



ENGABU ZA TOORO
Tooro Youth Platform for Action



The
**Traditional
Artisan
Inclusion model
(TA – I model)**

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“

Handmade heritage provide the first and basic livelihood skills, shared and transmitted within communities, across generations and remain a fallback when human technical and physical vibrancy fails. By innovating and applying inclusive mobilization strategies and training tools to reclaim productivity, social relevance and therapy among vulnerable groups, abandoned and resigned in severe technical and physical limitations and resource deprivation, this innovation explores and demonstrates the unexploited potential of artisanal sector to drive universal social economic inclusion in Africa.

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Executive summary

“Traditional Artisan Inclusion” is a new model scalable across Africa. Traditional artisans are the poorest production group where individuals live on less than US\$ 2 per day, undefined and forgotten in the mainstream economy yet their artisanal heritage is the only resource they have. In Africa, cultural assets and artisanal skills are largely trapped in informal practice, lacking capacity support for market. Globally, 60% of the workforce is in informal sector as ILO estimates 300 million people to be underserved as home workers who predominantly include traditional artisans.

Handmade heritage universally provides the first and basic livelihood skills, shared and transmitted within communities and across generations and remains a fallback when human technical and physical vibrancy fails. It is universally biggest basic livelihood sector, second to agriculture but it is superior to agriculture in overcoming effects of deprivation and technical, literacy and physical limitations and hence it embodies the highest possibilities of human socio-economic resilience. By innovating inclusive artisanal mobilization strategies and training tools to reclaim productivity and social relevancy among the most incapacitated like the elderly, the chronically ill, the illiterate and persons with disabilities and the most resource-deprived like the stateless, the refugees, the landless, the displaced, the indigenous people and the underserved remote rural and urban slum population, the model demonstrates undiscovered potential of the artisanal sector to drive universal economic inclusion. A natural space that maximize human imagination and creativity, the model unfolds the hidden potential of artisanal sector to provide a springboard for inclusive and grassroots-based innovations.

The overall goal of the model is improving incomes, livelihoods and resilience of market and industry excluded and bypassed traditional artisans in Africa, reclaiming and adapting them to

the mainstream creative manufacturing and global market through innovative mobilization strategies, training tools, digital marketing and international trade strategies.

Major actions rotate around development and implementation of innovative and customized mobilization and training and implementation of customized digital marketing and international trade strategies.

It is a hybrid model implemented by a coalition led by *African Continental Crafts*, an early stage mass social enterprise and is involving nonprofits supported by grants, focusing on capacity development, socio-cultural research departments of academic institutions for implementation of supportive studies and for profits social enterprises supported by equity financing to advance digital marketing and international trade components of the model.

Moving to piloting in Uganda, Congo Brazaville and Tanzania, the model is planned to scale in several other countries and reach 3 million people along the artisanal value chain in 5 years after pilot. US\$ 205,015 is required to pilot in each of the three targeted countries within a duration of 36 months.

CHAPTER 1:

PURPOSE OF THE MODEL

**The
Vision**
Statement of
*Traditional Artisan
Inclusion model*

Equitable livelihood, welfare and resilience of traditional artisans in Africa within developed traditional heritage, ancient skills and creativity, integrated in an inclusive global creative industry and market.

**The
Mission**
Statement of
*Traditional Artisan
Inclusion model*

Employing innovative mobilization strategies and training tools to reclaim the forgotten and bypassed traditional artisans in Africa into capacity development for market access, industry inclusion and improved livelihood.

**Overall
Goal**
of
*Traditional Artisan
Inclusion model*

Improving incomes, livelihood and resilience of market and industry excluded and bypassed traditional artisans in Africa, reclaiming and adapting them to the mainstream creative manufacturing sector and global market through innovative mobilization strategies, training tools and marketing solutions.

Objectives

of *Traditional Artisan Inclusion model*

1. Empowering market and industry excluded and bypassed traditional artisans in Africa to make market competitive products by consolidating their ancient designs into a distinct product line and adapting their design skills into the changing lifestyle and market demand.
2. Empowering market and industry excluded and bypassed traditional artisans in Africa to establish and grow craft businesses and create jobs along the artisanal value chain.
3. Adapting products of market and industry excluded and bypassed traditional artisans in Africa to digital marketing and e-commerce solutions and international trade agencies for effective global market access.
4. Empowering traditional artisans in Africa for integration of climate change resilient and sustainable practices in artisanal value chain.

Values

of *Traditional Artisan Inclusion model*

1. Inspire and ignite innovations at grassroots.
2. Preserving community heritage and ancient skills.
3. Driving universal economic and gender equity and inclusion.
4. Promoting climate change resilience and sustainable practices.
5. Encouraging intergenerational sharing of skills and perspectives.
6. Enhancing entrepreneurship and income generation at grassroots.

CHAPTER 2:

POPULATION AND TARGET OF THE MODEL

Target population

Traditional artisans are the beneficiaries of capacity development, market access and overall transformative effect of this innovation based business.

Traditional artisans are a production group which manufactures goods using hands or simple tools, individually or in small groups relying on traditional skills, style and practices. Their production process and marketing is essentially informal. They have not been professionally defined, identified nor targeted as a distinct production group having unique characteristics and needs within the wider creative sector. The persisting traditional artisans are predominantly among the remote rural and urban slum youth and women, the indigenous people, the elderly, people with disabilities, the chronically ill, the refugees and the internally displaced who have no other income alternatives and the traditional artisanal practices are the only resources they have. They are often people in conditions of extreme deprivation or physically or technically incapacitated that they cling or fall back to their cultural and artisanal heritage in search of source of livelihood, social relevance and therapy. They are also categorized by their different roles in the industry including the makers or creators, producers and gatherers of raw materials and marketers, sellers and exhibitors of craft products. Today, they stand as the poorest production category who are often forgotten in mainstream economy and individuals living on less than \$ 2 per day. Concentrated in either remote rural and underserved urban slums, they are disproportionately affected by hazards of climate change.

The Population and geographical target of *Traditional Artisan inclusion model*

Traditional Artisan Inclusion model is born of and reflects the conditions of the unreached traditional artisanal sector in Africa. Implementation will prioritize countries in Africa and regions within countries where the sector is most underserved in policy, programming and funding. The proposed immediate target countries include; Uganda, Burundi, Malawi, Tanzania, Congo Brazzaville and Cameroon.



CHAPTER 3:

THE DEVELOPMENT CHALLENGE AND UNEXPLOITED POTENTIAL OF ARTISANAL SECTOR

The development problem addressed *by Traditional Artisan Inclusion model*

Traditional Artisan Inclusion model addresses industry and market exclusion leading to extreme poverty among traditional artisans in Africa who have artisanal heritage as the only resource. In sector mapping, Uganda acknowledges that artisanal skills are trapped in informal sector, lacking any capacity development support for market (MGLSD, 2014) as globally, 60% of the workforce is in informal sector and ILO estimates 300 million people to be underserved as home workers. They are mainly found in remote villages and underserved urban slums. They are among resource deprived like the indigenous people, the stateless, the landless, the refugees and the displaced who cannot access cultivation land as immediate livelihood alternative. They are also among the physically and technically incapacitated like the elderly, the chronically ill and persons with disabilities who fall back to crafting as the only affordable livelihood activity and for seeking therapy and social relevance.

Their ancient designs have not been consolidated into a distinct product to generate story and market diversity and streamline the evolutionary stages of crafting in addition to lacking capacity development support to adapt their traditional design skills into the changing lifestyles and market demands.

They have unique contextual, technical, capacity, digital and literacy limitations which require unique capacity development approach, mobilization strategies and training tools. Consequently, they are excluded from existing capacity development models and programs and the entire creative

manufacturing sector which globally now stand at the value of US \$ 500 billion growing at 20% per year (PBP 2020).

They are disproportionately affected by climate change hazards in their remote and underserved localities.

In Africa, artisanal practices exist in every community as a space for recreation, innovation and second to agriculture in providing for livelihood at grassroots. Unfortunately, the sector is currently represented largely by micro disjointed and often sporadic initiatives with the typical traditional artisans remaining undefined, unidentified and forgotten. The sector is served by handout funding model that donate tools and materials to stand alone artisan groups than supporting comprehensive capacity development programs to effect structural change.

The potential of artisanal sector as explored under *Traditional Artisan Inclusion* model to generate impact on extreme poor and drive universal economic inclusion

1. Global case studies proving income viability of artisan practices

The following case studies demonstrate that when appropriate capacity development and marketing solutions are applied, traditional artisanal practices can be income viable and uplift marginalized groups.

Case study 1

Nesta's partnership with Gee's Bend Quilting community in US generated US\$ 330,000 income for 31 practitioners in 1 year by applying capacity development to centuries' long quilting tradition (Nesta, 2021).

Case study 2

MADE 51, a program of UNHCR, started in 2018, has used crafting and generally achieved the goal of refugees' inclusion in market economy. In 2022 alone, project participants earned US\$ 434,836 with 6% annual increase (MADE 51, 2022).

2. *Results of proof of concept of Traditional Artisan Inclusion model.*

Proof of concept of Traditional Artisan Inclusion model raised incomes of 70 out of 150 traditional artisans by 30% in one year.

3. *Artisanal sector in Africa is uniquely positioned to drive universal economic equity and inclusion*

- Artisanal sector is socially and geographically universal human production sector, second to agriculture in providing for livelihoods at grassroots
- It is the only production sector which can be adapted to literacy, physical and technical limitations and reclaim productivity among the incapacitated and disempowered groups like the elderly, persons with disabilities and the chronically ill who cannot afford the alternatives like agriculture which require more technical and physical fitness and vibrancy. It provides the first basic livelihood skills and remain a fallback when human technical and physical fitness and vibrancy fails.
- Artisanal sector can be adapted to the most resource-deprived like the refugees, the landless, the stateless and the displaced who cannot access land for agriculture and reclaim them to competitive productivity.
- Artisanal sector is a production sector which integrates the highest content of social, spiritual and therapeutic values and hence able to uplift the wellbeing of people with physical discomfort
- Artisanal sector is naturally adapted to driving gender balance and geographical equity as it is predominantly up

- to 90% an economy of female gender and survives in underserved geographies
 - The artisanal business operate at the intersection of priority impact sectors and themes including improving livelihood at grassroots, advancing gender balance and women economic emancipation, job creation, promotion of women entrepreneurship, culture preservation and enhancing climate change resilience
4. *Artisanal sector can be a spring board to ignite social innovations at grassroots*

Artisanal practices is a space that inspire human imaginations and creativity around all aspects of socio-economic life. And therefore, when this space is developed can ignite social innovations in diverse socio-economic aspects among the population at grassroots

5. *Maximum nature and human friendliness of artisanal value chain*

There is growing passionate connection between people and handmade products because, in addition to their practical utility, they also tell a human story, symbolize direct human touch and their processes of production and utilization do not launch any attack to human beings and nature through exploitation of labour, materials neither releasing emissions.

Considering all this potential explored and exhibited by Traditional Artisan Inclusion model, the artisanal sector is poised to drive universal equity and inclusion through innovative capacity development that ensures an inclusive sector, re-enforced by application of effective marketing solutions.

CHAPTER 4:

THE DEVELOPMENT SOLUTION

The development solution/ TA - I model

1. The definition

Traditional Artisan Inclusion model employs innovative tools and strategies to empower market excluded traditional artisans in Africa to build resilience, consolidate ancient and create adaptive designs and delivering products to global market through digital marketing solutions and trade partnerships. It explores untapped potential of the artisanal sector to drive universal economic inclusion.

2. The key components of the model

- i. Innovative training tools which are customized to unique limitations of traditional artisans are developed, applied and periodically reviewed.
- ii. A network of community based TA Inclusion facilitators who are specialized in application of the model are developed, utilized, grown and periodically appraised.
- iii. Typical traditional artisans are professionally defined, identified and recruited, pairing the elderly with the youth who have at least basic literacy for intergenerational sharing of capabilities and perspectives.
- iv. A master catalogue and a cataloguing frame which juxtaposes the ancient and adapted designs is developed and periodically updated and used in display, marketing and training.
- v. Three training modules using innovative and customized tools, focusing on consolidating ancient designs, creating adaptive designs and integrating climate change resilience practices, business and digital marketing skills are applied on cohorts of master and potentially career artisans.
- vi. Intergrating ongoing market research to detect the changing tastes and inform training and production accordingly.

- vii. Partnerships with non profits and philanthropies on co-implementation and funding respectively of capacity development component are constantly solicited from the wider social impact ecosystem through robust networking strategy and through UNESCO support, public institutions are also solicited to adopt the capacity development component.
- viii. Establish and constantly develop and utilize online marketing platform linked to other partner platforms for robust and effective digital marketing.
- ix. Establish and develop business partnerships with marketing agencies and trade shows and enter association with tourism, museum, galleries and hospitality brands.
- x. Craft categories with high market value that include both consolidated ancient and adapted designs are identified, production commissioned and products availed through established market mechanisms.
- xi. Spontaneous and informal sharing of skills that develop into a chain training is encouraged through awards.

3. The unique aspects of the “Traditional Artisan Inclusion” model

- i. Professionally defining and identifying the bypassed typical traditional artisans as a distinct production group in their unique characteristics and reclaim them to the mainstream capacity development programming in creative sector.
- ii. Innovative capacity development tools which are customized to mitigate the unique capacity, technical, physical and literacy limitations associated with traditional artisans.
- iii. Innovative mobilization and training strategies and tools which are customized to mitigate the unique limitations and contexts of traditional artisans such as pairing elderly with youth, customized community based trainers and encouraging spontaneous sharing of skills, building towards a chain training system.
- iv. Consolidating the ancient designs into a distinct product and develop its relevant market in research, cultural and

heritage centers as opposed to the existing fusion of designs and hence improving overall industry production approach with associated enhancing of story and market diversity and streamlining evolutionary stages in crafting practices of communities.

- v. Balancing marketing and capacity development of makers, commerce and social impact, ancient and adapted designs and engaging commercial partners alongside attracting social impact ecosystem into the artisanal value chain.
- vi. Effectively integrating sustainable and climate change resilience practices into the artisanal value chain.
- vii. Exploring hitherto undiscovered and untapped potential of artisanal sector to drive universal economic equity and inclusion as enshrined in its socio-geographical universality, exceptional resilience and remaining viable and a fall back even in conditions of extreme deprivation and severe technical and physical limitations.
- viii. Innovating a package of tactics that mitigate severe technical and physical limitations and ignite resilience and action among a resigned people.

Therefore, Traditional Artisan Inclusion model is innovative within its geographical context, industry, target population and the problem being addressed. The level of novelty of this model can be described as disruptive as it challenges the existing production system in creative industry and would be considered as new in every artisanal context.

4. How this model improves on the existing approaches

Case studies below present other identified approaches around marketing of African crafts and the identified weaknesses and gaps which this model addresses.

African Craft Market (africancrafts.com) is an independent business which is sourcing existing best products and marketing them using digital solutions. This approach represents multiplicity of businesses of different sizes which are commercial based exclusively. No attention to capacity development of makers nor addressing marginalization among makers and creators which

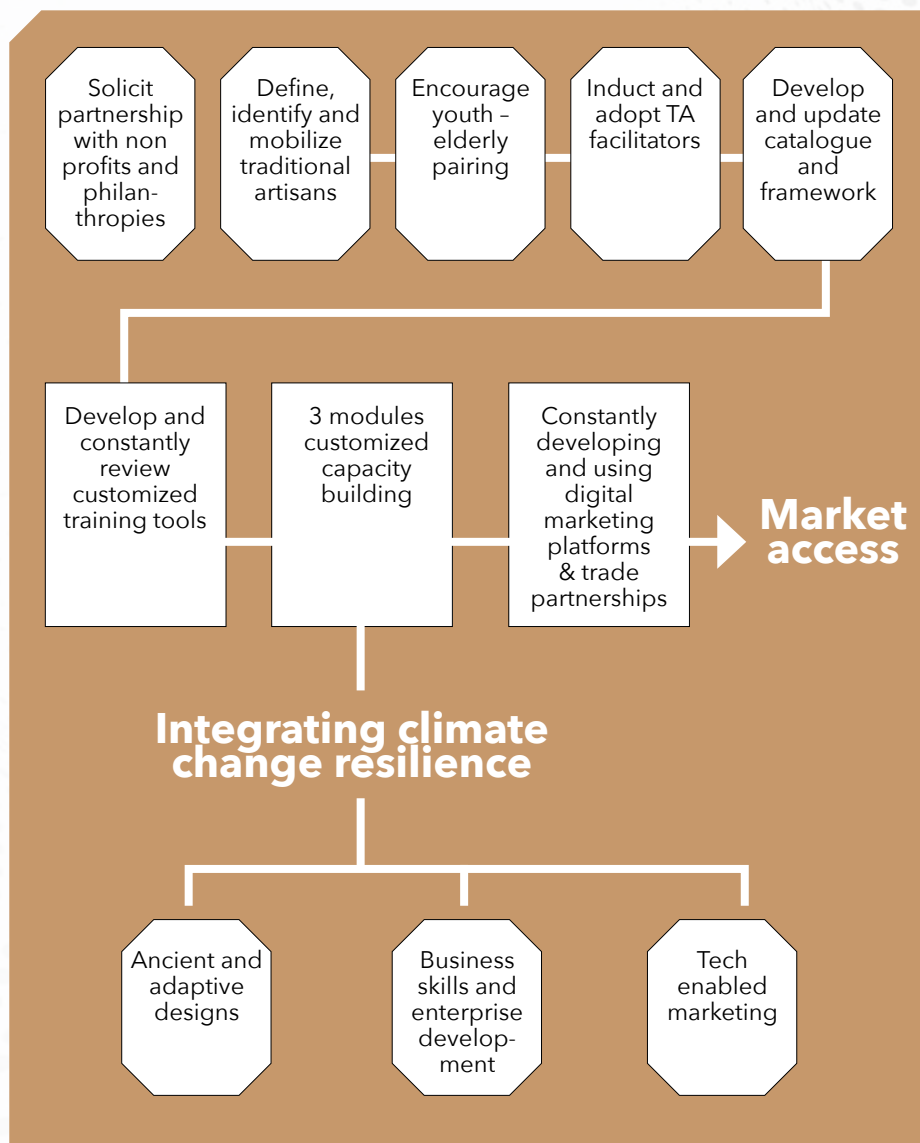
traditional artisan inclusion model pays attention to in order to create an inclusive artisanal sector poised to drive universal economic inclusion.

Women Crafts Enterprise (womenscraft.org) uses marketing of crafts to empower women in a defined and limited target. This approach represents multiplicity of initiatives blending impact and commerce but without distinct capacity development model and are stand alone, micro and often sporadic. Equally no attention to capacity development with any distinct and scalable model. All these gaps are addressed by Traditional Artisan Inclusion model.

Aid to Artisans - is a US based nonprofit running online trainings and a US\$ 1000 micro grant scheme. Online training is inappropriate and inaccessible to traditional artisans in Africa and the funding represents the handout model which provide tools and materials to stand alone groups which is one of the critical issues that is addressed by Traditional Artisan Inclusion model. UNHCR run MADE 51 model is exclusively customized to contexts and conditions of refugees settlements and immediate host communities globally. A number of nations have country - specific policies and programs on the sector.

Therefore, Traditional Artisan Inclusion is the first distinct and scalable model, targeting unique technical, capacity and contextual limitations of Traditional Artisans in Africa, balancing marketing and capacity development, impact and commerce and hence driving inclusiveness in the sector. It pioneers consolidation of ancient designs into distinct product line which enhances story and market diversity and streamlines evolutionary stages of crafting and hence improving overall production approach. The model is comprehensive, coordinating all stakeholders and attracting impact ecosystem into artisanal value chain and hence able to effect structural change.

The diagram of the Traditional Artisan Inclusion model



CHAPTER 5:

THE THEORY OF CHANGE OF TRADITIONAL ARTISAN INSLUION MODEL

Preconditions

1. Constantly soliciting nonprofits, philanthropies and public institutions for co-implementing and funding partnerships for capacity development component.
2. Applying innovative strategies of mobilizing and constantly engaging traditional artisans where the elderly are paired with youth.
3. Recruiting, training, inducting, periodically appraising and constantly engaging community based TA Inclusion facilitators
4. Applying 3 module customized capacity development to traditional artisans using innovative tools on consolidating ancient designs, adapting skills to changing lifestyle, business and enterprise building and digital marketing skills and all integrating sustainable and climate change resilience Practices
5. Developing and constantly updating master catalogue and cataloguing frame and utilizing it in training, display and marketing.
6. Established and constantly developed and utilizing online marketing platform linked to partner platforms, international trade fairs and agencies and entering association with tourism, museums and hospitality brands.
7. Ongoing encouragement of spontaneous sharing of skills developing into a chain training system

Required inputs to realize the preconditions include funding in form of grants, and equity and support in form of technical assistance, connections, information and networking.

Outputs

1. Established, constantly reviewed and applied innovative and customized capacity development and artisan mobilization tools and strategies
2. Traditional artisans who include the elderly paired with youth, trained in three modules
3. Established, periodically updated and constantly utilized in training and marketing a master catalogue and cataloguing frame
4. Established, utilized and constantly developing online marketing platform connected to partner platforms
5. Functioning partnerships with other online marketing platforms, international trade fairs, agencies and associations to museums, galleries, tourism and hospitality brands.
6. Market ready and market competitive products in form of ancient consolidated and modern adapted designs
7. Sales and revenues on products of traditional artisans from international marketing and trading activities

Outcomes

After undergoing a complete process of innovative capacity development activities, traditional artisans who include the elderly paired with youth, are increasingly consolidating ancient designs into a distinct product line and availing products to newly developed specific relevant market in museums, culture and research centers. They are also increasingly adapting design skills to changing lifestyles and hence offering market competitive

products in form of ancient consolidated and adaptive designs. They are adapting technology enabled marketing, utilizing digital marketing and e-commerce platforms, entering partnerships with international craft marketing agencies and association with relevant brands hence accessing the global craft market. They are adapting suitable and climate change resilience practices and also managing business relationships with value chain partners and building viable micro artisan enterprises which are attracting further training, business financing, capital investments and marketing partnerships from ecosystem institutions. Ancient and adaptive designs are emerging as clear separate product categories, streamlining evolutionary stages in crafting, creating diversity of themes and stories and uses with associated increased market value.

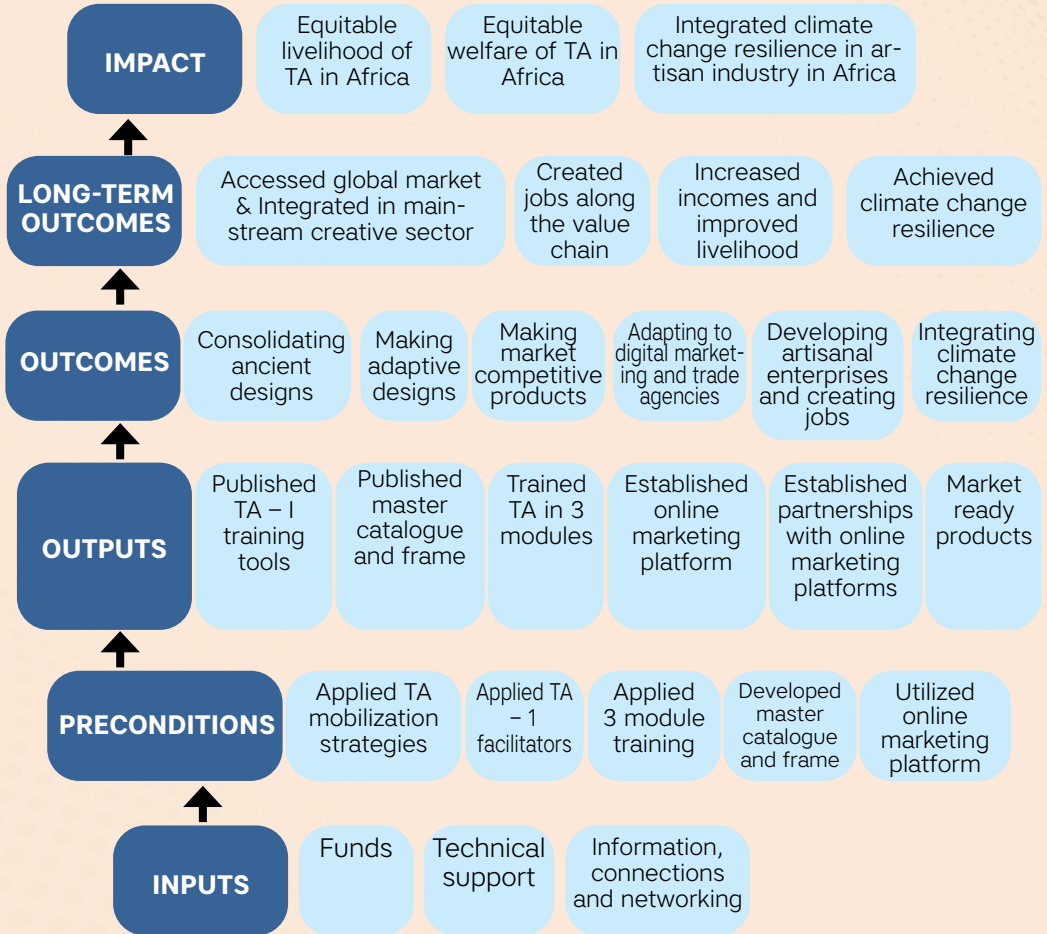
Long-term outcomes

Traditional artisans in Africa who include the elderly and the youth competitively accessed global craft market, integrated climate change resilience practices, increased incomes and are effectively integrated in capacity development programming and mainstream creative manufacturing sector and creating jobs across the value chain.

Impact

Equitable livelihood, welfare and resilience of traditional artisans in Africa within developed traditional heritage, ancient skills and creativity, integrated in an inclusive global creative industry and market.

The diagram of the theory of change of Traditional Artisan Inclusion model



CHAPTER 6:

THE VISION AND PATHWAYS TO SCALE OF TRADITIONAL ARTISAN INCLUSION MODEL

Crafting traditions exist in every community in Africa as a source of livelihood, shared values and space for recreation and innovation. Equally marginalization of the sector is common and the global market for handmade products is potentially abundant, requiring only adoption of digital marketing solutions and adapting skills to the changing lifestyles. We shall use multiple paths to scaling.

This model which balances marketing and capacity development of the makers, commerce and social impact attracts social impact ecosystem support into the artisanal value chain. Craft business is at the intersection of priority social impact sectors including livelihood, job creation, women empowerment, youth entrepreneurship and climate change resilience. Therefore, we are continuously soliciting partnerships on capacity development which feed into marketing, from nonprofits, philanthropies and social impact investors. Catalyst 2030 and Vital Voices Global Partnership are already supporting establishment of capacity and connections for scale. Through UNESCO where the founder of this model is already accredited as a culture expert and global facilitator, we shall explore adoption of capacity development part of the model by public institutions.

We shall also scale commercially by re-investing the proceeds which are resulting from developing effective digital marketing platform linked to other partner platforms, trade fairs, marketing agencies and partnerships with galleries, museums, tourism and hospitality brands in Europe and North America, several of which are already identified and engagements initiated.

We plan to impact 3 million people in 5 years after pilot.

CHAPTER 7:

IMPACT AND OUTCOME INDICATORS

a) Impact indicator

Indicator 1

Changes in livelihood , welfare and resilience of traditional artisans in Africa as a result of market access, increased incomes and integration into the mainstream sector.

Assumptions

- Market access for artisanal products generates increasing incomes of traditional artisans leading to equitable livelihood, welfare and resilience.
- The political, economic and healthy environment will remain conducive in the targeted countries
- Increased incomes necessarily lead to positive changes in livelihood and welfare

Means of verification

- Biannual external evaluation

Evidence/source of information

- Biannual external evaluation report

b) Outcome indicators

Indicator 1

Increasing market competitive craft products in categories of consolidated ancient and adapted designs by traditional artisans in Africa.

Assumptions

- Applied innovative strategies effectively mobilize traditional artisans in Africa for capacity development in artisanal product development and business practices

- The applied innovative training tools effectively mitigate the unique limitations associated with traditional artisans in Africa and impart necessary product development and technology enabled marketing skills
- The applied training tools lead to consolidation of ancient designs and adaptation of design skills into changing lifestyles and market demands, making clear distinction between ancient and adapted designs
- There is effective market research to accurately detect market needs and accordingly inform training and production
- Applied strategies effectively integrate climate change resilience and sustainable practices in artisanal value chain

Means of verification

- Monitoring data collection integrated in field operations using interview guide identifying presence of two distinct design categories (ancient and adapted) on catalogue, display and in stores and evidence of market competitiveness (volume and quality of orders)
- Biannual external evaluation activity

Evidence/source of information

- Annual reports
- Biannual external evaluation reports

Indicator 2

Cumulative number of viable micro artisan businesses by traditional artisans in Africa

Assumptions

- Training and connections to digital marketing platforms will lead to establishing micro craft businesses of makers, raw material gathers and craft sellers.
- Consolidation of ancient designs and adapting skills to changing lifestyles will lead to product diversity and increase artisan businesses.

Means of verification

- Monitoring data collection integrated in the field operations using interview guides
- Biannual external evaluation

Evidence/source of information

- Annual reports
- Biannual external evaluation reports

Indicator 3

Cumulative number of traditional artisans in Africa accessing global craft market

Assumptions

- A digital marketing platform linked to partner platforms and partnership with marketing agencies, trade fairs and association with tourism, hospitality and museum brands will lead to accessing global craft market.
- Consolidating ancient designs into a distinct product in addition to adaptive designs will lead to market diversity of artisanal products by attracting distinct market in museum, galleries, culture and research centers.

Means of verification

- Monitoring data collection integrated in the field operations using interview guides on type and source of product demand
- Audit of digital transactions
- Biannual external evaluation

Evidence/source of information

- Annual reports
- Biannual external evaluation reports
- Reports of digital transactions audits
- Sales reports

Indicator 4

Cumulative number of jobs created along the artisanal value chain in Africa

Assumptions

- Market access of artisanal products will lead to job creation along the value chain.

Means of verification

- Monitoring data collection integrated in the field operations
- Biannual external evaluation

Evidence/source of information

- Annual reports
- Biannual external evaluation report

Indicator 5

Changes in incomes and livelihood of traditional artisans in Africa

Assumptions

- Market access create incentives for increased and diversified production
- There is appropriate transfer of skills and succession of artisans to guarantee sustainable utilization of the accessed market.
- Market access necessarily increase incomes for the involved traditional artisans

Means of verification

- Monitoring data collection integrated in the field operations using interview guides
- Biannual external evaluation

Evidence/source of information

- Annual reports
- Biannual external evaluation report

CHAPTER 8:

CALCULATIONS OF REACH AND COST OF IMPLEMENTATION OF *TRADITIONAL ARTISAN INCLUSION MODEL*

1. How the number of impact reach for implementation of this innovation is estimated

For every individual who is recruited and go through the capacity building cycle and support activities, represents a beneficiary group of at least 10 members and each person (directly trained or member of the beneficiary group) represents at least one raw material supplier (gatherers, collectors or producers of raw materials). Each member of the total of the above categories comes from a family of average 7 people who are impacted by results of program activities. Additionally, the final product creates full and part time jobs along the marketing and selling process from the craft maker/producer to the final user of the product or final buyers/users of crafts globally.

2. Cost and cost effectiveness of implementation of Traditional Artisan Inclusion Model

In this innovation, cost is analyzed from the aspect of funding the capacity building of makers by public and philanthropy mechanisms and by re-investing the proceeds. Since the capacity building model is unique in its geographical and demographic contexts, there are no cost alternatives to compare and contrast with.

The unit cost is calculated by dividing the total cost of training a particular cohort multiply by 10 which is a number of group members, each trained person represents. This then constitute the total number of makers of crafts which must be multiplied by two because behind each busy craft makers, there is atleast one raw material collector, gatherer or producer. Each of all these industry actors (craft producers and raw material suppliers) come from a family of an average 7 members who are impacted by the results of craft industry. Example, a cohort of 100 trainees will be 100 (direct trainees) \times 10 (beneficiary group members) \times 2 (one raw material supplier for each) \times 7 (average members of the family) = $14,000$.

3. How the magnitude of the impact and change on an individual beneficiary of this innovation is determined and described.

Through the cycle of the key performance indicators including attaining skills, establishing craft business, accessing global craft market and earning resultant sales incomes, the magnitude of changes or impact is described as life changing. This means achieved, sustainable, progressive and significant impact on an individual and expanding to the immediate others (family).



CHAPTER 9:

CURRENT STAGE OF IMPLEMENTATION AND OUTCOMES

1. The implementation stage of *Traditional Artisan Inclusion model*

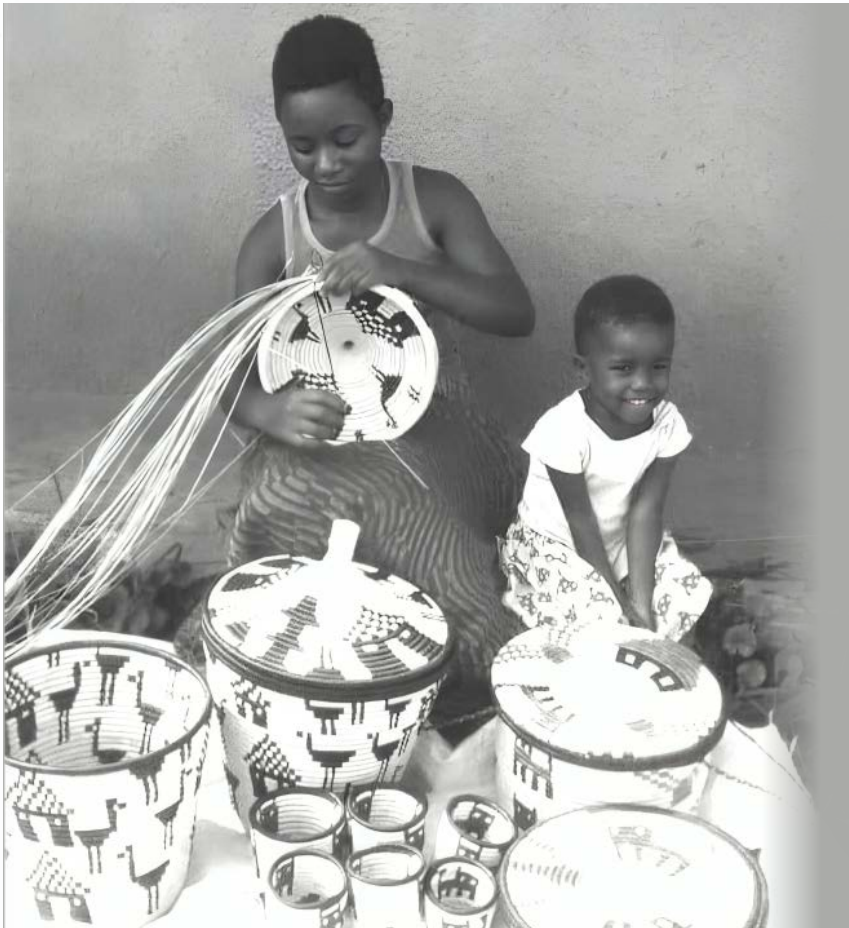
The current stage of implementing “Traditional Artisan inclusion” model is a pilot which is building on the result of prototype or proof of concept which demonstrated revenue that validate the business model, potential of attracting impact ecosystem support and existence of market potential.

2. The outcomes of proof of concept/prototype of *Traditional Artisan Inclusion model*

- i. A network of 600 artisans were mobilized in 6 months through online platform and community associations, providing signal of abundance of traditional artisans in communities and high demand for capacity development services.
- ii. Innovative training tools for 3 modules were developed and applied on 100 traditional artisans giving good results. They need to be further co-created, validated and widely piloted and then advance to scale.
- iii. Contracts and collaboration relationship with two online marketing and e-commerce platforms (Daily Trust Stores and Catalyst Market) and international trade promotion network (ITC She Trade hubs) were entered. This proves that the business model that operationalises the innovation attracts international marketing and trade support. All these trade collaborations need to be consolidated and catalyzed by a well developed marketing platform, increased capacity to serve orders on time and a well mobilized and trained network of craft makers and producers and collectors of raw

materials.

- iv. The concept has attracted ecosystem support from UNESCO, Social Capital Markets (SOCAP), Catalyst 2030, Opportunity Collaboration, Vital Voices Global Partnership and masters of scale summit. This proves that the innovation has capacity to attract technical, connections, information and networking support from a wider social impact ecosystem.
- v. Out of 100 artisans mobilized, trained and connected to market, 70 have increased their income by 30% in one year, proving the viability of the concept and business model.



CHAPTER 10:

ACHIEVED ACCELERATORS, FELLOWSHIPS, ACCREDITATIONS AND NETWORKS MEMBERSHIP TO PROMOTE THE MODEL.

| Agency | Main contribution made |
|--|---|
| Social Capital Markets (SOCAP), USA | Presentation of the model on SOCAP global stage before impact investors |
| Founders' Program of Masters of Scale Summit | Peer sharing among founders from around the world and engagement with investors |
| Vital Voices Global Partnership (VV Grow Fellowship) | Business and enterprise development training |
| Catalyst 2030 | Partnerships/ collaborations establishment support |
| Catalyst Market | Online marketing and trade support platform |
| Opportunity Collaboration Fellowship | Networking convenings |
| Tony Elumelu Entrepreneurship Program | Business and enterprise development training and connections to investors |
| Hi Innovation Business Academy | Business skills training and connections to investors |
| Hatch Global Fellowship | Networking convenings |
| Nexus Global Fellowship | Networking convenings |
| UNESCO ICH Accreditation | Connecting capacity building scaling by public institutions |

Annex 1

**Presentation made at SOCAP 24 30th October
2024 in San Francisco, USA**



**Artisanal Sector in
Impact Investing:
A blind spot and unexplored
potential (Workshop at
SOCAP 24 on 30th October,
2024 at Yerba Buena Center
for Arts in San Francisco,
USA)**

*Presentation by Stephen Rwagweri, Founder
African Continental Crafts*

Deficiency adjectives associated with Artisan Sector?

Unexplored - undiscovered - underrepresented - unnoticed.



What?

Impact Potentials – new insights – new Perspectives – new possibilities – new opportunities

To achieve what?

Universal economic inclusion– equalization of productivity– reclaiming productivity–reclaiming social relevancy– providing therapy.

Case study:

G.W Akora of YAWE Uganda uses crafting to provide social, spiritual, economic and physical recapitulation to PLHIV but must adopt international hawking in search for sympathy buyers around the world for products that are potentially market competitive if innovation, policy and impact investment were enabling





What are these unexplored potentials?

Universality – maximum adaptability to limitations – maximum adaptability to resource deprivation– first and basic livelihood skills– fallback position when physical and technical vibrancy fails – driving gender balance – intersection of critical impact sectors – spring board of grassroots-based innovations – Nature and human friendliness – commercial viability.

Undesired sector conditions.

- **Predominantly crafted in:**
Only country specific programming – stand alone, micro and often sporadic transnational initiatives.
- **Predominantly served with:**
Pettiest attitude– tokenism– charity and sympathy– handout - based funding models – marginalization in policy making.

Desired Sector Conditions

1. Transnational comprehensive models.

Examples:

- Made 51 by UNHCR
- 6C Framework by Creative Million
- Traditional Artisan Inclusion by African Continental Crafts

2. Sustainable and comprehensive impact funding.

- Philanthropy and grants for capacity development.
- Social loans and equity for digital marketing and trade.

Annual global sector worth

Estimated US\$ 1 trillion (2024) with 20% annual gross rate. (PBP: 2020)



**Stephen
Rwagweri**

About the innovator

The Traditional Artisan inclusion model was designed by Stephen Rwagweri, a social innovator, author, impact speaker and a founder of two nonprofits (<https://www.engabuzatooro.or.ug/> and <https://www.tlc-uganda.org/>) and for profit social enterprise (<https://www.africancontinentalcrafts.com/>). He is a culture expert and a member of UNESCO global network of ICH facilitators and expert reviewer of innovations with Million Lives Collective and MIT Solve. He has 22 years experience in designing and facilitating implementation of projects which have been funded by UNESCO, Commonwealth Foundation, HIVOS and Prince Claus Fund for Culture and Development among others. He has been an impact speaker at Culture Summit Abu Dhabi and at Social Capital Markets (SOCAP 24), USA, a global annual convening of impact investors and innovators.

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