



WORKERS FORMS OF ORGANISING





1. Self Help Groups

Self-help groups are informal groups of people who come together to address their common problems.

While self-help might imply a focus on the individual, one important characteristic of self-help groups is the idea of mutual support – people helping each other.





2. Cooperative Society

An autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically-controlled enterprise.

Purpose is to provide and distribute benefits to members based on their use.





3. An association

An organization of people with a common purpose and having a formal structure





4. Trade Unions

Essentially an association of employees belonging to a particular class of employment, profession, trade or industry.





Challenges Faced by Homebased workers in Accessing Markets

- 👉 **NO recognition nor visibility on HBWs existence** that hinders sales of products
- 👉 **Poor product quality from HBWs that can sell**
- 👉 **Lack of self-esteem/confidence from some women HBWs to market their hand made products.**
- 👉 **Social norms** – Some husbands never allow their wives who are homebased workers to go and sell in the markets.
- 👉 **Sexual advances from male customers to female HBWs** which sometimes leads to no sales or even to the extreme none at all
- 👉 **Uncertainty in sourcing for raw materials due to climate change** that results in product delivery delay and finally challenge market access.
- 👉 **Land degradation** especially the wetlands that destabilises production of raw materials.





Cont: Challenges Faced by Homebased workers in Accessing Markets

- 👉 **Land Ownership** lack of land owned by an individual HBW or Homebased worker organization that can be used to plant and generate raw materials like reeds to ensure its sustainability for production continuity
- 👉 **Existence of Middlemen** who buy from HBWs cheaply and bar them from meeting their potential buyers.
- 👉 **Few initiatives to promote local market**
- 👉 **Lack of knowledge on proper packaging and product branding** which would add value to the product.
- 👉 **Lack of sales and marketing skills to identify and meet potential buyers**
- 👉 **Lack of timely access to information on sale exhibitions and trade fairs** especially if one is not conversant with the trends





Cont :Challenges Faced by Homebased workers in Accessing Markets

- 👉 **Lack of knowledge on how to sell beyond the local and national borders**
- 👉 **International trade fair which is an export promotion program is a costly affair and is in most times not sustainable for small organizations.**
- 👉 **Trade fairs or tourism fairs organised by the government have lots of restrictions in the application stage with most of them usually targeting big brands or well established cooperate organizations that are well known making it almost impossible for an HBW to qualify and participate in its market.**





What can be done collectively at National, Regional and International Level to Access Markets

- ❑ Continuous push for visibility and recognition of Homebased workers and their products Internationally
- ❑ Availability of raw materials to help in sustainability of products production to allow market continuity.
- ❑ Organising HBWs at the national/regional and International level to acquire a collective amplified voice and one entity to be used for marketing purposes.
- ❑ Homebased Workers to be assisted with developing a criteria to help in product mapping, identification, photography and coding to help develop a product catalogue
- ❑ Use of different online platforms to help with marketing HBWs products like, social media, websites etc





Cont; What can be done collectively at National, Regional and International Level to Access Markets

- ❑ Capacity building for HBWs on:
 - The development of right product quality.
 - Product development and up scaling
 - Costing and pricing
- ❑ Need for training seminars/workshops on relevant marketing topics
 - Buyer requirements and expectations
 - Trading within Africa and beyond to help in overcoming barriers of trade like customs issues, trade regulations.
 - Moderated dialogue sessions to allow questions and answers between HBWs(producers) and buyers.
- ❑ Need for sales and marketing skills for the HBWs to meet and identify potential buyers





Cont : What can be done collectively at National, Regional and International Level to Access Markets

- ❑ Urge/Assist HBWs to brand their products with a tag written 'handmade' as its attractive in all markets
- ❑ Engage with private sector stakeholders who are marketing professionals and can advice on better packaging (product presentation) which adds value to the product and ensure reliability.
- ❑ Have promotional materials like catalogues, post cards, give away samples to use at trade exhibitions and fairs.
- ❑ HBWs through their Homenets to build a brand that would identify their products across all regions/levels of market
- ❑ Liase with the already existing markets to help with market access
- ❑ Develop and manage HBWs focused exhibition that can become a one stop event for buyers to centrally source from the best producers in the country/region and internationally and participate under one brand which create exposure to market
- ❑ A story behind a product adds value to selling it considering a wide range skilfully handcrafted products that fuse the national/regional cultural heritage with contemporary design ideas





What Should Be Done to Access Markets at the National Level

- ❖ Jointly as HBWs within a country they can identify a space that turns into their market with attractive displays along tourist frequent routes that will eventually attract tourists to purchase the products.

What Should Be Done to Access Markets at the Regional Level

- ❖ Create spaces to market and sell between countries within a region
- ❖ Target buyers who want unique and authentic African products at the source from the wider African region.
- ❖ Develop regional markets to increase demand of HBWs products.





What Should Be Done to Access Markets at the International Level

- ❖ HBWs to join export promotion programs that focus on International Trade Fair participation which is a critical market platform for recognition and visibility of products and their producers so as to be present in the market.
- ❖ Target buyers who want unique and authentic African products at the source from the international market.
- ❖ HBWs coming together to negotiate rates that are specifically tailored for them to get better shipping rates to access international markets
- ❖ For International trade exhibitions and fairs encourage HBWs to hire / secure bigger tents to allow proper display with right branding to be visible to potential buyers.

