Context analysis:
The unemployment rate in Zimbabwe is said to be anywhere from 65 percent to over 90 percent. Because of this high level of unemployment, Zimbabwe is home to the world's 2nd largest informal sector. Many of the people in the informal sector are street vendors. In tourist cities, most vendors have taken up crafts making as a source of income and a way to sustain their livelihoods. Craftsmen and women in Zimbabwe include artisans that specialise in wood, stone and metal sculptors, weavers, handmade souvenir & basketmakers and jewelers. Crafts people resort to selling their artwork off the street, usually in unregulated areas closest to the city centre or in the city centre, areas that have a lot of traffic from tourists. Unfortunately, this leads to harassment from city officials who deem street vending illegal. The Zimbabwe Republic Police is tasked to enforce these regulations by forcibly clearing crafts people and their artwork from specific areas periodically. Because of the cheap prices of their products, crafts people are under pressure to constantly be on the street selling regardless of regulations, which results in continued conflict and harassment. The issue of police brutality is not new to Zimbabwe, so much so that it gave rise to a viral hashtag #ZimbabweanLivesMatter. And in the face of the Covid-19 pandemic, police brutality has only become worse. The Zimbabwe Republic Police has been mandated to enforce lockdown restrictions throughout the country. But clashes continue between the police and crafts people as they’re still desperately trying to sell their work on the streets in the absence of government support.

Project description:
Because renting their own spaces is expensive and unattainable for crafts people, they need designated places of work, and designated places to sell. My project aims to facilitate this dialogue between the Ministry of Local Government (Harare & Vic Falls City Council), the Zimbabwe Republic Police, the National Arts Council and craftsmen and women from both cities. Harare City Council & Victoria Falls City Council can help identify designated areas that are more strategic in the eyes of the vendors, areas that attract a lot of domestic and international tourists, and areas that are not too far out of the city centre. My project also aims to work with crafts people and help them adopt new ways of cataloguing, selling, receiving payment and shipping their artwork especially in the face of a pandemic. This will give them tools to go digital and expand their market so that they’re not vulnerable to regulations and forced removals. We hope to help them achieve the following (a) operate freely without harassment from police, giving them access to desirable regulated spaces where they can make and sell their work (b) help minimize them being on the streets and encountering the police through digitization of their work (c) help them get organized into an association or revive existing associations that can lobby directly to their city councils through the National Arts Council of Zimbabwe and add their voices to policies and decisions that affect their industry.

I will be working in partnership with Ngoma NeHosho, a Zimbabwean arts promotion organization that is registered with the National Arts Council of Zimbabwe. They facilitate programming that allows for direct interaction with regulators and have a huge network of artists from across the country.

Proposed activities:
This project will be implemented in three parts and in two cities. Harare, the capital city, and Victoria Falls which happens to be Zimbabwe’s biggest tourist destination. A “Dialogue & Digitization
Bootcamp” will be conducted in partnership with Ngoma Nehosho in Victoria Falls & Harare. Through their network we will organize a meeting with Victoria Falls/Harare City Council and crafts people that are based there. We aim to invite about 50 craftsmen and women in total at each bootcamp. During this boot camp we will also facilitate the collection of data including contact information, pictures, social media handles to begin cataloguing all this information on a website that will act as a central digital directory of craftsmen and women that can help people find their artwork and order their pieces or collect directly from any Ngoma NeHosho gallery. Lastly, in October Ngoma Nehosho will host their annual Jacaranda Festival which culminates in a three day workshop for artists. One of the workshop days will be dedicated to craftsmen and women. We will organize a special panel that includes members of Harare City Council, Zimbabwe Republic Police, National Arts Council and an association of crafts people. Their collectiveness will allow them to lobby directly to decision makers in a safe space, raising their concerns and requests.

**Proposed Activities Timeline:**

<table>
<thead>
<tr>
<th>Month (2021)</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>June - July</td>
<td>Register, find host &amp; build the website that will act as a directory and starting point for people looking to buy artwork</td>
<td><a href="http://www.zimartisan.com">www.zimartisan.com</a></td>
</tr>
<tr>
<td>August 5th - 6th</td>
<td><strong>Victoria Falls:</strong> Mediation Dialogue &amp; Digitization Bootcamp</td>
<td>Data Collection, Photography Documentation, WhatsApp group creation, Launching of social media accounts</td>
</tr>
<tr>
<td>October 27th &amp; 28th</td>
<td><strong>Harare:</strong> Digitization Bootcamp &amp; Jacaranda Festival - ”ZimArtisan” Panel</td>
<td>Data Collection, Photography documentation, Adding more participants to the Whatsapp group including one member from city council, Launching of social media accounts</td>
</tr>
</tbody>
</table>

**Project goals & sustainability:**

- Conducting a dialogue & digitization bootcamp in Victoria Falls & Harare. Conducting a panel discussion at Jacaranda Festival with the Harare City Council, NAC, ZRP and craftsmen & women representatives in Harare.
- Creating a Whatsapp group with at least 200 craftsmen/women for information dissemination.
- Building a website, [www.zimartisan.com](http://www.zimartisan.com) that will act as a directory for craftsmen & women. A place they can catalogue their work, register their contact information and social media accounts so that customers can easily find them.
- Donate equipment to Ngoma NeHosho: 5 refurbished phones that can be accessed in Harare & Vic Falls through the Ngoma NeHosho galleries. Participants of the bootcamp will be able to book these phones with internet access so that they can be available online.

**Success Indicators:**

- At least 50 crafts people attending the dialogue & digitization bootcamp in Victoria Falls and the Jacaranda Festival “Zim Artisan” panel.
- 50 craftsmen and women registered on the Zim Artisan website with material catalogued.
- 50 craftsmen with active Facebook & Instagram accounts with materials catalogued.
- 200 craftsmen and women that are active on the whatsapp platform.