

# WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the  
UN Global Compact Office

2020 UN Women  
Asia-Pacific WEPs Awards  
Regional Awardee Profile



## heySTARTIC Artistic Eco Fashion

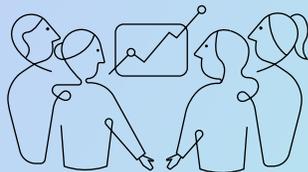


**Vania Santoso**  
Co-Founder

### heySTARTIC Artistic Eco Fashion

**Country:** Indonesia  
**Employees:** 10-50  
**Industry:** Clothing and  
Accessories

**Website**  
<https://startic.co/>



### An Artistic Vision for Sustainability and Women's Empowerment

As a social innovation enthusiast based in Surabaya, Indonesia, Vania Santoso has been involved in environmental projects since the age of 12. Vania is dedicated to advancing women and youth empowerment through her current work. After receiving a scholarship to study global entrepreneurship at Stanford University, Vania returned to Indonesia inspired to turn her new ideas into reality. In 2014, Vania and her sister Agnes co-founded heySTARTIC, a youth-led foundation, launching various environmental projects.

heySTARTIC is positioned as an innovation-for-upcycling specialist that promotes sustainable fashion with a focus on people, the planet, and prosperity by producing their signature Artistic Eco-fashion. To support the principles of a circular economy, heySTARTIC collaborates with corporates and local artisans to transform waste into fashion accessories and home decoration items. The handcrafted products are distributed and marketed to gift shops, government galleries, and several online marketplaces. Their best-selling product is a waterproof artificial leather made from upcycled cement sacks.





*Watch the testimonial video to learn more!*

heySTARTIC is working toward bridging sustainable production and community development. heySTARTIC empowers artisans and members in low-income communities to garner skills on waste management, handcrafting to be crafts(wo)men, public speaking to be facilitators of public workshops, and providing a basic introduction to business to work as an entrepreneur.

Women are the main targeted participants for heySTARTIC, especially housewives who may have more time; women from rural areas are typically judged and serotyped as a burden to their family. heySTARTIC aspires to disrupt and reframe stereotypical perceptions of women's role in the community, showing that women can be skilled human capital through innovation. heySTARTIC promotes #GenerationEquality and empowers and connects men in each respective family to support women, be it moral support or work support.

## Initiating Partnerships to Build an Ecosystem

To bring a positive change to society by addressing issues of poverty, lack of skills, and a lack of market access, heySTARTIC has partnerships with multi-stakeholders, ranging from academics, businesses, civil society organizations, small and medium enterprises, governments, and UN agencies. Partnerships include jointly led workshops, collaborating on women empowerment projects across locations, and supporting women founders through their product development and marketing strategy processes.

Among many accolades, heySTARTIC was one of four fashion enterprises selected to receive investment and training in Indonesia's prestigious Impact Accelerator Program led by Investing in Women part of the Australian Embassy and Patamar Capital in 2018. Vania has been recognized by several UN agencies, Oxfam, and Stanford University as an exemplary female leader in youth entrepreneurship and Eco-fashion.

To date, heySTARTIC has trained more than 15,000 people; 62% are women and 78% out of the are youth. heySTARTIC has equipped 11 key people to be 'pioneers' in four cities to expand their impact. heySTARTIC helps their pioneers (75% women) to generate additional income, for example from IDR 400,000 monthly, they can have another IDR 1,000,000. People can be resellers of heySTARTIC's products or independent sellers through the skills learned at heySTARTIC's public workshop. By doing so, heySTARTIC promotes economic empowerment as well as provides access to markets for craftsmen and people who are in extreme poverty (<\$1.90/day)

## Accelerating Sustainable Impact and Tapping on Social Norms

Moving toward inclusivity, heySTARTIC attracts more people to join their movement for women's empowerment and gender equality. Even though it is tough to change gender bias and socio-cultural norms, heySTARTIC focuses on results such as supporting additional income generation for families who join their initiative. The exposure of the enterprise in national media has helped heySTARTIC bring more people along their journey.



Prior to applying for the UN Women WEPs Awards, Vania had never heard of the Women's Empowerment Principles. When she read more about them, she realized the WEPs not only aligned with the work heySTARTIC was already doing but provided a strong framework to help them accelerate and strengthen their efforts moving forward.

Becoming a WEPs (Women's Empowerment Principles) signatory in 2020, heySTARTIC plans to move forward with implementing the WEPs in a more structured format, incorporating it in their Workplan and Strategies 2021 onwards. This will help them to set more standardized Key Performance Indicators, having monitoring and evaluation in place and replicated. heySTARTIC wants to extend their Indonesian network and to collaborate with other leaders in the space by promoting #GenerationEquality in all their activities.



## Women's Empowerment Principles



High-Level Corporate Leadership



Treat all Women and Men Fairly at Work without Discrimination



Employee Health, Well-Being and Safety



Education and Training for Career Advancement



Enterprise Development, Supply Chain and Marketing Practices



Community Initiatives and Advocacy



Measurement and Reporting

 [asiapacificwepsawards.org](http://asiapacificwepsawards.org)

   @unwomenasia  [linkedin.com/showcase/wepprinciples/](https://www.linkedin.com/showcase/wepprinciples/)

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