

# Black-owned small business? Get pro-bono packaging design in the Sisonke Design Sprint

Packaging design agency, Stratcom Branding, is calling on entries from 100% black-owned SMME's for the chance to receive a pro-bono packaging design through its bi-annual social responsibility initiative Sisonke Design Sprint.



Image source: Getty

This year, the company is also challenging other members of the industry to join and partner with them in their efforts to help SMME's succeed.

Sisonke was launched in 2018 to coincide with Mandela Day, with Sharpeville Breweries, a craft brewer from the Vaal Triangle in Sharpeville Township, selected as the first winner. Since then, twice a year Stratcom Branding opens applications for one small business to be fast-tracked through the branded packaging design process. The end goal is to create disruptive and relevant branded packaging at a global design standard.

CEO of Stratcom Branding, Gail Macleod explains, "As the founder of an SMME that started in my kitchen, I believe that small businesses are the ticket for economic recovery, growth and job creation in SA. Yet an estimated 75% fail – 71% in the first year. Distinctive packaging design is often something SMME's pass up on due to lack of resources, yet it could make all the difference."

And this year they are challenging other companies in the chain to join them. "It would be great to see other businesses in the chain, such as label printers, marketers, plate makers, and distributors or even retailers, step into their place in the chain of successful product and brand development packaging from farm to fork," Macleod explains.

## Application guidelines

Opening date of applications for suitable applicants: 4 March 2019

Closing date for applications: 15 March 2019

Entries will only be considered if they meet the following criteria:

- 1) Small business registered status (SMME's) who have been registered and active for 2 or more years
- 2) Entities officially registered with the Republic of South Africa
- 3) 100% black-owned businesses (BBBEE status)
- 4) Only companies with physical products will qualify for a packaging design makeover
- 5) This applicant is subject to and must abide by the laws of the Republic of South Africa.



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Macleod concludes, "It is important to us that the Sisonke Design Sprint is sustainable and that we operate as a partnership with the SMME's we come alongside instead of stepping in as the "saviour". We are merely doing what we hope other SMME's will do, which is to help others succeed. Because where businesses thrive, communities thrive."

For further details on the Sisonke Design Sprint, [click here](#).

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