Sandra's Craft · Clean Industry

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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/sandrascraft?fbclid=iwdGRjcARmBftqvaDJu3LJqR6e7G6aH3rB-zF-KG23r71p97mOZqv-zb7ODLCmKxpui_Gerg&pli=1

Elevator Pitch

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

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

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

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

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

Indigenous Peoples, Women

Demand Evidence

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

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

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

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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