

**Datum**

2014-05-30

1 (16)

ICLD

International Centrum for

Local Democracy

Dnr 2012/0041

**Interim report year 2.**

# **Young Entrepreneurs**

**Tyresö Gymnasium**

135 36 Tyresö

Tel 08-5782 99 40

[www.tyresogymnasium.se](http://www.tyresogymnasium.se)

**tyresö kommun**



## PROJECT

### Municipal Partnership Programme

Project name: <b>Young Entrepreneurs</b>		Ref (to be filled in by the ICLD):
Amount applied for: Year 1: <b>500 000 SEK</b> Year 2: <b>500 000 SEK</b> Year 3: <b>500 000 SEK</b>	Length of project (1,2 or 3 years): <b>3 years</b>	

Swedish applicant organization: <b>Tyresö kommun</b>	Cooperation partner: <b>Theewaterskloof Municipality</b>
Project leader (must be employed by applicant organization): <b>Peter Österlund, Engineering Teacher, working at Tyresö gymnasium with the program "Ung Företagsamhet"</b>	Project leader (must be employed by partner organization): <b>Joanna Dibden Manager Local Economic Development Theewaterskloof Municipality</b>
Address: <b>Tyresö gymnasium</b>	Address: <b>6, Plein Street, PO Box 24</b>
Postal code: <b>135 36</b>	Postal code: <b>7230</b>
City: <b>Tyresö</b>	City and country: <b>Caledon, South Africa</b>
Telephone: <b>+46 707 924 008</b>	Telephone: <b>+27 (0) 28 214 33 00</b>
Fax: <b>08-742 39 30</b>	Fax: <b>+27 (0) 28 21 43 300</b>
E-mail: <b>peter.osterlund@tyreso.se</b>	E-mail: <b>JoannaDi@twk.org.za</b>

Contact: Peter Österlund, Tyresö Gymnasium 135 36 Tyresö. Tel +46707924008, fax + 46(8) 742 3930, e-post peter.osterlund@tyreso.se)

## Summary in English and Swedish

The project objective is to develop and establish a South African tailored entrepreneurial program for learners in secondary schools in Theewaterskloof (TWK), based on the Tyresö model of “Ung Företagsamhet”. The purpose of the program is to prepare, enable and empower the school going youth in TWK – and Tyresö – with the confidence and skills to take responsibility and create their own jobs when leaving school and entering the labor market.

The project’s timeframe is 3 years June 2012- June 2015.

Year 1, June 2012 to August 2013: Preparation and planning for a pilot of a one year long entrepreneurial program for learners in secondary school in TWK.

Year 2, September 2013-June 2014: Implementation of the young entrepreneur pilot program for youth aged 14-18 years of age in TWK.

Review of the project plan towards the end of the 1<sup>st</sup> Phase in 2013, revealed that certain assumptions made during planning needed to be corrected as those impacted on the implementation of the project.

Activities:

- Visit from Tyresö to TWK in the beginning of December 2013, to meet with the Project Team TWK, evaluate **the pilot in progress**, compare assumptions to realities, address challenges and look for local solutions to those challenges. Meet the Project participants and attend Business Concept Presentations, where 4 participating teams where to pitch their business ideas to a panel. Present progress and way forward to TWK Steering Committee.
- Visit from TWK to Tyresö in March 2014 for the Stockholm Young Enterprise Fair and presentation of the Biggest Deal Challenge ( a program adopted from the Young Entrepreneurs, Sweden , based on lessons learned and addressing local realities. Biggest Deal concept presented to Steering Committee and South African Ambassador to Sweden, Ms. M. D. Marasha.

All planned activities were carried out as planned and the amended entrepreneurial program befitting South African conditions and realities have been developed and adopted to **The Biggest Deal Challenge**

Projektets syfte är att utveckla och etablera ett skräddarsytt entreprenöriellt program för elever i gymnasieskolor i TWK i Sydafrika, baserat på Tyresös modell av "Ung Företagsamhet". Syftet med programmet är att förbereda och ge de verktyg som skolungdomar i TWK - och Tyresö behöver för att med självförtroende kunna ta ansvar och skapa sina egna jobb när de lämnar skolan och kommer ut på arbetsmarknaden.

Projektets tidsram är på 3 år, juni 2012 - juni 2015.

År 1, juni 2012 till augusti 2013: Förberedelser och planering för en ett års långt entreprenöriellt pilotprogram för elever i gymnasiet i TWK.

År 2, juni 2013 till augusti 2014: Genomföra ett ett års långt entreprenöriellt pilotprogram för elever i gymnasiet i TWK.

Revidera projektplanen i slutet på piloten då en del antaganden visade sig vara felaktiga och det påverkar genomförandet av projektet

Aktiviter som genomförts:

- Besök från Tyresö till TWK i början av december 2013. Träffa projektgruppen i TWK och utvärdera piloten, jämföra antaganden mot verkligheten, identifiera utmaningar och ta fram lösningar på dessa utmaningar. Möta projektdeltagarna och lyssna på de fyra lagens presentationer av deras affärsidéer. Presentera för TWKs styrkommitté vad som gjorts i projektet och förslag på hur vi går vidare till.
- Besök från TWK till Tyresö mars 2014. Besöka "Våga vara egen" på Stockholmsmässan. Diskutera "Biggest Deal Challenge" ett program utvecklat för Sydafrikanska förhållanden, inspirerat av Ung företagsamhet i Sverige. Presentera "Biggest Deal Challenge" för den svenska styrkommittén och Syd afrikansk ambassadör i Sverige, Ms VD Marasha.

Alla planerade aktiviteter genomfördes som planerat. Det för Sydafrikanska förhållanden .skräddarsydda entreprenöriella programmet Biggest Deal Challenge har utvecklats och startats.

## Background and problem description

Tyresö Municipality has a tradition of international contacts and exchange, partly through twin town cooperation. But the municipality management wanted to find new partners and forms of cooperation to establish a long-term partnership for mutual learning, cooperation and development. When discussing new potential international partners, the municipality management in Tyresö was interested in South Africa (SA), due to the long history of connections between Sweden and SA, and to the political change and democratic process starting during the 90s. SALAR helped Tyresö to get in touch with Theewaterskloof (TWK) and the two municipalities saw a lot of potential in a mutual, long-term partnership.

Tyresö and TWK applied and were granted funding from ICLD for an inception phase, dnr 2011/0042. During this period the two municipalities wanted to investigate potential areas of cooperation, but also discuss and find out if Tyresö's model for working with young offenders could be something to build upon in TWK. Four councillors and the CFO from TWK visited Tyresö in August 2011 and three councillors and three officials from Tyresö visited TWK in November-December 2011. At the end of each visit we had a workshop to discuss potential areas for one or two cooperation projects between the municipalities.

As a result of these workshops, we decided not to focus on the work with young offenders in our future projects, since this work is a state matter in SA and not the responsibility of the municipality. However contacts were made with parties that were interested in the Tyresö model and informal contacts will continue, but not within a specific project.

A weakness during the inception phase was that we were not fully aware of the differences in scope when it comes to a municipality's responsibilities in our respective countries. A strength was the mutual and very strong commitment from everyone involved to work together and learn from each other to benefit the citizens in our municipalities. We found many areas for future potential projects and we have already learnt a lot from each other, picked up ideas from our exchange and started to integrate them in our work at home.

With the planning phase coming to an end, project teams had an opportunity to reevaluate the realities against the initial assumptions made during the planning phase and were in position to reengineer the project in order to mitigate those challenges. The Biggest Deal Challenge has then been adopted as the South African program corresponding to the "Ung Företagsamhet" in Sweden

## Problem description

Youth unemployment in the Theewaterskloof region was last pegged at 19.8% (2011) and poses a real threat to overall economic sustainability.

Lessons learned during the planning/testing phase uncovered new underlying causes to the problem, reaching much deeper than lack of employment opportunities for youth.

The core of the problem seems to be embedded in the social structures of the communities, whereby young people no longer believe they are worth the effort of trying to improve their livelihoods (a belief which is reaffirmed at schools and homes). Low self-esteem, apathy, family circumstances, substance abuse and lack of networks to access opportunities are some of the reasons for the lethargic state young people find themselves in.

## Participants and target groups

For list of the individuals taking part in the visit to Tyresö respectively TWK see below Activities.

- Learners from the Junior Council (JC) of the Theewaterskloof Municipality. The JC of TWK shall be the target group for purposes of the pilot study. The Council consists of elected learner leaders from each of the nine (out of ten) secondary schools within the TWK area.
- Participants (Teams) which has signed up to the Biggest Deal Challenge.
- Partner organizations, sponsors and contributors to the Biggest Deal Challenge in TWK.
- Learners ( two classes) from Tyresö Gymnasium have presented their companies to visitors from TWK

## Achieved goals in the project:

### Overall objective -, the vision was

- Reduce youth unemployment and increase the number of young people creating their own jobs as well as jobs for others through starting enterprises, thus also supporting themselves and paying taxes.

### OUTCOME:

As the target participants are school going youth, the target will be measurable only in year 3, however, much progress has been made in

engaging the youth in trying a hand in small business initiatives, ranging from garden maintenance to babysitting.

- Develop an entrepreneurial spirit, mentality, confidence and skill of the school going youth to enable them, when entering the labour market, to create their own jobs instead of relying on the state and the formal business sector to do that for them.

#### **OUTCOME:**

This target has been reached, with the reengineered Young Entrepreneur concept of Biggest Deal Challenge being launched. 28 teams have signed up to participate, equating to 149 young people in the program.

Teams comprise of both female and male participants, without prejudicing any of the genders in any manner. The program is equally available to boys and girls and does not favor any particular gender.

- Through the entrepreneurial program TWK can provide greater substance to the attempts of the municipality to stimulate its local economy through e.g. tourism, small business development and entrepreneurship. Local Economic Development is considered a critical cure in alleviating the levels of poverty in TWK and in dealing with the effect thereof, for example alcohol and substance abuse, gangsterism and crime, teenage pregnancy amongst the youth.

#### **OUTCOME:**

The Biggest Deal Challenge and the Partnership with Tyreso has brought the municipality and private sector closer together, aiding the drive towards sustainability and improved dialog.

Recently hosted Business Breakfast saw 48 private sector partners participate with over 25 pledges being made towards the Biggest Deal.

Such interaction and improved collaboration with the business sector contributes to improved socio-economic environment and strengthens community's involvement in fighting crime and substance abuse.

## Project objective

- The project objective is to develop and establish a South African tailored entrepreneurial program for learners in secondary schools in TWK, based on the Tyresö model of “Ung Företagsamhet”. The purpose of the program is to prepare, enable and empower the school going youth in TWK – and Tyresö – with the confidence and skills to take responsibility and create their own jobs when leaving school and entering the labor market.

This objective has been achieved, with The Biggest Deal Challenge developed as a South African response to “Ung Företagsamhet” in Sweden.

## Achieved results

### Summary on progress in regard to the Biggest Deal

#### Teams Registered:

RSE	x 1 team
Caledon	x 1 team
Tesselarsdal	x 1 team
Grabouw	x 17 teams
Genadendal	x 3 teams
Greyton	x 1 team
Villiersdorp	x 4 team

**Total participants 149 youngsters**

#### Next Step:

Induction day scheduled for the 26th June where teams will be meeting with mentors and business partners and will be taken through each of the tasks in the challenge.

## Activities

### Tyresö visiting Theewaterskloof December 2-8 2013

#### Participants from Tyresö Gymnasium

Ms Helene Bergström. Headmaster  
 Mr Peter Österlund. Teacher  
 Ms Lisbeth Ozel Teacher

Ms Jonna Hedlund. Student

Mr David Odelius. Student

### **Purpose of the visit**

Review and revisit set objectives as per planning phase. To touch base with the Project Team TWK, evaluate the pilot in progress, compare assumptions to realities, address challenges and look for local solutions to those challenges. Meet the Project participants and attend Business Plan Presentations, where 4 participating teams were to pitch their business ideas to a panel. Present progress report and recommend way forward to TWK Steering Committee.

### **Outcomes**

The evaluating of the pilot showed that some of the assumptions the pilot was based on was wrong. The pilot didn't attract as many learners we hoped for. The pilot was not a failure because we learn a lot and were able to revise the plan forward. We presented our evaluations of the pilot and different way to go forward with the project to the TWK Steering committee. Appendix: Report on the Planning Phase (Powerpoint presentation) and Closure report on the planning phase project Young Entrepreneurs

The presentations were straight forward and clearly pointed out the challenges but also suggestions how to proceed. We sought support and guidance how we would move forward. The steering committees expressed disappointment and were not satisfied with the result. They wanted the project teams to present a new strategy. TWK project team developed the "Biggest Deal Challenge". Appendix: Biggest Deal Presentation 2014 and Appendix 2 Biggest Deal summary on progress.

### **Theewaterskloof visiting Tyresö March 17-21 2014**

#### **Participants from Theewaterskloof**

The visit comprised of 1 teacher, 2 students, 3 officials: project manager, project coordinator and senior management representative:

Ms Joanna Marzec-Visagie (ex Diben) Project Manager YE – Project, TWK Municipality

Mr Cecil Davids Project Leader: Logistic & Coordination, TWK Municipality

Ms Belinda Swartland : Deputy Director , Development

Mr Ronald Phillips, Groenberg High School : teacher

Ms Chivonne Cyster , Learner, Groenberg High School, Mayor to the Junior Council

Mr Justin Samuels, Learner, Swartberg Secundere, winner of the Business Concept presentations in December 2013.

The students were selected based on the following:

- Justin Samuels was the winner of the Business Concept presented to a panel of business sector experts including Tyreso Project Team in December
- Chivonne Cyster is the Mayor at the TWK Junior Council, an organization comprising of young leaders learning the workings of local government.

### **Purpose of the visit**

The purpose of the visit was to showcase and introduce the newly developed concept, the Biggest Deal Challenge to the members of the Swedish Steering Committee, also to introduce and market the concept to the South African Ambassador to Sweden, Ms M. D. Marasha, who showed great interest in the partnership and the Young Entrepreneurs project, regarding it as an innovative and much needed approach to the challenges South Africa has to meet.

The visit to the “Våga vara egen” Fair was an added benefit, where the learners and teachers could interact with their Swedish counterparts and be inspired with ideas to take home and test in their local environment.

The teacher accompanying the team was selected because of his involvement, mentorship and active participating in entrepreneurial programs in his school.

The municipal team was selected by the South Africa Steering Committee, TWK.

### **Outcomes**

For the team, one of the most visible value adds of the project has been the confidence and paradigm shift of the students participating.

The increased maturity and personal growth, the ability to amalgamate various subjects within this project, provided visible progress contributing to personal development of the young participants.

The team felt that the benefit of this project to the individual student is invaluable. The success is not measured by how well the business is doing but by the personal growth of the participant.

The practical approach allows for different learning methods where theory is applied in practical scenarios, which also accommodates participants who are at

different levels and have different learning abilities.  
Learning by doing, galvanizes the theory within practice.

**The reflections from the education sector** (teacher accompanying the group).  
This visit has been very enlightening, there are opportunities to learn from processes such as, establishing of the companies, practical implementation of the establishment and closure of companies, the comparison of real application of business plans, how it looks on paper vs how it translates in the real world.

*Mr. Philips* (teacher) saw many exciting ideas he is keen to implement now in South Africa upon his return and he saw the mere opportunity to exchange ideas with other students and teachers of incredible value.

Potential opportunity for expansion; looking to have student exchange program, where students would visit the country for 2-3 weeks at a time.

#### **Reflections of the South African students:**

*Justin*, 16 years of age, Grade 11 student, winner of the business concept competition of 2013.

“Swedish students seem to recognize and respond to opportunities; they grasp it and build on it. The students are creative and encouraged to be inquisitive and question things. According to Justin, South African students are bypassing and wasting many opportunities, whereby students in Sweden are more mature, more competitive and more ready and equipped for adult life. “

It could be that it is because of the upbringing or culture or general different way of thinking, where people feel free to express their ideas, ideologies and beliefs.

Student teacher relationships; “In SA teachers are more authoritative, while in Sweden it seems to be more like a partnership, where students feel free and comfortable to address and engage with the teacher. Their motto, to get respect you need to give respect.”

The authoritative relationship between teachers and students in South Africa does not seem to encourage free flow of thinking and creativity.

Although, he also understands it could be easy for teachers to be derailed by the students, if they engage in lengthy discussions all the time.

*Chivonne*, 16 years old, Grade 9 student, also the Mayor for the Junior Council. According to her, Swedish kids come across very independent, compared with the culture of teaching, the small classes and ability to choose classes is unimaginable in South African schools. Chivonne felt that South African teaching system appears more focused on the individual (what is good for me?) rather than the overall benefit for the school or a class or a group. In her opinion, Swedish kids seem to be less driven by individual gain and happier to work in a team.

**Objective of the visit has been achieved.**

**Businesses Breakfast held on the 22nd May in TWK generated the following pledges from corporate partners:**

1. Villiersdorp Business Chambers – sponsor team
2. Cherry on Top Hair Salon - sponsor team
3. Alan Transport - financial and mentorship
4. SAB – sponsor a team + mentorship
5. Fynbosland Consultancy: mentorship and business plan software
6. Realnet : sponsors team and mentorship
7. Derri Farenheim (RSE Finance) - accounting, bookkeeping, business plans
8. Elgin Learning Foundation - research , mentorship and coaching
9. Prestige and TFG (foshini group) – mentorship, coaching + TFG voucher
10. Genadendal transport - mentorship for groups in Genadendal
11. Stephen Young - mentorship and sponsorship
12. Linda Farenheim - public speaking and presentations
13. Sikhula Property Development - mentorship, sponsoring team, financial support in between
14. Grabouw Business Junction - seed funding
15. Invusa Trading - seed capital and mentorship
16. Forfebs Pty Ltd - mentorship
17. Debrah Smoek - marketing and tourism mentoring
18. Rabbit in the Hat - marketing and PR workshop
19. Midas - mentorship and business coaching
20. Caledon Casino - venue and equipment, “Reel Deal Kids”, spa entrance, mentorship and coaching by the entire exco team, offer to expand support by Tsogo nationally
21. Mr Chris Punt; tutoring and agri business farming to an agri team
22. Overberg Agri - mentor, business coach, sponsor team and R10 000 prize money

23. Caledon Toyota - mentor and team sponsor
24. MyBudgetFitness: mentorship, funding , structure and systems for admin
25. Absa - R10 000 prize money, mentorship, branch assistance, task assistance
26. Gerald Francis - mentorship
27. 5D Advertising: mentorship

### **Marketing:**

- Posters and flyers designed, printed and distributed to all 10 High schools, town offices and libraries
- Libraries kitted out with branded boxes for team entries
- Website designed, [www.biggestdeal.co.za](http://www.biggestdeal.co.za)
- Facebook and twitter went live end of April
- Web system in place to route website entries to one e-mail account
- Distribution done through Junior Council agents
- Met with individual school principals
- Presented to Junior Council on the 26th May

### **PR:**

- Letter of support to businesses published in Kontreinuus
- Article on this initiative featured on LeadSA website and Kontreinuus
- Radio interview with Radio Overberg (aired on Smile 90'4 FM)
- Press Releases released:
  - o call for business support and mentorship
  - o Theewaterskloof Youth being Entrepreneurial
  - o Letter from the Mayor calling for businesses to participate

### **Sustainability and dissemination.**

With the Biggest Deal Challenge attracting private sector buy-in, it is envisaged to regard this as an annual event.

The project design allows for upscaling and expansion into other areas of intervention, such as small business support for existing enterprises and sector based support (agriculture, tourism etc).

This initiative has potential to be scaled up to the District and Provincial levels.

The Biggest Deal Challenge, the concept, mobilisation of participants and private sector, update on progress and follow up on the teams has been done through social media and website [www.biggestdeal.co.za](http://www.biggestdeal.co.za).

Articles have also been published in the local newspapers, 1 radio interview and LeadSA, a social change organisation published an article on their website about this initiative.

### **Decreased poverty**

In terms of direct financial beneficiation, it is too early to draw conclusion, actual results of the implementation and financial benefits will be measured in August 2014, once the teams have submitted their financial results.

However, there has been strong impact on improved dialog with the private sector, business sector willingness to contribute to this initiative, both financially and through mentorship and business coaching, creating conducive environment for the participating teams to thrive.

### **Mutuality**

The exchange visits allowed us to reflect on lessons learned from the 1st phase and repackage the South African solution to UF in a way which would address the challenges experienced to date and still carry the main thread of the program which is exposing the youth to entrepreneurial activities in real time scenarios.

The benefits of this partnership are clear, as described in the reflections of educators and students in the report above. Being able to participate in the UF Fair and to be exposed to such injection of ideas and creativity left a very strong impression on both South African teachers and students.

The opportunity to present the Biggest Deal as well as the TWK/TYRESO Partnership to the SA Ambassador Ms. Mandisa Dona Marasha, has given this project an added clout of prestige and allowed both project teams to escalate the levels of engagements to another level. The support and encouragement received from the ambassador has been indeed very positive and both teams felt optimistic that the good will and enthusiasm that the project received to date, bodes well for the future.

The ambassador expressed interest in speaking to others in her networks about this project and was very proud of the partnership (TWK/Tyreso) being active, with project teams from both countries working so closely together, exchanging ideas, supporting each other, being a good example of how a true partnership should work.

Both project teams recognize that many lessons have been learned in Phase 1 and many are still to be learnt in the future. Both teams are excited to be moving forward in the partnership, building on work done to date, mobilizing resources and support for the Biggest Deal as well as looking for ways to achieve most value out of this relationship and allow as many people as possible to have an opportunity to learn, be part and experience this cultural and educational exchange.

## **Environment**

The flights have been bad from an environmental view. When TWK has been visiting Tyresö we have used public transportation as much as possible and we are planning to use videoconferences.

The Young Entrepreneur project resonates with the reuse, reduce, recycle (in some cases upcycle) philosophy, as resources for South African participants are limited, looking up to making waste work is one of the easiest and quickest options for additional cash.

The roll out of buy back centers throughout the municipality (where communities could bring their recyclables in exchange for vouchers or goods) are mostly operated adjacent to schools and encourage learners to see value in 'trash'.

Events such as "Trash to Treasure" festival, eco-brick making competitions and community gardens all lead to communities learning to sustain themselves and creating entrepreneurial activities in their localities, which not necessarily require substantial capital input.

Bartering and food exchange initiatives have also started to become popular, giving opportunities for home gardeners to exchange their produce with one another, or sell at a local weekly market.

## **Gender equality**

In the project all has been given equal opportunity to participate regardless of gender. When we visited each other we have had a good balance between gender both among students, teachers and other adults. The students' reflections during these visits have been very valuable.

The project continues to provide equal opportunity of participation to both boys and girls.

## Co-operation climate

The cooperation between both project teams has been good.

Written reports and feedback to Steering Committees are done jointly (as one voice) and there is close collaboration and communication between Project Team Tyreso and Project Team TWK.

The exchange visits allow for strategic sessions, reviews, revisions and brainstorming sessions, when looking for alternative solutions to challenges. The visits also aid greatly to improve the learning of countries, leadership styles, differences in organizational cultures and structures.

Both teams feel they have benefited from the exchange.

## Other financiers

There are no other financiers.

## Cost accounting

See appendix

## Payment

Swedish bank account 5674-3529 Referents 106-92230-111008

**Tyresö 140530**

**Theewaterskloof 140530**



**Peter Österlund**  
**Projectleader Tyresö**

**Joanna Dibden**  
**Projectleader Theewaterskloof**