

# RWP April 17 Training workshop



DIGEM

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# General information

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- ▶ **Brief description of the project:** At Digem we assist the small scale miners to evaluate and sell their rough precious/semi-precious gemstones. We are in charge of selling the rough gemstones from the small scale mines to the right customers through a web-app marketplace.
- ▶ **Expected Outcomes:** Create worldwide awareness of gemstones and semi-precious gemstones that we mine in Zambia e.g the Zambian emeralds. Find markets for small scale miners. Contribute to a sustainable development of the small scale miners communities. As Digem we want to ensure that the gemstones and semi-precious stones that we will sell on our platform are ethical sourced.
- ▶ **Expected Outputs:** Maximize small scale miners' sales, impact lives of their communities, connect the buyer and the seller through a digital trade fair, provide secured transactions, gain worldwide recognition of Zambian gemstones and semi-precious gemstones.

**Please describe how you plan to implement the return to work project:**  
(outline key partnerships and collaborations across sectors in your country as well as any joint collaboration with other countries)

- ▶ We plan to create sustainable partnerships with: small scale miners, ministry of mines, gemmologists, banks, in order to design the best web app and offer a premium customer service.
- ▶ We plan to be members of associations to be constantly in the heart of the discussion to see how we can best support small scale miners. We want to build strong business relationship with small scale miners and understand their needs.

**What indicators of success will you employ? (include indicators of success that go beyond activity-level implementation)**

- ▶ Time indicator: that we meet the deadline for when we plan to launch the
- ▶ Target the right markets/customers
- ▶ Create awareness on Zambian and semi precious gemstones
- ▶ Identify and hire the right people with the skills required
- ▶ Impactful marketing campaigns
- ▶ Define and implement a strategy that will change the market
- ▶ Increase small scale miners income
- ▶ Increase the economy of the gemstones and semi-precious mining industry
- ▶ Turnover
- ▶ Customer satisfaction
- ▶ App performance: numbers of downloads, numbers of followers on social media

**What other strategic opportunities have you identified that will contribute to the success and sustainability of your project? (include linkages to sub-regional and regional agenda)**

- ▶ Conduct training workshops for small scale miners on the geology aspects
- ▶ We noticed that there is a lack of knowledge in terms on how the rock where the gemstones and semi-precious gemstones are formed. Therefore in our app we will share general information on mining and geology.

## What aspects of the training will be most useful in implementing your project? Explain

- ▶ The most useful presentation for our project was “geology and distribution of semi-precious minerals”. We learned that the low quality stones constitute more than 80% of the Gemstone production. This information will help to better define the project according to the supply and demand of the markets.
- ▶ The low quality stones are usually sold in bulk for industrial purposes including low market jewellery or aesthetic products, e.g. Amethyst, citrine, beryl, garnet, etc. This information enables us to how the app will be design and how the products will be packaged. We have to take into account this aspect in order to have the best prices.

**What are your future plans?** (Include any additional capacity building needs for your professional development that you have identified during the course of the workshop).

- ▶ Raise funds for the project
- ▶ Join the ESMA Association (Emeralds and Semi-precious Miners the Association of Zambia)
- ▶ Become a member of the Association of Zambian women in mining (AZWIM)
- ▶ Register to a gemmology and geology online course



Activities	May	June	July	August	Sept	Oct	Nov	Dec
Raise funds	■							
Meeting future partners	■	■						
App Design			■	■	■			
App Launch/beta version						■		
App Advertising						■	■	■
App review							■	