The philosophy of SWIFT
Go to the people
Live among them
Love them
Learn from them
start from where they are
work with them
build on what they have
but for the best of leaders
when the work is done
and the task accomplished
the people will remark
WE HAVE DONE THIS OURSELVES
Lao Tsu 1013 BC
History of Swaziland Fair Trade
Started in 2007 by the only 3 World Fair Trade accredited Swazi companies Gone Rural, Tintsaba and Swazi Candles.
By 2008 SWIFT had 11 members
By 2012 SWIFT had 45 members
By 2017 SWIFT had 80 members
The handcraft sector within Swaziland, and expansive as it is, can be categorized into four sectors.

With continued capacity building and market access initiatives, the key to economic sector improvements is to ensure progression from one level to the next, generating increased revenues and incomes, job creation and strengthened reputation of Swaziland handcraft.

Level 0  Level 1  Level 2  Level 3
2795 people, 97% are women

517 new jobs

30 new micro enterprises being trained

77 registered businesses

1800 training hours provided

25 new businesses generated

49% average sales increase

47% increase in wages and producer income

Since 2011...

SWIFT SWAZILAND FAIR TRADE
How We Do What We Do...

| Training | Trade | Social Programs | Marketing Support |
• In-Class Training (Business Basics to Business Growth)
• Follow Up Visits for Homework Implementation
• On-Site Best Practices in Action
• Company Mentoring for Level 1
• In Market Research Training
• One on One Coaching
Training modules start with Foundational Business Basics and progress into modules for Business Growth. Modules include Costing, record keeping, customer service, sales forecasting, production planning, marketing and product development. Specialised modules include Social media marketing, people management, retail training, merchandising, graphics and computer literacy, photography and customer retention.
In-Class Training

How We Do It...

| Training | Trade | Social Programs | Marketing Support |
Follow Up Visit for Homework Implementation

How We Do It...

- Training
- Trade
- Social Programs
- Marketing Support
On-Site Best Practices in Action

How We Do It...

| Training | Trade | Social Programs | Marketing Support |
Mentoring & Coaching

How We Do It...

Training | Trade | Social Programs | Marketing Support |
In-Market Research Training

How We Do It...

| Training | Trade | Social Programs | Marketing Support |
- Local and International Trade Events
- Buyer Visits/Linkages
- Corporate Gifts

How We Do It...
MTN Bushfire 2013-2017

How We Do It...

| Training | Trade | Social Programs | Marketing Support |
Buyer Linkages

How We Do It...
| Training | Trade | Social Programs | Marketing Support |
Social Programs

• HIV/AIDS Peer Educator Program
• Ngwenya Mountain Bike Challenge
• Hope House
### HIV/AIDS Peer Educator Program

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• Promotional Events
• Print Media
• Television
• Online/Social Media
Member Success Stories

Ematilankatsa

Wonderful Handcraft

Ngiyakhula

Spoko Design
Wonderful Handcraft were connected with a Spanish buyer and the products featured at the prestigious Maison et Object trade show in Paris, resulting in an order for 100 bowls in 2017.
103% Sales Growth Since 2011

**KEY LEARNINGS**

Calculating costs and yielding profit

Tracking sales and keeping records
“SWIFT has helped Golden Hands in many parts of the business operations; it’s like I have studied an MBA.”
52% Sales Growth
Since 2011

**KEY LEARNINGS**

How to brand our products and market our businesses

Peer Educator training has helped to be able to take care of herself and others
120% Sales Growth
Since 2011

“The SWIFT program has moved Zoggs into a new dimension, where we are taken seriously within the Handcraft Industry”
79 % Sales Growth Since 2011

**KEY LEARNINGS**

Importance of Quality

Branding of our Products and costing. We are now able to pay school fees for vulnerable children from our community as our profits have grown very well.
52% Sales Growth
Since 2011

“SWIFT have provided a high standard of thought provoking training sessions for their members”