



CAPE  
CRAFT & DESIGN  
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best practice Institute  
developing **people**  
to build profitable enterprises  
with marketable **products**  
for global markets in an enabled environment



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# value chain



we don't

Don't  
compete  
with any  
players in  
the value  
chain

- manufacture products
- provide finance
- establish enterprises
- Trade\*
- technical medium-based training



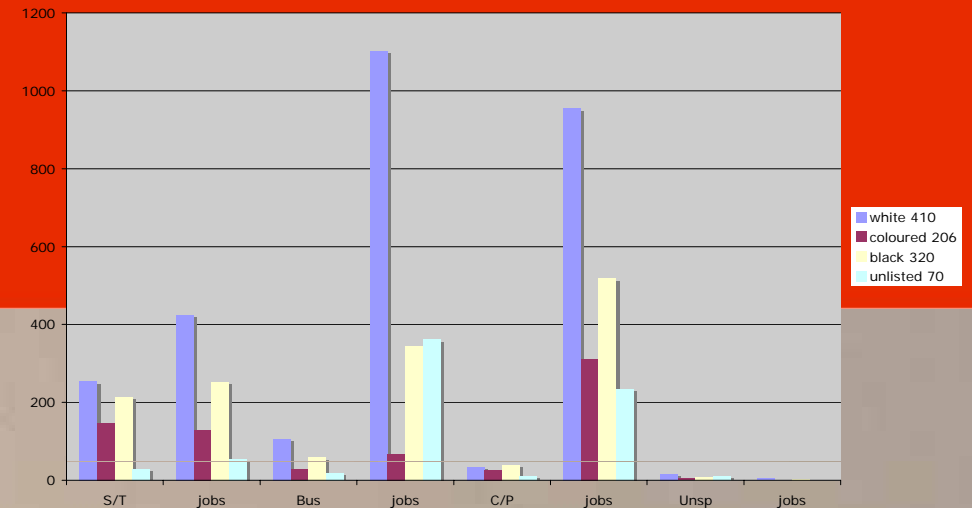
we do

Build social,  
human,  
and  
cultural  
capital

- 
- non-financial support
  - work with existing enterprises
  - organic and incremental
  - competitive / comparative advantage
  - nature of creative business process
  - consistent, responsive, dependable
  - build relationships and partnerships

# primary client base

Race : Business Type : Jobs



- Developing enterprises (57% < 7 years)
- Formal and informal
- Survivalist, **emerging entrepreneurs**, micro enterprises AND established/exporting enterprises
- **Hand manufacturing** (small volumes & high value)
- Varying skills base
- Comfort zone | risk averse
- Rural/Urban | Men/Women | Young/Old | Black/White
- Across all media
- Diverse markets
- Different motivating forces



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products



~~FMCG~~





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products



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~~curios~~



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# homeware + decor







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# object d'art







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# fashion accessories

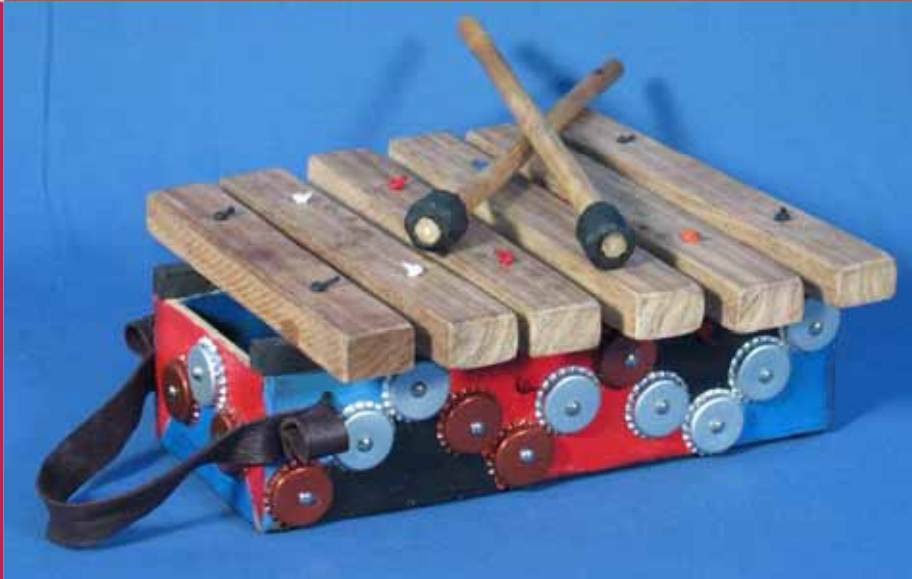






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# babies + children's toys







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working with enterprises



counselling,  
mentoring  
and referral

learnerships

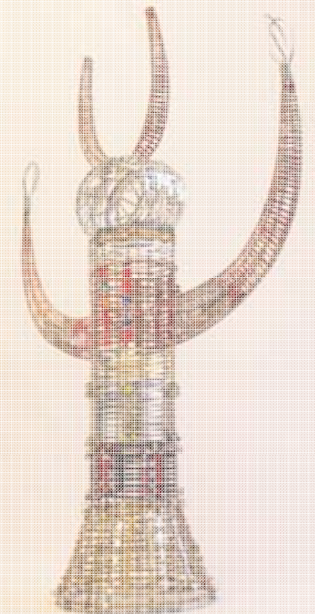
skills  
programmes

winter school

seminar  
programme

Training and skills development in:

- Business management
- Financial skills
- Production management
- Distribution logistics
- Marketing & packaging
- Exporting
- Legal & regulatory issues
- Creative skills and product innovation
- Life skills





counselling,  
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Enterprises require support in:

- Registering business & regulatory issues
- Labour & employment issues
- Access to finance
- Production efficiencies
- Distribution logistics
- Access to raw materials
- Mentoring/coaching





# creativity, design and innovation

Creative  
workshops

Residencies

AMTS  
Fablab

This programme is critical in the long-term to:

- Maintaining competitive advantage
- Creating space for origination
- Providing resource for origination
- Developing origination skills
- Supporting new product development
- Experimentation with new materials, new processes, new technologies

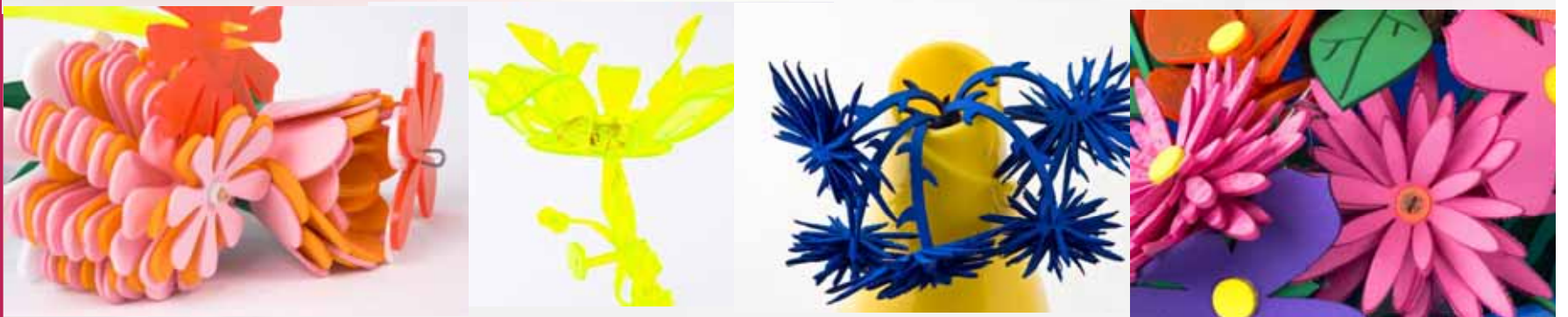






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creativity, design and innovation



AMTS  
FabLab



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# market access + development



International  
Parliamentary  
Union

April 2008 CTICC





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# market access + development



Design  
Indaba Expo

Feb 2008 CTICC





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market access



Decorex  
Cape

APRIL 2008 CTICC







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# market access

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SARCD  
Cape

AUG 2008  
GrandWest



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A brand and marketing  
platform

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- Both the Corporate Gift and Conference Industries are thriving and present opportunity for SA products (as alternative to Made in China)

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- GIFT is a trading initiative of the Cape Craft and Design Institute (CCDI). It provides an essential link between craft producers and corporate gift buyers, facilitating exchanges between maker and market.
- Gift delivers a service to corporate gift buyers and agents while providing access to new markets for craft producers

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**Impacting on the environment**



marketing  
and sector  
promotion

exhibitions

networking  
opportunities

advertising

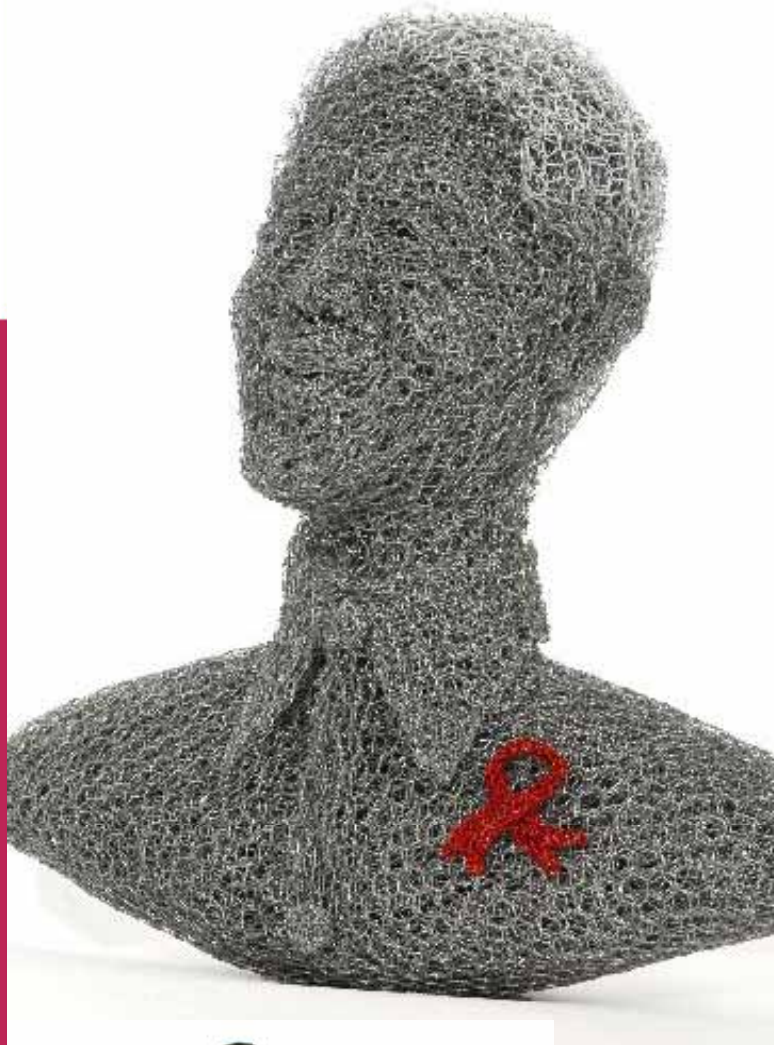
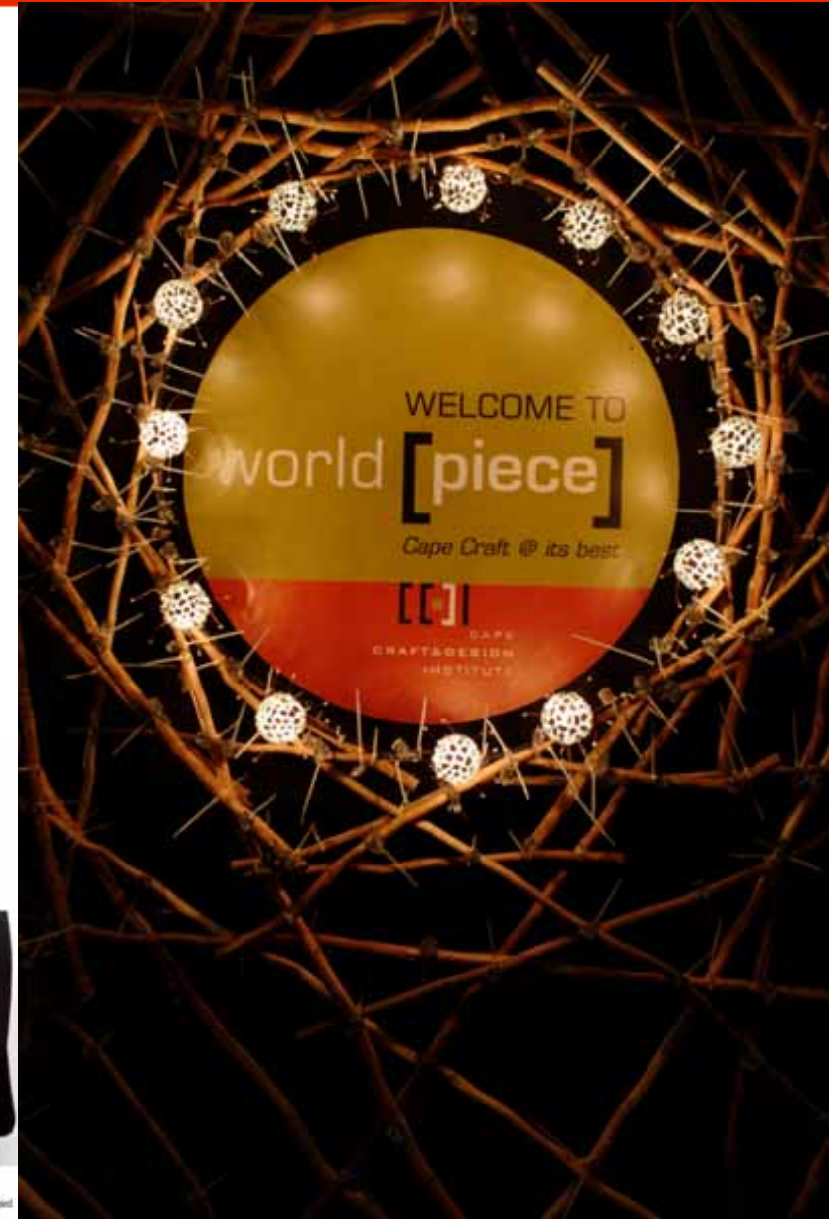


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building a  
consumer base



## impacting on environment

- 
- raw material supply
  - production centres
  - access to finance
  - nurture creatives
  - research and resources



## case studies

- 21 case studies (2 retail/sales)
- 67% PDI
- 60% CC (75% registered)
- 1 had a loan; 5 had other support
- 30% work from home

## case studies

- Full-time 69
- Average earnings R4,107
- Production full-time/piece-based 381
- Average earnings R2,282
- Start-up annual t/over R39,748 (R795k)
- Current annual t/over R614,795 (R12m)
- Average 18 outlets each
- 70% exporting (12 countries)



**QUALITATIVE**

Market access	100%
CS Meetings/networking	80%
PD/Fablab	70%
Newsletter	60%
Learnership	40%
Winter School/short courses	35%
Advice/sounding board/moral support	35%
mentoring support	30%
GIFT	30%
Craft Icon	20%
Website	10%
Product photographs	10%
raising profile of sector	10%
Agents/Direct Sales	5%
corporate gift market opportunities	5%

**QUALITATIVE**

short courses	30%
training for staff (not business owner)	30%
tiered support for different businesses	20%
govt event/tender leads	15%
access to finance	15%
stipends for attendance at courses	15%
CCDI Shop	15%
library (resources)	15%
train-the-managers to empower etc	15%
material resources	10%
1on1 PD support	10%
agent/retail agreements	10%
In-house graphic design service	10%
Export promotion/Trade shows	10%
production space	5%
IP protection	5%
Technical skills development	5%



## QUALITATIVE

### CHANGES

Increased skill	80%
Confidence	75%
Regular income to staff	60%
market access	55%
Technology(ICT)	50%
Better business systems	45%
Product range	40%
Permanent staff	25%
Business Ownership	20%
Equipment	20%
delivery service	10%

# andile dyalvane | imiso ceramics

Start date	2006
Registration date	2006
Employment	6 (2 p/t)
Average wage	R2,000-R4,000
Start-up turnover	50,000
Current turnover	250,000
Local Markets	6 + own shop
Export Market	6
Market Access	Networking
Mentoring	Training
Craft Icon	





Start date	1999
Registration date	2006
Employment	2 (45 p/t)
Average wage	R1,800- R4,000
Start-up turnover	10,000
Current turnover	450,000
Local Markets	6
Export Market	0
Market Access	Networking
Mentoring	Training
PD/FabLab	



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# willard masaruwa | Feeling African

Start date	2000
Registration date	2008
Employment	4 (10 p/t)
Average wage	R2,200-R6,000
Start-up turnover	12,000
Current turnover	250,000
Local Markets	3
Export Market	2
Market Access	Networking
Mentoring	
PD/FabLab	





# martin mayongo | Yongo's Pottery

Start date	1997
Registration date	2006
Employment	2 (1 p/t)
Average wage	R2,000-R4,000
Start-up turnover	24,000
Current turnover	210,000
Local Markets	2
Export Market	0
Market Access	Networking
Mentoring	Training
PD/FabLab	



Start date	2002
Registration date	2005
Employment	4 (70 p/t)
Average wage	R2,000-R4,000
Start-up turnover	20,000
Current turnover	R1.1m
Local Markets	30
Export Market	17
Market Access	Networking
Mentoring	Sector Marketing



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# streetwires

Start date	2000
Registration date	2002
Employment	120
Average wage	R2,244-R8,000
Start-up turnover	3,000
Current turnover	R6m
Local Markets	80
Export Market	12
Market Access	Networking
Mentoring	Training
Craft Icon	

## Exploding some myths

- Low barriers to entry - high barriers to success
- Not everyone wants to be a business owner/entrepreneur - most people just want a job and regular income
- Craft products are not cheap (unless they come from China)
- Constructed division between art / craft / design
- Everyone can learn to make but we don't all have the aptitude to create
- Intermediaries do not have to be exploitative



## key ingredients for success

individual  
at the  
centre

motivation  
is key  
driver

provide  
enabling  
support

- Work with '**the market**', profit-motive and intermediaries - and **not to compete**
- Driven by **sector/big picture** needs □ - deal with systemic issues for enabling environment (*built in obsolescence of institution?*)
- Understand **diversity of the entire sector** – not one size fits all (*production, product, market, individ.s*)
- **Tailoring integrated interventions** (*approach, materials, content etc*) to meet the needs of this diverse range of beneficiaries/clients
- Embracing a **learning organisation** approach – try different approaches, make mistakes; learn; share

## key ingredients for success

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- Skills training is part of a **holistic package** of support (*theory & practice*)
- **Experience** is the best teacher / real life opportunities for learning (*demand/market driven approach*)
- **Start with something** (*product/person*) – unique (*make own choices*) – own motivating force/driver
- **No “quick fix”** – building relationships, creating linkages, networks and access to opportunities
- Building in **mentorship, follow-up** through participation in programmes (*testing and embedding new skills/knowledge*)



## key ingredients for success

individual  
at the  
centre

motivation  
is key  
driver

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support

- A **benchmark of excellence** & professionalism - aspiration/growth vs stagnation/mediocrity - created a real-life environment
- Partnerships, **partnerships**, partnerships (*win-win-win all round*)
- Outside of but in partnership with public sector; co-operative governance & policy alignment
- **Selection processes** / clear criteria for all activities which help match appropriate service to need
- **Competitive process** for service procurement / 're-tooling' services/process to meet needs