

Stellenbosch
Crafts Alive



Innovation through collaboration

The e'Bosch Craft Alive Development Project is targeted at fostering collaboration between the different sectors and communities in Stellenbosch to combine effort, assets and talents to establish the craft industry in Stellenbosch as a meaningful component of the overall socio-economic footprint, as well as establishing a culture of recognition and support for crafts as a means of capacitating suitably talented and motivated citizens. This can offer local craft producers, by using their trained skills, job opportunities, a sustainable income, security and a sense of belonging to Stellenbosch, and the opportunity to contribute towards making Stellenbosch truly the Centre for Entrepreneurship.



Craft producers from the different Dorpies around Stellenbosch are identified by e'Bosch Crafts Alive and put on a one year training and mentorship program to develop their skills and knowledge to become sustainable craft entrepreneurs. Experts from different sectors including the University and Colleges, Art and Design Institutions and Business Sector are invited and used to support the project with training and mentorship.

The project starts with a ten day introduction training program that includes:

- Personal Development,
- Creative Stimulation,
- Entrepreneur Principles,
- Product Development,
- Business Skill Development,
- Sales and
- Marketing

Training



Market Research



Product Development



During a one Year mentorship programme the beneficiaries are supported to develop and produce their product to access the different market opportunities available in and around Stellenbosch.

- Community Markets
- Corporate gifting
- Supply to businesses
- Direct sales to the public
- Stalls at festivals.



The iThemba Curio Shop at Stellenbosch Information Centre.



e'Bosch received funding from Distell Corporate for the project to train and mentor ten craft producers during 2018. Twenty craft producers went through two different training sessions and three new craft project was established in Kayamandi, Idas Valley/Kylemore and Devon Valley.

During 2019 e'Bosch Crafts Alive is collaborating with different organisation to support these craft producers to become sustainable entrepreneurs.

Depending on availability of funding e'Bosch Crafts Alive will repeat this project in 2019 as there is a need in the communities of Stellenbosch for job creation and income generation for the unemployed.

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