Best Practices for Trans-Boundary Craft Development in the Okavango River Basin

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Every River Has Its People Project, Permanent Okavango River Basin Water Commission (OKACOM), The Basin Wide Forum, Traditional Leadership and Regional Government in all three countries.

In Angola, the Association for Environmental Conservation and Integrated Rural Development (ACADIR), provincial Governors, Vice Governors and Administrators, Menongue Cultural Museum, UNICEF and World Food Programme.

In Botswana; The Botswana Christian Council (BCC), Botswana Craft Marketing Company (BC) District Commissioners, Etsna Basket Project, Ghanzi Crafts, Kalaahari Conservation Society (KCS), Kuru Family of Organisations, Ngwao Boswa Baskets at Gumare Nhabe Museum in Maun, San Arts and Crafts, Trust for Okavango Cultural and Development Initiatives (TOCaDI) and Tsodilo Hills Museum.

In Namibia, Caprivi Arts and Cultural Association (CACA), Catholic AIDS Action, Desert Research Foundation of Namibia (DRFN), First National Bank, German Development Service (DED), Governor and Regional Councillors (Kavango Region), Integrated Rural Development and Nature Conservation (IRDCN), Line Ministries supporting ERP, Namibian Association of CBNRM Support Organisations (NACSO), Namibia Craft Centre, Namibia Nature Foundation (NNF), National Art Gallery of Namibia (NAGN), Nedbank, Mud Hut Trading (MHT), New Start, Omba Arts Trust (OAT), Omba Gallery, Omahaheke San Trust (OST), OXFAM Canada and Regional Councillors, Rössing Foundation (RF), Save The Rhino Trust (SRT), Swedish International Development Agency (SIDA).

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FOREWORD

This booklet captures the model used by ERP craft, which is managed as a well-integrated part of the ERP CBNRM Okavango River-basin program. It targets a range of readers from donor to community worker. Working in this field for the last 12 years has afforded me opportunities to experience life in its full wealth of colour, creativity and diversity. Handicraft reflects the personalities of the people who make them. The work has filled my life with a richness of culture and vibrancy. Craft is a key that can unlock doors, for even in alienated and remote places, there is always a craft maker. Who responds to being acknowledged for good work and financial reward, relationships and trust follow. Encouraged by Karin le Roux and my long suffering husband I have experienced personal growth and owe a debt of gratitude to all the field workers, crafters and NGOs who have made it possible.

Charlie Paxton

Left: Charlie Paxton of Namibia and Antonio Chipete of Angola head to Calai to buy crafts
Right: Bonatla Tsholofelo buying baskets at Etsha in Botswana
ACRONYMS

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>ACADIR</td>
<td>ASSOCIATION FOR ENVIRONMENTAL CONSERVATION AND INTEGRATED RURAL DEVELOPMENT</td>
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<tr>
<td>AIDS</td>
<td>ACQUIRED IMMUNODEFICIENCY SYNDROME</td>
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<tr>
<td>ARV</td>
<td>ANTIRETROVIRAL</td>
</tr>
<tr>
<td>BWF</td>
<td>BASIN WIDE FORUM</td>
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<tr>
<td>CBCD</td>
<td>COMMUNITY-BASED CRAFT DEVELOPMENT</td>
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<tr>
<td>CBNRNM</td>
<td>COMMUNITY-BASED NATURAL RESOURCE MANAGEMENT</td>
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<tr>
<td>CDP</td>
<td>CRAFT DEVELOPMENT PROGRAMME</td>
</tr>
<tr>
<td>CRM</td>
<td>COMMUNITY RESOURCE MONITOR</td>
</tr>
<tr>
<td>DED</td>
<td>GERMAN DEVELOPMENT SERVICE</td>
</tr>
<tr>
<td>EBNRM</td>
<td>(COMMUNITY-BASED) ENTERPRISE BASED NATURAL RESOURCE MANAGEMENT</td>
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<tr>
<td>ERP</td>
<td>EVERY RIVER HAS ITS PEOPLE PROJECT</td>
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<tr>
<td>HAART</td>
<td>HYPER ACTIVE ANTI RETROVIRAL THERAPY</td>
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<tr>
<td>HIV</td>
<td>HUMAN IMMUNODEFICIENCY VIRUS</td>
</tr>
<tr>
<td>IRDNC</td>
<td>INTEGRATED RURAL DEVELOPMENT AND NATURE CONSERVATION</td>
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<td>KFO</td>
<td>KURU FAMILY OF ORGANISATIONS</td>
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<tr>
<td>KSC</td>
<td>KALAHARI CONSERVATION SOCIETY</td>
</tr>
<tr>
<td>MHT</td>
<td>MUD-HUT TRADING</td>
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<tr>
<td>NACOBTA</td>
<td>NAMIBIAN COMMUNITY BASED TOURISM ASSOCIATION</td>
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<td>NGO</td>
<td>NON-GOVERNMENTAL ORGANISATION</td>
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<tr>
<td>NNF</td>
<td>NAMIBIAN NATURE FOUNDATION</td>
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<tr>
<td>NR</td>
<td>NATURAL RESOURCES</td>
</tr>
<tr>
<td>NRM</td>
<td>NATURAL RESOURCE MANAGEMENT</td>
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<tr>
<td>OAT</td>
<td>OOMBA ART TRUST</td>
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<tr>
<td>OKACOM</td>
<td>THE PERMANENT OKAVANGO-BASIN WATER COMMISION</td>
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<td>ORB</td>
<td>OKAVANGO RIVER BASIN</td>
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<tr>
<td>ORG</td>
<td>ORGANISATION</td>
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<tr>
<td>RAMSAR</td>
<td>INTERNATIONAL CONVENTION ON WETLANDS</td>
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<tr>
<td>RF</td>
<td>RÖSSING FOUNDATION</td>
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<tr>
<td>SIDA</td>
<td>SWEDISH INTERNATIONAL DEVELOPMENT AGENCY</td>
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<tr>
<td>TBNRM</td>
<td>TRANS BOUNDARY NATURAL RESOURCE MANAGEMENT</td>
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<tr>
<td>TOCaDi</td>
<td>TRUST FOR OKAVANGO CULTURAL AND DEVELOPMENT INITIATIVES</td>
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<tr>
<td>TOT</td>
<td>TRAINER OF TRainers</td>
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<tr>
<td>WRM</td>
<td>WOMEN RESOURCE MANAGEMENT</td>
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<tr>
<td>VCTC</td>
<td>VOLUNTARY COUNSELLING AND TESTING CENTRE</td>
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</tbody>
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1. Introduction

The Okavango River links Angola, Botswana and Namibia, supporting about 600,000 people along its course. The Delta is one of the world’s largest RAMSAR wetlands, supporting rich biodiversity. However, the riparian belt is under pressure from growing land development and utilisation. Developments and aquatic utilisation impacts the condition of the river, influencing the countries and people dependent on it as a resource.

The Permanent Okavango River Basin Water Commission (OKACOM) was established in 1994 to pioneer collaborative holistic planning and management strategies for the Okavango River Basin (ORB). OKACOM is a tripartite agreement between riparian states of Angola, Botswana and Namibia. It holds overall responsibility to sound conservation, management and utilisation of the basin and its resources.

A Basin-Wide Forum (BWF) was established with community representation from all three countries, engaging stakeholders from Government to local community level in management and decision-making.

**Every River Has Its People Project (ERP)**

The Every River Has Its People Project (ERP) is an integrated partnership between non-governmental organisations (NGOs), stakeholders and line ministries in Angola, Botswana and Namibia. ERP is a key catalyst in developing and implementing an integrated management plan for the Okavango-basin. It serves to build the capacity of local communities and empowers them to meaningfully participate in decision-making processes.

Project staff undertook extensive socio-ecological surveys, in partnership with local communities, regional and local authorities, line ministries and NGOs. The Surveys were carried out both in Botswana and Namibia as part of Phase 1 of the Project. A report then evaluated the success in meeting project objectives of the socio-ecological surveys. It made recommendations on how the output of the surveys could be incorporated into subsequent phases of the programme implementation. Many of these have been used and adapted by the Crafts Component of the ERP.

The term ‘craft’ describes Community-based Craft Development (CBCD) and incorporates community-based participatory methodologies. It refers to traditional and cultural handicrafts that use natural resources and artificial products.

**Partners**

ERP is funded by the Swedish International Development Agency (SIDA). In Angola, the Association for Environmental Conservation and Integrated Rural Development (ACADIR) coordinates activities. In Botswana, the Kalahari Conservation Society (KCS) has responsibility for overall project management and organises activities in Botswana, while the Namibia Nature Foundation (NNF) coordinates project work in Namibia.
Goals and Objectives

Initiated in 2000, Phase 1 of the project aimed:

...to promote the sustainable management of natural resources in the Okavango River Basin (ORB) for the benefit of basin residents and states by promoting and facilitating the effective participation of basin stakeholders in natural resource decision making and management particularly related to water resources.

Phase 2 commenced in February 2004, building on the achievements of Phase 1 and strengthening focus areas identified during its independent review. The goal is:

...to build the capacity of the Okavango-basin residents to effectively participate in the planning and to manage their natural resources, and to share experiences and lessons learned with other river basin communities and authorities.

There are four main objectives:

1. Increase the capacity and facilitate the implementation by local residents of CBNRM and TBNRM in selected areas, through the creation of appropriate sustainable projects and institutions;

2. Continued training and development of the skills of BWF members;

3. Strengthening the communication and networking between authorities and stakeholders across the basin;

4. Selecting target areas suitable for development that enhance natural resource management and livelihood benefits; and to share knowledge and experiences with other river-basin areas both nationally and internationally.

ERP further aims to:

- Address root causes of environmental problems such as poverty and inappropriate policy and legislation;
- Promote sustainable management and use of resources at local level;
- Promote integrated multi-sectoral approaches to management; and
- Promote appropriate forums and mechanisms for conflict resolution within and across national boundaries.

Dorothy Wamunyima
of the NNF with a group of producers in Southern Angolan
2. The ERP Craft Component

Goal

To sustainably enhance livelihoods and well-being of Okavango-basin craft producers and to promote their participation in the planning and management of natural resources used in craft.

Objectives

- To increase the capacity and income of the Okavango-basin residents involved in craft production and marketing, within target areas;
- To encourage participation and build the necessary skills in planning and management of natural resources used for craft production;
- To raise awareness of, and reduce vulnerability to HIV/AIDS;
- To develop viable market outlets in the region and the systems to enable producers to access them;
- To link Community-based Craft Development (CBCD) activities with other CBNRM/TBNRM activities where appropriate; and
- To develop workable models for CBCD that can be used in other similar river basin projects.

The emphasis of the ERP Craft Component is to:

- Promote income-earning opportunities for women, as such income is often more wisely spent on family livelihood investments;
- Draw income-earning opportunities into the more remote areas of Angola, Botswana and Namibia, where there are few markets and few alternative options;
- Look at market branding to optimise sales and draw attention to the diversity of the Okavango-basin;
- Enhance concurrent training, skills sharing and awareness creating opportunities while working on crafts, particularly in the areas of health, and with a focus on HIV/AIDS;
- Identify and develop products (quality and design); and
- Identify and establish suitable market structures (multi-marketing model).

Baskets from Angola (left), Botswana (centre) and Namibia reflect different styles and techniques.
The importance of craft

**Overall, craft:**
- Improves the spread of benefits to marginalised communities;
- Encourages self reliance and empowerment;
- Contributes to improving the quality of life;
- Reduces poverty;
- Provides economic returns;
- Contributes to socio-economic upliftment, enhanced creativity and strengthening of traditional-cultural practices;
- Increases social and cultural identity;
- Promotes traditional handicraft skills;
- Fosters environmental management and caring for natural resources;
- Improves nutrition;
- Provides an entry point for health and development training, particularly regarding HIV/AIDS;
- Fosters improved self esteem and sense of pride; and
- Encourages transparency and democracy.

Craft can offer a meaningful source of income for remote and marginalised communities with limited options for revenue. If the income earned is above the value of a loaf of bread and earned mainly by women, then it has a benefit. Craft can enhance traditional knowledge and skills and provide money for mainly processed food (bread, sugar, soup, tinned fish) and basic household items (soap, washing powder, candles, matches and skin lotions); and larger items such as livestock. In order to optimise the impact of craft further, the ERP Programme has integrated crafts into the broader CBNRM programme. Most crafts are made from indigenous natural resources and initiatives are linked to optimising the collective management and sustainable utilisation of natural indigenous resources.

As a good relationship is fostered between ERP and communities built on trust, craft offer an ideal entry point for tackling development issues such as gender, poverty reduction, social upliftment, NRM and improved health status, particularly relating to HIV/AIDS and other health programmes.

**ERP Crafts Approach**

ERP Craft aims to establish self-managed, viable and sustainable enterprises, with community involvement and empowerment from the onset. But income earning potential from the sale of handicraft is not an automatic outcome. Producers require access to natural and artificial resources, training and suitable market outlets. Fair and equitable pricing structures need to be established and issues around viability, accessibility and sustainability need to be foreseen and resolved before implementing programmes. Despite these constraints, craft-related enterprise development has an important place in shared river basin management. ERP Craft has enabled crafters to share ideas, experience and skills. Although the three countries have different infrastructure and logistics and are at different stages of development, people share similar problems, needs, and issues.

Namibia took the lead for ERP Craft because the country is centrally located between Angola and Botswana and therefore easy to access areas within the river basin. Mpande Craft was established under the programme to serve as an interim broker for the emerging ERP producer base. In the first 18 months of operation, producers across the basin have earned N$28,000.00 (about US$46 000) through craft sales.
# Top selling products in the Okavango River Basin (by country)

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>PRODUCT</th>
<th>Natural resources</th>
<th>COMMENT</th>
</tr>
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<tbody>
<tr>
<td>Botswana</td>
<td>1. Baskets</td>
<td>Yes</td>
<td>Access to NR increasingly difficult</td>
</tr>
<tr>
<td></td>
<td>2. San jewellery / crafts</td>
<td>Yes</td>
<td>Access to NR okay, struggle with Ostrich egg shells sometimes</td>
</tr>
<tr>
<td>Namibia</td>
<td>1. Baskets</td>
<td>Yes</td>
<td>Access resource good, production able to increase</td>
</tr>
<tr>
<td></td>
<td>2. Recycled items, Etched bangles &amp; Key rings</td>
<td>No</td>
<td>Apart from HIV key rings this product is not promoted by ERP</td>
</tr>
<tr>
<td></td>
<td>3. Wood-craft</td>
<td>Yes</td>
<td>Sold and made in Namibia, mainly self sold with limited NGO support</td>
</tr>
<tr>
<td>Angola</td>
<td>1. Wood-craft</td>
<td>Yes</td>
<td>Made in Angola, sold mainly in Namibia with limited NGO support</td>
</tr>
<tr>
<td></td>
<td>2. Clay pots</td>
<td>Yes</td>
<td>Access to NR along river banks, sold mainly through ERP</td>
</tr>
<tr>
<td></td>
<td>3. Baskets</td>
<td>Yes</td>
<td>Made and sold in Angola and by Angolans resident in Namibia</td>
</tr>
</tbody>
</table>

## Top sellers - Okavango River basin wide

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>COUNTRY</th>
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<tbody>
<tr>
<td>1. Baskets</td>
<td>Botswana</td>
</tr>
<tr>
<td>2. Baskets</td>
<td>Namibia</td>
</tr>
<tr>
<td>3. Etched bangles</td>
<td>Namibia</td>
</tr>
<tr>
<td>4. San Jewellery / crafts</td>
<td>Botswana</td>
</tr>
<tr>
<td>5. Woodcraft</td>
<td>Namibia and Angola</td>
</tr>
<tr>
<td>6. Clay pots</td>
<td>Namibia and Angola</td>
</tr>
<tr>
<td>7. Fish baskets</td>
<td>Namibia</td>
</tr>
<tr>
<td>8. Beaded items</td>
<td>Namibia</td>
</tr>
<tr>
<td>9. Traditional wigs</td>
<td>Botswana</td>
</tr>
</tbody>
</table>

Baskets such as this one (left) from Botswana are best sellers. An unusual basket from Angola with two traditional Angolan pots (left) and a novel candleholder from Namibia (right)
3. Contribution of Craft to ERP Goals

Craft and CBNRM

The philosophy of CBNRM is that by adding to the economic value of natural resources enhances stakeholders’ appreciation of their surrounding environment and contributes to development. This effectively promotes sound community resource management strategies to safeguard resources.

Craft development can thus initiate opportunities for improving resource management and environmental understanding at grass-roots level. Prior to starting any craft development initiatives, feasibility of such activities needs to be evaluated, along with what methods that can be put in place to conserve craft resources. Critical to craft is an appraisal of resources used to make products that have market potential. Key to sustainability is how accessible these resources are to producers. From the outset, craft should include methods of conserving and replenishing the resources used. In this way craft can promote the collective community management of resources for individual income benefit.

Linked to community management of indigenous resources are opportunities associated with monitoring, research, propagation and protection. For example successful tree propagation of Ivory palm (Hyphaene perersiana) and useful dye-trees such as Birdplum (Berchemia discolor) has been done in both Botswana and Namibia.

Craft and Poverty Reduction

In health circles, poverty is sighted as one of the main vectors of communicable disease. The poverty-trap captures the whole spectrum of poor health associated with basic needs such as access to clean water, shelter, food security, malnutrition, increased vulnerability to diseases, higher HIV/AIDS risk, exploitation of indigenous resources and inevitable socio-pathologies such as alcohol abuse, family disintegration, domestic violence, people displacement and petty crime. Craft alone can only contribute to mitigating some of these issues. Income from craft is particularly significant to female-headed households, where it can be either the only cash income or a supplementary livelihood benefit. Its contribution to livelihood benefits and income is strengthened when integrated with broader CBNRM initiatives and other income earning opportunities from trophy hunting, joint ventures, cereal crop harvests, fish sales, veld-foods, traditional beer, commercial thatch grass and employment.

Craft and Broader Development

Craft has become a credible tool to initiate broader development. Crafters are widespread and found in small, remote villages. Rapport is readily struck when interest is shown in handicrafts, making it an effective entry point for a wider spectrum of development scenarios. Effective training and development models used in Namibia by the Rössing Foundation’s (RF) Craft Development Programme (CDP) have included the identification of and formation of target groups / craft working groups who select leaders for specialised activities. These leaders become trainers at village level. The role of local trainers within communities has expanded to take on broader development. Integrated Rural Development and Nature Conservation (IRDNC) pioneered female resource monitors as trainers, facilitators and community developers, with expanded roles to include information-sharing on HIV/AIDS.
Botswana has several operational craft-related CBOs that are community-owned and managed. These CBOs benefit from training and facilitation offered periodically by NGOs. Craft produced here are the mainstay of Botswana Craft and San Arts and Craft who are well established marketing agents for the country. TOCaDi, a NGO based in Shakawe, is playing a critical role in linking scattered producers to San Arts and Craft, thereby making significant in-roads towards poverty reduction and social upliftment to impoverished communities.

In Angola, the Association of Conservation for Environment and Integrated Rural Development, ACADIR, has opened a craft account after starting a craft project. Although it has only been active in craft development for less than a year, it has successfully generated income opportunities and effectively uses craft as a platform for HIV/AIDS awareness.

**Tri-nation craft linkages**

Despite the benefits of cross-pollination of skills and knowledge across the basin, care is taken to retain authenticity to the region and country of origin. Botswana, the pioneer of craft development, has much to offer in terms of knowledge and experience. Namibia is centrally located for trans-boundary transference of knowledge and skills between the three ORB countries, and, as such is the logical conduit to merge the three nations' craft efforts into one synergistic entity.

The ERP Craft component aims to:
- Develop workable models that can be implemented across the basin;
- Link activities to CBNRM/TBNRM and encourage networking, trans-frontier liaison and co-operation;
- Develop a tri-nation data directory for craft production, marketing and resource management across the basin.

**Model for Tri-Nation Craft Development**

![Model for Tri-Nation Craft Development Diagram]

**Craft and Fair Trade**
ERP craft is not a member of the International Federation for Alternative Trade (IFAT), it does incorporates fair trade practice into its approach. The basic concept is that pricing is fair to both producers and buyers. This is achieved through a process of participatory negotiation towards a 'win-win' or 50/50 agreement. If a 'win-lose' or 'lose-win' situation applies, then one of the parties is dissatisfied and the relationship is jeopardised.

![COSTS OF MARKETING WIN-WIN](image1.png)

This win-win graph represents an ideal partnership. The producer is paid the highest price the market can bear. The buyer covers costs while making a small but fair profit.

![COSTS OF MARKETING LOSE-WIN](image2.png)

The lose-win scenario sees the buyer exploit producers to make a large profit. Eventually craft makers will seek alternative markets.

![COSTS OF MARKETING WIN-LOSE](image3.png)

The win-lose graph illustrates the overpaying of craft makers. The buyer is unable to adequately cover sales costs and generates minimal profit. This can lead to bankruptcy and producers lose a market.
Craft, Health and HIV/AIDS

Across the Okavango-basin, the impact of HIV/AIDS is overwhelming. At rural household level, the psycho-social impact of increased young adult deaths and funerals and the consequences to socio-cultural norms and stability is not well understood. The resultant impact of changes in cultural grieving customs and time available to mourn are only now becoming apparent.

Orphan-headed households are increasing, as is dependency on ageing grand-parents and over-burdened relatives and communities grapple with caring for those left behind. Home-based care for the chronically ill throughout Namibia and Botswana is now a social norm.

Statistics indicate that although infection rates are high in both Botswana and Namibia, HIV/AIDS is less prevalent in Angola. However, the steady flow of returnees and military to their homes and improvements to transport routes could lead to an increase of prevalence in previously cloistered areas. Strengthening income opportunities contributes towards poverty reduction and addresses empowerment issues, potentially leading to improvements in overall health status and can reduce the mitigating circumstances of HIV/AIDS.

ERP-craft has developed appropriate strategies to assist impoverished communities and contribute towards socio-economic development, including dove-tailing with various effective HIV/AIDS programmes throughout the river basin. Working with producers and craft groups attains high levels of trust. This enables a free flow of information exchange and offers an agreeable forum through which to address primary health care issues such as health status, nutrition, hygiene, clean water, family spacing and child rearing skills, prevention of communicable diseases, HIV/AIDS awareness and management.

Angola has developed excellent training tools and UNICEF is currently implementing training and awareness programmes aimed at supporting voluntary counselling and testing centres (VCTC) while rolling out Antiretroviral (ARV) treatment. Botswana and Namibia already have established VCTCs and Hyper Active Anti Retroviral Therapy (HAART) is available. Many institutions and NGOs include HIV/AIDS awareness, prevention and management in their activities. For example, Namian CBNRM - through the Namibia Association of CBNRM Support Organisations (NACSO) - has promoted ‘AIDS corners’, (information units) and discreet condom distribution. In all three countries churches have taken up the cause, in particular the Catholic and Lutheran churches, support voluntary testing, home-based care, awareness and prevention and some support condom distribution.

However, in many rural areas women live with a system of predominately male chiefs, headmen, traditional healers and community leaders (councillors, administrators and commissioners). In pockets of the ORB there is still traditionally legitimised polygamy while some accepted traditional/cultural practices complicate the effectiveness of addressing the necessary life style changes. Strategies to enlighten influential males are incorporated into awareness campaigns in an effort to reduce the vulnerability of rural women. An example of awareness conducted by ERP was an HIV/AIDS road-show, which traversed the river basin and encouragingly traditional leaders, councillors and commissioners to participated and lend their weight in support of HIV/AIDS campaigns and prevention.

Broadly, the ERP Craft approach HIV/AIDS is to:

- Review and share existing HIV/AIDS baseline information, programmes, training modules, information materials and initiatives within the focal areas;
- Link activities to other HIV/AIDS awareness and management campaigns already active in the basin;
- Encourage discussion, debate and questions relating to HIV/AIDS;
- Support established structures;
- Develop a regional approach to fighting HIV/AIDS and poverty;
- Identify and train craft producers as local HIV/AIDS counsellors to develop mitigating measures and act as agents of change in their respective villages;
- Provide craft producers with training and education materials/literature;
- Support home-based care programmes through income generated from the increased sales of craft products;
- Encourage the use of condoms and make them freely available at central distribution points and meetings;
- Establish HIV/AIDS information tables at local, accessible points such as conservancy offices, campsites, NGO, CBO and Government offices; and
- Assist producers to access programmes and go for voluntary testing.

10 Most asked Questions in the ORB about HIV/AIDS

Following the success of the 10 commandments for basket-making and campsites, ERP Craft has developed a localised 10 questions and answers on HIV/AIDS, based on answers to common questions asked during discussion sessions at local level. ERP craft will follow-on with Mind-maps or graphic posters illustrating step by step explanations or actions that tie in with some of the more critical points listed.

10 Questions and Answers about HIV/AIDS

1. What is HIV, what is AIDS and what is the difference?

- Human, (only occurs in people);
- Immuno-deficiency (weakens the body's defences against infections. There are fewer white blood cells to fight infection);
- Virus (tiny germ that is not visible that attacks the white blood cells in your body).

HIV is a virus that enters the human body without showing clear symptoms and breaks down the immune system (defense system) of the body over a period of time. A person who contracts the virus will often not show any symptoms for many years.

- Acquired (you can get it);
- Immune (your body's defense against infection system);
- Deficiency (lack or less and less white blood cells to fight infection in the body);
- Syndrome (collection of diseases).

AIDS is a collection of diseases acquired by a human being due to the fact that the immune system is completely broken down by the HIV and cannot fight off any infection. A person then presents with various illnesses such as TB, pneumonia, skin diseases etc that the body succumbs to.

2. What causes AIDS in human beings?

- Contracting HIV from either having unprotected sexual intercourse with someone who is already HIV positive;
- Sharing drug needles;
- Circumcision with an unclean knife, blades used before you;
- Blood to blood contact, when you have open wounds on your body and have contact with someone else's blood who is HIV positive;
- Breast milk of an HIV positive mother has a chance of passing it onto her breast-feeding baby; The baby can also get HIV through the placenta (afterbirth) that keeps the baby alive while in utero;
- During the second stage of labour, when the baby is born;
- HIV is only passed through bodily fluids that contact white blood cells, therefore saliva; tears, sweat, urine etc do not carry HIV. Therefore you cannot become HIV positive through kissing, hugging, physical non-sexual, and non-blood contact or from using toilets.
3. Which group is targeted by AIDS and why?

AIDS has no target group. Celebrities and film stars who have lots of money and access to top of the range medication have died of AIDS; even a few Olympic athletes are HIV positive.

HIV affects babies (who are infected by their HIV positive mothers and, unless treated, they usually die by the age of five years); the very young and people who are sexually active. There are very few incidents of HIV in the age group of five to 12 years and the aged.

4. Where was HIV/AIDS discovered?

There is no concrete proof of where HIV originated from but it was first recognised in Central Africa.

5. Is there medicine to treat people who are affected?

- Namibia and Botswana both offer voluntary counselling and testing services to all citizens. Namibia offers this through their NEW START CLINICS and Botswana through a programme called TEBELOPELE. When you test positive, you may not be very sick yet and may have a high immunity cell count called CD4. If the CD4 count is more than 200 then your body can still fight opportunistic infections and it is thought that the CD4 cells also counter the medication. Doctors and nurses at the clinics will treat you with normal medicines for any illness you may have.
- When you develop Stage 2 full-blown AIDS, which is usually when you have a CD4 count of less than 200 and two or three symptoms of AIDS, you are entitled to be put onto Hyper Active Anti Retroviral Therapy (HAART). The medication has to be taken responsibly and seriously.

6. Why is there no cure?

- Viruses are very tiny and do not get killed by antibiotics like the larger bacteria.
- It is proving very difficult to find medications that actually kill and destroy the virus and so far medicines are only able to inhibit the rapid progress of the virus and boost the body’s immune system. Normally the body’s immune system builds up resistance to viral infections but with HIV/AIDS the virus compromises the body’s immune system and disables it.
- In a healthy body the immune system fights infections (white blood cells will attack viruses and eventually win the battle). The HIV virus attacks the very cells that defend the body against infections, rendering them useless.
- Internationally there is a lot of research being done to improve drug therapy and even develop a vaccine.
- Sex with children and virgins does not cure HIV/AIDS and sex with children is illegal.

7. What are the symptoms of HIV and AIDS?

- HIV: Has almost no signs or symptoms, initially immediately after infection the person may have a small cold and a slight fever, then they become a symptomatic for several years. There are a few HIV Olympic athletes in peak physical condition.
- AIDS: The person is more prone to opportunistic infections and the body takes longer to recover.
  - Flu, wounds, diarrhoea, mouth infections and minor illnesses linger. Any illness like TB, pneumonia and malaria respond to treatment - but very slowly - and the person takes longer than normal to get better.
  - The person loses weight;
  - The person becomes increasingly weak and thin
  - Is eventually unable to do any physical labour;
  - The person becomes so thin, sick and weak that they do not respond to conventional treatments and die of an opportunistic infection.

8. How do you prevent it?

A Abstinence: If you can, avoid sex altogether. If this is not possible then -
B Be faithful to one faithful partner: If you and your partner are HIV negative (do not have the virus), you have to be faithful to each other and only have unprotected sex with each other. If you have more than one "wives" and all of your "wives" are HIV negative the same applies. Do not have sex with anyone but your own traditionally and culturally HIV negative partners.
C "Condomise" always carry a condom and know how to use it correctly, rather than be caught without one
D Delay sexual activity
E early treatment of sexually transmitted infections (STIs)
a. Place

ERP Craft Component work has noted the following about craft in the Okavango River basin:

- Craft gives a value to the natural resources used in the craft industry;
- In some areas such as conservancies, traditional authorities must be approached by producers for harvesting rights;
- Craft harvesting areas are frequently protected from outsiders gaining access;
- Craft producers should be encouraged to have a sense of ownership over the resources they use for craft;
- Palm (raw, processed and dyed) and dye resources are collected, sold and/or bartered;
- Basketry resources can be propagated successfully depending on soil type and rainfall. ERP is rejuvenating the old Etsha palm gardens in Botswana, reviewing the palm plots in Kavango, Namibia, and has encouraged German Development Service (DED) with the Directorate of Forestry (DoF) to develop palm and agro forestry plots in their areas. However this needs to be done in areas that are suitable for propagation; that is mainly soil types, available space, which is fenced for protection with thorn branches neutrally placed to serve a “group” rather than individual or at homestead/individual level.
- Wood resources are vulnerable and often over exploited. It competes with products from Zambia, Malawi and Zimbabwe. Woodcraft is supported conservatively and only with the necessary permits from DoF.

Identifying working areas for craft development

When working in craft areas, ERP suggests the following:

- Identify working areas for craft and NRM opportunities;
- Assess the natural resources used for craft production at project inception and incorporate good management and utilisation of natural resources from the outset, i.e. harvesting methods, control, ownership, management and possible propagation;
- Develop and implement training and strategies related to NRM used in craft production;
- Develop models in craft NRM management that can be implemented across the basin;
- Identify the quantity and quality of natural resources used;
- Monitor and manage resources within development trusts and conservancies’ environmental resource monitors, similar to the CRMs method.

Using Natural Resources

- Work with products that are made from readily available natural resources in the area;
- The Craft made usually indicate the accessibility of the natural resources available in the particular area. For example pots indicate access to clay, baskets access to palm, dye resources and grass;
- Promote the wise and sustainable harvesting of resources;
- Training on natural resource utilisation and management is on-going, occurs on-the-spot whenever opportunity presents itself and is included in any formal workshop training

- Include a NRM section in the craft tool kit used by the facilitator for training and development
3. Best Practices for River Basin Craft Development

The Five Marketing P’s of the ERP Craft Approach:

a. Place
   • Identify the place from where craft can be produced
   • Identify working areas
   • Identify natural resource bases for products
   • Identify the craft selling place; the markets
     • National and International

b. People
   • Identify craft makers, producer groups, craft producer group leadership
   • Identify your customers and build relationships with them
     • Markets can have different needs and demands

c. Product
   • Improve quality towards marketability
   • Include natural resource management and sustainable utilisation
   • Develop products towards a product range
     • Product range can include, traditional/original, distinctive and innovative items

d. Price
   • Establish fair and reasonable price structures
   • Keep transparent records
   • Ensure that the best price is paid to the producer that the market can reasonably bear
   • Understand that price is competitive and if over-priced will not sell effectively
   • Pricing is usually market driven
   • Realistic pricing structures consider the costs incurred along the marketing “chain”

e. Promotion
   • Marketing
   • Advertise and lobby
     • Catchy logo
     • Identifiable labels
     • Articles
     • Adverts
     • Special offers
     • Exhibitions
     • Offer-buuying incentives
     • Brochures & business cards
   • Local Outlets
   • Links to external markets
   • Links to tourism
   • Source customers
   • Provide feedback to producers
b. People

Mobilising Producers

- Identify working craft groups with products that have marketing potential;
- Develop and implement training strategies related to improving producer expertise; such as:
  - The price grading system where same-sized, better made products earn more money
  - On-the-spot critique during buying process;
  - Use of training tools such as the 10 commandments, principles of design;
  - Use of master crafts people to improve techniques;
  - Accessing designers to work on colour, design and added value to products;
- Introduce new skills towards making marketable crafts;
<table>
<thead>
<tr>
<th>LATIN</th>
<th>ENGLISH</th>
<th>COLOUR</th>
<th>OTHER USES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acacia nigrescens</td>
<td>Knob thorn</td>
<td>Pink</td>
<td>Bark used to make string / rope</td>
</tr>
<tr>
<td>Baikiaea plurijuga</td>
<td>Zambezi teak</td>
<td>Brown</td>
<td>Wood carving, firewood and canoes, Medicinal - gum used and pods to clear blocked nose</td>
</tr>
<tr>
<td>Berchemia discolor</td>
<td>Bird plum</td>
<td>Red-brown</td>
<td>Food, beer making, milk curdling, Medicinal, antiseptic for gum disease</td>
</tr>
<tr>
<td>Combretum imberbe</td>
<td>Leadwood</td>
<td>Pale beige</td>
<td>Charcoal, medicinal</td>
</tr>
<tr>
<td>Combretum zeyheri</td>
<td></td>
<td></td>
<td>Root used for making Nyemba baskets, Gum eaten</td>
</tr>
<tr>
<td>Diospyros chamaethamnus</td>
<td>Sand jackal berry</td>
<td>Tan</td>
<td>Medicinal</td>
</tr>
<tr>
<td>Diospyros lyciodes</td>
<td>Jackal berry</td>
<td>Mustard yellow</td>
<td>Medicinal wash out eyes and wounds</td>
</tr>
<tr>
<td>Euclea divinorum</td>
<td>Magic quarry</td>
<td>Olive brown</td>
<td>Medicinal</td>
</tr>
<tr>
<td>Guibourtia colesperma</td>
<td>Large false mopane</td>
<td>Pale brown</td>
<td>Food/seeds, Medicinal - gum clean out system is a poison, applied to skin cosmetically</td>
</tr>
<tr>
<td>Hyphaene peterisiana</td>
<td>Makalani palm</td>
<td>Natural</td>
<td>Basket weaving, food source and leaves on a roof for shade</td>
</tr>
<tr>
<td>Indigofera tinctoria</td>
<td>Indigo plant</td>
<td>Mauve/purple</td>
<td>Used mainly for colour</td>
</tr>
<tr>
<td>Kigelia pinnata</td>
<td>Sausage tree</td>
<td></td>
<td>Firewood, food medicinal skin ailments and tea for dysentery</td>
</tr>
<tr>
<td>Pearl millet</td>
<td>Mahangu</td>
<td>Pink</td>
<td>Food and stems for reed walls</td>
</tr>
<tr>
<td>Peltophorum africanum</td>
<td>African wattle</td>
<td>Brown</td>
<td>Medicinal</td>
</tr>
<tr>
<td>Pterocarpus angolensis</td>
<td>Blood wood</td>
<td>Salmon pink</td>
<td>Woodcarving, canoes, ochre for make-up</td>
</tr>
<tr>
<td>Sanseveria pearsonii</td>
<td>Mother-in-law's tongue</td>
<td>Beige</td>
<td></td>
</tr>
<tr>
<td>Sorgum bicolor</td>
<td>Sweet reed</td>
<td>Pink</td>
<td>Millet used mainly as food and beer making</td>
</tr>
<tr>
<td>Terminalia sericea</td>
<td>Silver leaf Term.</td>
<td>Beige</td>
<td>Poles, bark to make rope, wigs, and gum used as waterproofing</td>
</tr>
<tr>
<td>Ricinodendron ruatanonii</td>
<td>Mangetti</td>
<td>Beige</td>
<td>Food, skin curing</td>
</tr>
<tr>
<td>Scleroceary caffra</td>
<td>Maroela</td>
<td>Clay</td>
<td>Food, alcohol and medicinal</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Grey</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Grey to black</td>
</tr>
<tr>
<td>Cow dung</td>
<td></td>
<td>Mustard, grey-green</td>
<td>Tin mixed with Birdplum dye is black</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mud walls and floors</td>
</tr>
</tbody>
</table>
Develop user-friendly operational management systems, i.e. record keeping, bookkeeping, payment records, purchase and sales and stock-room management. Develop producer capacity to be able to do these tasks;
- Encourage participation in planning and management of natural resources used for craft production;
- Develop and implement training models for participants to enable them to self-manage;
- Identify and mobilise producers to form functional working groups. Within a group, leaders, master crafts people, record keepers, trainers and interpreters emerge, contributing towards growth and development of the group;
- Work at the pace of the group. Progress will happen at a slower, more manageable and sustainable pace;
- Avoid raising unrealistic expectations;
- Working with money can lend itself towards corruption, therefore those who are selected to work with financial records and handle money need to be known as honest and accountable.

Craft working groups

- Encourage groups to identify a suitable meeting place, preferably close to a main road, that serves several households. This avoids high costs of going “door-to-door” in rural villages at individual household level;
- Use central collection points for groups. Basket makers bring their craft to Shinkara Craft (Namibia) and Etsha Baskets (Botswana) which serve as depots and community development centres;
- Encourage buyers placing orders to regularly to visit on a regular basis. For example, Shinkara Craft visit two groups in the Joseph Mbambangandu Conservancy monthly and TOCADI collects craft orders for San Arts and Craft;
- Once groups are formed, leaders, master crafters, record keepers, money handlers and trainers emerge;
- If well located for passing trade or tourists, a small enterprise such as a road stall can be established;
- Meeting times can be advertised on local radio stations, at schools, churches and clinics and through local Basin Wide Forum members, community leaders or by pre-arrangement. Some regular groups are given the next date during the current visit;
- Working groups accessed by ERP vary from 5 to 180 members.

General

- Maintain regular contact and keep channels of communication open, between active associates;
- Be adaptable and flexible. For example, in the remoter parts of Angola there are no shops and producers have little use for cash. ERP Craft has introduced a bartering system whereby producers exchange Craft for basic goods not locally available;
- Work with a local representative, agent, CBO or NGO that acts as a liaison for an area. The more localized the management and control, the more sustainable and community based the program becomes;
- Training towards good local management is essential;
- Implement different and adaptable training scenarios at every opportunity. These do not have to be costly, formal workshops. ERP is exploring and implementing the placement of master crafts people with emerging craft makers to conduct training and improve the technical quality of Craft produced. ERP is avoiding cross-pollination of styles and designs;
Quality control of products

- During the initiation and investment period of craft development the typical product has a particular appearance:
  - is large;
  - functional;
  - clean (sometimes used, or the palm itself is stained and dirty);
  - well finished (wood will not be sand-papered or polished);
  - textured, thick, fine – for example baskets, wooden bowls and pots are more marketable if delicately made without compromising strength;
  - plain – may have interesting traditional patterns or be richly coloured;
- Quality up-grading and product development requires intensive training;
- Although producers have traditional knowledge and skills, they often make functional products for own use or for barter and trade. Traditional craft does have a limited market, whereas products that are tweaked and enhance leads to increase commercialisation and improve income.

Using a Grading System

The grading system motivates producers to make good quality items for better prices. Grading is a key training tool and has quick results. It aims to pay higher prices for better-made, same-sized products such as baskets, pots, wooden bowls, place mats and fishtraps. Each item is measured in centimetres to establish a size. It is then graded according to criteria such as workmanship, design and marketability using a sliding-scale price list. For example, a standard quality basket is categorised as C Grade, while a basket of the same size but superior workmanship, texture and colour earns AA Grade. It is vital for producers to understand grading systems and criteria.

Graders

- Product evaluation differs between individuals. Experience with the system fosters knowledge and confidence;
- ERP encourages buyers to work in pairs that can discuss grades and agree on a fair assessment;
- Personal bias, friendship, favouritism, nepotism and intimidation should not be part of the grading process.

The Ten Commandments of basket making

- Use of the 10 commandments enhances quality production and can be adapted for pots, woodcraft, etched bangles and beadwork. Improvements include:
  - downsizing of crafts to facilitate packing and transport;
  - enhanced and upgraded traditional styles, products are functional;
  - cleaner products;
  - neater finishes;
  - a finer and more delicate appearance;
  - higher grading of products and better prices;
  - better designs and colours that achieve A and AA grade quality.
As quality and technique improve, source designers (if possible through a volunteer service) to work with selected producers to improve designs and colours, adding value to traditional products.

Customers

- Advertise, lobby and create interest with the buying public (trade fairs, exhibitions etc);
- Produce labels or brochures detailing craft production, descriptions of producers or benefits of buying local products;
- Plug into the tourism market, e.g. lodges, craft centers, craft stalls at tourist sites;
- Establish relationships with customers;
- Promote good communication;
- Be realistic regarding orders and turn-around times;
- Honour orders and keep customers satisfied with good service and realistic prices;
- Highlight the contribution customers make to poverty reduction and social upliftment.

c. Products

Craft activities basin-wide seeks to improve existing products and identify new ones. For example, critique of items on offer was conducted and a few new products introduced during a first visit by the team to Kwangari in Angola. The second visit revealed that producers had quickly and effectively used this information to improve the products on offer. As a result, more crafts were purchased and new orders placed with the group.

Product development and evaluation

- Complete craft reviews when working with groups. Provide tips, advise and quality criteria for product improvement and marketability;
- Develop brand-names, labels and packaging;
- Work with products that are familiar and already being produced by the group;
- Develop and enhance the quality of these products;
- Record size, quality and grade;
- Evaluate level of marketability: will it sell, in what quantities, how quickly and where?
- Assess production rates, quantities and time taken to produce items. This will assist in working out reasonable turn-around times between orders and delivery;
- Keep abreast with trends and look for new ways to use old skills and resources. Avoid the "same-same" which leads to competition between groups and areas, reducing the value of the product;
- This can also lead to overuse of resources, like the mass production of wood carvings;
- Finding ways to add value to products made from particularly limited resources is a challenge to CBCD
- Accessibility and availability of the natural resources used for the product range need to be assessed, to ensure there is sufficient;
- Training in the wise management and utilisation of the NR needs to be included in the program.
A master weaver from Malembe training a novice basket maker at a community based workshop sponsored by DED with an emerging basket group in the DoF community forest development program.

Examples of top quality baskets made by master weavers at Shangkara Craft and purchased by Mud-but Trading.
10 Commandments for quality baskets

1. Clean

2. Start

3. Weave - coil

4. Pattern

5. Shape

6. Looks nice

7. Neat and tidy

8. Stands well

9. Finish

10. Both sides
d. Price

Transparent price structures should offer both producers and buyers a fair deal. Money going to producers should be as high as the market can bear. For sustainability, the buyer must be able to cover the cost of sales and generate a small profit to be viable.

Establishing purchase prices

- Review prices annually;
- Rather implement smaller annual increases than large price hikes every 3 or 4 years;
- Do not under value the significance of regular income;
- Rather under-value products than over-value them, it is easier to increase prices than to reduce them;
- Do a costing and pricing exercise for each product type;
- Consider producer prices towards an agreed purchase price;
- Discuss an appropriate price with the craft maker: determine what would you/they be prepared to pay if the item was on a shelf in a curio shop?
- Agree on a reasonable price to test the market;
- Test products by asking customers for their opinions on pricing. Provide feedback to producers and agree on a win-win solution;
- Explain the costs of sales and commission that is added to the producer price, this equals wholesale price, that is illustrated in the training tool called “Road to the market.”

Shankeru Craft a CBO using the pricing and grading system to purchase basket during one of their outreach buying trips

Sherobo Craft Centre in Botswana
Road to Market by Annie Symonds

COSTS OF MARKETING

KAVANGO

MUNICIPALITY

WINDBHOEK

WATER

ELECTR.

RENT

CRAFT CENTRE

FUEL

SALARIES

$30

$10

$4.50

$2.80

$0.40

'4 Y DAY

KAVANGO + WINDHOEK +
Deciding on retail prices and mark-ups

- Estimate or ascertain the commercial value of products by:
- Comparing products to similar examples for sale at retail outlets;
- Asking craft outlets what they are prepared to pay for items or what they expect to sell it for;
- Estimating what tourists or collectors might pay;
- Deduct cost of sales;
- Mark-ups should reflect costs of transport, labelling, handling, packaging and dispatching;
- Distinguish between Mark-up (reflecting cost of sales), commission (% earned, payment fee) and profit (money earned over and above costs and commission);
- Profit is essential to ensure the micro-enterprise is viable, therefore reasonable mark-ups and commissions need to be added to the purchase price to ensure profitability.

Influencing production rates

- It is often difficult to regulate production according to market demand. Either the demand is greater than the supply or producers make too many similar products and flood the market.
- Buying cash-up-front according to orders or products known to be good sellers encourages production and will generally lead to increased productivity;
- Building in a reasonable turn-around time between orders received and delivery develops good relationships between buyers and producers;
- Prompt payment to CBOs’ or working groups is essential and builds confidence, maintains the flow of merchandise;
- Items that are dormant and poor sellers need to be revitalised or stopped. Craft makers need this feedback as soon as possible, otherwise they continue making the product and then sit with piles of craft that they cannot sell and all their time and effort is wasted;
- A buyer is not obliged to buy everything that is made, however s/he needs to inform craft makers of trends and quantities timeously;
- Fluctuating markets can cause cancellations at short notice. Crafters lose faith and become demoralised, eventually damaging working relationships. It is critical to keep craft makers informed of developments, particularly during difficult periods. Crafters have a tremendous capacity to be generous and understanding if information is honestly and transparently shared with them;
- Loyalty, commitment and participation should flow equally between producers and buyers. Buyers should understand that producers grapple with poverty and may be forced to seek other buyers. Buyers could counter this by increasing purchase prices, holding meetings and discussions and seeking workable solutions to problems.

Buying principles

- From the onset, buy and sell craft using basic business principles, for example do not start out buying poor quality as “charity” because you feel sorry for the person, this is demeaning;
- Add a fair and reasonable commission or mark-up to ensure viability;
- Be transparent with records, use triplicate record books so producers have access to their own information;
- Use purchase price lists and explain mark-up amounts and reasons;
e. Promotion

Marketing in Botswana and Namibia

Botswana’s flourishing tourism industry had provided outlets and customers for crafts. Etsha and Ngweo Boswa basket outlets have been active for more than 20 years. Botswana craft and San Arts and Craft provide producers with large, established market outlets, the Kuru Family of Organisations provides NGO support. Crafts are sold for higher prices than in Namibia and Angola.

In Namibia, work by the Rössing Foundation, Ombo Art Trust and Integrated Rural Development and Nature Conservation has helped establish new markets, particularly through the Namibia Craft Centre in Windhoek and Mud Hut Trading.

Producers in both Botswana and Namibia have found markets through:

- Sales to passing tourists;
- CBOs;
- Individually-owned road stalls;
- NGO support;
- Contracts with wholesalers;
- Retailers and lodges;
- Placing craft at different market niches.

Marketing in Angola

In Angola, an informal system exists where items, particularly woodwork, are sold on the Namibian and South African informal markets. There are few established tourism ventures in the Angolan ORB. Accessibility is difficult because of poor infrastructure. But, as Davis Usong of ACIDIR explains, “Angola is rising from the ashes of civil war”. Workable strategies are being developed to overcome challenges and Angola is becoming more accessible for trade and tourism, bringing new hope for producers.

The ERP trans-boundary craft programme realised that paying cash for craft did not yield results because there are few shops in target areas. A successful bartering system has been introduced, offering “luxury items” for craft. ERP offers craft makers a choice of cash and or luxury goods not readily available to them. “Luxury items” include skin lotions, chitenge (wrap around cloth), washing powder, toilet soap, candles, matches etc. Response was good, initially only one or two producers would offer items for sale/barter. However, as soon as the items for exchange were offered then many of the producers brought out handicraft and chose a combination of bartering and cash as payment. ERP believes this meets programme goals.

ERP Brand Name

While ERP intends to introduce a brand name for Craft from the ORB, this could impact upon existing marketing bodies. ERP can, however, expand product ranges and increase volume, improve quality and link existing markets to a wider area. It can also identify marketing gaps and seek outlets for particular areas.
• Explain that mark up is added to cover the cost of sales - producer groups need to understand this from project inception;
• "Community friendly" (simple), accurate, transparent, good money management and record keeping is essential;
• Encourage groups to bring their products closer to the market to avoid high costs of transport and time taken to access remote areas;
• Reward good quality with higher purchase prices. Use sizing and grading systems where better quality earns more income than lower grade items. This motivates producers to improve quality as they earn higher prices for good workmanship;
• Take time to sensitively but thoroughly critique products during the craft review prior to buying. Advise producers on the marketability of their products to encourage the production of saleable items and to discourage the production of non-saleable items;
• Use craft review and buying processes to do on-the-spot training. Carry a resource booklet/craft toolkit with resources such as the 10 Commandments of basket-making, quality and design principles;
• Ensure that the natural resources are readily available to support the continued production of newly introduced products;
• Ensure that manufactured resources introduced for new product development are accessible to producers. These include beads, paint, sandpaper and wire.
• New products requiring manufactured resources need to be cost effective and economically viable;
• One of the aims of development is to encourage self-reliant and self-supporting activities. Avoid imposing monopolies on purchasing that restrict craft makers and prevent them from moving on. If a craft group establishes its own product range and customer base then in terms of development the facilitation towards empowerment has been successful.

Buying methods

Cash-up-front
This is the quickest and easiest method of payment for established, marketable products if cash is available. However avoid using this method if items cannot be sold timeously. Buying non-proven products diminishes cash supplies and the system collapses.

Short-term-consignment
This is a three-step process whereby producers receive payment after it has been recorded and sold. Producers are usually paid on regular or monthly basis. This works well if the buyer does not have ready cash, wishes to try untested products and if both the producer and buyer have regular contact with each other.

Local consignment
This is used when there is a locally managed craft outlet such as a rural craft market, community campsite or lodge. A register records details such as the name of the producer, products left on display, date of sale and price. Producers collect their money if the item is sold, or can collect unsold items for sale elsewhere. A local agreement on mark-up and potential commission sharing can be made.

Long-term consignment
This method is mainly used for new products, which require markets to be sought and mobilised. It is also used for large, expensive items such as large woodcarvings that are difficult to transport and take a longer time to sell. This method is only recommended with untested items that may need to be returned to the producer after an agreed period of time of no sale. Accurate record keeping is essential.
Example of a Marketing Model: Advantages and disadvantages of three marketing methods

<table>
<thead>
<tr>
<th>Type</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Road stalls</td>
<td>Decrease overheads</td>
<td>Small Turnover</td>
</tr>
<tr>
<td></td>
<td>Decrease input</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Direct Benefits</td>
<td></td>
</tr>
<tr>
<td>Collective road stalls</td>
<td>Rentals small</td>
<td>Transport needed</td>
</tr>
<tr>
<td></td>
<td>Larger turnover</td>
<td></td>
</tr>
<tr>
<td>CBOS</td>
<td>Has management Structure</td>
<td>May need to repay bank loan</td>
</tr>
<tr>
<td></td>
<td>Operates on own</td>
<td>Problems with management and</td>
</tr>
<tr>
<td></td>
<td>Linked to wholesalers</td>
<td>record-keeping</td>
</tr>
<tr>
<td>Wholesalers/</td>
<td>Bulk sales</td>
<td>Requires external facilitation</td>
</tr>
<tr>
<td>retailers</td>
<td>Larger mark-up to run as a business</td>
<td></td>
</tr>
</tbody>
</table>

ERP looks at a combination of the above for Basin-wide marketing and runs on Fair Trade Principles.

**CRAFT TOOL-KIT FOR ERP**

**Buying kit:**

**Training Resource book contains:**
Pricelists, orders, training tools on quality, CBNRM – palm planting/harvesting, cost of sales, road to market and HIV/AIDS information.

**Process:**
Meeting, introductions, agenda, information sharing, feedback from markets, health issues & HIV/AIDS.

**Review craft:**
Sort into items to be purchased and items to be rejected, critique explains why, do product development, design inputs and on-the-spot training. Measure, grade and price.

**Record in triplicate book:**
The aim is to be done by group member; date, place, name, item description, size and grade price; label and pack items in bag.

**Payment:**
Two methods:
- Consignment: is written up, dated and first copy given to treasurer of group to keep as a reference.
- Cash-up-front: Items per name totalled, assistants count out money, payment is made. The amount paid is totalled at the end and a representative signs either the record book or a receipt as witness.

**Invoicing and sales:**
All sales have mark-up added towards viability and recorded in invoice books.
ERP Multi-Marketing Model

ERP has developed a Multi-Marketing Model (below). This three-pronged approach can be used by individual road-side sellers who market directly to buyers; CBOs, conservancies or working groups, who form local institutions and market their craft on behalf of their members to buyers. Buyers are generally wholesalers, often with input into product development and training. The third approach is linking retailers directly to producer groups and individuals through an order system. In this way it is intended to offer optimum earning opportunities to producers where feasible without deterring from their right to sell independently directly to buyers. This will lessen dependency of a craft group on external buyers, as they are encouraged to trade more locally and avoid direct competition between local trade, wholesalers and retailers.

Multi Marketing Model

ERP is about facilitating income potential to producers by maximising access to market outlets in a sustainable manner

Marketing Models

- Develop marketing models suited to specific areas, such as a Multi Market Model or three-pronged approach Examples:
  - Use in areas where local road stalls operate and producer groups sell their items directly to passing tourists;
  - Initiate a CBO-styled group similar to Mashi Crafts in eastern Caprivi that adds a mark-up and then sells items to sourced markets;
  - Or with NGO / institutional support including church groups;
  - Link producers through orders and direct sales to a wholesaler or retailer, such as Botswana Craft or Mud Hut Trading in Namibia.
Further information

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4. Future plans

Current Areas of Operation

<table>
<thead>
<tr>
<th>Country</th>
<th>Areas of operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angola</td>
<td>Senga, Menongue Museum, Capiko, Claundu, Mulembo, Savata, Kwangar, Calai, Dirco</td>
</tr>
<tr>
<td>Namibia</td>
<td>Kavango Region: Tare, Manyondo, Joseph Mbambangandu, Sivardi, George Muyoka, Muduva, Nyangana (Livayi), Divava and Shankara Crafts</td>
</tr>
</tbody>
</table>

Tangible targets for 2006

- Develop community-owned integrated community development craft centres. Three are planned for each country and will serve as market outlets and training centres;
  - **Angola**
    - Organise follow-up visits, - reduce hands-on involvement, increase own responsibility (Angola target N$100,000.00);
  - **Namibia**
    - Initiate Rundu Craft Centre, complete Katwiti and Divundu craft centres, ensure micro craft outlets at conservancy campsites/offices;
  - **Botswana**
    - Strengthen linkages to NGOs, CBOs and institutions, identify gaps, rejuvenate and promote NRM with regards to palm and dye trees for basket;

**Basin-wide**

- Increase income (target N$400,000) and suitable market linkages to ERP producer base;
- Facilitate craft marketing, design and quality up-grading workshop (basin-wide);
- Strengthen ERP collaboration with riparian community and stakeholders;
- Catalyse independence from ERP by building skills, introducing new techniques and fostering robust institutions for the sustainable management of crafts and enterprises;
- Roll-out skills through the training of master crafters who will then work basin-wide to transfer knowledge;
- On-going training and development activities towards exit strategies in 2007
- Produce two booklets:
  - A training guide on crafts and craft making;
  - An information booklet on the 10 Commandments of HIV/AIDS.

**Health and HIV/AIDS**

- Further distribution of existing materials and create linkages to existing VCTC programmes
- Distribute and use the 10 Commandments for HIV/AIDS
- Focus on income benefits to reduce mitigating impact;
- Follow-up activities from HIV/AIDS road-show;
- Highlight improved traditional and cultural nutrition;
- Promote ERP craft and information exhibition (roving);
- Establish support groups for HIV/AIDS;
- Establish "Door Step Gardens" for nutrition and sustainable market gardens in Angola.
Further information

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