

# Sandra's Craft - Clean Industry

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## Sandra's Craft

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**Country:** Costa Rica · Santa Cruz, Guanacaste **Category:** Clean Industry **Impact Areas:** Mitigation, Circular Economy **Stage:** Prototype **Team Size:** 3 **Website:**

[https://sites.google.com/view/sandracraft?fbclid=iwdGRjcARmBftqvaDJu3LJqR6e7G6aH3rB-zF-KG23r71p97mOZqv-zb7ODLCmKxpui\\_Gerg&pli=1](https://sites.google.com/view/sandracraft?fbclid=iwdGRjcARmBftqvaDJu3LJqR6e7G6aH3rB-zF-KG23r71p97mOZqv-zb7ODLCmKxpui_Gerg&pli=1)

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## Elevator Pitch

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Sandra's Craft creates reusable jicaro tableware rooted in Chorotega culture. Our eco-tableware replaces single-use plastics, reducing waste and pollution while promoting sustainable consumption and cultural preservation.

## Climate Problem

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Single-use plastic waste from food service drives pollution, emissions, and ecosystem damage. In tourist regions like Costa Rica, it threatens biodiversity, oceans, and local livelihoods, making urgent alternatives essential.

## Solution

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We produce reusable, biodegradable jicaro tableware that replaces single-use plastics. We work with artisans, supply hotels and restaurants, and promote circular use through durable products that reduce waste at the source.

## Revenue Model

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We sell eco-tableware to hotels, restaurants, and conscious consumers, offer customized products, and run cultural workshops. Our B2B model ensures recurring orders, while storytelling adds value and market differentiation.

## Target Market

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Our target market includes hotels, restaurants, and eco-lodges in tourist regions, especially those committed to sustainability. We also target conscious consumers seeking reusable, culturally rooted alternatives to single-use plastics.

## Social Impact

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Indigenous Peoples, Women

## Demand Evidence

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We have active sales with hotels and restaurants, repeat orders, and growing interest in sustainable alternatives. Global trends and plastic bans also validate strong and increasing market demand.

## Competitors

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Competitors include disposable plastic suppliers and alternatives like bamboo or bioplastics. In our area, few offer reusable, culturally rooted products like ours, giving us a strong differentiation.

## Founder Expertise

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Over 30 years in cultural entrepreneurship and artisan production, continuing a family legacy started by my mother 3 years ago. Expertise in jicaro craftsmanship, sustainable design, and community-based training with women and youth artisans.

## External Support

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We have received support through national entrepreneurship programs, mentorship in sustainable business development, and recognition as a finalist in international competitions. We also collaborate with local artisan communities.

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*Source: ClimateLaunchpad 2026 Application · App ID: 8802 Ingested: 2026-05-25*

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