



Seriti Institute and Soul City are launching the **Kwanda Challenge** at 9 a.m. on 24 October 2017. We invite you to a breakfast hosted by Norton Rose Fulbright, at 15 Alice Lane, Sandton.



## Background

Kwanda was a South African reality TV show on community transformation that aired on SABC 1. It aimed to initiate a ‘community makeover’ process from within communities themselves. Around two million viewers tuned in during the last quarter of 2009 to watch as teams at five separate locations undertook activities to make their communities **look better, feel better and work better**.

Kwanda worked well because it was a Public-Private-Community Partnership. Community organisation led the way, with coaching and capacitation support from Seriti Institute and Soul City. The Department of Social Development (DSD) acted as a communicator with government departments prepared to respond to community suggestions about improving their services. Private companies contributed to activity in their respective localities by sharing resources and technical expertise. Thus, the Kwanda process sought to work with all possible partners in support of community-led action to address poverty and underdevelopment.

## Kwanda Challenge: Women in communities around Marikana

South Africa has undergone major transformations post-apartheid, and our exemplary constitution and a significant shift to a culture of human rights create the conditions for improvements in women’s lives. Government has signed CEDAW, the Convention for Elimination of all forms of Discrimination Against Women, and Parliament has approved many legislative changes as well as the mechanisms to action them. There are programmes to support victims of violence and resources for this are allocated in the national budget. The country’s National Development Plan has made the mainstreaming of gender a priority and provides a road map to translate our Constitution into real change in the private and public spheres of life.

In spite of these advances, women in South Africa continue to suffer untold oppression and discrimination. Violence in all its manifestations is insidious throughout the lifespan of women and girls in this country. This is especially true in the settlements of the platinum belt.



In the five years since the Marikana Massacre, an incident that still mars the national consciousness, little has changed for the better for the people living in the underdeveloped and impoverished neighbourhoods of the platinum mines. Here women and children still suffer poor living conditions and lack safety and security. Various government departments as well as the mining companies have found it difficult to launch action for change at a meaningful scale.

After consultation with community organisations, the co-creators of Kwanda (Soul City, Seriti Institute and Ochre Media) together with other social partners have decided to launch the Kwanda Challenge, with a focus on Women in the Platinum Belt and a determination to grow a strong community-based agriculture sector. An immediate need is to explore options for agriculture and other economic enterprise initiatives, but we understand that social organisation always anchors economic projects, and that the Kwanda Challenge must address all aspects of women's lives.

### Progress to Date on the Platinum Belt

Thanks to a contribution from a philanthropist, just enough money is available for the organisation started by the miners' widows, *Sikhala Sonke*, to start a small poultry business. Their dream of starting a crèche for the children in the community would need more resources, and so too, any of their other ideas to make their community look better, feel better and work better.

We challenge you to get involved! Let us work together with community actors to create a programme of action that addresses poverty through agricultural initiatives and other enterprise development projects. This would contribute to more positive social outcomes

in the area, including a halt to violence against women and children, and the restoration of peace, justice and wellbeing to people living in mining communities. We believe that if this this process goes well it could even kick-start a series of engagements to uplift communities on the Platinum Belt.

### Take up the Kwanda Challenge!

Be a part of the change we need to see in our communities. Be a part of the process that will think of ways for business, government, and community organisations to cooperate to "make communities look better, feel better and work better". Add your time, ideas, and resources to the challenge.

### Launch of the Kwanda Challenge

On 24 October, we will have a colloquium of Kwanda stakeholders to launch the Kwanda Challenge. We invite you to collaborate with us in taking up the challenge. Participation from community organisations of every kind, NGOs and social enterprises, small and large companies, local government or government departments is welcome. Please join us in this effort to support women in this community-led process to improve the quality of life on the platinum belt.

Join us for a breakfast hosted by Norton Rose Fulbright at 15 Alice Lane, Sandton. This will allow us to share the Kwanda Challenge proposals in more detail, and get ideas about taking the Kwanda process forward. For more information about the initiative, and to RSVP for the launch please write to

[KwandaChallenge@seriti.org.za](mailto:KwandaChallenge@seriti.org.za).

