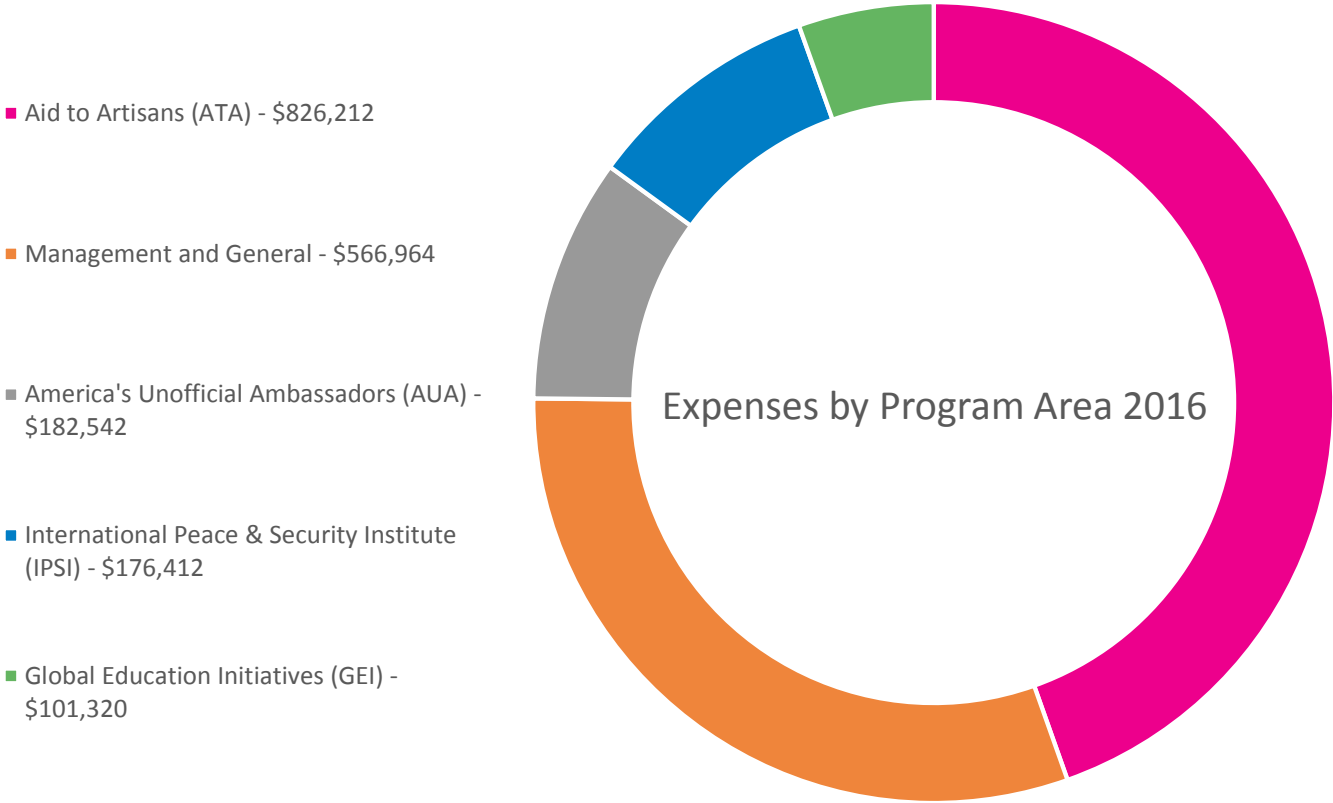


dramatically increase the number of Americans who volunteer in Muslim communities and the impact that they have in building mutual understanding, both abroad and at home.

Our team and governing board are thrilled with what we have accomplished with America's Unofficial Ambassadors. Over the last five years, 125 students, educators, and other professionals have served in Morocco, Indonesia, Tajikistan, Zanzibar, Jordan, Egypt, Palestine, Bangladesh, Senegal, and Oman. They have engaged in impactful service as they have supported the initiatives of more than 20 NGO and school partners on an annual basis. We've supported countless other volunteers with mentoring, advice, and recommendations, all to the end of having a human development impact and building partnerships with "the other." Our unofficial ambassadors have delivered more than 150 presentations on campuses, in public libraries, and in their faith communities, from Arizona to Michigan to Kentucky.

In 2009, when we decided to take this concept of unofficial ambassadors and turn it into a full program, there was nothing like this in the "volunteer industry." Most organizations focused on sending volunteers to Europe, South America, or India. Today, with the leading organization in this industry integrating America's Unofficial Ambassadors and the idea of building partnerships with the Muslim World into their mission and operations, we can all be proud of our initial vision and the work we did to make this a reality.





## Our Staff

### William Kruvant

President, Creative Learning

### Carola Mandelbaum

Executive Vice President, Creative Learning

### Benjamin Orbach

Director, America's Unofficial Ambassadors

### Monika Steinberger

Director of Program Management and Development,  
Aid to Artisans

### Maud Obe

Director for Programs, Aid to Artisans

### Cameron Chisholm

Vice President, International Peace and Security Institute

### Kevin Melton

Director, International Peace and Security Institute

### Andrés Martinez-Garcia

Director for International Programs,  
International Peace and Security Institute

### Deborah Mancini Griffoli

Director, International Peace and Security Institute

### Caleb Bowers

Program Coordinator, International Peace and Security Institute

### Deborah Mancini Griffoli

Director, International Peace and Security Institute

### Kathleen Gillen

Program Coordinator, America's Unofficial Ambassadors

### Tahir Shad

Vice President, Global Education Initiatives

### Muqtedar Khan

Director, Global Education Initiatives

### Rachel Landale

Program & Operations Manager, Creative Learning

### Alexandra Mae Panaguiton

Program Coordinator - Southeast Asia Regional Office

### María-Eugenia Pineda Melendez

Program Coordinator - Mexico Office

### Maria Paula Unigarro

Program Coordinator - Colombia Office





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