



PHILIPPI YOUTH CHANGEMAKERS PROGRAMME



Graduate School
of **BUSINESS**
UNIVERSITY OF CAPE TOWN



UCT GRADUATE SCHOOL OF BUSINESS



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UCT GSB:

Philippi design sprint dialogue

ON THE 19TH OF JULY 2018 A GROUP OF ENTHUSIASTIC YOUNG MEN AND WOMEN FROM THE PHILIPPI COMMUNITY JOINED THE SPIRITED BERTHA CENTRE TEAM AT THE SOLUTION SPACE PHILIPPI HUB IN PHILIPPI VILLAGE TO SPEND A DAY EXCHANGING IDEAS, GETTING TO KNOW EACH OTHER AND BUILDING RELATIONSHIPS TO SUPPORT A JOINT AMBITION OF CREATING A BETTER SOCIETY.

WHAT IS A DESIGN SPRINT DIALOGUE?

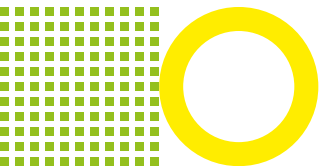
A design sprint is a unique process for answering crucial questions through workshopping real life examples of social issues, brainstorming possible 'solutions' and then testing new ideas with participants.

WHY HAVE A DESIGN SPRINT DIALOGUE?

This event was aimed at youth to brainstorm practical and implementable ideas that will lead, influence or form the basis for a sustainable long-term relationship based on trust, and a shared sense of neighbourliness, between the community and Philippi Village.

The best way to build community relationships and form solutions to the social issues within the community is for all to work together through discovering what the most pressing issues are and work through how we can go about finding solutions to these issues.

Co-creation!





WHAT DID THE DESIGN SPRINT TELL US?

The group was broken into teams that were tasked with brainstorming over an empathy map. An empathy map is a collaborative visualization tool used to understand what we know about members of the community.

It maps knowledge about members of the community in order to 1) create a shared understanding of needs, and 2) assist in decision making. Each group then presented their empathy maps and this gave us a picture of what is happening in the community, both positive and negative, and provided a range of ideas as to how we collectively can address the negative societal issues and highlight the positive aspects within the community.





Why is the University of Cape Town Graduate School of Business in Philippi?

THE GSB SATELLITE HUB IN THE COMMUNITY OF PHILIPPI, CAPE TOWN, WAS ESTABLISHED TO DEEPEN OUR ROOTS AND RELEVANCE AS AN AFRICAN BUSINESS SCHOOL THAT IS SEEKING TO DEVELOP MORE SOCIALLY RELEVANT SOLUTIONS TO THE CHALLENGES FACED BY MOST SOUTH AFRICANS.

The GSB satellite hub in the community of Philippi, Cape Town, was established to deepen our roots and relevance as an African business school that is seeking to develop more socially relevant solutions to the challenges faced by most South Africans.

The Philippi hub is the first community satellite established by the University of Cape Town (UCT) in its 178-year history and its presence forms the foundation of fulfilling the long-term purpose of getting all students and stakeholders to engage and interact beyond the traditional spaces of the university.

Philippi Village is a mixed-use development zone at the center of Nyanga, Gugulethu, Mitchell's Plain and Khayelitsha. The development was initiated more than five years ago with the vision of creating economic opportunities through the active inclusion of those who are excluded from 'mainstream' development. The UCT GSB was involved in these conversations from the beginning fulfilling an advisory and supportive role which evolved into the role of implementing partner. Currently the Philippi hub offers students, alumni, clients and local entrepreneurs in the community a place to meet and engage, and has also hosted several events attracting diverse crowds -both local and from abroad.

#IamPhilippiYouth

THE YOUTH SHARE THEIR INSIGHTS.

PHILIPPI VILLAGE IS ...

A great need	Convenient
Helpful to the community for entrepreneurial needs	Library and Solution Space
Place of hope	Open to the public
Step on the door	Reception area
Catalyst for change	Helps youth start businesses
Business place	Encourages a mindset shift
Speeds up change	Houses other organisations
Glimpse of hope of success	TIMU tech being based here helps
Luncedo (<i>help</i>)	Networking at Solution Space
Informative	A platform for collaboration
A place to bring innovative ideas	Office space
Indawo ye wifi (<i>a place for wifi</i>)	Youth voices are heard and acknowledged
Education	Platform for entrepreneurs
Cape town's silicon valley/tech hub	Amphitheatre to hang out and capture memories and take pictures
Youth connections	

WHAT IF PHILIPPI VILLAGE IS ...

- Information Centre
- Central point to find out about local businesses
- Radio station for sharing info
- Activation by Philippi youth
- Physiotherapy
- Recreation for children
- Health/wellness
- Newspapers
(no access to social media platforms)
- Creative platform
(writers, poets, singers, artisans)
- After care
- Rehabilitation services
- Community event
(re launch Philippi Village)
- Old age care services
(home care on health)

*the youth in Philippi needs a place and a platform
to allow their voices to be heard and to influence
the development of their own community*

Philippi Village IS...

- a great need
- helpful to the community for entrepreneurial need
- Place of hope
- Step on the door
- Catalyst for change
- Business place
- Speeds up change

- + Glimpse for hope / of success
- + Lynceos
- + Informative
- + A place to bring in new ideas
- + Indanore use WiFi
- + Education
- + Cape Town [Silicone Valley / tech hub]
- Youth connector

I like Philippi Village...

- Convenient
- Library & Sol Space
- Open to the public
- Reception area
- Helps youth start bus
- Mind-set shift
- Houses other orgs.
- Timu Tech bang based here

- Sol space (networking)
- A platform for collaboration
- Office space, staff

- Youth voices are heard + acknowledged
- platform for entrepreneurs

- Amphitheatre to hang out & capture memories (pictures)
- Safe space to meet from
- Accommodates everyone
- Learn Academy based here

I wish Philippi Village...

- Build doze walls build a resource centre
- Township tourism - for more job opportunities
- Accessibility for the disabled to exercise
- Activities within the community about PV
- Safe recreational space
- Entertainment eg cinema
- Music band 18

- Rent drop (too expensive)
- Casting opportunities (acting etc)
- Community clinic

- Constant communication of annual plans / goals [m s e]
- Offer computer courses / sessions on how to operate [FREE]

- Unlimited WiFi
- Programme for unemployed citizens
- Psycho-social support (social work)



How do we build trust with the community?

DON'T GO BACK ON YOUR WORD

- Repeat process that was applied today within the community
- Transparency
- Communication - follow up on things discussed
- Use people from the local community- you will find them by actually going in to the community
- By working with the youth- the youth will be the active key drivers in the process
- What about the youth that is not present today?
- Start by working with the youth that is present today
- Trust takes time
- Youth is also required to 'work on themselves' and be aware how they present themselves to the community in order to influence others on the community

WHAT DOES THE REST OF THE COMMUNITY THINK ABOUT PHILIPPI VILLAGE?

- People don't know about PV
- No trust
- Need to have a relaunch/ activation session
- First experience or perception was that it is not for the Philippi community. For example, at the reception there is no representation. All coloured people from outside Philippi meaning you now have to articulate yourself in English and this is a barrier that actually then makes you think twice and choose not to bother going further
- Lack of ownership by the community: this creates an opportunity to see how the community does things – combine knowledge and insight
- Those who are interested/desperate for opportunities need to come out and enquire what the place is about
- Should the youth present go out and 'spread the word' there will pushback/follow up questions e.g. who are they? What do they want? What are they here for?

How do we move forward?

INSIGHTS FROM THE DAY IN THE VOICE OF THE YOUTH. COLLABORATION AND CO-CREATION. #IAMPHILIPPIYOUTH

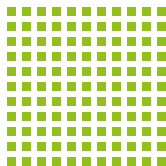
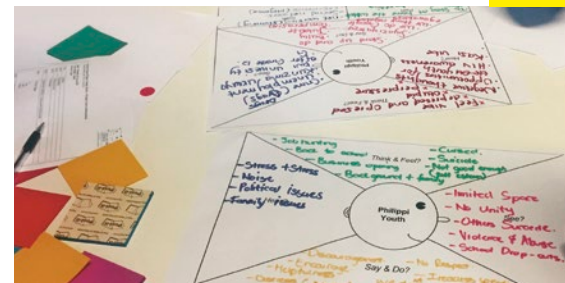
The event was a resounding success. The large turnout from the youth and the thoroughly active participation in the workshop was indicative of the willingness that lies within the community, particularly the youth, to collaborate and co-create with Philippi Village. The overarching theme that arose was that the youth want to be HEARD and want to PARTICIPATE in the building of the Philippi Community.

Existing structures within the community (political and social) tend to disregard the opinions of the youth despite the very important role they can play in the narrative of the future of Philippi. When criminality and drug abuse is mentioned as the public's only opinion of Philippi, the youth are the ones pointed to as the culprits. This has become somewhat of an accepted narrative by others, but it is not reflective of how the youth self-identify.

The youth were very vocal about wanting a better life and are in desperate need of education and employment opportunities. However, most of all, the youth want a space where they can be heard.

WHAT ISSUES EMERGED?

A recurring theme was that the youth felt they had no exposure to information due to a lack of accessibility. Lack of WiFi connectivity and the high cost of data means that they have no way of finding out about opportunities online, even if information is sent to them, e.g. they cannot access information via WhatsApp because of the data costs. A promising suggestion is the use of USSD which would not require them to have access to airtime or data. TIMU technologies have developed a platform that allows for the successful use of USSD provided all are registered on the platform.



What's next

PHILIPPI YOUTH CHANGEMAKERS

The idea of launching a 'Philippi Youth Changemakers' (PYC) Programme was tested out in the room and the response was very positive. The basic idea was to have Philippi Village youth representatives within the community. These would be young people who could serve as the 'on- the-ground' mouth and ears of Philippi Village, creating awareness within the community of the Philippi Village space, the Philippi Village opportunities and most importantly to feed back to Philippi Village the wants, needs and concerns of the community.

The process of becoming a PYC will be a formal process. The youth will be required to submit a CV and motivation. An interview process will be held, and a transparent selection process will take place. The selected PYC will be given a Memorandum of Understanding outlining terms and conditions.

The aim is to run a continuing PYC Programme of ±35 youth on a six month rolling basis. Different opportunities will be sourced and presented to each group.



WHAT IS A
CHANGE MAKER
AND HOW CAN I GET INVOLVED?

FOLLOW UP SESSION

OCTOBER 12
BECOME A PHILIPPI
YOUTH CHANGEMAKER

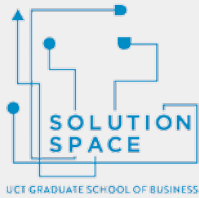


#IamPhilippiYouth

youth identified opportunities for UCT GSB at Philippi:

- Host events and give information packages that the youth can take home
- Get older people to attend a pampering session where information can be passed on
- Create an info Centre
- Create signage
- Host a market day event at the amphitheatre





The Solution Space is an ecosystem for early-stage startups and a research and development platform for corporates. Our startups are innovation-driven companies building viable and scalable businesses. The Solution Space was founded in 2014 at the University of Cape Town Graduate School of Business. The university's Vice Chancellors Strategic Award provided initial capital, and our Founding Partner, the MTN Group, provided significant support from 2015. Our vision is to be known and recognized for pioneering ideas that impact and shape the future of Africa. **Our mission** is to inspire, nurture and equip the next generation of leaders to build a better future on the continent. We believe that behind all great companies are reliable founders. We support entrepreneurs to learn and grow, providing them with access to resources, corporate partners, mentors, advisory services, co-working space, speakers, and partnerships.

Impact Venture Incubation Programme: The Solution Space and Bertha Centre creates a supportive environment for local entrepreneurs through a co-working space, practical clinics, mentors and advisory services. We run an Impact Venture Incubation Programme twice a year for entrepreneurs and plan a series of inspiring talks and events.

OUR VISION

WE ENVISION A MORE INCLUSIVE, SUSTAINABLE ECONOMY AND MORE JUST SOCIETY DRIVEN BY SOCIAL INNOVATION & ENTREPRENEURSHIP.

OUR MISSION

TO BUILD CAPACITY AND PIONEER PRACTICES IN AFRICA - WITH PARTNERS, PRACTITIONERS AND STUDENTS - TO ADVANCE THE DISCOURSE AND SYSTEMIC IMPACT OF SOCIAL INNOVATION.

Established in 2011 in partnership with the Bertha Foundation, a family foundation that works with inspiring leaders who are catalysts for social and economic change and human rights, the Centre has become a leading academic centre in Africa.

In collaboration with the GSB, the Centre has integrated social innovation into the business school curriculum, established a wide community of practitioners and awarded over R7 million in scholarships to students from across Africa. At the GSB, the Centre works closely with academic faculty, the MTN Solution Space, and the Raymond Ackerman Academy of Entrepreneurial Development.

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