

SOUTH AFRICA CHALLENGE

South Africa Challenge 2015

This report aims to bring to a close key learnings and developments in the South Africa Challenge for 2015. This will then be followed by a view on the vision and outcome for the organisation going forward.



www.southafricachallenge.co.uk



@SACChallengeUK



SA Challenge UK

WORLD CHANGERS
ACADEMY
EMPOWERING PEOPLE TO CHANGE THE WORLD



Loughborough
University



University of Essex

Our Vision

To build a global network of leaders committed to the development of socially responsible products and projects that have the potential to change the world.



Our Mission

To develop high potential young people between 18-25 years old into tomorrow's leaders through a two week experiential learning programme in Durban, South Africa. To facilitate and support the growth of ongoing projects and ideas from challenger's that have the potential to improve: education, the environment or economic prospects for participants.

Our Host Partner

Our programme is delivered in partnership with the World Changers Academy (WCA) based in Durban, who host the Challenge teams, providing exposure and insight into the local community, culture and education. The WCA's core mission is to provide hope and vision to South Africa's youth and unemployed populations, through a variety of life skills classes. We are proud to partner them through our operations.

Our History

In 2011, Hadrian Tulk, a student from Brunel University, started a project called South Africa Challenge with six young people from West London flying out to South Africa in the summer of 2012. The 2013 programme was then run by Peter Bailey, from Loughborough University, providing five students and one young entrepreneur the opportunity to run and take part in a project based practical leadership programme within Durban.

In 2014, led by Matt Pradhan from Loughborough University, the programme brought together eight students, three of which were Challenge alumni, the remaining five new to the Challenge. The 2014 programme was designed with a core value of sustainability, beginning further expansion into new networks within the Durban business community, to increase the number of NGOs engaged in the community and reducing the reliance on a small number of partners.

The 2015 programme led by Helen Ots, also from Loughborough University, aimed to build upon these strong foundations and continue the developments made in 2013/14. We are looking towards building upon the programme in 2016, increasing the programme's positive impact on the community, participants and partners.

Our 2015 Programme

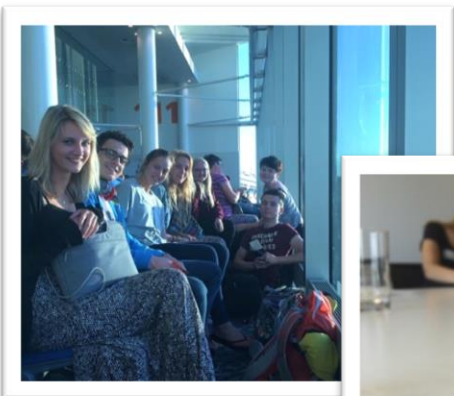
Our key developments

- The programme, still structured into 2 facilitated for members to stay after the 2 week period so as to continue project development.
- Further improvements were made to our recruitment process, and we broadened the number of universities and student led groups engaged, to enable the selection of more proactive young leaders. We had over 40 applicants apply this year.
- A series of pre- programme webinars from March onwards, were delivered by members of our alumni network. This increased the participant's knowledge of South Africa, leadership skills and how to make the most of the experience.
- For the first time, the Challengers met in London prior to flying to South Africa, for a two day introduction to the programme and the team including several alumni. As well as meeting many various socially innovative organizations in and around East London, to inspire the Challengers.



Our Achievements

- Our Challengers have created an innovative educational programme, combining teaching and musically talented young people, to tackle rape and sexual violence within South Africa.
- Our Challengers have delivered workshops to World Changer's students, teaching leadership skills such as communication through interactive experiential learning sessions.
- Our Challengers have facilitated and attended a number of entrepreneurial events, including the Hook Up Dinner, Startup Grind and Innovate Durban Summit 2015.
- Our Challengers have worked closely with our hosts World Changers to understand the financial needs of the organization, and are planning a number of initiatives to raise funds and awareness in the UK on their behalf.



Our 2015 Team

Every summer the South Africa Challenge seeks to bring together a team of bright high potential young people aged 18-25, for a experiential learning programme in Durban, South Africa. As with pervious years, our 2015 team have come from varied backgrounds and life experiences, having lived in over seven countries between us and been involved in or started a number innovative social projects, the team developed a fantastic bond over the trip. Below is a short introduction to this year's team members.

Tom Baker, 1st year
International Business at
Loughborough
University

Lorenza Arnaboldi,
final year Psychology
at Essex University

Beth Whipp, 2nd year
Human Geography at
Leeds University

Helen Ots, Team Leader,
final year Management
Sciences at Loughborough
University



Peter Bailey, Programme
Coordinator

Laura Maxwell, 1st
year Psychology at
Leeds University

Ella Stearn, Events
Management
company owner

Lukas Fenkart, 2nd year
International Business at
Loughborough University

Our Challenger's Growth and Personal Development

Paramount to developing the leadership potential of our Challengers is to focus on the personal development of each individual.

Through a series of pre-trip online tests and sessions focusing on goal setting and vision and values, as well as self-reflection sessions during their time in South Africa, we were able to work closely with each Challenger to identify their personal development needs and goals.

Particular focus was also given to guiding the Challengers to understand their personal value system, how this is formed and used, as well as the importance of personal values within leadership roles.

From improvements in self-confidence and the development of skills, to achieving a greater understanding of personal strengths and weaknesses, witnessing the personal growth of all of our 2015 challengers has been remarkable.

Another important objective of this year's challenge has been to open the eyes of the Challengers to the culture of South Africa, as well as the influence of external environmental factors within this developing country. For instance the Challengers were able to witness the current effects of economic inequality, the influence of traditional cultures and historical racial segregation, and the opportunities created by economic and community development within South Africa.



“On the plane to Durban I thought I'd write a list detailing what I thought I'd gain from the South Africa Challenge. After 15 hours of flight time and a 3 hour stopover I only had 3 items, one of which was simply learning some Zulu. Oh how I was wrong (not about the Zulu though). After two weeks of an “experiential learning programme” I left the challenge with three business ideas (two which have now materialised and one which is on the way), a network of passionate individuals and SME's, a sense of direction and a new, widened skill set that I look forward to utilising wherever possible (to name a few). The South Africa Challenge has truly shaped me as a person ”

Tom Baker 2015 Challenger

“The South Africa Challenge was not only an adventure, but a trip that completely changed my life. It challenged my values, perceptions and beliefs, and really showed me the importance of little things in life that we so often take for granted. I would recommend the 'South Africa Challenge' to anyone who is willing to go off the beaten track, broaden their horizons and experience a once in a life time experience.”

Lukas Fenkart 2015 Challenger

Our Challenger's Projects

In connection to developing the leadership potential is the facilitation and support of Challenger led projects that have the potential to tackle the issues South Africa faces. This year's Challenger again started several ambitious projects within the local community. These projects are tackling areas such as rape and sexual violence and international trade opportunities for small to medium businesses.

Through working with key partners and NGO's, the Challengers gained knowledge and an understanding of the root causes of the issues they are passionate about tackling. Alongside developing an understanding of the culture throughout the programme, they were able to deliver parts of their projects whilst in South Africa.

We have put together an overview of the Challenger's projects and their future plans to develop sustainable social projects and businesses in South Africa and the UK.

Tackling the rape and sexual violence crisis

Challengers Beth Whipp and Laura Maxwell have been developing the Ukuthemba Project, an educational programme to challenge the mentalities of the youth in South Africa, towards women and sexual violence.

More information on the Ukuthemba Project can be found on their website:
www.ukuthembaproject.org

Working with the Jes Foord Foundation, a local NGO working to raise awareness, support and to educate around this issue, they have been developing a standardized educational programme. They plan to give access to the resources and training plans to other NGO's to roll this out across South Africa, and create an educational campaign to change the mentalities of these young people, to truly bring an end to the rape crisis.



In addition to the educational element, the programme seeks to provide a platform for those affected by rape and sexual violence to speak out. The participants had the opportunity to write and perform songs and poems about the crisis, from their eyes to their local community.

Improving health and fitness levels at World Changers Academy

Future plans of the Ukuthemba project include releasing an album from a local music group in the UK, to raise awareness of the rape crisis as well as funding the expansion of the Ukuthemba project.

Lukas Fenkart, with a passion for sport and in particular running, helped to deliver and develop sessions covering skills such as teamwork and communication, delivered by World Changers Academy as part of their life skills programmes.



Improving access to information, mentoring and overseas markets for entrepreneurs

South Africa has a growing entrepreneurial ecosystem; however key ingredients for its future growth such as access to mentorship and information on business processes and markets is still in need of improvement. During his time in South Africa, Tom Baker met with many small to medium business owners and gained further understanding of the barriers to business growth within South Africa.

Tom's business Inspire Tomorrow, an organisation bringing together businesses from the UK and South Africa to share information, resources and mentors, aims to tackle these barriers. Inspire Tomorrow's future plans involve an e-commerce platform to bring South African brand to the UK market and beyond.

More information on Inspire Tomorrow can be found on the website: www.inspiretomorrow.co.uk

Identifying sustainable funding opportunities

Lorenza Arnaboldi and Ella Stearn worked closely with World Changers staff to identify initiatives which require extra resources and funding. Using skills gained from experience in raising awareness for causes and event management, they plan to hold a fundraising challenge in the UK. This challenge enables other young people to develop their skills, and the opportunity to volunteer at World Changers to understand the impact their fundraising makes to an NGO.

Durban Hub – a year on

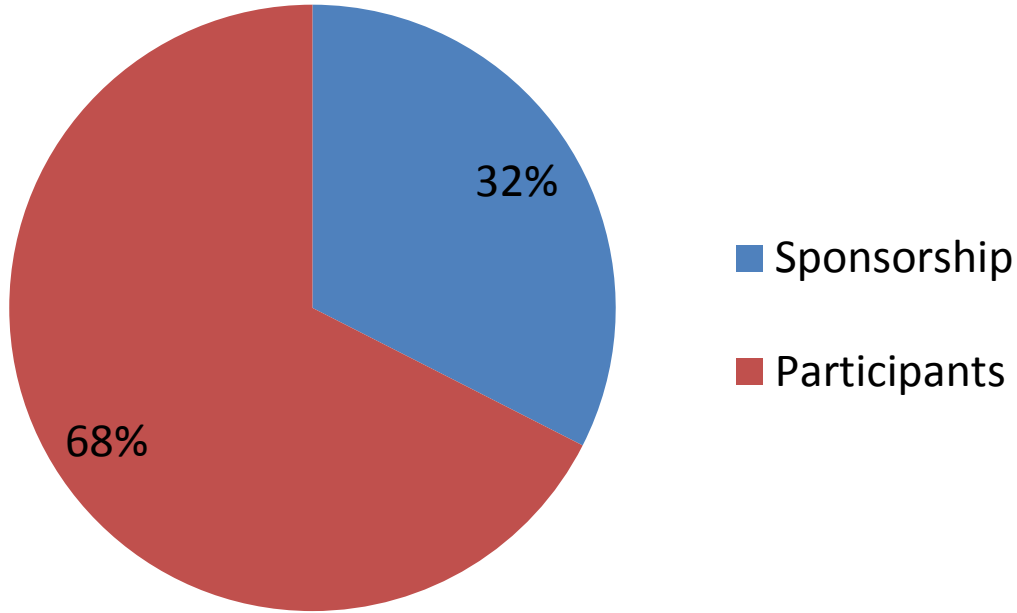
Following on from Peter Bailey's initial work on a 24hr hackathon last year and continuous commitment to its growth throughout the last year, Peter worked closely with Durban Hub to continue the development of the entrepreneurial ecosystem within Durban. For instance Peter aided in facilitating the July Hook up Dinner, a networking event for entrepreneurs which operates throughout South Africa.

Furthermore, Peter attended meetings with local government officials and private funding bodies with Durban Hub, to further strengthen the community of supporters for the Durban Hub. Durban Hub Co-Founder Nkululeko was recently recognised as a Global shaper by the World Economic Forum.

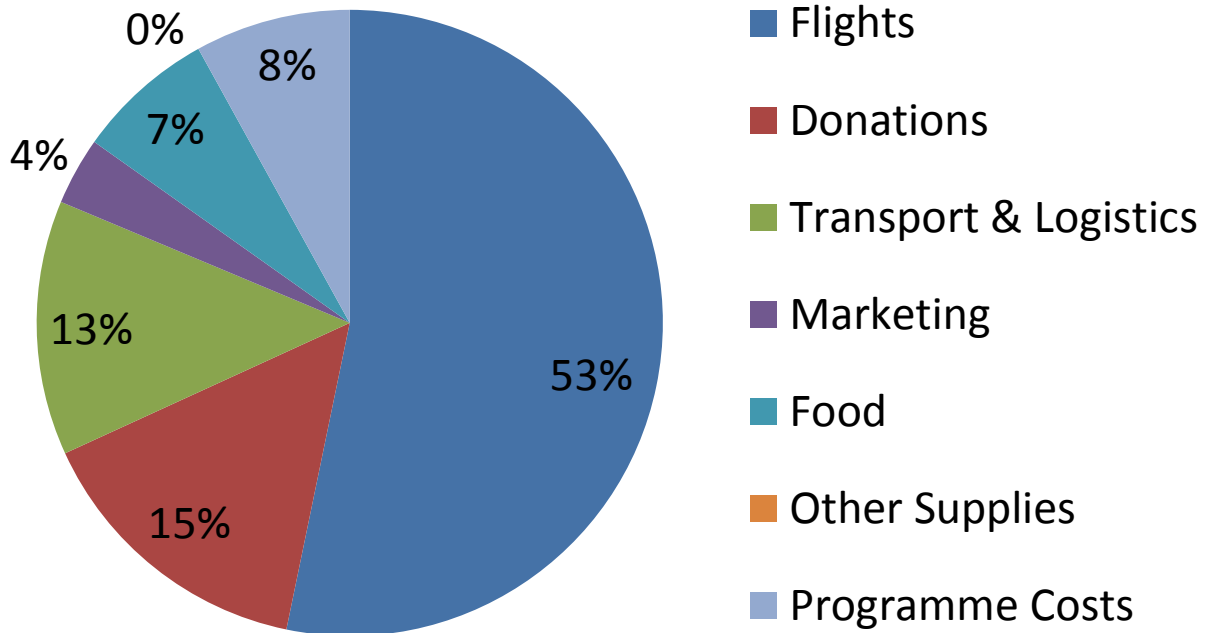
The Durban Hub aims to bring the Durban Startup community to the levels of Cape Town and Johannesburg.



Programme Income



Programme Expenses



Our Supporters

Thanks to our current partners and sponsors for making the Challenge possible: Loughborough School of Business and Economics Alumni Fund for Excellence and Essex University's Essex Aboard programme.

We would also like to take this opportunity to thank our implementation partners for their dedication and hard work, without this our programme would not be possible.

In particular we would like to thank:

- World Changers Academy and all the staff (www.wca-sa.org)
- Catalyx Consulting in particular Joe White (www.catalyx.biz)
- Durban Hub in particular NK (www.durbanhub.co.za)
- The World Changers Foundation UK in particular Gori Daniel (www.worldchangers.org.uk)
- Adams and Moore in particular Gori Daniel (www.adamsandmoore.co.uk)
- The Development House in particular Darlene and Miriam (www.tdh.co.za)
- Sinika-Uthando in particular Jenni (www.sinikauthando.wordpress.com)
- Loughborough University in particular Leah Graham (www.lboro.ac.uk)
- Steaphan Macdonald from NCG container solutions LTD
- The Hookup Dinner (www.thehookupdinner.co.za)
- Economy of Hours in particular Sarah (www.economyofhours.com)



The Future

Over its 3 years of operation the South Africa Challenge teams have made a considerable impact on a select number of young people from across Europe. We as an organisation are extremely proud of this and some of the success stories of our ever growing alumni network. We have alumni grades change from a 3rd to a 1st, decisions to change degrees and alumni quitting jobs to pursue their own companies.

We have been focused on identifying the eager South Challenge Alumni, offering them the opportunity to be part of Challenge delivery team, not only developing themselves, but developing the next years intake of leaders. This cycle ensures that the Challenge has a sustainable intake of project leaders, to offer the opportunity that gets better, every single year.

