

SOUTH AFRICA CHALLENGE

WORLD CHANGERS FOUNDATION ®



1/11/2014

South Africa Challenge 2014

This report aims to bring to a close key learnings and developments in the South Africa Challenge for 2014. This will then be followed by a view on the vision and outcome for the organisation going forward.



SOUTH AFRICA CHALLENGE

WORLD CHANGERS FOUNDATION ®



CHALLENGING 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.

CHALLENGING 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.

CHALLENGING WITH WORLD CHANGERS: SUSTAINABLE PARTNERSHIPS



This project 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.

CHALLENGING THREE YEARS RUNNING:

In 2011, Hadrian Tulk, a student from Brunel University, started a project called South Africa Challenge. The 2013 Challenge was then run by Peter Bailey, from Loughborough University. The South Africa Challenge 2013 gave 6 students the opportunity to run and take part in a project based practical leadership programme within Durban.

Challenge 14, led by Matt Pradhan, brought together 8 students, three of which were Challenge alumni, the remaining 5 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.



We are looking towards building upon these developments in the 2015 programme in order to increase the programme's impact and furthering its growth.

CHALLENGING GROWTH, FOR CHALLENGE DEVELOPMENT:

Challenge 14 was designed with growth in mind, both personally and organizationally. This year we have grown and developed the organisation, and seen considerable growth in the impact of our delivery:

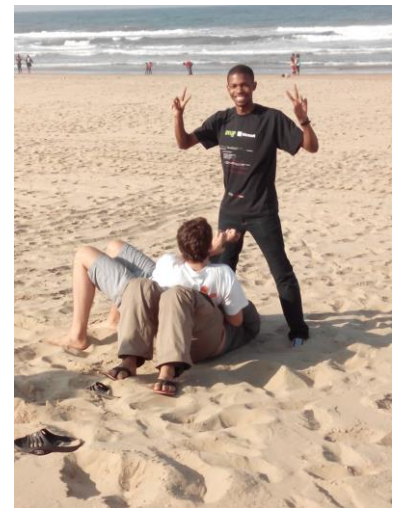
Organizational development:

- The Challenge delivery period doubled, working with two teams, over four weeks.
- The Challenge consulted and supported a large number and variety of NGOs and start-ups within the local community.
- The Challenge has undergone a complete rebrand, with a new logo and website.
- The Challenge created a brand presence and reputation within Durban's start-up and business environment. Working with new partners to create a diversified experience for challengers.
- The Challenge's rigorous recruitment process enabled selection of the best students, with the best projects, increasing impact.
- The Challenge's online presence increased through exciting and engaging live content throughout the programme's duration.



External Development:

- Our Challengers have created the foundations of a sustainable teaching project within the poorest local schools. To improve the quality of teaching and motivate teachers.
- Our Challengers have delivered entrepreneurship workshops in; schools, World Changers programmes and Colleges.
- Our Challengers acted as change catalysts within the local community, linking up individuals and organisations to make projects happen.
- Our Challengers presented and attended entrepreneurial events, including the Future Leaders Conference
- Our Challengers supported and continue to support in the development of 4 companies websites
- Our Challengers have developed a national hackathon series in partnership with the newly formed Durban Hub.



CHALLENGING PERSONAL DEVELOPMENT:

With the 2014 Challenge having two smaller teams, we created a tailored, personal development program for each individual. We have worked closely with every Challenger to identify their needs and their development points. This was done through a series of online tests combined with, observation, asking questions and facilitating self-reflection sessions.

This resulted in 1-2-1 feedback and mentoring sessions for all Challengers, setting key objectives for their future growth.

Witnessing the development and growth in our challengers has been incredible to see.



CHALLENGERS GROWTH:

Whilst the programme sets out with some obvious pass on benefits from inter-cultural collaboration, the primary objectives of the programme remain to develop two core objectives:

- To develop the leadership potential of our challengers
- To widen the cultural understanding of our challengers

Here are some comments from this year's challengers:



"The varied places we went to, the people we had the chance to speak to, and activities we got to do were a really great way of experiencing the culture. I felt that we got a better/ balanced view of the country and it's good/bad points, because we didn't just stick to one community/area/set of people... Reading about a country, it's history and it's 'culture' isn't anywhere near as useful as actually being there and seeing it first-hand."

Helen Ots – 20 14 Challenger

"The challenge helped me to identify ever area I needed to improve upon and helped me overcome these problems through the guidance provided by the leaders and through running amazingly engaging sessions. South Africa challenge has helped me build my confidence in the areas that needed improving."

Gabriella Iannelli – 2014 Challenger



"South Africa challenge has given me the confidence and get up and go attitude to move forward and seize opportunities as they arise to help turn my dreams into achievable ambitions."

Stephen Butler – 2014 Challenger

CHALLENGING PROJECTS:

This year saw the start of several ambitious projects within the local community, aiming to make a large impact to communities in need. Challengers conducted a needs assessment for the community we spent time with, and spent time creating a project plan for an area of need that they were passionate about. They then pivoted, and developed the project as they learnt more about the culture.

We've put together an overview of some of our headline impacts and deliverables from our time in the country.

Teaching:



Challenger Steve Butler took on a project to improve the quality of teaching within deprived township schools. On arriving and conducting his needs assessment within rural schools, he found that the motivation of teachers was low, and the quality of lessons delivered woeful.

Steve worked with managerial staff within schools to deliver a workshop on improving teaching skills. This covered some of the most challenging areas teachers are facing, from the ban on corporal punishment and creating discipline, through to creating exciting and engaging lessons for students.

The programme has fast tracked Stephen's future ambitions to link schools in Africa and the UK. We look forward to seeing the project develop whilst he completes his PGCE at Oxford.

Entrepreneurial Workshops:



Two Challengers, Gabi and Helen delivered entrepreneurial workshops for their projects on the Challenge.

Gabi delivered several sessions to a mix of different audiences, including students of the World Changers Academy and also students from the IT Varsity College. These workshops excited and entertained students, inspiring and planting the seeds for future development. The workshops were designed to show what each individual is capable of, and show a 'third way' of using skills learned through education to create a promising future.

Helen delivered sessions to school classes, in excess of 50 students per group. These were designed to encourage originality and creativity, and show the core skills needed for employability and entrepreneurs.

These workshops have created valuable links with new schools and organisations, they have also challenged our students to present in difficult conditions, inspiring a new generation.



Software for Schools



Challenger Sena Erkas facilitated, through IT Varsity, the creation of beta computer software for World changers students to use in order to practice and improve their mathematical skills, to the level demanded by employers.

Sena has also used her networking skills to link together the two organisations, enabling IT workshops to take place throughout the city of Durban, and improving accessibility to computer training for young people. We are extremely excited to see how these relationships develop in the future.

HackaDurban



Former leader Peter Bailey took on an ambitious goal of uniting the city's coders and tech enthusiasts, in order to create a thriving community.

Over the four weeks of Challenge, Peter partnered with HackaGlobal, DurbanHub and IT Varsity to deliver HackaDurban a 24-hour hackathon. Delivered over night the event brought together angel investors, businesses and programmer communities to generate a number of ongoing ventures and 4 Minimal viable products at the end of the 24 hours. This event provided the catalyst for the growth of Durban Hub which Peter has now

committed his to continued support. Alongside a growing community of supporters including: Google, IBM, Microsoft, Dervico, Quirk, Go Metro and Silicon Beach.

Over time we hope this platform will catalyze the growth of the Durban Startup community bringing Durban to the levels of Cape Town and Johannesburg.



Website Development



In order to give back to the community and our Partners, who have supported us, the Challenge leadership team supported in the continued creation of new websites for the 4 partner organisations: Durban Hub, UVIM, Sinika Uthando and VukAfrica.

The team consulted with four organisations, identifying their needs and demands from an online presence. The team then created a prototype website designed around the partners needs. Feedback was then collated and a final, website created and handed over to clients to go live.

This has enabled our partners to take control of their own online presence, through customizable, updatable websites. Resulting in higher visibility, and empowering organisations to take better control of their own awareness initiatives.

CHALLENGE: OUR PARTNERS

The Challenge has always been heavily reliant on an international network of partners, in order to deliver a high quality, cross-cultural learning experience. This year the strategic focus of the organisation has been on developing a larger, more diverse network of partners, to cater for a wide variety of interests from our students. This has also meant that the Challenge is less focused on a few individual partners, but can draw on the knowledge and experience of a wide variety of NGOs. This has created a stronger more sustainable operating environment.

CURRENT SPONSORS

Thanks to our current partners and sponsors for making the Challenge possible: Loughborough School of Business and Economics Alumni Fund for Excellence, Ernst and Young, Enactus Loughborough and Adams and Moore. On top of this we are proud to announce that we won the Loughborough University Business plan competition Think BIG! The prize fund from which has been invested into the programme.

CURRENT IMPLEMENTATION PARTNERS

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.

Massive thanks to:

World Changers Academy (<http://www.wca-sa.org/>),

Catalyx in particular Joe White (www.catalyx.biz),

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Shanduka Black Umbrella (<http://www.shandukablackumbrellas.org>)



CHALLENGING SUSTAINABILITY:

Sustainability is a value intrinsic to the Challenge team. We have spent considerable time creating the opportunity for more Challengers to join the project.

We have been focused on identifying the best 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.
