

Leavey School of Business, SCU

Global Fellows Program

Placement

Name of organization & website URL:

AHA Bolivia

<http://www.ahabolivia.com/>

<http://ahaboliviaprojects.blogspot.com/>

Location of Organization:

- Country: Bolivia
- Region: Cochabamba

Description of organization (history, mission, focus):

Sustainability/Social Responsibility Internship

Company Overview

[AHA Bolivia](#) is a fair trade, ethical manufacturing company in Bolivia working with over 300 artisans to hand craft knitwear, handbags, baby clothes, toys, and more.

Mission: AHA Bolivia believes garment and accessories manufacturing can be done ethically. We work with designers, retailers and wholesalers to create designer pieces in natural fibers and recyclable materials. We respect and utilize handmade manufacturing techniques that have taken generations to perfect. We value our workers and artisans and treat them with dignity and fairness. We are proud members of the World Fair Trade Organization (WFTO).

Program Description

This combined internship, learning workshop, and cultural experience program is designed to introduce students to socially responsible business practices, international business, and environmental respectfulness in business. Participants will gain a deeper understanding of how business works in a developing nation, and how it relates to export markets such as the US and Canada. Participants will engage in hands on learning and will produce a measurable intern project by the end of the program.

Practical Internship

The practical internship is designed to give students hands-on experience working with a socially responsible business focused on cottage industry and export. The practical internships can be individual or group based, depending on the content. Level of Spanish language knowledge will vary depending on the internship project selected. We will work with you to choose the best project for your background, experience and needs. Internships can be for-credit if prior arrangement with your university is made. We offer the below internship projects but are also open to suggestion for additional tailor made projects:

Environmental Impact: AHA Bolivia's ing bag line is currently sold to numerous shops in North and South America. These bags are made from a signature recyclable plastic material, inspired by the local Bolivian market bags. Ideally, 100% of the bags sold will eventually be returned to AHA Bolivia after being converted into recycled material. The intern will research all possibilities for accomplishing this, will propose partnerships with organizations capable of recycling the bags, and will create an efficient 'reverse' supply chain to get the bags from customers to AHA Bolivia as recycled material. (Note: a basic level of Spanish is preferred but not necessary).

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Domestic and International Marketing: AHA Bolivia has recently stepped up its' international marketing efforts by creating several websites. Additional work remains to be done in order to make the business more sustainable and in order to give the craft workers a more steady income. It is the interns goal to increase domestic and international marketing efforts via social media efforts, e-newsletters, press contacts, in-showroom events, contact with local businesses, etc. (Note: domestic marketing interns will need to posses at least an intermediate level of Spanish, international marketing interns need not know Spanish). Creative marketing ideas will be a plus in this internship.

Product Development: AHA Bolivia has several different lines of products it offers to retailers abroad. It will be the interns task to diversify these product lines and propose new and innovate products. The intern will become familiar with the current target market, will evaluate buying trends, and will engage in product development with the knitters, bag makers, and other craft workers. An additional goal of the product development intern will be to propose products made out of various recyclable materials and scraps AHA Bolivia has saved.

Socially Responsible Landscape: The ideas of social responsibility, fair trade, and ethical trade are all gaining more and more momentum. As a business that was built on socially responsible principles, AHA Bolivia is now looking to join the wider network of like-minded colleagues to share resources and ideas. It will be the interns task to research the wide variety of membership and certification organizations for corporate social responsibility, fair trade, ethical sourcing, etc. and determine which organizations would best suit AHA Bolivia. Time permitting, the intern will start the process of applying for membership or approval with chosen organizations.

How many interns can you accommodate?

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Please Answer the Following Questions for EACH Available Job:

What helpful talents and/or skills should the student intern possess, if any, including major

- Open to all majors – Marketing Major and/or Engineering (Materials focus/taken Garbology class)
 - Social Media Skills
 - Basic Spanish skills a plus
 - Proactive work ethic
 - Engaging personality
 - Works well with kids

1. What would a typical day be like?

The day to day activities (five days a week) of interns will change according to the program's needs and growth, but all of that experience will also be used to inform each intern's role as part of the executive team that determines the direction of the program.

What is your preference for dates?

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(Fellows are expected to spend 5 to 7 weeks working with an organization)

End of June through Beginning of August

What is appropriate attire for internship (office) and within your region?

Casual attire- winter in Bolivia – bring a variety of layers

If there is a mandatory language requirement, what language and how fluent must the fellow be?

Familiarity with Spanish – fluent not necessary

LOGISTICS

What is the nearest airport (with airport code)?

- Fly into Santa Cruz or La Paz and then fly into Cochabamba

What are housing options and costs?

Housing will be homestay and will be arranged

Please provide an estimate of other costs/week that the interns will need to pay for themselves

\$130/week for room and board

All payment to be made up front for full stay

- Transportation (to and from airport, during the day) – will be picked up

What is the weather like between late June and early September?

Winter in Bolivia is similar to a dry California winter – evenings are cool

Bring layers

What are some possible weekend excursions/activities for young people?

Winter Solstice with Andean ceremony

Tropical region of Chapare

Trips to the Altiplano

Salar de Uyuni

Any other helpful descriptions and comments:

Bolivia is a unique country – one of two Latin countries (Guatemala) that are still predominantly indigenous. Makes it interesting from a political, cultural and social perspective....it is a living culture.

To travel to Bolivia

Will need yellow fever vaccination before you leave

Placement will work with you for visa information