Export Development Unit (OECS/EDU)

Presentation for the 2nd Meeting of the Caribbean Design Network

Dominican Republic
National Designers Brainstorming Meetings Report

Anguilla, Antigua, BVI, Dominica, Grenada, Montserrat, St. Kitts & Nevis, St. Lucia, and St. Vincent & the Grenadines

By Jennifer Julien-Laudat
BDO (OECS/EDU)
OECS EDU Actions

- Identification of designers in the OECS Region
  - Over 300 designers identified
- National Designers Brainstorming Meetings
  - 9 Meetings conducted
  - 114 Designers attended Meetings
  - 26 Officials - Ministries of Trade/Commerce, Chambers of Commerce, Office of the Chief Minister, etc
- Selection of Representatives for the OECS Design Network
  - 9 Representatives from each member state selected
  - 2 Substitutes identified in each member state
The process of identifying designers for the meetings was done by different means:

- Collaboration with Focal Points in Member States - Ministries of Trade & Commerce, Industrial Development Corporations, Investment Corporation, and Chamber of Commerce;

- Personal Knowledge of designers by Colleagues;

- Yellow pages in some member states;

- Receipt of Names of designers indicating their interest in participating in a design network.
The meetings were conducted over the following period:

- **May 2009**
  - Dominica

- **November 2 – 6, 2009**
  - Anguilla, Grenada, St. Vincent, St. Lucia

- **November 9 – 13, 2009**
  - British Virgin Islands, St. Kitts, Antigua, Montserrat
## Participation in the Brainstorming Meetings

<table>
<thead>
<tr>
<th>Country</th>
<th>Designers</th>
<th>Officials</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Anguilla</td>
<td>12</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>Antigua</td>
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<tr>
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<tr>
<td>Dominica</td>
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<tr>
<td>Grenada</td>
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<tr>
<td>Montserrat</td>
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<td>3</td>
<td>17</td>
</tr>
<tr>
<td>St. Kitts &amp; Nevis</td>
<td>9</td>
<td>1</td>
<td>10</td>
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<tr>
<td>St. Lucia</td>
<td>15</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>St. Vincent &amp; the Grenadines</td>
<td>13</td>
<td>2</td>
<td>15</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>114</strong></td>
<td><strong>26</strong></td>
<td><strong>140</strong></td>
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</table>
### Outcome of Meetings – Evaluation Extracts

**Participants’ satisfaction of the following (97 Respondents):**

<table>
<thead>
<tr>
<th>Countries Respondents</th>
<th>ANG 12</th>
<th>ANT 6</th>
<th>BVI 10</th>
<th>DOM 13</th>
<th>GRD 12</th>
<th>MON 11</th>
<th>SKN 7</th>
<th>SLU 13</th>
<th>SVG 13</th>
<th>OECS 97</th>
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<tbody>
<tr>
<td>Relevance of Subject - Design</td>
<td>75%</td>
<td>100%</td>
<td>90%</td>
<td>100%</td>
<td>84%</td>
<td>100%</td>
<td>100%</td>
<td>85%</td>
<td>100%</td>
<td>92%</td>
</tr>
<tr>
<td>Usefulness of Presentation</td>
<td>92%</td>
<td>84%</td>
<td>100%</td>
<td>100%</td>
<td>84%</td>
<td>91%</td>
<td>100%</td>
<td>93%</td>
<td>93%</td>
<td>93%</td>
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<tr>
<td>Opportunity for Networking</td>
<td>67%</td>
<td>50%</td>
<td>60%</td>
<td>93%</td>
<td>92%</td>
<td>73%</td>
<td>72%</td>
<td>77%</td>
<td>85%</td>
<td>88%</td>
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## Outcome of Meetings - Evaluation Extracts

<table>
<thead>
<tr>
<th>OBJECTIVES For PARTICIPATION</th>
<th>ANG</th>
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<th>BVI</th>
<th>DOM</th>
<th>GRD</th>
<th>MON</th>
<th>SKN</th>
<th>SLU</th>
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<th>OECS</th>
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<tr>
<td>Identification of designers on Island</td>
<td>42%</td>
<td>17%</td>
<td>60%</td>
<td>46%</td>
<td>59%</td>
<td>37%</td>
<td>72%</td>
<td>54%</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Creating the platform for establishing linkages between designers and producers.</td>
<td>50%</td>
<td>50%</td>
<td>40%</td>
<td>62%</td>
<td>50%</td>
<td>55%</td>
<td>57%</td>
<td>54%</td>
<td>62%</td>
<td>54%</td>
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<tr>
<td>Discussions on the potential and challenges facing design development in island and the</td>
<td>84%</td>
<td>34%</td>
<td>40%</td>
<td>77%</td>
<td>75%</td>
<td>73%</td>
<td>57%</td>
<td>70%</td>
<td>62%</td>
<td>66%</td>
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<tr>
<td>region and its impact on the furniture and craft sectors.</td>
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<tr>
<td>Creating the platform for accessible industry reference material and processes.</td>
<td>75%</td>
<td>50%</td>
<td>60%</td>
<td>54%</td>
<td>75%</td>
<td>46%</td>
<td>86%</td>
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<td>70%</td>
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<td>Creating a database of the industry partnerships</td>
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<td>50%</td>
<td>50%</td>
<td>62%</td>
<td>75%</td>
<td>64%</td>
<td>57%</td>
<td>70%</td>
<td>46%</td>
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<tr>
<td>Creation of a regional forum and networking platform to address market and design issues</td>
<td>50%</td>
<td>17%</td>
<td>60%</td>
<td>54%</td>
<td>75%</td>
<td>37%</td>
<td>72%</td>
<td>62%</td>
<td>77%</td>
<td>54%</td>
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<tr>
<td>and develop ideas – OECS Design Network</td>
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## Outcome of Meetings – Evaluation Extracts

Producers that Respondents most interested in working with:

<table>
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<tr>
<th>Countries Respondents</th>
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<th>BVI</th>
<th>DOM</th>
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<td>23%</td>
<td>31%</td>
<td>28%</td>
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### Outcome of Meetings - Evaluation Extracts

**Design Services offered by Respondents:**

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<tr>
<th>SERVICES</th>
<th>ANG</th>
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<th>DOM</th>
<th>GRD</th>
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<th>SKN</th>
<th>SLU</th>
<th>SVG</th>
<th>OECS</th>
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<td>Graphic Design</td>
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<td>30%</td>
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<tr>
<td>Furniture Design</td>
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<td>43%</td>
<td>31%</td>
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<tr>
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<td>16%</td>
<td>0%</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
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<td>0%</td>
<td>40%</td>
<td>39%</td>
<td>0%</td>
<td>18%</td>
<td>15%</td>
<td>23%</td>
<td>16%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Constraints Faced by Designers

- Some of the constraints/Issues cited by designers included:
  - Lack of skilled workers;
  - Access to finance & Cost of finance;
  - Sourcing of raw materials;
  - High transportation costs of raw materials;
  - High duties and freight charges;
  - Use of US dollars and conversion rates with other OECS states;
Constraints Faced by Designers Cont’d

• Constraints/Issues cited continues:
  – One-man business - lack of management resources - management team, etc.
  – Too much individualism in design sector;
  – Lack of commitment of designers to work together to achieve goals;
  – Misconception of local players that they are in competition with each other;
  – Lack of congruency in design - no identifiable culture - historical cultural aspect left out;
  – Theft of designs - IP issues;
Constraints Faced by Designers Cont’d

- Constraints/Issues cited continues:
  - Lack of awareness of the importance of design work;
  - Lack of appreciation & understanding of design work;
  - Classification of design services;
  - Discontinuation of Home Economics in curriculum at schools;
  - Lack of support from the Government /Ministries;
  - Governments favoritism to foreign investments over local initiatives;
• **Some of the recommendations include:**
  
  • Designate area/strategic location for display and sale of authentic local craft products;
  
  • National Craft Expo - target seasons like Christmas;
  
  • Undertake design projects;
  
  • Educate the youth & public/buyers on design;
  
  • Lobby for design in schools’ curriculum - beginning at primary level;
  
  • Inclusion of designers in national stakeholders consultations on relevant policy making decisions
Recommendations Made (continues)

- Bulk purchasing of raw materials;
- Shared & coordinated approach to purchasing raw material;
- Online network of designers; partnerships;
- Replanting of raw materials - for example - Calabash trees in BVI undertaken by a designer;
- Development of compliance base manual;
- Development/Implementation of Standards & Certification/Licensing;
Follow Up Actions

- Establishment of National Design Networks/Fora/Associations:
  - Dominica Design Network
    - Established in June 2009
  - Anguilla Design Network
    - One meeting held towards its establishment
  - BVI Design Network
    - One meeting held towards its establishment
  - Other 5 islands
    - Commitment to work towards establishing network
  - Antigua
    - To first try and have a meeting to create awareness of initiative and then work towards the establishment of network
Dominica Design Network

- **Motto & Objectives**
  - “Bringing Creative People Together”
  - “The Dominica Design Network aims to bring designers, producers, artisans and craft people together and provide a meeting point for design industry, education and other design related activities…..”

- **Executive Body**
  - President - Andy Manley
  - Vice President - Alwin Bully
  - Secretary - Petrea Honeychurch

- **Activities**
  - Development of - [http://dominicadesignnetwork.blogspot.com/](http://dominicadesignnetwork.blogspot.com/)
  - Brainstorming Retreat
  - Bayfront Craft Vendors Survey

- **Proposed Activities include:**
  - Bayfront Cart Project
  - Craft Exhibition
  - Preparation of Funding Proposal
Follow Up Action

• **Focal Points and Representatives:**
  – Liaise with on establishment of local networks;
  – Provide necessary information on framework of network;
  – Provide listing of designers identified in OECS;
  – Furnish with copy of evaluation summary of relevant country;
  – Furnish with report on 2nd meeting of Caribbean Design Network;

• **OECS Design Network (ODN)**
  – Undertake preparation of meeting to establish ODN;
  – Identify Island and venue for OECS Design Network Meeting

• **Trade/Commerce and Tourism Officials**
  – Assist with forging relationship with these units
Proposed Next Steps

- Establishment of Local Design Networks
  - Framework & Structure of Network
  - Plan of Actions

- Establishment of OECS Design Network
  - Framework & Structure of Network
  - Plan of Actions

- Identification of furniture and craft producers

- Designers Retreat
  - Creation of design sketches
  - Development of Prototypes

- Linkage of designers with furniture and craft producers

- OECS/Caribbean Collection
  - Development of a product collection for exhibition
THANK YOU!