



Common Actions Against Poverty

EMBROIDERY ASSOCIATION BRINGS EMPOWERMENT AND ACTION

Vocational training and more inspires confidence



Eva Tare is the powerful, dynamic force behind the Embroidery Association of Korça.

“Working with the Embroidery Association honors my role as a woman and as a member of society, contributing to the home and being a part of the economy.”

—Lili Muça



The women work happily, with a newfound sense of pride.

An activist by nature, Eva Tare puts her ideals and demands for justice at the forefront of all she does. As a cornerstone of the community, Eva is sought out for encouragement, advice and seeking ways of making the world a more equitable place to live. Just a short time ago, Eva saw an opportunity for further integration and empowerment of Roma and Egyptian women, two subcultures of people often discriminated against in Albania. She established the Embroidery Association in 2006 with the support of Terre des hommes (Tdh), a Swiss NGO. Common Actions Against Poverty (CAAP), a local Albanian NGO supported by Tdh, provides the daily technical assistance such as new product designs and market linkages, while a grant from the U.S. Embassy in 2008 helped the Association strengthen its human and physical assets, and enabled it to have a voice in the community. Not only does the association help the women develop socially, but it also contributes to intellectual and vocational growth.

The Association is a lobbying place for the twelve women involved to work on embroidery projects and handicrafts for the global market, and communicate with each other on issues effecting their lives, four hours a day, five days a week. In addition to the concrete vocational skills taught, each week there are additional trainings and informational sessions on various topics, such as the importance of education, keeping children safe and off the street, fighting discrimination and even some business planning. Testimonies from the women reveal the profound importance the Association has on their lives, not only economically, but also personally and socially. The message of hope comes through loud and clear as the women express that being a part of the Association is honoring their role in the home, helping them contribute more confidently to their community, opening up the channel of discussion about current events that effect their lives such as dhild protection and the economic crisis, and providing them access into the world market. In some cases, the power gained from being a part of the Association has even stopped abuse at home for both the women and their children, as they have been able to stand up to violence.

The confidence, companionship and connection the women gain from being a part of the Association cannot be minimized. Not only does it have a direct effect on their own well-being, but it also has a completely penetrating influence on the life of their children. For many, the children used to be on the street begging, and now are in school, opening up worlds of possibilities for their futures. All this would not be possible without the innovate thinking and action of Eva, with the support of the U.S. Embassy and CAAP, aimed at reducing poverty and exclusion of the most marginalized children, youth and parents through microentrepreneurship, vocational and life skills training, employment opportunities and economical empowerment.