



The Cape Chamber of Commerce & Industry and the Cape Higher Education Consortium

WESTERN CAPE ECONOMY INNOVATION AWARDS NOMINATION FORM 2026

Please complete this nomination form accurately, completely, but succinctly.

1. Contact details

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address
Dr Michelle von Stein	CoralBloom® Studio		23 Feb 2026	info@coralbloom.co.za

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Dr Michelle von Stein	CoralBloom® Studio	Private Sector	079 219 7943	info@coralbloom.co.za

2. Short description

±100-word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.

(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)

CoralBloom Studio's innovation lies in combining original artistic intellectual property with a decentralised, demand-led production model that enables responsible manufacturing while creating inclusive employment. Hand-painted nature-inspired artworks are translated into scalable product designs, printed locally using non-toxic pigments and manufactured through a network of independent seamstresses and CMT partners. This model allows predominantly women to work from home, earn income and develop skills without relocating to urban centres or factory environments. Recognition is due to Michelle, founder and designer, for product and business model innovation; to the artists who create the original artwork; and to the independent seamstresses and CMT partners who bring each collection to life through localised production.

3. Detailed description

Please answer all the questions (a) to (j) below, and **place answers** in the **prescribed place** as indicated in the **table below** (to construct a results chain).

For instance, the answer to question (a) should be written in the third column next to (a).

- a. What is the target business group/s that this innovation serves and improves?
- b. How many of these target businesses have already utilised this new solution?
- c. How did these businesses access and receive the new solution?
- d. What did this new solution help these businesses become better at?
- e. How did this help to improve their business performance? *Increased sales, lower costs, increased investment, increased employment, increased exports?*
- f. What exactly is this new innovative solution?
- g. What makes it new, compared to what existed before? (Novelty in WC economy)
- h. What makes it better than what existed before?
- i. How is/was the new solution made available to the target market / business group?
- j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with an enduring competitive advantage in the market.* What is the expected longevity of this solution? *E.g. 5yrs, 10 yrs, 10+ years*

Output: A new catalytic innovation established, serves the WC economy	Outcome: Improved business environment (for the target business group)	Impact: Which target group of businesses benefitted & what improved for them	Longevity: Duration of benefits
f. A decentralised, demand-led production model integrating local design, textile printing & distributed manufacturing g. enables home-based makers to supply formal retail markets without factory infrastructure or relocation h. This business model reduces waste and overheads while creating flexible employment, particularly for women.	A decentralised, demand-led i. production model that integrates local design, eco-certified textile printing and distributed manufacturing c. through onboarding, product-specific training & access to CoralBloom's sewing manuals and quality control systems	a. Independent home-based seamstresses & CMT partners b. specifically 17 independent seamstresses & four CMT partners from the WC d. has enhanced technical skills, production efficiency & ability to meet retail- quality manufacturing standards e. allowing for increased income opportunities, production capacity & employment through ongoing wholesale & retail orders.	j. Sustained by repeat client orders & export growth; expected longevity 10+ years.

After completing the table, read from left to right. Check for coherence and improve if needed.

4. Declaration of Evidence to verify the results chain

What supporting evidence can you provide to verify that the results stated above are as stated?

	Output: A new catalytic innovation established, serves the WC economy	Outcome: Improved business environment (for the target business group)	Impact: Which target group of businesses benefitted & what improved for them	Longevity: Duration of benefits
What evidence can be provided? e.g. Records, reports, peer reviews, and so forth	product development records, local printing & manufacturing invoices, signed agreements and sales orders from clients	increased access to flexible work opportunities & improved participation of women in the local creative manufacturing value chain	Independent seamstresses, small CMT partners and local printing suppliers in the Western Cape	Ongoing supply contracts, repeat client orders & long-term retail partnerships support continuous income generation

5. Select the best category of award for this innovation

Sector	Award	Mark with "X"
Private Sector	6 x Catalytic innovations that contribute to growth	X
Public Sector	1 x Provincial- or National-government systemic innovation most impactful on economic growth	
	1 x Local & District Municipal innovation that is impactful on growth of their local economy	
	1 x Public-sector innovation, enhancing good governance	
Safety & Security	1 x Innovation enhancing safety & security	
Labour Market	1 x Labour market efficacy award Reducing impediments to increased employment	
Academia	1 x Research the most impactful on competitiveness of Industry	
	1 x Tertiary education best aligned to Industry / market needs	
	1 x Most successful start-up / spin-out	
	1 x Entrepreneurship development in higher education	
Industry Sector Bodies	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry	
Organised Business	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts	

6. Check that you completed all that is necessary.

7. Submit this documented and/or video-recorded to innovation@capechamber.co.za.

Thank you for helping us discover and celebrate the champions shaping a better WC economy!