“Beach Bottle Beads”
A WIDECAST Livelihood Project Partnership:
The St. Kitts Experience

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• Project Background
• Workshop Set Up
• Marketing
• Lessons Learned
Project Background

- **Pilot Countries**
  - St. Kitts, Trinidad
- **WIDECAST partners** with JoBean Glass (Saba) to do the initial training
- **St Kitts Site Visit**
  - December 2008

**Crafts Training**

- Glass workshops
  - JoBean Glass

Project Concept

- Recycled glass into jewelry
- Target fishing communities
- 350 registered boats; ~ 10 sea turtle fishers
- Turtle project engages turtle fishers in the field project and also in developing non-consumable sources of income for them (and their families)
Project Background

- Sensitization (communities) February 2009
- Training Initiation (4 fishing co-ops) March 2009
- Feedback Positive interest indicated
• Project Background
• **Workshop Set Up**
• Marketing
• Lessons Learned
Workshop Production

Workshop emphasizes:
• Personal safety
• Security for equipment, supplies
• Convenient access for workers

Workshop Structure

Manager (1)
• Oversees all workshop activities
• Produces intricate products

Volunteers (8,10)
• Donate beads
• Color Coordination, Assembly, Sales

Employees (7,2)
• Produce beads for payment
• Drill seaglass, clean beads

Hobbyists (2,0)
• Provide their own materials
• Pay by hour for torch time
Glass is free ~ we collect from beaches, but mainly collect from retail users (e.g. bars, restaurants) happy to recycle it ~ we offer regular pick-up ~ we can request certain colors that sell well
Workshop
Production - Safety

• Equipment

• Waiver

To raise our Beach Bottle Bead Workshop set-up costs, JoBean offered Italian bead-making classes during her consultation/training with the sea turtle project.
Workshop
Product Assembly & Packaging

• Standardized
  – Rubber, satin, leather cords with sterling clasps
  – Key rings
  – Wire
  – Bags
• Hemp, leather, shells, seaglass
• WIDECAST helped standardize purchasing vendors, supplies, and re-order protocols

Workshop
Product Assembly & Packaging

• Hang tag
  – Printed locally
• Sheer organza bags
• “Anti-tarnish” tabs and bags to protect the sterling earring wires, etc.
Workshop
Employment

• Contract
• Paid on a per weight basis for usable beads
• Paid hourly for set number of key chains and then over for each one above the hour minimum
• Paid hourly for drilling seaglass, bead cleaning, cleaning bottles

Workshop
Volunteers

• Safety contract
• Minimum training requirement
• Donate beads and finished products
• Assembly
• Sales
Raw Materials
Seaglass

Workshop
Production
• Project Background
• Workshop Set Up
• Marketing
• Lessons Learned

Marketing

• Internet
• Local gift shops
• Table shows (minimum of 4 per year)
  – Universities, Hotels
• International orders
• Project Background
• Workshop Set Up
• Marketing
• **Lessons Learned**

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**Challenges & Solutions**

**Set Up**

• **Oxygen Supply**
  – Oxygen Generator is cheaper (for us) in the long term, more portable and safer
  – Only runs one torch at a time; power surges affect output; lack of power an issue
  – Other islands may have access to less expensive options
Challenges & Solutions

Personnel

- **PROJECT MANAGER**
  - Training
    - Choose Project Manager to receive training
    - Implement team training following Manager training
  - Payment
    - Per bead and by hour is not cost effective for bead production
    - Weight for beads, hourly for other tasks
  - Skill level
    - Cost benefit analysis

Marketing

- Training in business development
- Display
  - **MUST** provide businesses with an option
- Establish market prior to project establishment
  - Will you be able to offer consignment
  - Will you be able to offer wholesale prices
Challenges & Solutions
Marketing

• Gift shop
• Tours
Challenges & Solutions
Quality Control

• Finishing
  – Additional training

• Assessing skill level and ability
  – Alternative materials
  – Molds

• Tarnishing
  – Tabs, bags

Examples of marketing photos
Examples of expansion products: ‘SPA KIT’ with candles, soap

Lessons Learned
Profitable? Yes!

• Provides wages for Technicians
  – 1 full time, year round
  – 2 full time, seasonal
  – 2 shop employees
Questions?