

PROPOSAL FOR BEAD PROJECT WITH THE CENTRE

AIM



Having already achieved a market for the products WOW aims to utilise the artists who have been integral in creating the designs with us to now teach those designs and new ones to come to mainly women and children as a sustainable income generating skill. Workshops would be run repeatedly commencing at The Centre in Harare, as this is central and known, with the proposal of then moving to urban areas and finally to more rural areas across the country. Workshops would highlight those people who have a natural ability to produce items that are of a high quality and consistent that would be purchased by the Company and those that are capable of assisting rather than creating. The workshops would facilitate in setting up support groups that have the added advantage of the Centre as a source of advice and continuous assistance in other areas of their lives.

WOW'S INPUT

WOW has already achieved markets abroad for its designs and has worked with the project trainers for a number of years. It's aim is to promote and sustain Fair Trade principles in Zimbabwe and with its customers abroad. It is continually seeking out new markets to create a dialogue of design and production between the Companies and the artists that is both profitable and sustainable.

We would look to fund the initial series of workshops that would take place over a month to set a template in place. This would mean funding the two trainers Kenneth and Maxwell, supplying the materials needed to train those attending and to supply extra materials for those able to continue to test the level of productivity that can be achieved. Each workshop would have 20 people over two days and a follow up to be carried out one week later to discuss problems. We would seek to run four workshops as a template with an assessment at the end of the month as to the number of trained and producing people this creates.

WOW will take responsibility for ensuring that training is done and follow up of quality control and advice as well as payment for product is carried out. We already have a powerful marketing strategy abroad and we would look to incorporate the promoting of the principles of The Centre and the donor organisation within this.

THE CENTRE



The Centre would supply for the month of the initial workshops template the space and the staff needed to support the visiting trainees in all aspects that are available at the Centre in relation to HIV/AIDS Counselling, Nutritional Advice and other services. They will prepare a series of services available throughout each workshop to run alongside the Bead Work Training. This template will be used alongside further workshops whether rural or urban where possible to create support networks that follow the principles and have the

continuous back up of The Centre.