

30 JULY 2013



## profile and team

bridging the gap to achieve social responsible development

engagement

facilitation

capacity building

development



# Leveraging development projects for community capacity building

## EYETHU:

Eyethu is an advisory service provider and thought partner that is focused on engaging and mobilizing communities around the impact of various projects and initiatives.

Eyethu facilitates the relationships between these communities and project owners (our clients) in order to ensure community buy-in and participation at all levels.

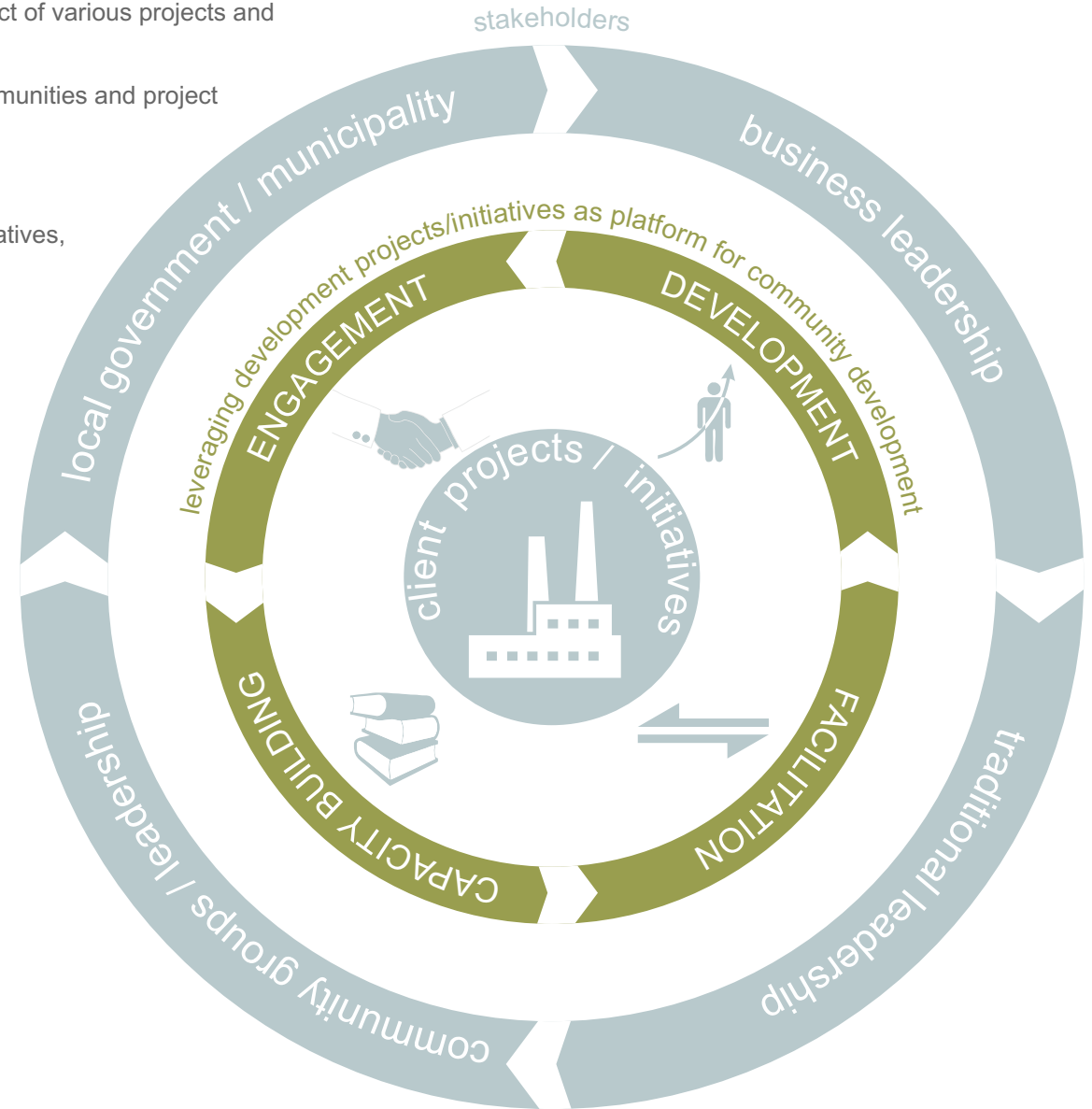
Projects often present the opportunity for effective capacity building and local economic development initiatives, that can be leveraged to mutually benefit the client and the community at large.

Eyethu specialises in identifying and developing these capacity building and local economic development opportunities, resulting in a healthier community and long term project sustainability.



COMMUNITY CAPACITY BUILDING: ACTIVITIES, RESOURCES AND SUPPORT THAT **STRENGTHENS THE SKILLS AND ABILITIES** OF PEOPLE AND COMMUNITY GROUPS TO TAKE **EFFECTIVE ACTION AND LEADING ROLES** IN THE DEVELOPMENT OF THEIR COMMUNITIES. COMMUNITY CAPACITY BUILDING BASED ON ETHICAL FOUNDATIONS, **ENSURES THE RESTORATION OF DIGNITY**, AND ULTIMATELY LEADS TO SUSTAINABILITY AND IMPROVEMENT OF LIFE.

### DEFINITION



# COMMUNITY CAPACITY BUILDING

as 3 main types of ACTIVITIES:

## 1. Community engagement

### **Communication**

Through effective communication, information is shared that enables active community participation.

### **Mobilization**

Through community participation, individuals are able to collaborate and network, creating a stronger and more structured civil representation to communicate true needs.

## 2. Community development

### **Skills and Support**

Developing community skills, knowledge and confidence through networks and mentorship support, by utilising training opportunities created by projects.

### **Establishment organisational structures (enterprises, social organisations and community partnerships)**

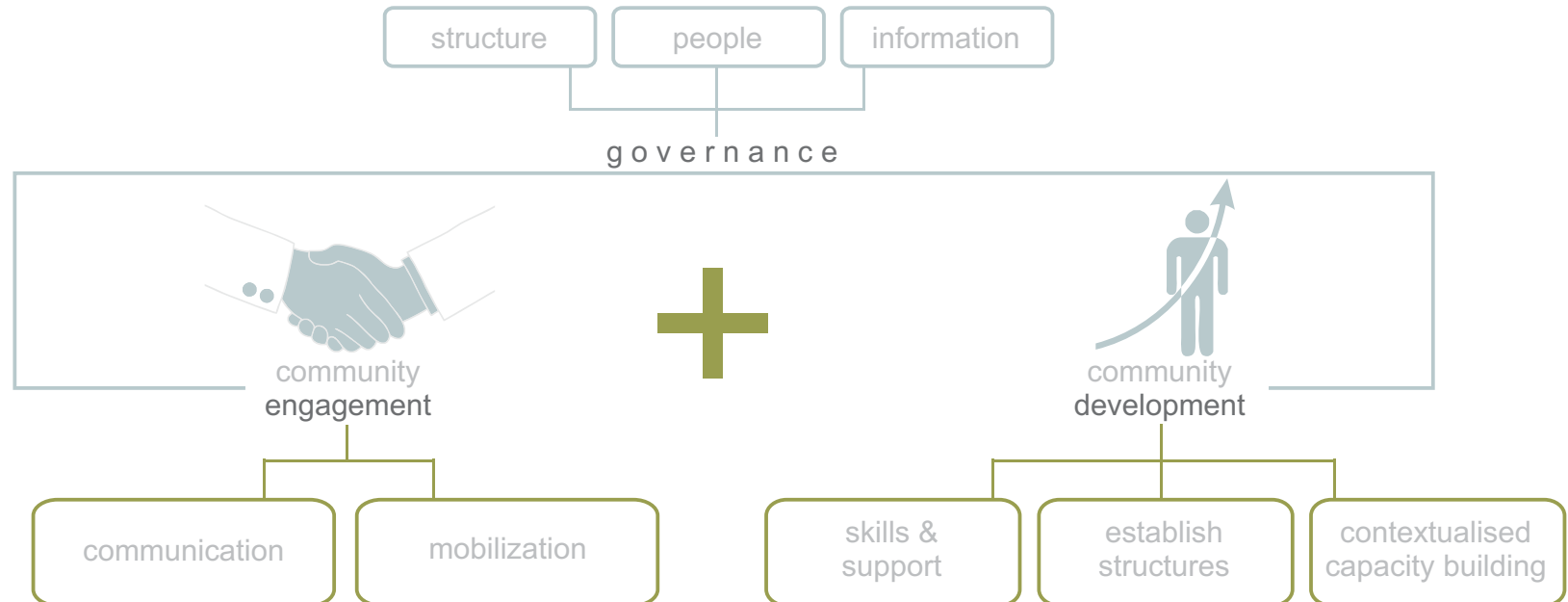
The establishment of organisational structures and frameworks to enable effective collaboration between the community and a project.

### **Contextualised and outcome based community development**

Not “training for the sake of training” but rather developing community capacity to enable relevant project related economic participation and involvement in their local economy

## 3. Governance

Through effective governance, **Eyethu** ensures project control and success. **Eyethu** follows the three main pillars of governance which are: *Structure, People and Information*



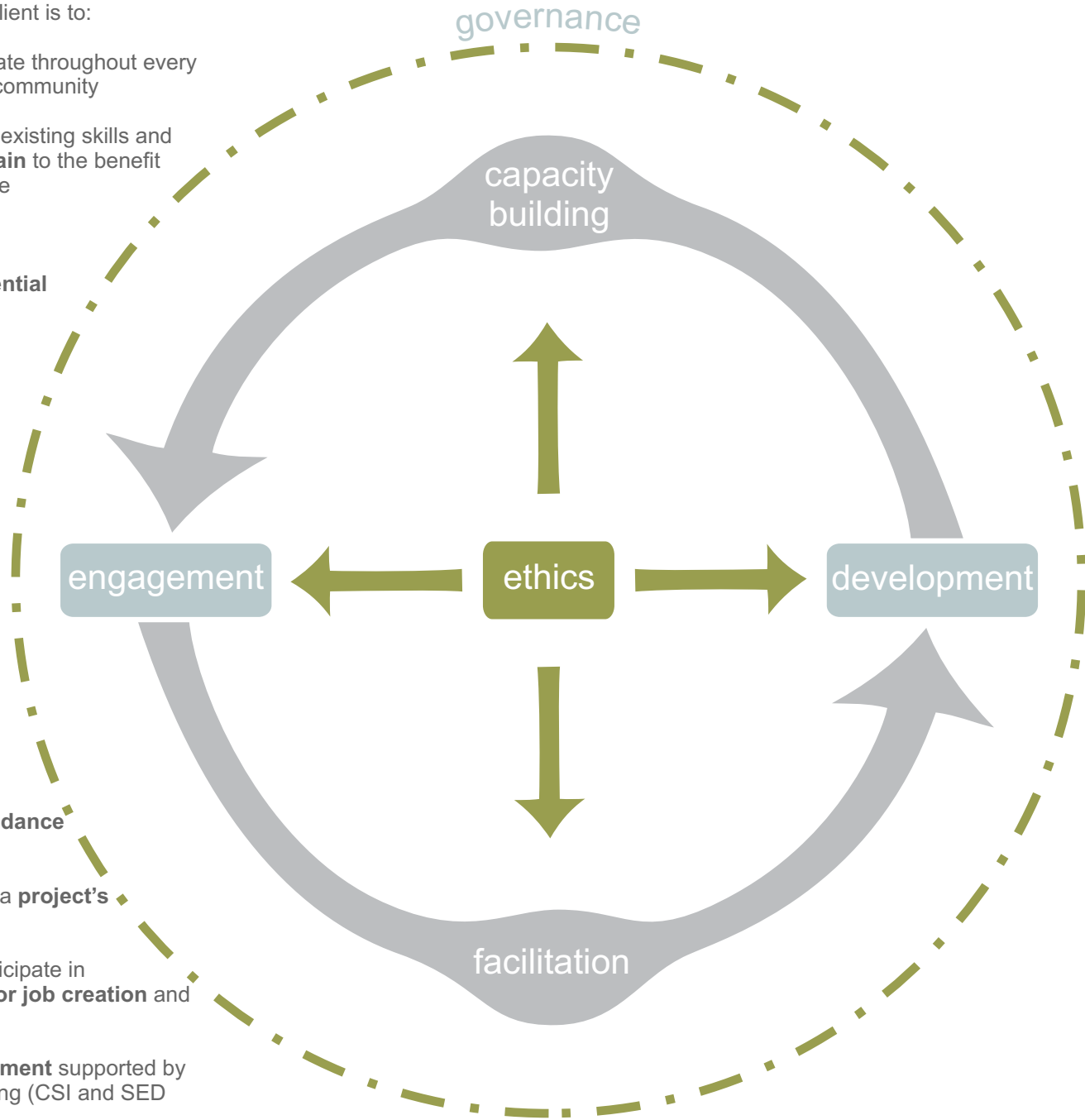
## CLIENT OUTCOMES:

The outcomes envisioned by Eyethu for the client is to:

- ensure that **ethical practices** permeate throughout every objective and process regarding the community
- **collaboration** with local businesses, existing skills and labour throughout a project **value chain** to the benefit of the **local economy** surrounding the implemented project.
- assist local business to meet the requirements to participate in **preferential procurement**, increasing **local job creation** and **enterprise development**.
- support existing local enterprises and social organizations through **optimal application** of social mandated spending to achieve maximum impact.

These outcomes create healthy communities that support and promote the client's interests. Eyethu is focussed on ensuring benefits to the community as stated above. To summarize, community benefits include:

- **ethical practices** that ensure protection of **community interests**, protection **against exploitation** of community resources and the **avoidance of corruption**.
- community **participation** throughout a **project's value chain**
- the ability for local businesses to participate in **project procurement** which allows for **job creation** and **enterprise development**.
- **social and local economic development** supported by project based social orientated funding (CSI and SED funding).
- the ability to become **generators** of their own **wealth**.





# core business functions and objectives

*"Entrepreneurs create products, services and jobs. They expand economies, improve people's lives, provide employment (high and rising wages) and bring about competition. A competitive environment, in turn, gives rise to efficiency, leadership and further innovations and entrepreneurial drive."*

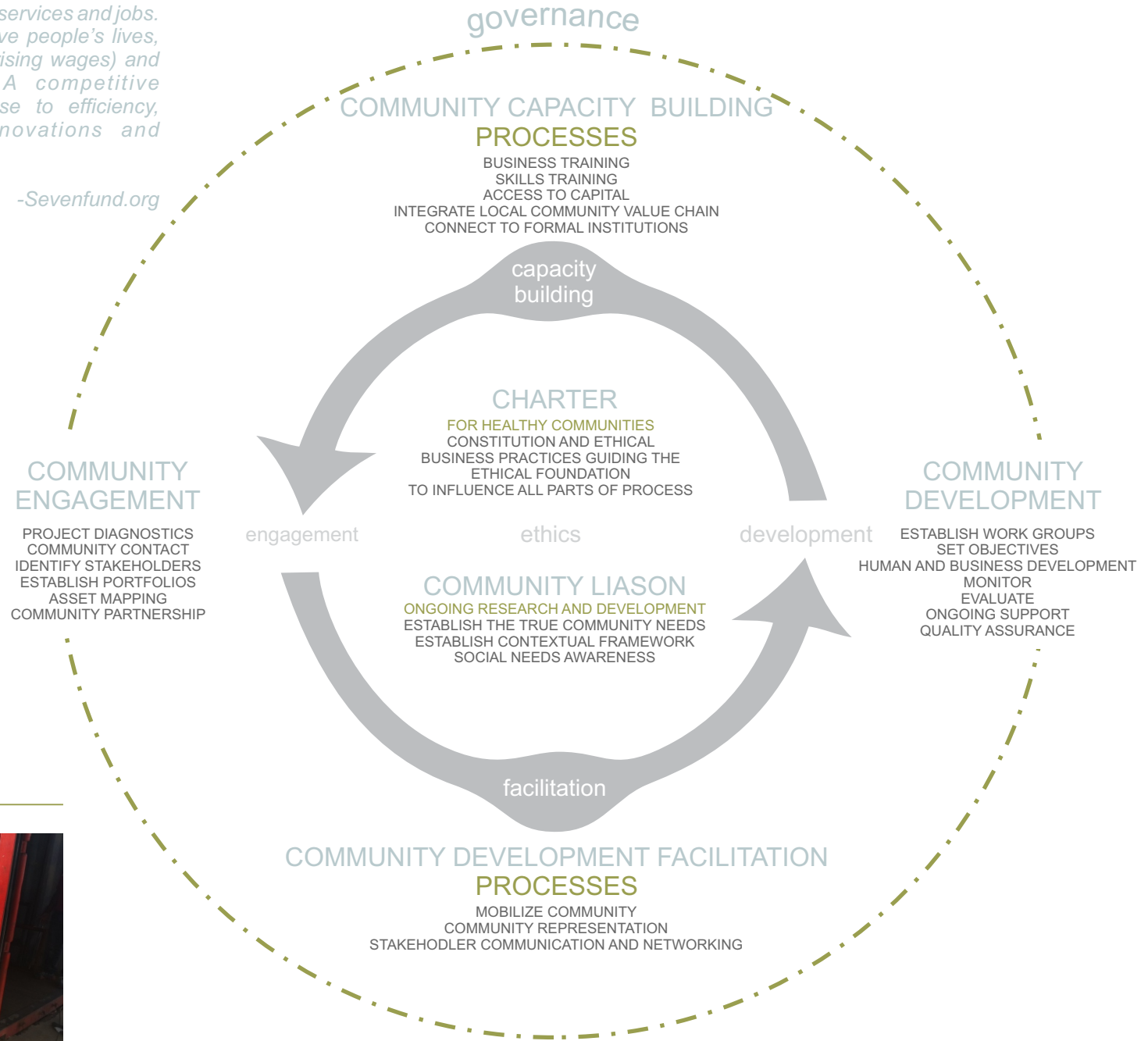
**QUOTE**

-Sevenfund.org

*"We cannot seek achievement for ourselves and forget about progress and prosperity for our community...our ambitions must be broad enough to include the aspirations and needs of others, for their sake and for our own."*

**QUOTE**

Cesar Chavez



## EYETHU TEAM:

The Eyethu team comprises of capable and motivated individuals that seek to transform urban African communities. The group is multi disciplinary and has a holistic integrated approach. Team members include:



### One Mokgatle

Bcom. Law

Key areas of experience include:

Develop leadership development programmes to university students and young professionals in the various industries; Corporate Social Investment and BEE environment particularly focusing on socio-economic development and enterprise development; community capacity building, assisting communities in the emerging market by developing sustainable strategies that ensure that development of communities and individuals occur effectively;

Past Positions:  
Head of Strategy (Gracefully Consulting); Socio Economic Development Project Manager (BEESA Group); Mobilisation Director (Campus Outreach Johannesburg)



### Koos Truter

M. Engineering Management (Cum Laude)  
B. Eng Hons. (Chemical)

Key areas of experience include:

Management consulting in the Support Services sector including corporate real estate; facilities management, production support services and commercial real estate services. Development of Support Services solutions, to supply and demand-side customers in the oil & gas, automotive, power generation, telecommunications, and corporate real estate sectors. Engineering management consulting and the transformation thereof into a facilities management operation. Production and operations management experience in the iron and steel, chemical processing, power generation, telecommunications and property industries. Process and technology development projects in the steel, process, and power industries. 5 years experience in the set-up, governance and management of NGO's



### Cobus Truter

B. Eng Industrial/Systems Engineering

Key areas of experience include:

Identification and development of social entrepreneurship programs; Evaluation and Management of local development projects; Strategy implementation and Operations management; Information system development; Development of entrepreneurship training programs; Training and mentoring of entrepreneurs. Focus area on the identification and exploration of social entrepreneurship opportunities. His work led to several emerging market-based projects in the housing, ITC, micro finance & retail sector.



### Werner Kruger

Bsc. Arch (Architecture)

Key areas of experience include:

Integrated development strategies in the emerging African market for the past five years. Involvement in business development, product design, community involvement programs, enterprise development, community development, new-urbanist walkable community planning. Focus area on development of concept proposals for government and private investment projects; building planning & design; development of alternative building methods; business and operations management experience in the support services sector.



### Vusi Sibanyone

Degree in Banking - UNISA (Part-time since 2005, Currently completed 2nd year of 4 years)

Key areas of experience include:

Coordinate and implant management principles in community driven projects; Identify and propose feasible revenue generating projects within communities; Develop business plans for projects in conjunction with the local economic development strategies; Coordinate implementation socio-economic infrastructure development projects that include initiatives such as personal development, skills training & entrepreneurship development; Facilitating training programs in financial management and computer literacy for SMME's; Community liaison officer and cultural interpreter.