

UGANDA TOURISM ASSOCIATION (UTA)

PROJECT NAME:

IMPROVING THE MARKETABILITY OF EAC CULTURAL
CRAFTS

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1. Executive Summary

Name of the Project	IMPROVING THE MARKETABILITY OF EAC CULTURAL CRAFTS
Name of the Organization	Uganda Tourism Association (UTA)
Organization is active since	7/08/ 2000
Number of People in the Organization	The organization employees four (4) people directly 3 Indirectly and an executive board of 5.
Project Duration	The project is 1 year (12 month)
Any other Stakeholders involved?	Eco-Tourism Kenya and National Arts and Cultural Crafts Association Uganda (NACCAU)
EAC member states involved	Uganda and Kenya
Total Number of people reached	2000 have been reached
Benefit for people reached	General awareness of the need for standards among the producers, also improved appreciation of technology like digital platforms in widening the market for the sellers/retailers
Number of events organized	3 events so far organized
Number of people participated in events	182 persons participated directly.
Benefit for people participating in events	Learn how to use social media to market their products, learnt how to select materials for quality products, learnt environmental and conservation aspects to support sustainability of raw material production.
Number of beneficiaries (Number for each EAC Country) (Number of Youth) (Number of Women)	The project has experienced more women participants to tune of 70% of the participants (1750) however the project beneficiaries were heavily affected by the non-renewal of the agreement, which affected the number the project would have reached especially the platform that had an estimated 3000-4000 targeted beneficiaries directly and indirectly. Majorly women and youth.
Concrete impact on beneficiaries	Improved standards drafts and yet to passed by UNBS
Number of paying customers	The platforms was not developed to achieve the number, this affected the numbers expected.

Frequency & amount of purchase	Platforms was not developed and general impact of COVID 19 made it difficult to compute this accurately.
Number of jobs created	Baseline identified areas for the Job creation but no much could be achieved with cancellation of the project and the pandemic impacts.
Sort of jobs & income	The expected Jobs were digital marketing executives, social media bloggers, producers, this was also affected by the closure.
Further activities planned?	To find alternative sources of funds to continue the project of building the platform.
Financing secured for further operations?	Funds to train crafts producers were sourced from Skills development Facility and Master Card foundation, this will support the continuation of some activities though not at the same scale.

2. Introduction and Background

Cultural crafts are unique expressions of a particular culture or community through local craftsmanship and materials. The handicraft industry is now growing and getting more recognition while creating employment and bringing in Foreign Exchange in the different countries of the EAC. The response of consumers to handicrafts is unpredictable “Consumers buy handicrafts because they like to feel connected with indigenous traditions, cultures and decoration”

East Africa has a wide range of handicraft products ranging from basketry, mats, ceramics, stone, beads, pottery, textiles and woven products, toys, jewelry and fashion accessories, bags, leather products, horn products, batiks, musical instruments, recycled paper products and wood products among others. These items are produced in different parts of the EAC countries’ regions using locally available material.

Crafts production in EAC is a cultural traditional and predominantly a cottage industry, engaged in largely by the women and youth, to supplement household incomes. The tradition has been to hand over craftsmanship and skills from generation to generation. This tradition has faced challenges as the world becomes competitive, adopting technologies, increased demand for quality standards products and easy of accessibility

Therefore as a means to address the challenge , the idea project of building a sales digital platform, for showcasing East African Cultural Crafts, skilling, creating market access and linkages for knowledge exchange for producers of cultural crafts. The development of a benched marked standard criteria for the

Produced East Africa Cultural crafts and ensure skills are instilled to the Producers is done to increase value and Revenue for the sellers and producers.

The project marketability of the EAC cultural crafts was to further support women and youth who are currently engaged in crafts production and earning very Low returns on their labor in Uganda and Kenya mainly near National Parks and other Tourism Sites. The project would further engage unemployed University graduates to support women and youth craft producers in product digital marketing and sales.

The ultimate goal of the Idea is to enable Craft producers who are mainly women and youths in Uganda and Kenya build their capacity in terms of production of Quality Products, through benchmarking from each country and improving their Marketing skills, as well avenues to enable their crafts reach the final customers internationally through the Online Platform.

3. Objectives of the Project

The overall goal of the project was to enhance market access and skills development for EAC Cultural Crafts production.

Specific objectives

The following are the specific objectives of the marketability of EAC Cultural crafts Project:

- i. To develop a digital marketing platform for the EAC Cultural crafts that have been produced and documented on agreed standards/ criteria
- ii. To develop and improve the quality standards of the cultural crafts in the Uganda and Kenya states
- iii. Strengthen the skills capacity of the women and youth producers of cultural crafts.

4. Did you collaborate with any other organizations?

Kenya was the EAC country that we were directly collaborating with through ECO-Tourism Kenya Founded in 1996 as Ecotourism Society of Kenya (ESOK) and later adapting the name Ecotourism Kenya (EK) in 2006, EK was the first ecotourism society in Africa and a leader in the fields of voluntary tourism certification, and community asset building through tourism projects. It is also involved in sustainable tourism planning, and campaigns, community mobilization and sensitization, product identification and development and environmental/social audits.

Kenya will participate by identifying highly skilled crafts producers to share experience and technical know to the Uganda counter women and youth in the crafts production, they will also select producers

who will exhibit during the crafts exhibition. Kenya will identify a technical expertise in quality and delivery of products on the online sales platform.

Other Organizations involved include, the National Arts and Cultural Crafts Association of Uganda (NACCAU) would provide the trainers with expertise in crafts production skills. The tour operators under their Association for tour operators would support in linking the producers with the tourist, The Hotels Association would promote selling of quality crafts at their hotels and also participate in the exhibition. The guides Association USAGA will promote quality Cultural craft purchasing by proposing to the tourist they are guiding the location where the crafts are sold and directing them to the online platform.

The project would also involve during implementation the relevant government institutions, Ministries and local authorities responsible for policy formulation and implementation, Tourism Ecosystems these include; The Ministry of Tourism ,Wildlife and Antiquities, Uganda Tourism Board (UTB), Uganda Wildlife Authority (UWA), Ugandan National Bureau of Standards (UNBS), Ministry of Gender, Labour and Social Development (MGLSD), Ministry responsible for EAC affairs and Ministry of Trade and Industry both in Uganda and Kenya.

5. Report of the Project Activities

Activities carried out as per the work plan,

5.1 Develop a digital marketing platform for the EAC Cultural crafts that have been produced and documented on agreed standards/ criteria.

1. A steering committee was established of 7 members
2. CEO of Eco-Tourism Kenya visited craft producers in Uganda
3. Meeting with Uganda National Bureau of Standards to support of the standards development
4. TOR to conduct a survey well developed, consultant sourced and survey conducted, a report of the survey is available.
5. On line meetings were conducted to educate producers on the COVID 19 pandemic and the standard operating procedures (SOPS), to keep well and safe.

6. Outreach of the project (in Numbers)

The project before its closure had reached 1000 participants, through the Pearl of Tourism Exhibition at Munyonyo, and sensitized more than 180 on the need to follow standards during production of craft products.

7. Describe the Communication interventions

The project produced 500 brochures, 1 pull banner, 3 media clips, 1 video clip and several pictures for the events.

<https://twitter.com/chimpreports/status/1219507673034522625?s=12>

<https://www.facebook.com/1540223162918178/posts/2499065957033889/>

<https://www.facebook.com/329866227624210/videos/585999428622708/>

<https://www.youtube.com/watch?v=8xMmXTNtYoU>

<https://www.monitor.co.ug/arts/culture/Travel/UTA-to-improve-skillset--of--crafts-producers/691238-5615612-87who2z/index.html>

<https://www.matookerepublic.com/2020/09/17/how-uta-is-pushing-for-more-value-for-ugandan-craftsmanship/>

<https://www.watchdoguganda.com/entertainment/lifestyle/20200905/100294/ugandan-arts-and-crafts-need-to-be-streamlined-standardized-to-capture-market-experts.html>

<https://youtu.be/4lxPh5ltgwA>

The outcome is regional and country awareness of the project activities and how it is going to impact on the accessibility of the EAC cultural to National, regional and international market.

8. Describe the M & E intervention implemented

Outcome	Outputs	Activities implemented	Indicators
Increased Market Up Take Of EAC Cultural Crafts Products regionally and internationally	<p>Online market platform</p> <p>Database of cultural crafts and producers, exporters, as well sellers</p> <p>5000 sold crafts products</p> <p>2500 users visit the online Platform</p> <p>Craft Exhibition conducted</p>	<p>Conduct stakeholder meeting</p> <p>Project launch</p> <p>Survey study conducted</p>	<p>Minutes and registration for the meetings.</p> <p>Survey attached</p> <p>Standards criteria attached</p> <p>Project graphic representation attached</p> <p>Briefing stakeholders on COVID 19 and non-renewal of program</p>

9. Achievements during the project implementation period

- I. Stakeholder awareness of need for standards in crafts production
- II. Survey report on the standards and market access of EAC crafts
- III. Identification of the policy gaps that required to be addressed to support EAC Crafts reach export markets and attract higher value to the producers
- IV. Codes of conduct Criteria on standards produced and crafts dealers and producers trained

10. To what extent do the outcomes of the project match the objectives of the original proposal?

The outcomes achieved during the period of implementation update matched the objective of the at rate of over 45%, the challenge was the project lacked finance to finally achieve development of the platform which was a major target.

11. Project's lasting impact and sustainability

The project lasting impact is the ignition of the debate on the development of standards for crafts in the EAC with specific emphasis on originality, to date 2 separate standards have been drafted are under discussion under the Tourism and Hospitality Standards Service Committee.

12. Describe the Lesson Learnt during the Implementation of the Project

- i) We learnt how to operate under strict conditions like COVID 19
- ii) The standards procedures for development of standards at National and regional level
- iii) Timeliness and meeting the targets as set out in the project, to avoid non-renewal of contracts
- iv) We have also learnt from the Rwanda crafts management model through savings and credit cooperatives that makes easy to support with financial support.
- v) Source for funds to support our project activities that were not completed.

13. What are some of the Challenges encountered during the Project Implementation

Please list the biggest challenge on top and sort the others in descending order.

Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.
1a. Obstacle: COVID -19 pandemic that led to à lock down and closure of businesses
Solution: Following Ministry of Health Guidelines by observance of the SOPs
2. Obstacle: Slow project take off led to cancellation of the project mid-way during implementation
Solution: Seek for alternative funding options to achieve the desired e-Commerce portal.

14. What are the Recommendations for the Integration Process from the Project?

1. Crafts producers and sellers in the region need more platforms to share knowledge and promote their unique products.
2. There is need to come up with standards for the region, the ones developed by this project may act as the starting point.
3. Inclusion of the youth in trainings and mastering the skills of crafts production across the region.
4. The EAC Secretariat and Partner States should work towards development of a common standards for crafts product in EAC countries
5. Environmental sustainable practices should be adopted as part of the crafts production standards

15. Next Quarter Work Plan and Budget as per the agreement

The project is at closure, what is planned to source for funding to support the development of the E-commerce portal and training.

16. Conclusion and Way Forward

The project during its life time impacted on over 3,300 directly and an estimated 5,000 indirectly, with the continued fundraising for an E-commerce platform more will be impacted when sells on the platform are effected and revenues realized for producers, retailers and exporters

Pictures

Please included some pictures of different activities from your project with a brief description.



R-L Grace Nderitu CEO Eco-Tourism Kenya visiting one of the stall of the Uganda Crafts exhibitors in the Middle is Resty General secretary NACCAU and far Right is Richard Kawere UTA.





Minister of Tourism, Wildlife and Antiquities Hon. Kiwanda Suubi Godfrey launching the project Activities





Stakeholders attending the Launch



Meetings with UNBS Representatives