



STELLENBOSCH

MARKET ACCESS

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Bags4Bread

- Women led community-based social enterprise in Kayamandi.
- Founded by Visit Stellenbosch(VS) (Destination Marketing Organisation)
- Plastic bags are crocheted into tourism and conferencing products.
- Products are wholesaled to Meetings, Incentives, Conferencing and Events (MICE) organisations.
- Products are retailed in tourism curio shops.
- 10 Women producers.





Bags4Bread

Market Access

Case Study

Project Design

Social business – 70/30 split.

Identify Market – Events sector (MICE).

Product Design – Fit for purpose and market. Lanyards, conference bags, water and wine bottle holders etc.

Resources – Availability of raw product, production capability, space, labour, funding.

Training and Quality Control

[Marketing Material](#)

Marketing Services – Wholesale to events sector and tourism retail.

Market Access Model

Sector-based – Tourism and Events (MICE).

Access – Network and influence.

Motivation – Sustainability and economic development are fundamental to Visit Stellenbosch strategy.

Partnerships – Industry, NPOs, Government – Visit Stellenbosch Tourism (DMO), Cape Winelands District Municipality, Stellenbosch Municipality, Stellenbosch University Events (CECO), SEED Trust.

Marketing Resources – included in Visit Stellenbosch marketing planning.



Insight

- Circular Economics must be promoted and unpacked to illustrate opportunities.
- Industry must be motivated and compelled to prioritise waste-based economic development – CSI.
- NPOs need to be educated on economic development models and potential.
- Marketing and product development training is required.
- Industry should assist with market access through integrated CSI.
- NPOs should take the lead in a waste-based economy.

Thank You

