



ORGANISATION OF EASTERN CARIBBEAN STATES

Export Development Unit (OECS/EDU)

Presentation for the 2nd Meeting of the Caribbean Design Network

Dominican Republic



ORGANISATION OF EASTERN CARIBBEAN STATES

National Designers Brainstorming Meetings Report

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

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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





Identification of Designers

- 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.





- May 2009
 - *Dominica*
- November 2 – 6, 2009
 - *Anguilla, Grenada, St. Vincent, St. Lucia*
- November 9 -13, 2009
 - *British Virgin Islands, St. Kitts, Antigua, Montserrat*





Outcome of Meetings - Participants

Participation in the Brainstorming Meetings

Country	Designers	Officials	Total
Anguilla	12	5	17
Antigua	5	2	7
British Virgin Islands	21	3	24
Dominica	14	2	16
Grenada	11	4	15
Montserrat	14	3	17
St. Kitts & Nevis	9	1	10
St. Lucia	15	4	19
St. Vincent & the Grenadines	13	2	15
Grand Total	114	26	140





Outcome of Meetings – Evaluation Extracts

Participants' satisfaction of the following (97 Respondents):

Countries Respondents	ANG 12	ANT 6	BVI 10	DOM 13	GRD 12	MON 11	SKN 7	SLU 13	SVG 13	OECS 97
Relevance of Subject - Design	75%	100%	90%	100%	84%	100%	100%	85%	100%	92%
Usefulness of Presentation	92%	84%	100%	100%	84%	91%	100%	93%	93%	93%
Opportunity for Networking	67%	50%	60%	93%	92%	73%	72%	77%	85%	88%





Outcome of Meetings – Evaluation Extracts

OBJECTIVES For PARTICIPATION	ANG	ANT	BVI	DOM	GRD	MON	SKN	SLU	SVG	OECS
Identification of designers on Island	42%	17%	60%	46%	59%	37%	72%	54%	54%	50%
Creating the platform for establishing linkages between designers and producers.	50%	50%	40%	62%	50%	55%	57%	54%	62%	54%
Discussions on the potential and challenges facing design development in island and the region and its impact on the furniture and craft sectors.	84%	34%	40%	77%	75%	73%	57%	70%	62%	66%
Creating the platform for accessible industry reference material and processes.	75%	50%	60%	54%	75%	46%	86%	54%	70%	63%
Creating a database of the industry partnerships	67%	50%	50%	62%	75%	64%	57%	70%	46%	61%
Creation of a regional forum and networking platform to address market and design issues and develop ideas – OECS Design Network	50%	17%	60%	54%	75%	37%	72%	62%	77%	54%





Outcome of Meetings – Evaluation Extracts

Producers that Respondents most interested in working with:

Countries	ANG	ANT	BVI	DOM	GRD	MON	SKN	SLU	SVG	OECS
Respondents	12	6	10	13	12	11	7	13	13	97
Furniture	25%	17%	10%	77%	25%	9%	29%	31%	31%	30%
Crafts	50%	34%	40%	70%	59%	46%	57%	54%	54%	53%
Arts	50%	34%	40%	70%	59%	37%	43%	62%	46%	51%
Garments	17%	17%	30%	75%	37%	43%	54%	70%	39%	45%
Other	17%	34%	30%	34%	28%	15%	39%	23%	31%	28%





Outcome of Meetings – Evaluation Extracts

Design Services offered by Respondents:

SERVICES	ANG	ANT	BVI	DOM	GRD	MON	SKN	SLU	SVG	OECS
Graphic Design	17%	17%	20%	23%	25%	18%	15%	31%	0%	19%
Web Design	9%	17%	20%	8%	17%	9%	0%	16%	8%	12%
Multi Media Design	9%	17%	20%	8%	9%	9%	15%	16%	0%	11%
Industrial Design	0%	0%	0%	8%	25%	0%	43%	0%	0%	4%
Interior Design	0%	17%	10%	39%	17%	18%	29%	23%	16%	20%
Architecture	25%	0%	0%	31%	25%	18%	15%	23%	0%	18%
Fashion Design	9%	17%	30%	16%	75%	28%	29%	39%	46%	32%
Jewellery Design	25%	34%	20%	31%	50%	18%	43%	16%	31%	28%
Handicraft Design	25%	0%	30%	39%	50%	37%	29%	16%	23%	30%
Furniture Design	0%	17%	10%	46%	17%	9%	0%	8%	16%	18%
Textile Design	17%	0%	10%	16%	50%	9%	43%	31%	16%	19%
Arts	42%	0%	20%	23%	34%	18%	15%	31%	23%	27%
Photography	25%	0%	50%	31%	17%	9%	15%	16%	0%	19%
Other	9%	0%	40%	39%	0%	18%	15%	23%	16%	19%





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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;



Recommendations Made Included

- 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 of 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/>
 - 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!

