

Vukani-Ubuntu

COMMUNITY DEVELOPMENT PROJECTS

NEWSLETTER

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Edition

Special

Celebrating a Decade of Development...

From a single idea in 1998 to a national network of grass-roots development projects across the country in 2009, Vukani-Ubuntu represents a victory of cooperative spirit that welled up from the desire to improve life for previously disadvantaged communities. These communities are people who were deprived of opportunities most others would take for granted - the ability to sustain themselves. Vukani-Ubuntu started teaching them jewellery skills, within the framework of the jewellery industry.

This eventually led to formulating the now well-implemented *Integrated Development Model*, an ongoing blueprint for putting formerly marginalised individuals on safe footing, not only as skilled artisans, but also as entrepreneurs in their own right. Through the dedication to this noble mission Vukani-Ubuntu became the single largest trainer of emerging black jewellers in SA.

Vukani-Ubuntu was the first community development organisation of its kind in the country, generating interest and injecting wind of positive change in the jewellery sector in SA. It has established 11 community development projects in one decade, fundraised more than R 30-million from over 30 local and international donors. During the 10 year period Vukani-Ubuntu also trained over 400 students!

In terms of marketing, Vukani's efforts created several brands and marketing concepts of jewellery, designed and co-produced with our various projects and other relevant partners for the local and export markets. *Ancient Precious Metals™*, capitalizing on "World's Oldest Gold", mined from Barberton and transformed into jewellery by the Umjinji Project, and the *Kwaito Jewellery Range™* targeting SA's vibrant youth following the Kwaito music trend are examples of V-U marketing prowess.

Most notably, Vukani-Ubuntu developed and established *FairMade Jewellery SA™*, a concept adapted for SA jewellery industry from the global Fair Trade brand and based on the same humanitarian and environmental principles.

More recently Vukani-Ubuntu purchased shares in *Metal Concentrators*, one of the leading metal refiners in the country in the most significant and true *broad based empowerment deals* in the jewellery industry. This mutually beneficial venture will have further positive impact on the sustainability of development projects in South Africa by providing even better access to mentorship and technical support, making Metal Concentrators fully compliant with the SA Mining Charter in the process.

2009 saw the launch of another two ambitious development projects under the leadership of Vukani-Ubuntu. The *Ekurhuleni Jewellery Project* and *Limpopo Jewellery Cluster* connect several businesses and development organizations, combining training programmes with jewellery production on a large scale for local and overseas clients. They also employ qualified students from other Community Development Projects, providing fertile ground to start and grow their own businesses – *enterprise development*.

The success started already with the name: "Humanity, wake up (Vukani) and help each other to help our communities (Ubuntu)." It was a complete mission statement in two words, a call to move, from helplessness and poverty to self-reliance and prosperity. From Dust to Gold. It conveys hope and inspires vision. It carries intent and defines the goal. Genuine concern about the cause, selfless dedication, unshakable belief that it can be done and the right insight has all been present too.



The more practical attributes of the success can't be overlooked: Flamboyant yet responsible management, thinking big but seeing details, ability to develop human resources. Insistence on quality, efficiency throughout. Energy and synergy. Vukani-Ubuntu has always been more than sum of its parts.

Perhaps these are some of the characteristics that captured attention and helped open the flood-gates of generosity from so many distinguished funders, sponsors and donors including the Nelson Mandela Children's Fund, European Union, givers local and international. The list is too numerous to complete here. Their understanding of Vukani-Ubuntu's aim has been crucial to moving forward.

Vukani-Ubuntu? Yes, they can. They know how and why. And their timing is always right.

Demos Takoulas
CEO, Vukani-Ubuntu

A New Direction for Vukani

When a company reaches a significant milestone like a 10-year birthday celebration, it is time to reflect on where we have been, what we have achieved, what we do really well, and what we should stop doing, and focus on in the future. The Vukani team has just been through this process of evaluation, and has decided on the way forward to continue contributing to the jewellery industry of South Africa in the most meaningful manner.

In the past decade Vukani has spent most of its time, money raised and other resources setting up jewellery training projects and managing them to a point of stability, and then handing them over to community boards to manage. Vukani has also generated income by being a training provider (and is accredited by MQA, Umalusi and registered at the Department of Education), lobbying and firming relationships in the jewellery industry, delivering research and development and consulting services.

In July 2009, Vukani reached significant milestones, delivering two fully working and operational projects: the **Limpopo Jewellery Cluster** hosting the SEDA Limpopo Jewellery Incubator (R13-million) and the **Ekurhuleni Jewellery Project** (R7-million) to respective funders involved. Since then, management has spent time doing research and in discussion with industry role-players, including the MQA and Jewellery Council. Management have made a decision to position Vukani in the training co-ordination and service provider sphere for the next 3 – 5 years, based on the need in the industry for simplified and effective training opportunities. The skills shortage in the industry, aligned with the national skills priorities and goals, also drives this strategy.

Vukani will continue to assist the two recent projects with (as per current SLA and contracts with funders) the services listed below, as the projects become more self-reliant in terms of operational implementation.



Vukani will provide project support in:

- **Overseeing financial & other management**
- **Reporting to funders**
- **Stakeholder relationships**
- **Marketing & Fundraising**

The core focus of Vukani as an organisation would be to provide training support and co-ordination to the Jewellery Industry. These services will include:

- 1) *Registering jewelers with SARS to allocate their Skills Development Levy to the MQA in order to claim these levies back.*
- 2) *Register and manage all learnership applications, skills programme applications, etc. that jewelers make to the MQA.*
- 3) *Assisting jewelers with Workplace Skills Plans, all administration and the Annual Training Report, in order to claim back mandatory grants.*
- 4) *Handle sourcing and delivering of training, all coordination (venue, time, date and content) according to the Workplace Skills Plan, and the need of the individual jewelers. All training administration and coordination will be done for jewelers, and will meet all the accreditation and statutory requirements.*
- 5) *Presenting an annual calendar filled with short skills training programmes nationally in major city centres.*
- 6) *All other training related administration and services.*

With 10 years of experience in providing the industry with high-quality trained jewelers, Vukani is well positioned to extend our scope to the rest of the industry, providing up-skilling and training opportunities to the jewellery industry nationally.

It is with great anticipation that we launch the new services, and you can obtain more information from Penny Moemi at penny@vukani.org, or (012) 326 8534.

Project & industry news

MAKING US PROUD...



A Success Story...

Established and managed by Vukani-Ubuntu, the Seda Limpopo Jewellery Incubator (SLJI) is currently the largest empowerment project in the jewellery sector in South Africa. Launched in July 2009, it is one of only two true BEE production facilities in South Africa, and already proud to be producing quality entrepreneurs...

Tau Tebogo Lee is one of our success stories. After several failed attempts at setting up a jewellery business due to lack of access to metal, tools, casting infrastructure and administrative support, Tau was empowered through the SLJI to successfully launch his own business and pursue his dream and passion of creating ethnic jewellery.

"Comparing my current situation with where I have come from, one of the things I am very pleased about is having quick access to metal. Out there, on my own, I used to wait three to four weeks at times. Today I have access to all the tools and machinery any jeweller can ever dream of and can achieve so much more. I deliver to my clients on time and, for the first time, making profits of over R40, 000 a month. I call this success!"

Nqobile Nkosi, Ekurhuleni Jewellery Project's first incubatee, was awarded the top **Jet Young Entrepreneur** at the recent **Regional & National Awards**



Lincoln Mokoena, EJP's Production & Training Facilitator got third place for his Mag/Rim inspired ring at the recent **Anglo Gold Ashanti Design Awards**



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LinkedIn

plaxo

Get Connected!

Vukani-Ubuntu can now be found on various social networking sites, and will be posting regularly to our website and blog. Be sure to connect and be updated regularly on what's happening at Vukani and how we continue to uplift communities in South Africa.

www.vukani-ubuntu.blogspot.com
www.vukani.org

THANK YOU...

We would like to extend a special thank you to all our valued funders and partners. Without your contributions, Vukani-Ubuntu would not be what it is today and able to continue uplifting marginalised South African communities.

Main Funders: 2007-9



European Union



MAFATO-A-KGOALE
A hi tirhemi - Kha ri shume
Our growth is in our hands



LED Limpopo

Development Partners



Brands



International Partners



Paul Spurgeon



RAPAPORT.



madison dialogue

Global Standards for Ethical Jewellery

Pro-Bono Partner



Local Partners



JENNA CLIFFORD

Projects	Province	Year
1. Atteridgeville Jewellery Project	Atteridgeville Gauteng	1999
2. Harmony Jewellery School	Virginia Freestate	2000
3. Galeshewe Stone-Cutting Project	Kimberley Northern Cape	2001
4. Umjindi Jewellery Project	Barberton Mpumalanga	2002
5. Vukani Skills Lab	Pretoria Gauteng	2002
6. Atteridgeville Tourism Project	Pretoria Gauteng	2003
7. LOSA – London South Africa	Barberton Mpumalanga	2003
8. Galeshewe Jewellery Project	Kimberly Northern Cape	2004
9. Limpopo Jewellery Cluster & SEDA Limpopo Jewellery Incubator	Polokwane Limpopo	2008
10. Ekurhuleni Jewellery Beneficiation Project	Germiston Gauteng	2009