



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Schweizerische Eidgenossenschaft
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Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

Swiss Confederation

Community Engagement Implementation

East London IDZ and Phuthaditjhaba Industrial Park



Background - ELIDZ



- ❑ In the context of the ELIDZ's Corporate Social Investment Policy, CSI is defined as: "The support by the ELIDZ, either financially or otherwise, in identified developmental areas, to organisations and projects that seek to address the social needs of communities and society-at-large in a positive and sustainable way."
- ❑ As such, the ELIDZ CSI Programme seeks to make a meaningful contribution to the promotion of social / community transformation and development, firstly in its immediate community and, secondly, throughout the greater Eastern Cape.



STRATEGIC COLLABORATION – Focus Areas



The ELIDZ's CSI Policy further identifies the following focus areas as the key pillars for ELIDZ activities:

Education: Supporting literacy, numeracy, educational infrastructure, teacher support, scarce skills, and tertiary-level bursaries to address priority needs.

Social and Community Development: Enhancing community infrastructure, social cohesion, food security, and advocating for local government support to uplift neighbouring communities.

Enterprise Development: Providing support for Small, Medium, and Micro Enterprises (SMMEs) through coaching, mentoring, partnerships, and community business development.

Sport and Youth Development: Backing youth and sports development, including infrastructure upgrades, skills development, and support for sports teams.

Skills Development: Empowering the unemployed through skill development for employment and entrepreneurship, fostering socio-economic self-sustainability.

Discretionary: Allocating 15% of the CSI budget to strategic initiatives guided by ELIDZ leadership, considering stakeholder relations and corporate citizenship.

Support levels for each focus area are flexible, adapting to changing CSI needs and trends.

STRATEGIC COLLABORATION – Target Groups & Areas

- Youth
- Women
- People living with disability

The ELIDZ CSI policy places emphasis on the following geographic spread of its CSI spend:

- 40% of spend to be prioritised on the immediate surrounding communities of Ward 46
- 35% of spend to be prioritised on the greater Buffalo City Metropolitan Municipality (BCMM) and former Border Region
- 25% of spend to be prioritised on the eastern rural part of the province.





ELIDZ's Approach for Community Collaboration: CSI Programmes



- ❑ **Better Understanding of the Current Community Status:** Gain a comprehensive understanding of the community's existing conditions.
- ❑ **Proper Needs Assessment and Analysis:** Conduct thorough needs assessments to provide relevant assistance that addresses specific community requirements.
- ❑ **Empowerment over Donations:** Prioritise empowering the community to be self-reliant instead of solely relying on donations.
- ❑ **Collaboration with Recognised Community Leadership:** Work in cooperation with established community leaders and organisations to ensure a more effective and sustainable impact.
- ❑ **Presence and Visibility:** Maintain a visible and active presence within the community to foster trust and engagement.
- ❑ **Development of Partnerships:** Establish and nurture partnerships with community stakeholders and organisations for a collective and impactful approach to community development.

Why Community Collaborations?



Community collaborations are essential for several compelling reasons:

- ❑ **Local Expertise:** Communities possess valuable local knowledge and expertise about their unique challenges and needs. Collaborating with them ensures that solutions are better tailored to these specific circumstances.
- ❑ **Resource Maximisation:** Collaborations allow for the pooling of resources, both financial and human, which can significantly amplify the impact of community initiatives.
- ❑ **Sustainability:** Engaging the community in collaborative efforts fosters a sense of ownership and responsibility, making it more likely that programmes and projects will be sustained over the long-term.
- ❑ **Cultural Sensitivity:** Working in collaboration with the community promotes cultural sensitivity and respect, ensuring that initiatives are culturally appropriate and respectful.

Why Community Collaborations?



- ❑ **Diverse Perspectives:** Communities are diverse, and collaboration can bring together a range of perspectives, creativity, and innovative solutions to complex issues.
- ❑ **Community Empowerment:** Collaborative efforts empower communities to take an active role in their own development, fostering self-reliance and independence.
- ❑ **Building Trust:** Engaging with communities fosters trust and positive relationships, which are essential for the success of any social or development programme.



ELIDZ Bursary Programme & MST Skills Development Foundation



- ❑ The ELIDZ has formed a partnership with the Mathematics, Science, and Technology (MST) Skills Development Foundation to bring our bursary scheme to life. This foundation is a collaborative effort between Amahlumela Research, Sustainability & Education Foundation, and the South African Black Technical and Allied Careers Organisation in the Eastern Cape.
- ❑ The core mission of the MST Skills Development Foundation is to enhance access to education in mathematics, science, and technology, crucially contributing to the growth of a highly skilled workforce. This aligns perfectly with the ELIDZ Bursary Programme's vision.
- ❑ Our bursary programme is a dynamic and transformative initiative aimed at empowering and supporting passionate students with a strong interest in Mathematics, Science, and Technology as they pursue their educational journey. We recognise the pivotal role these fields play in shaping a brighter future.
- ❑ Through our programme, we don't just provide financial assistance; we offer priceless educational opportunities. Our primary goal is to foster the development of the next generation of leaders and professionals.
- ❑ ELIDZ stands resolute in its commitment to making education accessible, thus actively contributing to the enrichment of skills and knowledge within our community. Join us on this inspiring journey toward a future defined by innovation, learning, and excellence.

Snapshot of ELIDZ CSI since 2021-23



Total Spending for 2021/22FY – R1 007 455.40

- ❑ Number of CSI Initiatives – 19
- ❑ Total Cost on CSI Initiatives – R457 455.40
- ❑ Number of bursaries – 11
- ❑ Total Cost on Bursaries – R550 000.00

Total Spending for 2022/23FY – R1 342 986.93

- ❑ Number of CSI Initiatives – 17
- ❑ Total Cost on CSI Initiatives – R592 986,93
- ❑ Number of bursaries – 15
- ❑ Total Cost on Bursaries – R750 000.00

Background- Phuthaditjhaba Industrial Park

- ❑ Phuthaditjhaba Industrial Park is owned and managed by the **Free State Development Corporation (FDC)**, an official economic development agency for the **Free State Province in South Africa**.
- ❑ The mandate of the FDC is to provide support to SMMEs, manufacturing, trade, investment promotion and facilitation.
- ❑ The Park is strategically located in the Eastern Free State and 40 km away from N5 and N3 high ways. There are 115 Large and 181 small factory units totalling **296 units**.
- ❑ Factories in the park are mainly rented for manufacturing and service industries and to a lesser extent retail i.e. wholesaling and storage with a lettable area of 257 360sqm and is sitting at 66% occupancy rate.
- ❑ The Park is counting for approximately **8000 jobs** with **R182 million investment**.
- ❑ In terms of stakeholder relations we working closely with Department of Trade, Industry and Competition (DTIC), Free State Department of Economic Small Business Development Tourism and Environmental Affairs (DESTEA), Municipalities and other agencies in the Province.

Phuthaditjhaba IP – Projects & Initiatives

- ❑ Signing of head leases in Residential and Commercial Property Portfolios (Shopping Centers & Residential flats)- Attraction of Private sector.
- ❑ Employment of local service providers and local people.
- ❑ Increase Occupancy rate by attracting investors and providing rental incentives in the Industrial and Commercial Properties.
- ❑ Cleaning Programme For Industrial Parks with the Department of Economic, Small Business Development, Tourism and Environmental Affairs – Destea (Employment of 50 community members for the period of twelve months).
- ❑ Reform Clothing and Textile Factories in Phuthaditjhaba Industrial Park with the Department of Economic, Small Business Development, Tourism and Environmental Affairs – Destea. Over 500 jobs to be created by assisting at least 10 factories in the park.



Phuthaditjhaba IP – Projects & Initiatives

- ❑ Free State Development Corporation entered into a strategic partnership with Maluti TVET College to assist in stimulation of district economy through enterprise development, training and special projects that will include skills development, trainings, business coaching and mentorship, business support and SMME development:
 - ❑ To instill entrepreneurial skills and mind-set to TVET College students and FDC Learners.
 - ❑ FDC identified the TVET College as a skills development facility that has enrolled young people eager to learn about entrepreneurship and partake in the local economic development.
- ❑ A tripartite agreement with Small Enterprise Development Agency and Department of Economic, Small Business Development, Tourism and Environmental Affairs for POP Up Store to show case local manufactured products and exhibition thereof.

Eco-Industrial Parks Programme

- ❑ EIP concept is about creating more resource-efficient and cost-effective industrial zones which are more competitive and risk resilient.
- ❑ In collaboration with National Cleaner Production Centre South Africa (NCPC-SA) and the United Nations Industrial Development Organization (UNIDO), FDC has identified 6 EIP opportunities for which pre-feasibility studies have been completed.
- ❑ The identified opportunities are aiming at mitigating challenges faced by the Industrialists and eventually collapsing the economy.
- ❑ First phase of the programme focused on identification of the opportunities.
- ❑ Second phase starting in 2024 will focus on implementation of the opportunities

Thank you

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