



# African Continental CRAFTS

● CAPTURING IMAGINATIONS ●



Plot 833, Makamba Road,  
Kosovo Lunguja, Rubaga Division  
P. O. Box 173302, Kampala - Uganda

**Tel:** +256 772 469 751

**info@africancontinentalcrafts.com**

**africancontinentalcrafts@gmail.com**

**Website:** <https://africancontinentalcrafts.com>



## Founding history and incorporation

*African Continental Crafts* (ACCL) is a for profit social enterprise, first incorporated in Uganda on the **16<sup>th</sup> December, 2021**. **Registration No. 80020003417576. Tax identification No. 102030690**, subsequent incorporation in other targeted countries is underway.

## The Vision statement

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

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

## The Goal

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 strategies.

## The Value proposition

This enterprise implements *Traditional Artisan Inclusion* innovation which addresses market and industry exclusion leading to extreme poverty among traditional artisans as a result of their unique technical limitations to participate in available capacity development models and market. It employs innovative tools and strategies to mitigate the technical limitations and reclaim traditional artisan to capacity development initiatives to consolidate their ancient designs as distinct product line, create adaptive styles and adopt business practices and digital marketing for competitive access to market and adapting to the mainstream creative manufacturing sector.

The cover page of the concept document of *Traditional Artisan Inclusion model*



# Innovation one pager statement



## Innovation one pager statement

*Traditional Artisan Inclusion model by African Continental Crafts*

We are piloting “*Traditional Artisan Inclusion*” which 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.

**Stephen Rwagweri**  
Founder & CEO,  
African Continental Crafts

Published on  
📅 **4<sup>th</sup> January, 2025**  
📍 Kampala - Uganda

✉ [srwagweri@gmail.com](mailto:srwagweri@gmail.com)  
📞 **+256772469751**



## The business cycle and core process of the enterprise



## Levels and methods of participating and working with the enterprise

Level/method	Conditions of joining	Estimated number
Members of the Board of Directors	Elected from shareholders or identified as strategic international development experts	9
Technical staff/volunteers	Recruited from the public or identified from shareholders	Several
Co-implementing partner organizations at national level	Subscribed to co-implement capacity development component of Traditional Artisan Inclusion model	3
Value chain partner groups/organizations	Groups, organizations or associations of shareholders which maybe sub contracted for grassroots mobilization and training of artisans	Several
Specialized value chain partners	Specialized business partners or service providers like technology companies, marketing companies, etc	Several
Subscribed members or shareholders	Subscription/buying shares. Owners of the enterprise and they determine everything through AGM	100

### The current co-implementation partners in Uganda



## **The current grassroots partner groups, associations and networks working with the enterprise to reach individual artisans and players along the value chain in Uganda**

1. Artisan and craft businesses under Engabu Za Tooro, nonprofit organization
2. Artisan and craft businesses under Koogere Foundation, nonprofit organization
3. Artisan and craft businesses under YAWE Uganda, nonprofit organization
4. Artisan and craft businesses under Gulu Theatre Artist
5. Creative Women Development Initiative
6. Alinda Crafts
7. Lyarunhinda Women's Group
8. Asobola Community Development Organisation (ASCODE)
9. Creative Women Development Association
10. Mutima Eco - Tourism Project
11. Life Skills Foundation Network
12. Kaiso Tonya Women's Group
13. Kigaga Sustainability Women's Group
14. Kasomoro Green Radio Listeners Group
15. Butimba Sustainability School Village
16. Bulisa Women's Group
17. Kikarara Women's Group
18. Bubeke Community Karangara
19. Bulisa Grassroots Women's Association

### **International marketing partners**

Crafts of Africa (Whole sale buyer and international marketing)



# Crafts of Africa





## Achieved accelerators and fellowships

Agency	Main contribution
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 and collaboration building convening's
Hatch Global Fellowship	Networking and collaboration building convening's
Nexus Global Fellowship	Networking and collaboration building convening's
Tony Elumelu Entrepreneurship Program	Business and enterprise development training and connections to investors
Hi Innovation Business Academy	Business skills training and connections to investors
UNESCO ICH Accreditation	Connecting adoption of scaling of the component of capacity building scaling by public institutions

## International ecosystem support partners

