




SHARED GROWTH
**CHALLENGE
FUND**

Project Title	Indalo Design & Marketing Intervention Project 
Project Partners	Hayley Rogers(Shumba), Nicci Drzewicki (DRZ Architects), Mireille van Reenen (Mpress)
Location	Cape Town
Funding	Business Trust: R2,957,900
	Streetwires: R2,996,100
Project Challenge	<p>One of the key failure mechanisms in craft lies in the dissonance between what crafters create and what is being bought in the formal retail market. Moving craft from sympathy buys to “must-have” purchases massively increases the sales potential of craft and hence the social impact that it will have.</p> <p>Through this intervention Streetwires is using its experience in the successful marketing & development of craft to enable 9 local organizations that design and produce craft to create contemporary marketable products that will be sold domestically and internationally. This intervention includes brokering opportunities for collaboration between these 9 organizations and contemporary designers as well as championing the marketing of their newly created products. Coupling experienced designers, who are in touch and connected in the market place, with skilled crafters who understand the materials they work with, is a fundamental building block to creating ranges that yield greater potential for success both locally and internationally.</p> <p>The anticipated outcomes include a unique sophisticated range of craft products, the transfer of design & marketing skills across the group of participating organizations and designers and evidence-based positive impact on the long-term sustainability of these organizations and Streetwires, as well as sustainable job creation.</p>
Expected Project Impact	<ul style="list-style-type: none">• Direct employment: 90 people in short term, potentially double that figure in longer term• Indirect employment: 20 in the short term, up to 180 in the longer term• Increased incomes for up to 270 crafters and other employees• Increased market access for up to 1080 people