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## abicob 2024 Call for Proposals

The Aesthetics & Beauty Industry Council of Botswana (ABICOB) was founded in 2023 and legally registered in January 2024 under the Botswana Companies Act (Cap 42:01). It is a company limited by guarantee and based in Gaborone, Botswana. Its Mission is to develop and regulate the Beauty Industry in Botswana. Its goals are; to represent the Botswana Beauty and Aesthetic Industry, to be an expert voice to government and other sectors, to advocate for benchmark standards, self-regulation within the industry, and to support the advancement of Botswana Beauty and Aesthetic Industry at every level. Its Vision is to see the Botswana Aesthetic and Beauty Industry (BABI) becoming a significant contributor to Botswana economy

Consequent to its registration and attainment of the legal status as an organisation, ABICOB leadership deemed it imperative and strategic to take the organisation to the community to seek partnerships in implementing some of its key initiatives. In this context, the leadership had been at the forefront of organizing and implementing key interventions that can help to elevate, communicate value, give recognition and create space for greater participation of local, traditional and indigenous aesthetics and beauty artists and creatives. Similarly, a space has been created for participation at big stage events such as Miss Botswana pageantry, Botswana Beauty & Aesthetics Conference and EXPO (BBAC) and other key initiatives such as unpacking the aesthetics and beauty industry value chain. This drive has been part of the mindset change which aligns with the presidential **RESET Agenda**, Vision 2036 and the National Creative Industry Sector Strategy (2020 - 2024).



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The next phase of ABICOB comes at the opportune time for the leadership to now undertake the enormous assignment of positioning the organisation to achieve the mandate of being an expert voice and advocate with government and other sectors regarding the rights and privileges of Beauty pageants, to advocate for benchmark standards creatives and artists in the beauty space, self-regulation within the Aesthetics and Beauty industry; and to support the advancement of Botswana Beauty and Aesthetic Industry at every level.

In pursuit of this goal, ABICOB seeks to establish partnerships and collaborative projects with CBOs, Private Companies, Individuals, Researchers, Creatives & Artists operating in the following sectors: -

- ✓ *Indigenous Aesthetics & Beauty*
- ✓ *Pageantry*
- ✓ *Salons, Hair Product Beauty clinics & Spa*
- ✓ *Fashion Designers*
- ✓ *Modelling*
- ✓ *Make Up Artists*
- ✓ *Photography*
- ✓ *Image Consultants*
- ✓ *Nail Technicians*
- ✓ *Cosmetologists*
- ✓ *Aestheticians*
- ✓ *Skin Care Products Retail Jobs*

ABICOB seeks to support the development and growth of these sectors of aesthetics and beauty industry in the country by implementing the following objectives: -

- a. To review, update, strengthen, design and implement platforms for integration and increasing the participation of these sectors in the mainstream economy
- b. To increase the sectors capacity to successfully implement projects aimed at delivering the agenda for better identification, planning, commercialization, rendering, and protection of the inventions and/or creativity in the aesthetics and beauty industry
- c. To engage key stakeholders across the country and mobilise the necessary resources and technical support for implementation.
- d. To develop guidelines & *professional standards, working practices and a Code of Conduct* to guide ABICOB and its programmes in the careful consideration of ethical issues, in its research/field work and publication activities.

ABICOB's strategic intentions are aligned to Government national development goals. In particular, Vision 2036 and the National Creative Industry Sector Strategy (2020 - 2024) call for the growth of the Creative Industry in Botswana. ABICOB's programme is also in furtherance of Sustainable Development Goals which call for best practices in promoting the sustainable use and conservation of local and indigenous cultures.

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Interested applicants should complete the following and email it to [abicobw@gmail.com](mailto:abicobw@gmail.com) or [chrisbatsa@abicob.org.bw](mailto:chrisbatsa@abicob.org.bw)

Closing Date: 7<sup>th</sup> June 2024

## 1. DETAILS OF APPLICANT

1.1 Names of Applicant: \_\_\_\_\_

1.2 Type of Applicant (*Tick the appropriate/applicable box*)

Individual (*Artists, Creatives or  
Researchers*)

Private Company

NGO/Trust/Association

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

1.3 Omang number (*for individuals, Researchers/Artists/Creatives*)/Registration number (*for organisations & private companies*): \_\_\_\_\_

1.4 Age (*for individuals only*): \_\_\_\_\_

1.5 Gender (*for individuals only*): \_\_\_\_\_

1.6 Do you live with any form of disability? Yes ☐ No ☐  
(*for individuals only*)

If yes; i) State the type of disability:

\_\_\_\_\_

ii) Provide supporting documents

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## 1.7 Contact details

Postal Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

1.8 Physical address: \_\_\_\_\_

1.9 Contact Person: \_\_\_\_\_

1.10 Name of Project Leader (*Attach CV and other relevant documentation*):

\_\_\_\_\_

1.11 Project location (*Where the project will be carried out*): \_\_\_\_\_

1.12 Project title: \_\_\_\_\_

1.13 Sector of the project (ie *Indigenous Aesthetics & Beauty, Pageantry, Salons, Beauty clinics & Spa, Fashion*) \_\_\_\_\_

1.14 Target group/beneficiaries: \_\_\_\_\_

1.15 Project Description (clearly articulate the Project intended goals & objectives including highlighting key activities, estimated time of implementation and expected output/results  
- *Applicants should feel free to submit this detail in a separate document not more than 3 pages*):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1.16 Project duration (*maximum 24 months*): \_\_\_\_\_

1.17 Total amount requested (*minimum: P10, 000.00; maximum: P100, 000*): \_\_\_\_\_

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- 1.17.1 *Applicants are requested to provide a detailed and realistic budget with clear breakdown of their activities (i.e. human resources, equipment, costs for venues, transport, travel & logistics, allowances, research fees, license fees, training, health insurance cover, etc)*
- 1.17.2 *Where possible provide quotations especially for license fees and insurance covers*

Applications to be addressed to the Administrator, ABICOB email address: [abicobw@gmail.com](mailto:abicobw@gmail.com) or [chrisbatsa@abicob.org.bw](mailto:chrisbatsa@abicob.org.bw)

Website: <https://abicob.org.bw/>

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