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



**November 2005** 











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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, Etsha Basket Project, Ghanzi Crafts, Kalahari 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 (IRDNC), Line Ministries supporting ERP, Namibian Association of CBNRM Support Organisations (NACSO), Namibian 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, Omaheke 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

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#### **ACRONYMS**

ACADIR ASSOCIATION FOR ENVIRONMENTAL CONSERVATION AND

INTERGRATED RURAL DEVELOPMENT

AIDS ACQUIRED IMMUNODEFICIENCY SYNDROME

ARV ANTIRETROVIRAL BWF BASIN WIDE FORUM

CBCD COMMUNITY-BASED CRAFT DEVELOPMENT

CBNRM COMMUNITY-BASED NATURAL RESOURCE MANAGMENT

CDP CRAFT DEVELOPMENT PROGRAMME
CRM COMMUNITY RESOURCE MONITOR
DED GERMAN DEVELOPMENT SERVICE

EBNRM (COMMUNITY-BASED) ENTERPRISE BASED NATURAL RESOURCE

**MANAGEMENT** 

ERP EVERY RIVER HAS ITS PEOPLE PROJECT HAART HYPER ACTIVE ANTI RETROVIRAL THERAPY

HIV HUMAN IMMUNODEFICIENCY VIRUS

IRDNC INTERGRATED RURAL DEVELOPMENT AND NATURE CONSERVATION

KFO KURU FAMILY OF ORGANISATIONS
KSC KALAHARI CONSERVATION SOCIETY

MHT MUD-HUT TRADING

NACOBTA NAMIBIAN COMMUNITY BASED TOURISM ASSOCIATION

NGO NON-GOVERNMENTAL ORGANISATION

NNF NAMIBIAN NATURE FOUNDATION

NR NATURAL RESOURCES

NRM NATURAL RESOURCE MANAGEMENT

OAT OMBA ART TRUST

OKACOM THE PERMANENT OKAVANGO-BASIN WATER COMMISION

ORB OKAVANGO RIVER BASIN

ORG ORGANISATION

RAMSAR INTERNATIONAL CONVENTION ON WETLANDS

RF RÖSSING FOUNDATION

SIDA SWEDISH INTERNATIONAL DEVELOPMENT AGENCY

TBNRM TRANS\_BOUNDARY NATURAL RESOURCE MANAGEMENT

TOCaDI TRUST FOR OKAVANGO CULTURAL AND DEVELOPMENT INITIATIVES

TOT TRAINER OF TRAINERS

WRM WOMEN RESOURCE MANAGEMENT

VCTC VOLUNTARY COUNSELLING AND TESTING CENTRE

# 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.

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.

#### 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 up liftment, enhanced creativity and strengthening of traditionalcultural 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 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.

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

PRO	DUCT	COUNTRY
1.	Baskets	Botswana
2.	Baskets	Namibia
3.	Etched bangles	Namibia
4.	San Jewellery / crafts	Botswana
5.	Woodcraft	Namibia and Angola
6.	Clay pots	Namibia and Angola
7.	Fish baskets	Namibia
8.	Beaded items	Namibia
9.	Traditional wigs	Botswana



# 3. Contribution of Craft to ERP Goals

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

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)

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.

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 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.

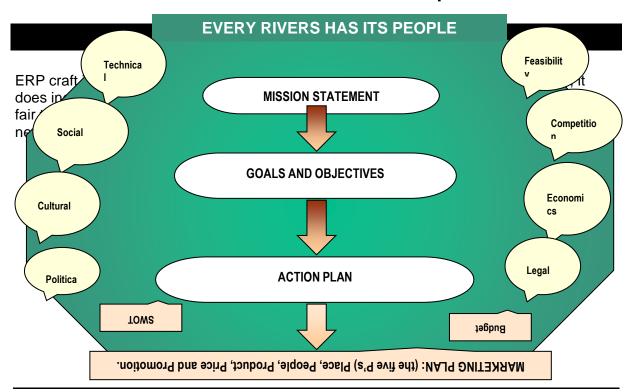
In Angola, the Association of Conservation for Environment and Integrated Rural Development, ACADIR, has opened a craft account after starting a craft project. Although it has only been active in craft development for less than a year, it has successfully generated income opportunities and effectively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

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.

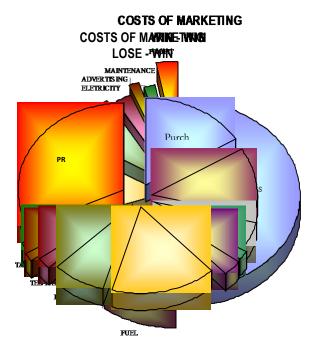
The ERP Craft component aims to:

- 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**



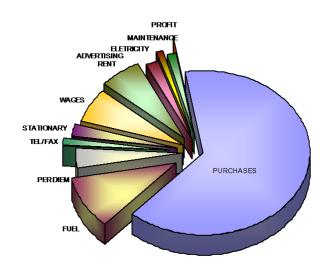
applies, then one of the parties is dissatisfied and the relationship is jeopardised.



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.

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.

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



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, Namibian 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.

#### 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.

#### Where was HIV/AIDS discovered?

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

#### 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.

#### 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.

#### 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?

- 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
- Delay sexual activity
- **E** early treatment of sexually transmitted infections (STIs)

#### 9. Can you get HIV/AIDS from a mosquito like malaria?

No, malaria is like a small parasite that lives inside a mosquito's body. In order to develop the mosquito transmits the parasite into the human bloodstream for the next stage of its life cycle.

HIV is a human virus and cannot live inside a mosquito's body. A mosquito never injects blood from one person to another, it only sucks blood from a person and always cleans it proboscis (little needle like its nose) before moving onto another person.

Malaria affects people of all ages - from baby to old age.

#### 10. What about home based care and vulnerable children?

#### Home based care:

A person who is HIV positive and still healthy can contribute to daily livelihoods like anyone else. If employed, they have as much right to work, as do HIV negative people.

You cannot get AIDS by hugging, sharing food, using the same towels, being close to or touching someone or using the same toilet.

When your family member starts getting AIDS and are sickly they need to be surrounded by family, care and compassion. AIDS victims need respect and to be treated with dignity. Any one of us could be in the same position. Healthy people in your village can help you to take care of the sick by spoon-feeding, washing, dressing wounds, nursing and comforting patients.

They need a healthy variety of food. You can find many of these foods in your village, like chicken, eggs, goats milk, goat meat, wild traditional foods and home grown vegetables grown seasonally with your cereal crops.

You can get support for home-based care from clinics, teachers' resources centres, development trusts, village development committees and active church groups in your area.

#### Orphaned and vulnerable children:

A far as possible these children need to stay within their familiar village and be included and taken care of by close relatives.

They also need to be treated with care, compassion, respect and dignity - it could be one of your own children. AIDS orphans can be registered with State health and, in Namibia and Botswana, get government support in terms of a monthly allowance and food baskets.

In Angola, UNICEF offers families support with orphans.

You can get support for vulnerable children from clinics, development trusts, village development committees and active church groups in your area.





Examples of awareness and education campaigns in Angola (left) and Namibia

# 3. Best Practices for River Basin Craft

# **Development**

#### 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 buying incentives

- Brochures & business cards
- Local Outlets
- Links to external markets
- Links to tourism
- Source customers
- Provide feedback to producers

#### a. Place

ERP Craft Component work has noted the following about craft in the Okavango Rive-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-thespot whenever opportunity presents itself and is included in any formal workshop training programme
- Include a NRM section in the craft tool kit used by the facilitator for training and development

# DYE LIST AND TREE/PLANTS USED FOR BASKETS (and some other uses)

LATIN	ENGLISH	COLOUR	OTHER USES
Acacia nigrescens	Knob thorn	Pink	Bark used to make string / rope
Baikiaea plurijugaa	Zambezi teak	Brown	Wood carving, firewood and canoes Medicinal- gum used and pods to clear blocked nose
Berchemia discolor	Bird plum	Red-brown	Food, beer making, milk curdling Medicinal, antiseptic for gum disease
Combretum imberbe	Leadwood	Pale beige	Charcoal, medicinal
Combretum zeyheri			Root used for making Nyemba baskets, Gum eaten
Diospyros chamaethamnus	Sand jackal berry	Tan	Medicinal
Diospyros lyciodes	Jackal berry	Mustard yellow	Medicinal wash out eyes and wounds
Euclea divinorum	Magic quarry	Olive brown	Medicinal
Guibourtia colesperma	Large false mopane	Pale brown	Food/seeds Medicinal – gum clean out system is a poison, applied to skin cosmetically
Hyphaene petersiana	Makalani palm	Natural	Basket weaving, food source and leaves on a roof for shade
Indigofera tinctoria	Indigo plant	Mauve/purple	Used mainly for colour
Kigelia pinnata	Sausage tree		Firewood, food medicinal skin ailments and tea for dysentery
Pearl millet	Mahangu	Pink	Food and stems for reed walls
Peltophorum africanum	African wattle	Brown	Medicinal
Pterocarpus angolensis	Blood wood	Salmon pink	Woodcarving, canoes, ochre for make-up
Sanseveria pearsonii	Mother-in-law's tongue	Beige	
Sorgum bicolor	Sweet reed	Pink	Millet used mainly as food and beer making
Terminalia sericea	Silver leaf Term.	Beige	Poles, bark to make rope, wigs, and gum used as waterproofing
Ricinodendron rautanenii	Mangetti	Beige	Food, skin curing
Sclerocarya caffra	Maroela		Food, alcohol and medicinal
-	Clay	Grey	
	Tin	Grey to black	Tin mixed with Birdplum dye is black
	Cow dung	Mustard, grey- green	Mud walls and floors

#### **Natural Resource Management for basketry**



A basket maker carefully harvesting palm fronds in a sustainable manner using a knife

A basket maker using a sickle to carefully harvest her bundle of raw palm in a manner that does not damage the tree



# 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;

- 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 Shankara 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, Shankara 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 prearrangement. 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;

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 purchases 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.

#### **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 fish-traps. 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.



A master weaver from Mabushe 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



#### 10 Commandments for quality baskets

1. Clean Examples of top quality baskets 2. made by master Start hankara Cra based by 3. Weave - coil 4. **Pattern** 5. Shape 6. Looks nice 7. Neat and tidy 8. Stands well 9. **Finish** 

10. Both sides



**RÖSSING FOUNDATION, DED AND IRDNC** 

## 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:

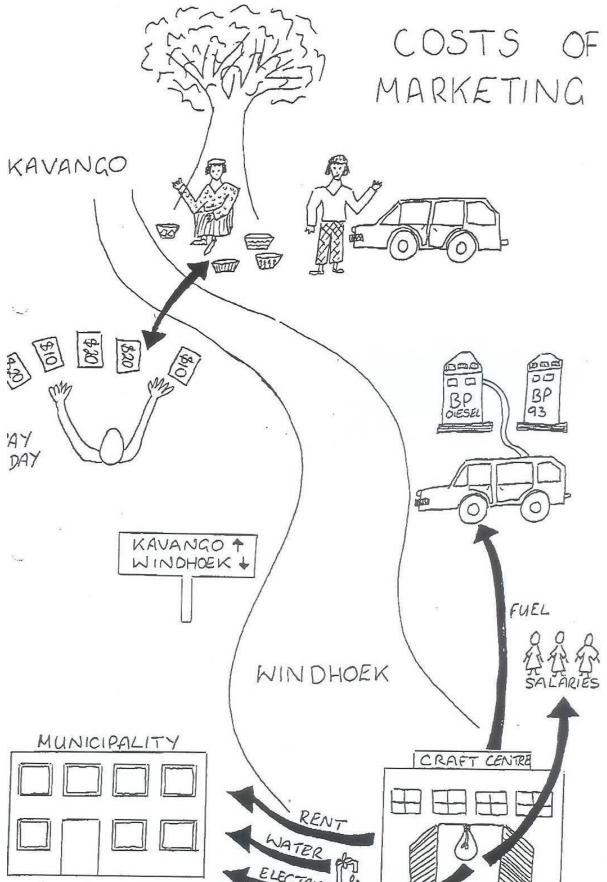


Shankara Craft a CBO using the pricing and grading system to purchase basket during one of their outreach buying trips





# Road to Market by Annie Symonds



- 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;
- 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.

#### e. Promotion

#### Marketing in Botswana and Namibia

Botswana's flourishing tourism industry had provided outlets and customers for crafts. Etsha and Ngwao 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 Usona 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**

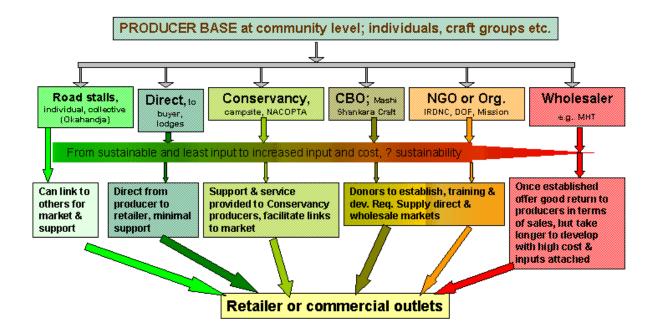
While ERP intends to introduce a brand name for Craft from the ORB, this could impact upon existing marketing bodies. ERP can, however, expand product ranges and increase volume, improve quality and link existing markets to a wider area. It can also identify marketing gaps and seek outlets for particular areas.

#### **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 detracting 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.

# Example of a Marketing Model: Advantages and disadvantages of three marketing methods

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

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:

Bag, triplicate record book, tape measure, masking tape, stapler, price lists, receipt book, invoice book, plastic bags/boxes, pens, ruler, marker pen, training resource book.

#### **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:

# 4. Future plans

Country	Areas of operation
Angola	Senga, Menongue Museum, Capiko, Claundu, Mulembo, Savata, Kwangar, Calai, Dirico
Botswana	Tocadi, Tsolido Hills, Etsha Basket Project, Gumare Basket Enterprises, Maun Museum, Matsaudi, Mutlapana Quality Baskets, Shorobe Craft Centre, East Delta Development Trusts
Namibia	Kavango Region: Tare, Manyondo, Joseph Mbambangandu, Sivardi, George Muyoka, Muduva, Nyangana (Livayi), Divava and Shankara Crafts

• 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 Katwitwi 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**

create linkages to existing VCTC programmes

create linkages to existing voic programmes

for HIV/AIDS

mitigating impact;

•

show;

nutrition;

• avhibition (raving)

exhibition (roving);

and sustainable market gardens in Angola.

Further distribution of existing materials and

Distribute and use the 10 Commandments

Focus on income benefits to reduce

Follow-up activities from HIV/AIDS road-

Highlight improved traditional and cultural

Promote ERP craft and information

Establish support groups for HIV/AIDS; Establish "Door Step Gardens" for nutrition

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