

**GO
GLOBAL II
IMPACT EVALUATION**

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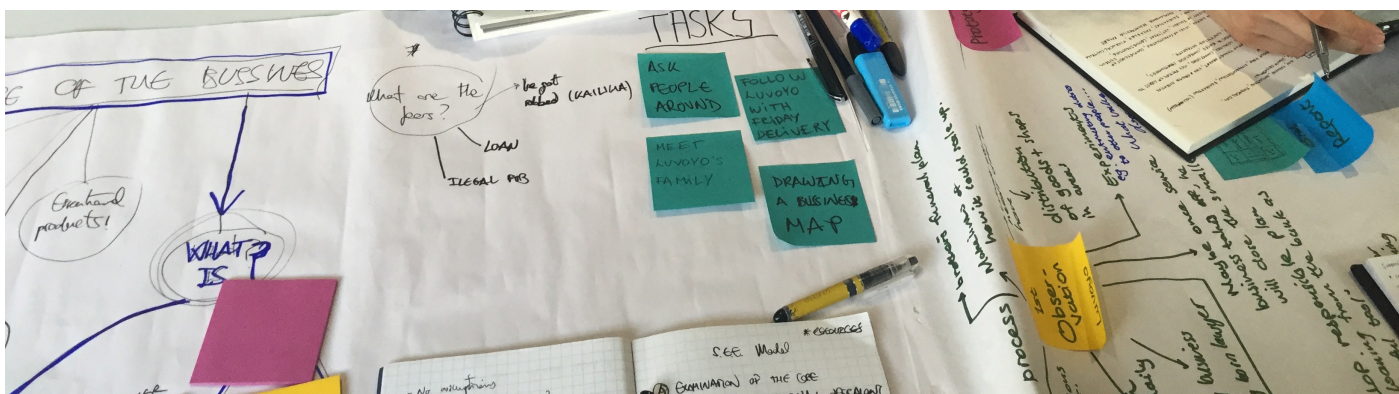


INNOVATION DESIGN ENGINEERING

Innovation Design Engineering (IDE) is a double Masters that has been run jointly with Imperial College London for over 35 years. It is a leading-edge, creative product development course that involves experimentation, design, engineering and enterprise activities. The programme is externally facing and encourages all to tackle important real-world issues involving advanced technical, design and social parameters. We believe that design is a verb not a noun.

Participants in IDE take advantage of the skills and cultures of two very different organisations: a predominantly technical university (Imperial College London) and a college of art and design (Royal College of Art). The result is the rigour and precision of science, technology and engineering in combination with the inspirational and creative aspects of design. In multidisciplinary teams or as individuals, IDE students work at the centre of complex, demanding projects with an emphasis on prototyping and proving propositions.

IDE is looking to create a new type of designer, one that has innovation-focused thinking, refined design skills and engineering or technology mastery. Their remit is to fully exploit creativity, to deliver social and economic benefits through design and to achieve commercial success through innovation and identification of genuine needs. As a consequence, our new product and service ideas are supported by strong business cases. We use the Human-Centred Design and Lean Start-Up methodology in parallel, which reliably leads to innovative solutions with a high chance of success in the marketplace.



THE GO GLOBAL MODULE

Design is a global activity, and the programme fully embraces international project scopes. In the first year of Innovation Design Engineering (IDE), students work on a project, called GoGlobal, in partnership with another country. The IDE class travels to the partner country, bringing together staff and students from institutions around the world for an educational cross-cultural partnership aimed at tackling regional or national scale socio-economic issues.

In the past, IDE collaborations have included exploring rural–urban migration issues with Tsinghua University, Beijing, China; the future of food at Tsukuba University, Japan; and considering the growth of the creative industries in Ghana. The programme also has strong collaborative links with universities around the world.

In its 12th year GoGlobal 2016 brought the students of IDE, from the Royal College of Art and Imperial College London, to Cape Town, South Africa for the 3 week cross-cultural partnership.

They were tasked to design and implement an innovative solution to help informal traders address the challenges they face. The informal economy includes people engaged in trade of goods and services such as waste collection, home-based care work, hair salons and street trade. As a sector that consists of both ‘survivalists’ and ‘opportunists’, these goods and services are a creative option for self-employment and provide affordable, convenient goods and services to local communities, making up approximately 12% of Cape Town’s economy.

Under the guidance of in-country partners students were paired with traders from townships to come up with real world solutions for a sustainable enterprise.



OUR MISSION

EVALUATING IMPACT

For the first time in GoGlobal history, 2016 saw a phase 2 follow up trip. The purpose was to assess the impact 6 months after the initial projects with the 12 entrepreneurs in Cape Town.

Three returning students from IDE and two local Capetonians, together with the support of the RCA and Reciprocity, visited and interviewed all 12 entrepreneurs to assess the impact of the projects undertaken.

The mission was to devise a method of evaluating the impact based on the adoption and relevance of the solutions proposed. In addition to this, special considerations were made when evaluating external factors that may have affected individuals and their businesses.

Understanding the impact and relevance of the work done over an intensive 3 week project is a critical learning outcome for the GoGlobal module as a whole moving forward.

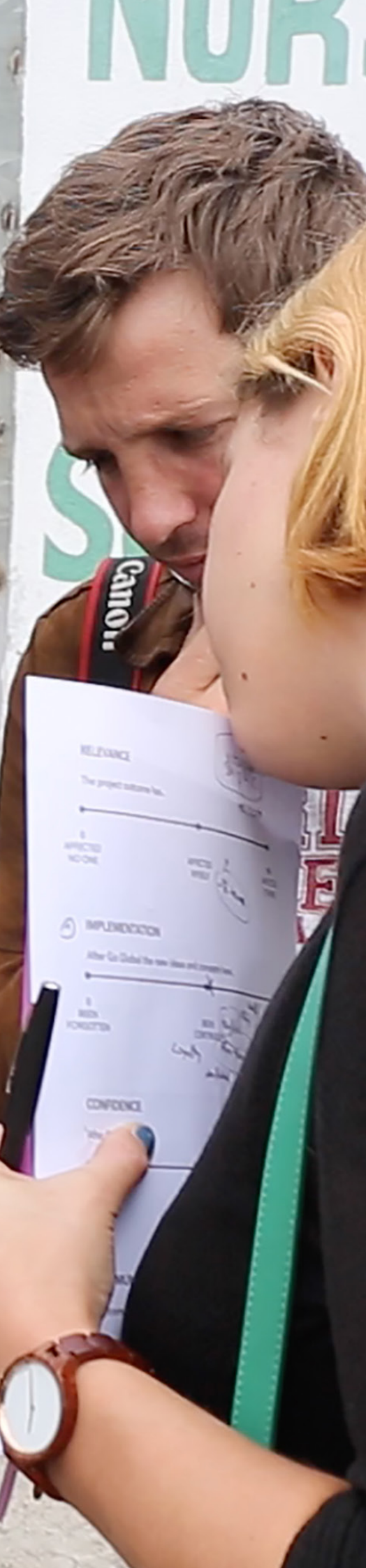


PARTNERS

Reciprocity, a consultancy based in South Africa, that specialises in inclusive business and social enterprise models. They conduct action-based research at the base of the economic pyramid, seeking to maximise the positive economic, social, and environmental impact of the private sector in low-income communities.

The Royal College of Art assignment, starting in March 2016, has provided them with invaluable and refreshing new insights on enterprise development, by combining best business management practices with RCA's unique abilities for human-desired design and innovation.





THE PROCESS

Understanding the present context of the entrepreneurs to devise a methodology for evaluating impact

THE EVALUATION PROCESS

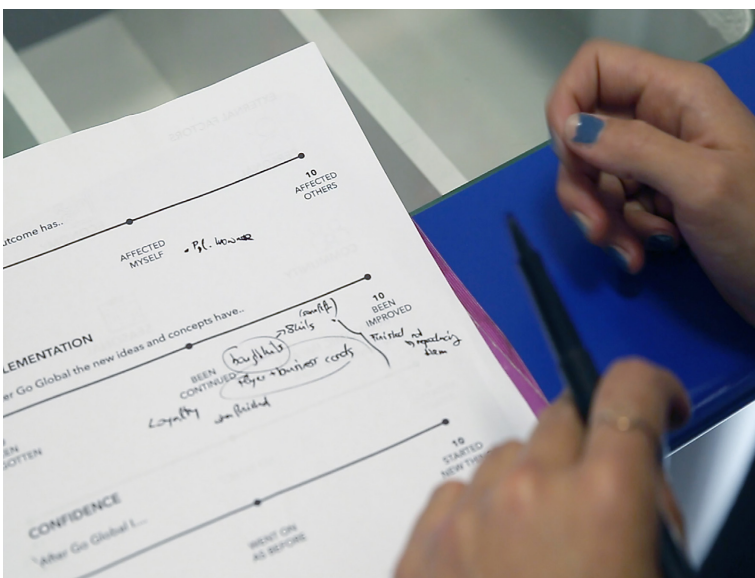
The evaluation process was all about reconnecting with the individuals and seeing, first-hand, how they are doing. This allowed us understand the evolution of their lives and businesses over a six month period since the proposal of the students recommendations.

UNDERSTANDING THE CONTEXT

Interviews with entrepreneurs took place across the Cape Townships of Gugulethu, Nyanga, Kwalanga and Khayelitsha. We visited each entrepreneur at their home or business. The visits were very successful and we were welcomed back warmly; reinforcing the value of the return mission.

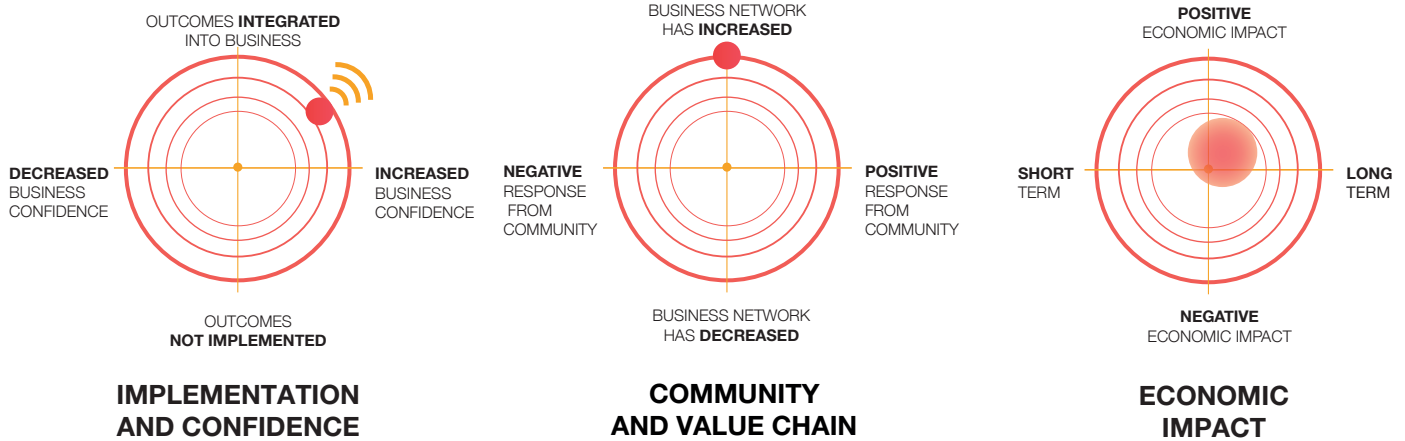
For recording purposes, it was important to devise a method before the interviews to visually map the indicators and factors that we needed to consider while interviewing each entrepreneur. Working through this framework, we were able to learn about the context and appreciate that these are individuals who's lives have indeed been affected by the collaboration with the GoGlobal project.

The indicators for impact included the relevance of the project and if it affected themselves or others, if the concepts were implemented or even improved, if they had greater confidence to start new things or if they continued as before, if the community reacted with indifference or showed more support, if the results had an economic impact and if their business network had grown.



HOW TO READ THE INDICATORS

The example below shows the indicators used to evaluate impact. Factors are paired to show relational change within a given area of impact (eg. Economic Impact compared over time). The point recorded is subject to our understanding of the context - a solid dot shows greater confidence in our evaluation, whilst a larger, faded dot shows a less quantifiable understanding. Ripples represent further development beyond our given solutions.



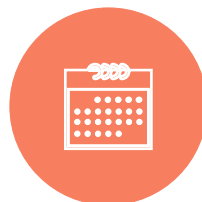
EXTERNAL FACTORS



PERSONAL



ECONOMY



SEASONAL



COMMUNITY

It was clear that the changes over time for the entrepreneurs were not only subject to the impact of the three week GoGlobal project, for this reason it was important to highlight the external factors which effected both their personal lives and business. This allowed us to try and separate the two, to better understand the relevance and true impact of the project proposals without being influenced by external factors.

OVERARCHING THEMES

As there were twelve entrepreneurs from very different businesses, including a hairdresser through to a carpenter, it meant that each evaluation was very much based on their individual experience of the project. To understand the impact of GoGlobal as a whole, we found it compelling to draw links between the positive outcomes across all projects which gave rise to a few overarching themes.

For future GoGlobal trips, we believe that these are important learning outcomes to take forward to better understand the cross cultural design process.



SMALL STEPS OPEN DOORS

THINK OF PRACTICALITY AND KNOW WHEN AND WHERE TO APPLY DESIGN



UNDERSTAND THE CONTEXT

PROPOSALS SHOULD FIT WITHIN THE WIDER ECOSYSTEM YOU ARE OPERATING IN



BE AWARE OF TIMING

SEASONAL, PERSONAL AND SOCIAL EVENTS COULD UNDERMINE OR ENHANCE YOUR CONTRIBUTION



RATIONALITY IS NOT UNIVERSAL

RECONSIDER IDEAS FROM A LOCAL PERSPECTIVE



RESPECT CULTURAL VALUES

LEAVE IDEALS AND PRECONCEPTIONS AT THE DOOR
INSTEAD FIND AND UNDERSTAND DIFFERENCES



BUILD BRIDGES

CREATE INTRODUCTIONS AND ENCOURAGE COLLABORATION



IMMERSE PARTNERS IN THE PROCESS

ENCOURAGE GREATER INVESTMENT IN THE OUTCOME



STRENGTHEN IDENTITY AND PRIDE

FRAME THE ENTREPRENEURIAL STORY TO ENCOURAGE
OWNERSHIP AND GROW PERSONAL IDENTITY



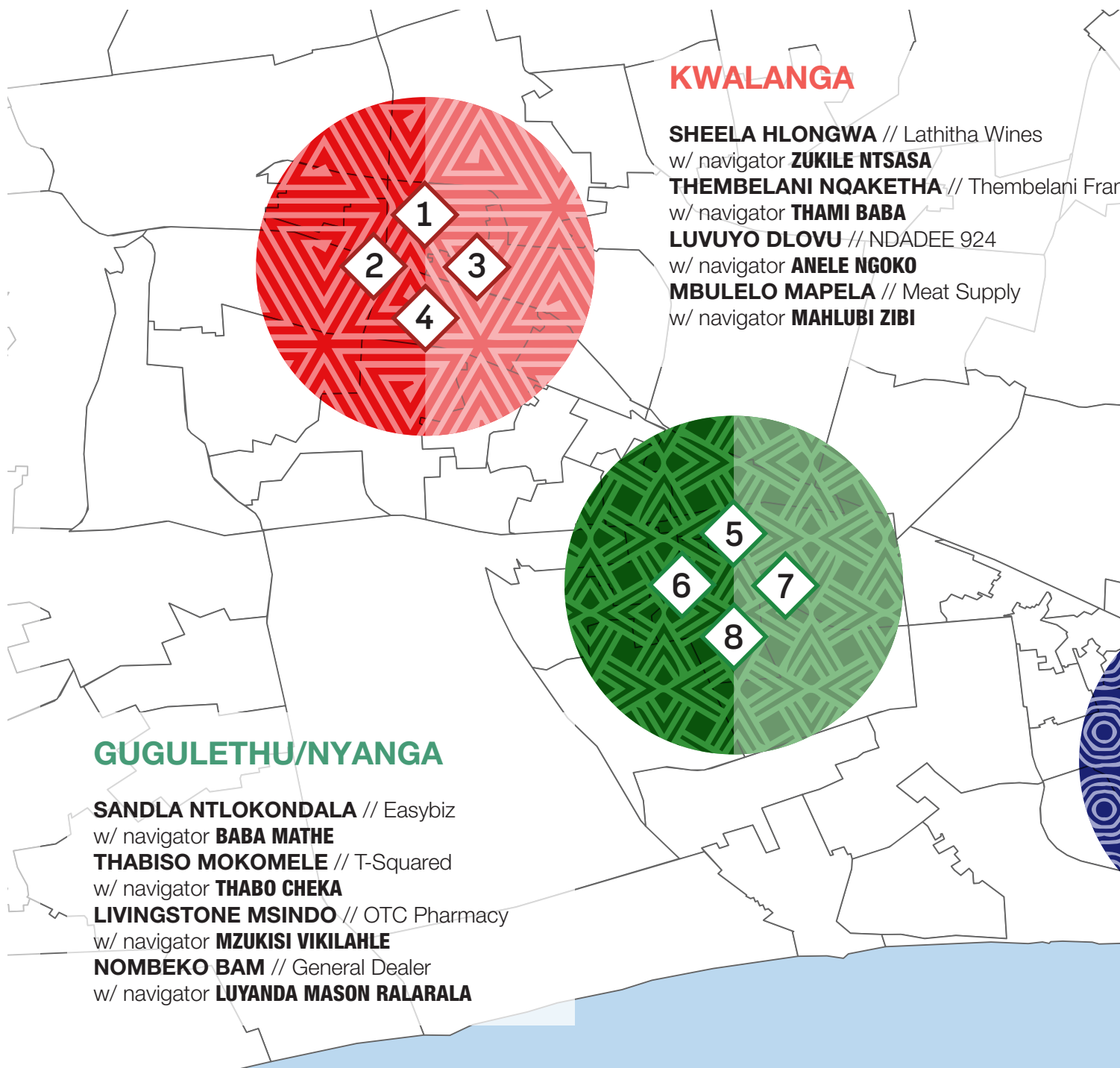


THE ENTREPRENEURS

Who are our entrepreneurs, what did we do together and how are they now?

The Entrepreneurs

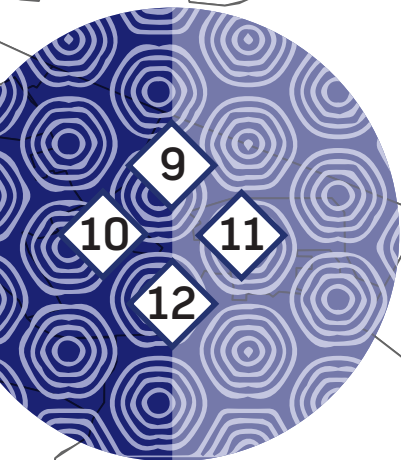
Twelve groups of students were paired with a local navigator and entrepreneur to collaboratively design and develop new ideas within the three-week duration of the project. The key aim is that the project outcome can be taken up by the entrepreneur to have immediate effect on his/her business in the coming months.



mes

KHAYELITSHA

- BRENDA MAMPUTA** // Brenda's Dreadlocks
w/ navigator **MPHO LEHO**
- LOYISO DAMOYI** // Ubuntu Bicycle Tours
w/ navigator **BATLOKWA LESIBANE**
- OSCAR TSOEUTE** // Khona Internet Cafe
w/ navigator **TOBELA KILIMBA**
- BONGA MABUYA** // Sophumelela Furniture
w/ navigator **JOE LESIBANE**



THE CAPE TOWNSHIPS

The townships refer to undeveloped living areas. Due to the brutal history of apartheid, up until its end these areas were reserved for non-white residents and were most often built on the periphery of the towns and the cities. This creates a geographical divide between the city centre and townships which perpetuates an economic divide to this day.

THEMBELANI NQAKETHA

THEMBELANI FRAMES



STUDENTS

Andrew Slack, Bentley Farrington, Chih Chiu, Huishan Ma, Tom Martinez (UCT)

WHAT DOES HE DO?

Thembelani Nqaketha is a picture framer from Langa. He straddles the four worlds of his native Eastern Cape, his home in Kwalanga, the local tourist market and the Cape Town art scene. He is unique in the sense that he is the only picture framer in the Cape Flats, producing gallery quality frames in a location where art and framing is traditionally undervalued. Through directed workshops, the design process attempted to better represent value inherent in the business by extracting the unique story of Thembelani and reinvesting this in his frames. In positioning his framing services as having a personal narrative, Thembelani can differentiate himself from the framers in central Cape Town and also develop 'Thembelani Frames' for sale as products in their own right.

WHAT HAS BEEN DONE?

The diversification of income streams in the form of the 'Thembelani Frames' can help to drive sales in one-off frames, and vice-versa. This cross-pollination occurs by using these frames as communication and marketing tools as much as products in themselves. They demonstrate a full range of framing techniques and are intended to be constructed from framing off-cuts, a currently under-utilised resource in the business. The frames therefore represent a low risk investment.

The design outputs intend to provide a methodology for Thembelani to develop his own unique style and continue to weave his narrative into his business, leaving a recognisable visual signature that defines the quality frames he produces and communicates the value of framing.

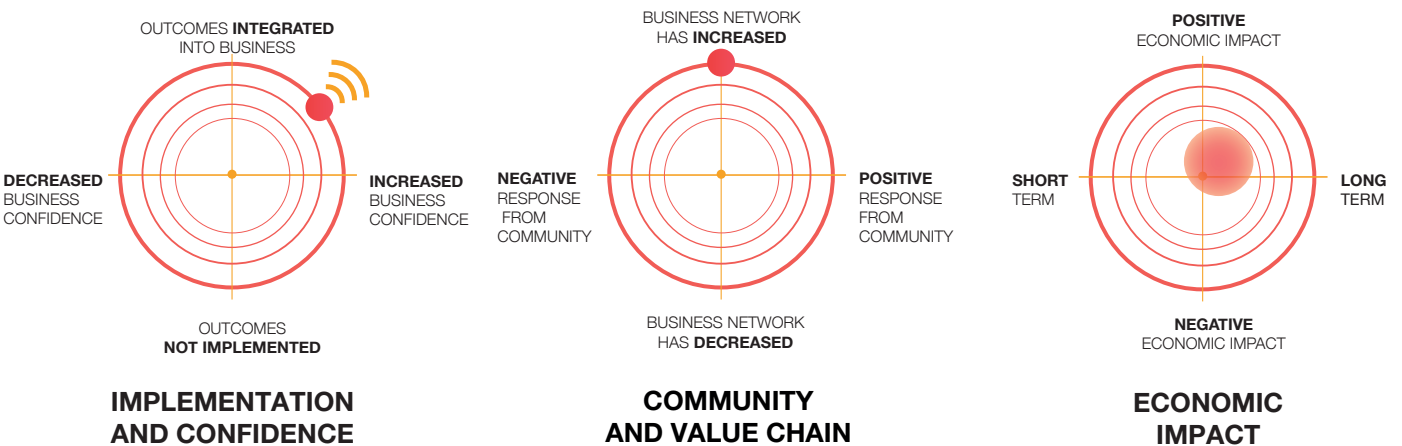


HOW IS HE DOING NOW?

Thembelani's income is heavily dependant on tourists passing through Guga S'thebe, which is the arts and culture centre in Kwalanga where his work is sold. Therefore the most prominent external factors were the fluctuation of the Rand and the winter downturn in tourism. He is also under a great deal of emotional stress as redevelopment of the building where he currently works means that he will no longer have a workshop or access to his framing tools. Without a strategy to overcome this, it will be devastating for his business as he will not be able to produce new frames.



The project had good relevance for himself as he used the tools for new frame designs and found more confidence in portraying his identity in his work. He has also found many new jobs through contacts and introductions made during the project. This resulted in him quitting other framing job opportunities to focus on his own business and brand, as well as running workshops for children to show them the value of art. Despite these efforts, he then found he still needed to subsidise his work with plumbing and house moving work to supplement his income during the winter months.



SUMMARY

Although the project outcomes have been implemented it is hard to evaluate their real impact out of the summer tourist season. The community has reacted with indifference as culturally they do not invest money in frames; his work is fully directed towards the tourist market. His current studio is small and damp, making it difficult to work and take on large jobs. Additionally, we made the unfortunate discovery that he will be removed from his current studio in the coming weeks as they are making way for redevelopment of the site that he has not been included in.



SHEELA HLONGWA

LATHITHA WINES



STUDENTS

Sam Roots, Jacob Boast, Jun Kamei, Roland Perold (Stellenbosch University), Siyamthanda Myataza (Raymond Ackerman Academy)

WHAT DOES SHE DO?

Lathithá Wines was established by Sheila Hlongwa with the mission of bringing good wine to a broader audience, and to promote wine education and responsible drinking in the townships. Lathithá stands out in the wine industry as a company run by a black female entrepreneur. Sheila is now about to launch her wine shop in Kwalanga, Cape Town, and has ambitious sales targets.

WHAT HAS BEEN DONE ?

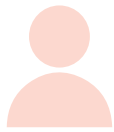
We worked closely with Sheila and her partners at Hoopenburg wine estate in Stellenbosch to identify where we could have the biggest impact. We wanted to find a way for the business to grow without Sheila having to be there to tell the story.

The tasting box puts the tasting experience at the heart of the story. It helps the taster slow down and think, to see, smell and taste before drinking. It cuts through the mystique of wine, and makes it relatable and easy to enjoy. This experience also helps Sheila and her employees tell the unique story of Lathithá Wines, from wine to glass.



HOW IS SHE DOING NOW?

Besides the long wait for her liquor licence, we did not identify any external factors that have directly affected her business. However, on a personal note she does enjoy monthly wine tasting events with her girlfriends where pyjamas are mandatory. This shows a greater appreciation for the value of wine tasting in the community.



PERSONAL



ECONOMY



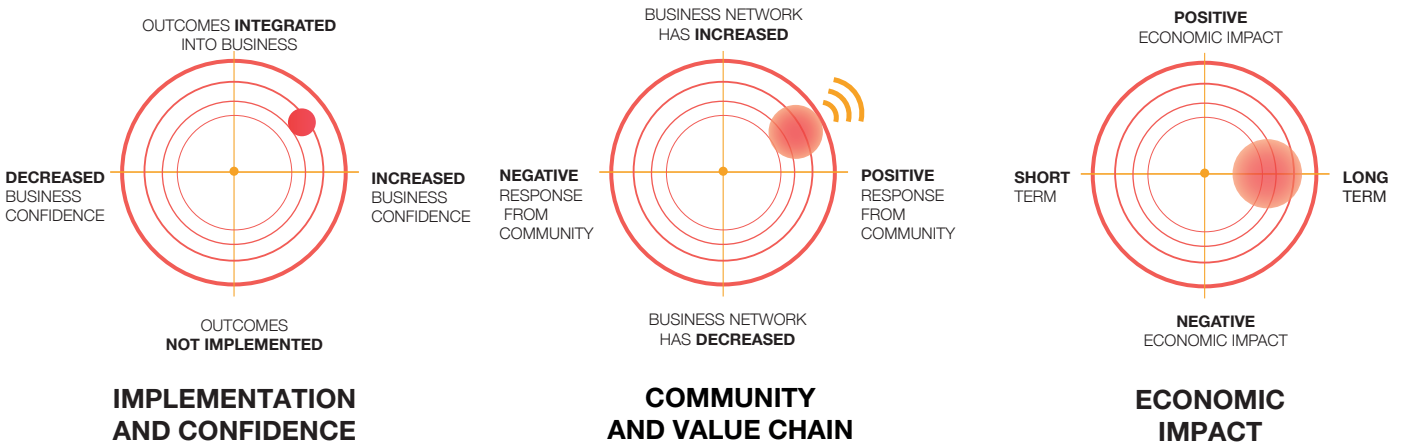
SEASONAL



COMMUNITY APPRECIATION

Sheela appreciated that the group stayed true to her existing brand and identity and she is very proud of the promotional video which has been a great marketing tool. She has met more clients, yet is still waiting for a liquor licence for her physical store in Langa which is holding her back. It was however, unclear how many of the new clients were directly a result of the project and which were existing contacts.

In terms of the tasting kit, it was something she had never thought of but she has taken complete ownership of it, helping her to explain the value and process of wine tasting to her township community which is her ultimate vision. It is the first thing you see when you enter her shop, she will not let anyone copy it right now and rather wants to be able to sell the kit to other wine tasters in the future.



SUMMARY

The project was a very positive experience for Sheela. The final exhibition in particular increased her network and gave her great exposure to people from central Cape Town. She wishes that the students could come back to carry on their work!



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

LUVUYO & DEE DLOVU

NDADEE 924



STUDENTS

Adam Bernstein, Elena Larriba, Ivy Liang, Sabina Weiss, Bianca Hansen (UCT)

WHAT DO THEY DO?

Luvuyo and his wife, Dee, run an events hiring business for weddings through to funerals.

Through prototype iteration and constant feedback from our entrepreneurs, we arrived at a unifying concept behind our design interventions: to bring the business out from behind the restrictive bars of the shop and into the community through branding and the use of public spaces. The resulting design solutions are separated into immediately implementable ideas and a bigger picture, long term vision. Our first solution is the unification of two disparate brands, the shop and the hiring business, into one unified identity: NDADEE 924.

WHAT HAS BEEN DONE?

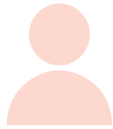
We pursued concrete steps to formalize this new entity by helping our entrepreneurs register their new business to gain access to future training and financing opportunities.

We created a visual catalogue from the inventory of the hiring business to help customers easily identify which products are available. Lastly, our long term design vision is an outdoor shopping space with a pop-up shop and table.



HOW ARE THEY DOING NOW?

The different seasons mark changes in events numbers and types; from initiation season to wedding season in the summer. This seasonal fluctuation dramatically affects business.



PERSONAL



ECONOMY



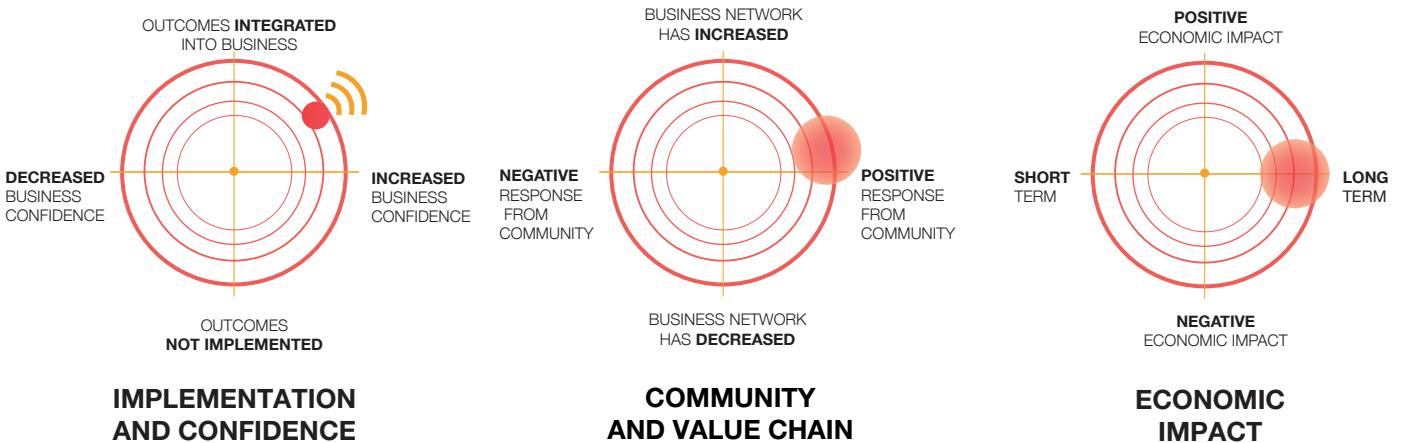
SEASONAL EVENTS



COMMUNITY

The greatest impact has been on their confidence and awareness about which aspects of their business is bringing in money, this is due to the good booking keeping practices they have now adopted. They are also coming up with new ideas of how to package and sell items.

Both Dee and Luvuyo have taken complete ownership of the tools designed. This includes the branding stamps which they use on all invoices, the visual catalogue which has brought in a lot more business, the pop-up shop which has made them recognised for selling clothes too, and the branded table which they use when clients come to discuss what supplies they want to hire.



SUMMARY

The community, as well as themselves, have greater awareness about what the business has to offer. In consolidating the shop and hiring service a more sustainable business has been born.

They have fantastic confidence and are excited for the future where they will continue to use the tools developed in the first project.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

MBULELO MAPELA

MBULELO MEAT SUPPLY



STUDENTS

Maya Pindeus, Leslie Nooteboom, Reto Togni, Tony Cho

WHAT DOES HE DO?

Since 2013 Mbulelo Mapila has been delivering meat to pensioners in Langa on a credit based system. To keep his meats cheaper than his competitors Mbulelo will drive to Maitland to buy meats from a wholesaler, bring it back and store it in his fridge. The meat is then delivered to customers on demand.

Although pensioners are not his only customers, Mbulelo offers the credit based payment system to most of his clients and receives payment at the end of the month.

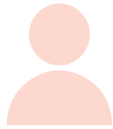
WHAT HAS BEEN DONE?

His biggest challenge is administration. Through an interactive process we developed a set of tools, that help analyse business activity. Mbulelo's toolkit includes an order form, organizing board, a set of question cards to analyze information on his board, a business card, and an order list. The order form, organizing board and question cards will work together to share with Mbulelo all the relevant information that he would need in order to know the state of his business. Relevant information includes number of customers and amount of revenue made for Mbulelo to know when his business is suffering and doing well in visual and tangible manner.



HOW IS HE DOING NOW?

Inflation had a great affect on his business as the meat from his suppliers is more expensive, yet his loyal customers expect the same prices causing him to earn less for his efforts. Winter however, is a good month for the meat business as this is when people consume a lot more meaty meals.



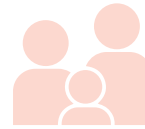
PERSONAL



INFLATION



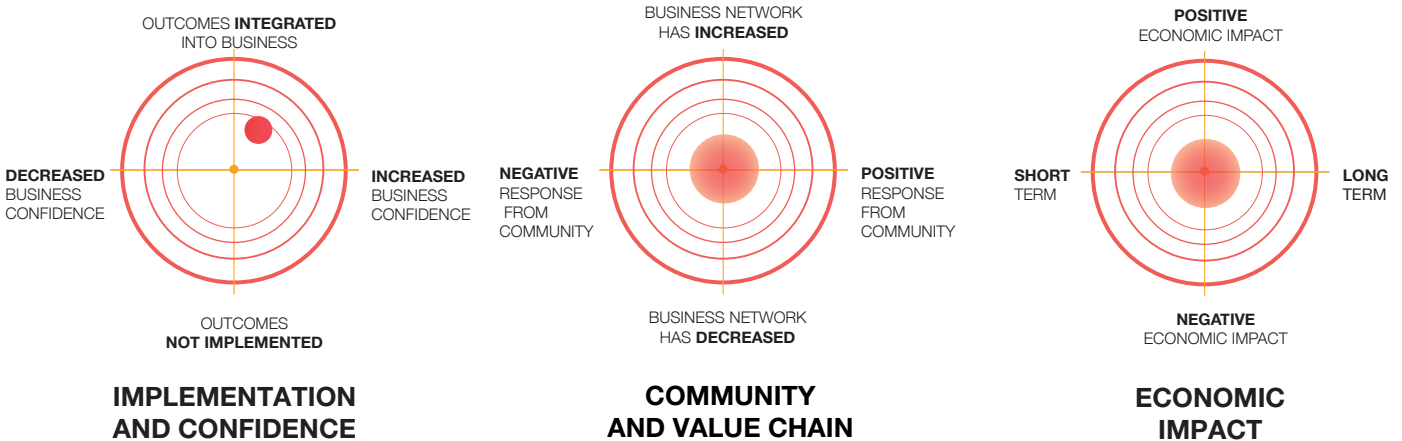
WINTER SEASON



COMMUNITY

Therefore the cold winter months have not dampened Mbulelo's spirits, yet it is clear that his focus is not solely on the meat business. We met him at his new job as a dance and drumming teacher for a local Kwalanga school. He is passionate about his community and says that his goal is to serve the people of Kwalanga.

The business cards and receipts designed were all useful and used, yet he does not know how to print more so the impact was short lived. He has since returned to his old methods of recording his business. Additionally he was unable to use the cork board for recording monthly sales figures as he was unsure of how to use it.



SUMMARY

In terms of his meat business he has always described it as 'fluctuating'. Yet he continues to work hard and find time for the things he loves.

For Mbulelo, whether he is selling meat to hungry families or teaching dance; they are all different forms of serving his community.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

THABISO MOKOMELE

TSQUARED FASHION BRAND



STUDENTS

Raunaq Bose, Kate McCambridge, Tessa Ohm, Daljinder Sanghera, Haniefa Khalfey (Raymond Ackerman Academy)

WHAT DOES HE DO?

TSquared is a Gugulethu based, streetwear clothing brand founded by Thabiso Mokomele in 2008. Together with his business partner, Thabo, their ambition is to grow their brand to become the largest South African brand and, through their work, inspire the youth of South Africa.

To start, they worked together to understand the brand aesthetic and vision, past successes and current obstacles.

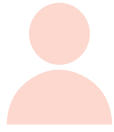
WHAT HAS BEEN DONE?

An issue of space was their primary obstacle for them to increase production and raising sales. Three opportunities were then identified. Firstly an in-shop experience board to focus sales within product line and to eliminate off brand, bespoke work that has a high input cost and low value to the company. Secondly, a TSquared Rep Kit to drive out-of-store sales to represent the brand remotely. Lastly, an external production kit to handle demand spikes without taking on additional full-time employees. Design easy to use kit for part-time manufacturers working remotely during high demand periods .



HOW IS HE DOING NOW?

We did not identify any significant external factors.



PERSONAL



ECONOMY



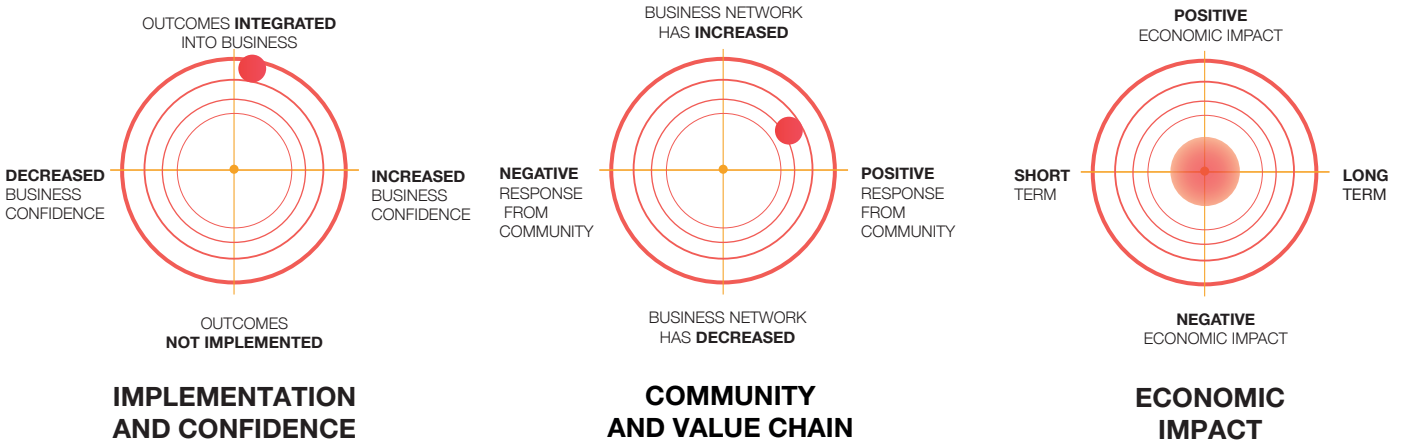
SEASONAL



COMMUNITY

The immediate update is very positive: Thabiso quit his part-time job at Woolworths and is fully dedicated to TSquared. They have bought more sewing machines, hired more people and are selling more products. What is not so clear is how much of this has been a direct result of the project.

The boards designed by the group give immediate impact by promoting their history and vision by telling their story, visualising what products they sell, and the colours available. They use the keyrings and say they have indeed been used on-the-go to give people a glimpse of the product. This has created more customer contacts and it has brought an element of spontaneity which they enjoy. They have also been connecting with the community and do intend to outsource additional help, something they said has been a plan of theirs for a long time.



SUMMARY

Just by visiting the store, it is clear that they are hard at work and they have good business. The racks are fully stocked and all sewing machines are in use.

Thabiso is very confident with his business and brand. The work done with the students helped him frame their story and see their big vision more clearly. He clearly has a good handle on how to take the business forward himself and enjoyed working with likeminded designers to develop his brand.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

LIVINGSTONE MSINDO

SHA'P LEFT PHARMACY



STUDENTS

Alice Miksova, David Damshek,
Yuchen Zhou Mathew Rice, Nargis
Motala (UCT)

WHAT DOES HE DO?

Livingstone Msindo (Barni) runs a pharmacy in Guguletu called Sha'p Left. The pharmacy is part of a franchise developed by the pharmaceutical company Cipla. Each chain store consists of a pharmacy selling 'over the counter' medicine and a nurse. Obvious physical or system design opportunities have already been addressed by Cipla. The product range, shop format and branding is already established. The short term proposition was to improve Barni's advertising.

WHAT HAS BEEN DONE?

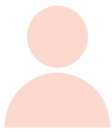
They designed a business and loyalty card combination and info-graphic flyers. The info-graphic flyers advertise the nurse service plus common symptoms of illness and recommended remedies. They created a branded medical box as a networking trigger.

They proposed a campaign called "GoGugs" to encourage business networking amongst local entrepreneurs. The concept is aimed at incentivising the purchase of local goods and services by locals.



HOW IS HE DOING NOW?

Winter is a good season for Barni's pharmacy business as many people in the townships will catch a cold in the colder weather.



PERSONAL



ECONOMY



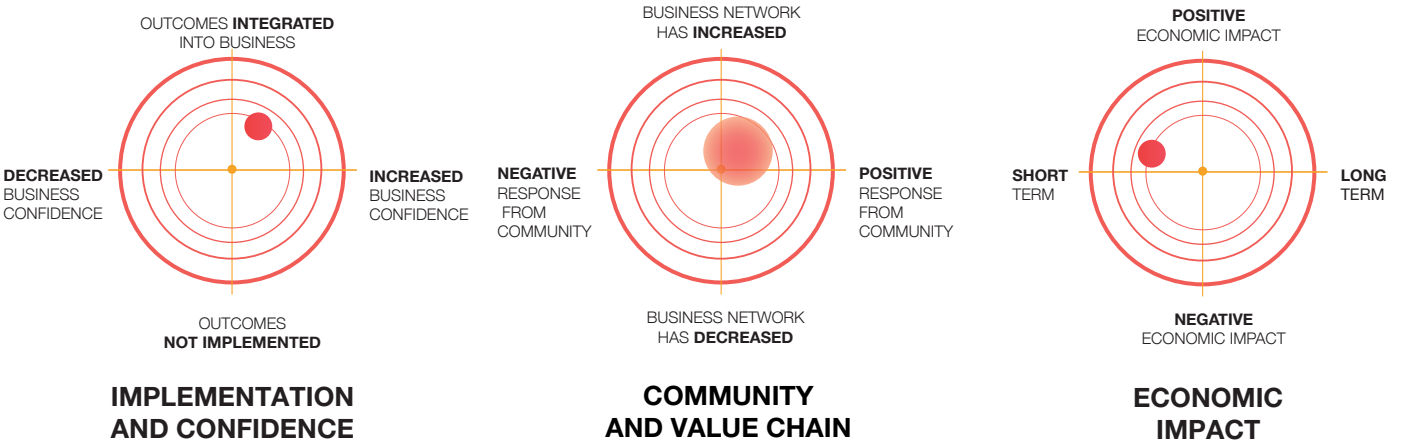
WINTER COLDS



COMMUNITY

Barni has continued as normal, but the winter has been a profitable time due to the increase of colds and flu. He sees great value in the business and loyalty cards given and has used them all; creating more awareness of his business. Yet, he has not made anymore despite the fact that he likes them and has run out of them. No customer have used the loyalty cards enough to receive a free item yet, which suggests that he has not explained the true value of a loyalty card to his customers.

He used the tool kits and sold them to people within the community. He recalls all the elements and sees value in continuing to provide them. He has more confidence to think bigger and has a few ideas, including adding fridges with healthy juices, water and snacks to be sold with the medicine.



SUMMARY

Barni is an extremely positive and confident man, which makes it difficult to tell if the project itself gave tools for better business or if it was purely because of the economic stimulus of the winter months.

We are however confident that he enjoyed the project and that it lifted his moral.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

NOMBEKO BAM

GENERAL SUPPLIES



STUDENTS

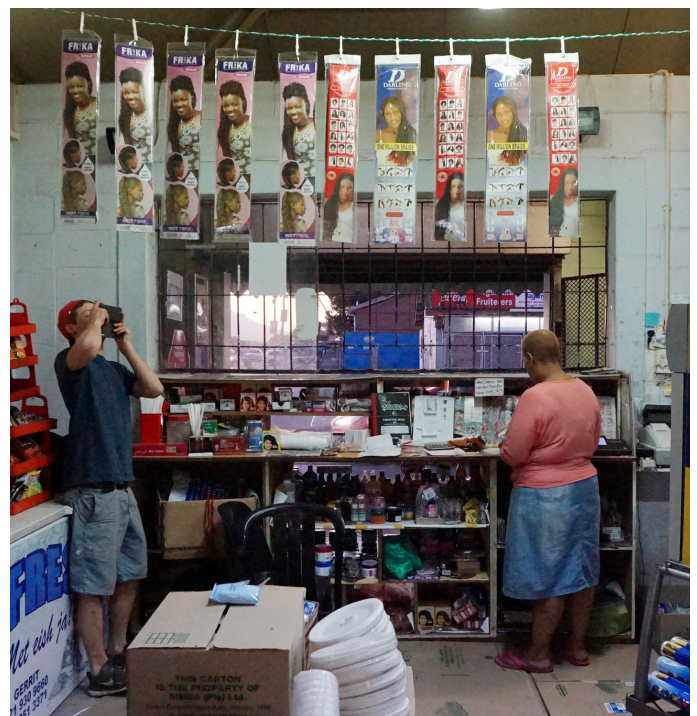
Benjamin Moffatt, Ken Fujiyoshi,
Nathan Chang, Nathaniel Martin, Tom
Windell (UCT)

WHAT DOES SHE DO?

Nombeko's Ekhaya Store sits opposite Mzolis on the M18 in Gugulethu. Its prominent position on the main road draws a large footprint in comparison to other shops in the area. It currently operates as a kiosk; a common shop format in the township. Products available include snacks, cold drinks, ice, confectionery and hair.

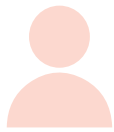
WHAT HAS BEEN DONE?

To gain insights, the team carried out a set of exercises with Nombeko including an interactive model of her building and visits to local shops to assess competition. Two strands of solutions were developed; Project Visibility and Future Vision. Because of safety, it is not a walk-in-store and all transactions are done through a window, therefore Project Visibility sought to increase public awareness of the store's products. This included rearranging the store and hanging the hair products to be seen from the shop window, whilst Future Vision developed methods that could allow Nombeko to expand her store sustainably, for example turning off a few of the unused fridges to save electricity.



HOW IS SHE DOING NOW?

The winter months had a positive effect of the sales of fake hair, as people in the community prefer to have braids rather than wash their natural hair because of a fear of illness if washing their hair in the cold.



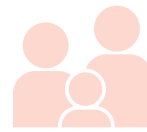
PERSONAL



ECONOMY



SEASONAL



COMMUNITY

The efforts did not create a huge impact, yet the visibility of the shops products did help. By simply hanging the hair above the shop window, customers could then recognise her as a place to get their hair products from instead of going to the mall.

Rearranging the shop was simple, yet very effective, in making it easier for her to access the goods for customers waiting at the window. When we visited she was very busy and the increased efficiency enabled her to serve more customers. The ideas for sustainable energy usage were not adopted. Despite their obvious savings, it is important for Nombeko to have all of the fridges on and lit up as it is an important demonstration of status for her. Therefore most aspects remained the same.



SUMMARY

The simple solutions that were put in place immediately, such as rearranging the store and hanging the hair products, were what made the greatest impact.

Unfortunately the plans for a sustainable store did not engage with cultural rationale and were not implemented.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

BRENDA MAMPUTA

BRENDA'S DREADLOCKS



STUDENTS

Ahreum Jung, Pratik Ghosh, Bassam Huneidi, Marie Tricaud, Tamara-Lee Nathan (UCT)

WHAT DOES SHE DO?

Brenda Mamputa, a single mother of two and owns a dreadlocks salon in Khayelitsha. The students wanted to help Brenda in her short term as well as long term endeavours.

She cares about her community and wants to see it grow alongside her business. She believes in hairstyling as a form of art and imparts training amongst young people who want to take it up as a living. Some of the current problems that she faces are lack of infrastructure, inconsistent branding, unsafe location and crime.

WHAT HAS BEEN DONE?

Within one week of collaborating and learning her story, we realised that her brand was Brenda herself. We have put forth Brenda as an image that stands for her community. We have also proposed solutions that call for a larger engagement and would disrupt the market making it safer and more convenient than ever for salons across townships. Some immediate implementations have allowed us to gain her confidence thereby broadening her future perspective.



HOW IS SHE DOING NOW?

Brenda experienced a break-in which was a very traumatic experience for her. This meant that she did not feel safe in her original location and wanted to move her container to a safer area. In addition to this, during the cold winter months business is slow as many customers do not want to wash their natural hair in the cold.



Brenda has been through many challenges and changes over the past months. She had a traumatic robbery where her ipad was stolen with all her client contacts. In addition to this she moved her container to a new location where she will take time to gain new clients. She sees the value and beauty of the re-branding, yet contradictory to its intentions, it then meant that in conjunction with the move, old clients could not find her as they did not recognise her container. On top of all of this winter has a dramatic effect of her business, as clients do not want to wash their natural hair when it is so cold.

The long term vision of using the apron as a tool kit to work on-the-go has not been adopted yet, but she has sent the apron to be copied so that her and a helper can wear them in the container for branding.



SUMMARY

Despite the challenges Brenda says that the efforts made by the students actually gave her the energy, strength and confidence to face the challenges and she is feeling positive about the future. She is in discussion to rent a space inside a mall offering her greater security peace of mind.

While she was appreciative of the new branding it was purely unfortunate timing that resulted in it not being an immediate success.



LOYISO DAMOYI

UBUNTU - KHAYELITSHA ON BIKES



STUDENTS

Robert Rouse, Lena Sami, Aaron Koshy, Anthony Fry (UCT), Georgina Campbell (MAAK)

WHAT DOES HE DO?

Ubuntu, Khayelitsha on Bikes is a bicycle tour and rental company operating out of the Cape Town township of Khayelitsha. Founded in 2011, the owner, Loyiso Damoyi, created the company to offer tourists the chance to interact with and experience township life.

Short term goals focused on improving the ease of operation of his business, both for Loyiso and his customers, removing threats and increasing opportunities through design and utilising the skills and knowledge of a design team that would normally be inaccessible within the setting of a township.

WHAT HAS BEEN DONE?

The short term goals included implementing a booking and marketing system for the tours and increasing the security and traceability of his rental service.

He already uses part of the target space, as a base for his dance studio and as the base of operations for his bicycle tour and rental company. His vision and goal for this space is to make it into a community centre. To make this happen, we introduced Loyiso to MAAK, a young, sustainable architecture and design group. For the first phase, to integrate his existing bike rental business, he wants to open up this great space by creating a presence for the community to identify with and value. Individuals can rent his bikes and use them in this open area.



HOW IS HE DOING NOW?

Winter is a difficult time for the bike tourism as there are few tourists and heavy rain.



PERSONAL



ECONOMY



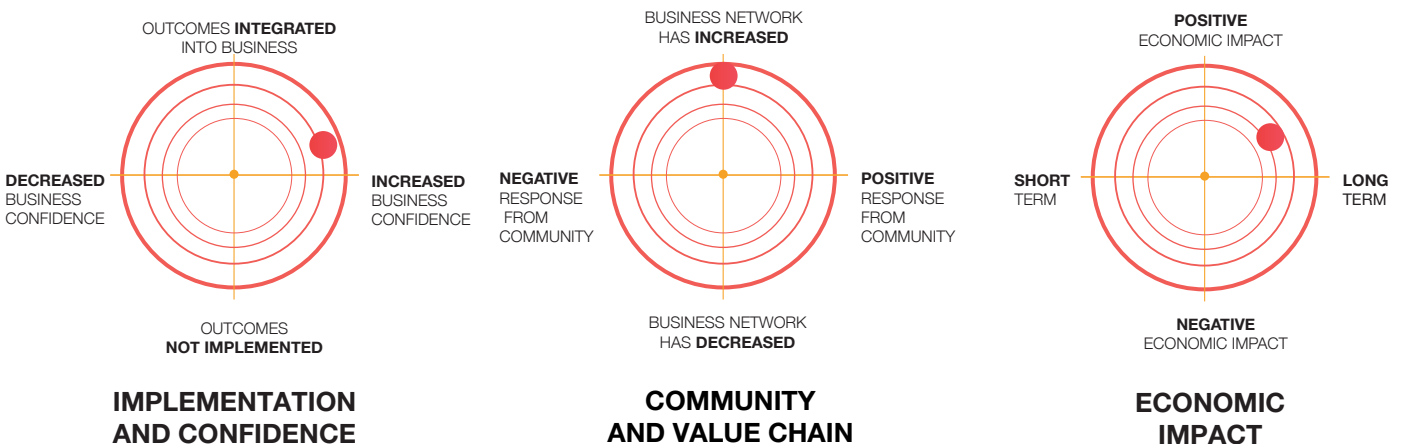
WINTER MONTHS



COMMUNITY

Despite winter, the efforts have made a very positive impact on Loyiso's attitude to focus on his business and he is positive about the summer. This is due to the online booking system which is working, the promotional video and the connection made with Cape Town Tourism. The clear documentation of his business and vision also enabled him to go forward with a proposal to a funding body and receive a grant to buy new bicycles.

MAAK is taking the project forward to develop a community centre in Mandela Park, Khayelitsha to become a fully functioning multi-purpose community studio for, amongst other activities, performing arts classes, church services and entrepreneurial workshops. In order to make this scheme a reality MAAK have implemented a rigorous and strategic input strategy using the voice of the local community. Loyiso has been involved in these meetings which are contributing to developing design proposals. However, this has had no immediate impact on his business and the project is some way off finding funding and overcoming planning hurdles. It is also unclear how involved he is in the project.



SUMMARY

The project had a very positive impact on Loyiso as it helped him feel more focussed and secure in his business as he can see that there are future customers on the booking system. The biggest impact has been from the connection to Cape City Tourism and the booklet describing his business which has been used to secure funding.

The work done by MAAK has also helped him focus on his own bicycle business as he can see that there is progress towards his dream of having a community centre.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

OSCAR TSOEUTE

KHONA CAFÉ



STUDENTS

Priyanka Gadhave, Jen-Hsien Chiu, Sarsenbek Hazken, Alexandria Syrah Procter (UCT)

WHAT DOES HE DO?

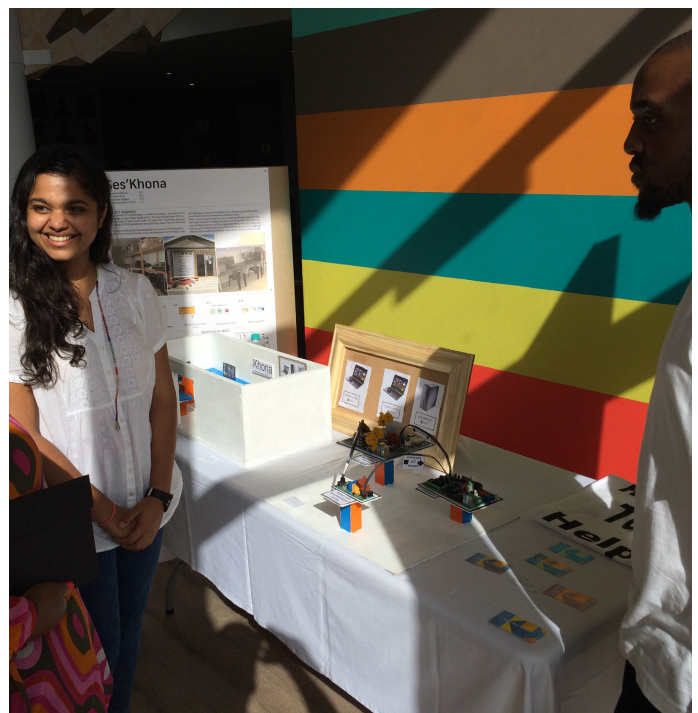
In any context, it's a challenge to sustain a business - evermore in the townships of Cape Town, South Africa. Oscar Tseoute runs a internet franchise called Khona café. He provides many services from internet surfing, printing through to computer repairs.

In addition to this he also runs an e-waste recycling system.

WHAT HAS BEEN DONE

The first week of the project was dedicated to research of the business model. At the end of the first week, they presented the findings to the entrepreneur, started the process of co-designing solutions and short-listed a few for immediate implementation.

With constant input from the client, team Ses'Khona implemented short and long term design solutions for Khona Café. Some ideas included new business cards and T-shirts.



HOW IS HE DOING NOW?

Some external factors which have affected him include 3 break-ins; where customer laptops were stolen and he has had to replace them. Mid-year is also a slow time of year for e-waste as most of it is received at the end of the financial year (December) when large businesses throw electronics away.



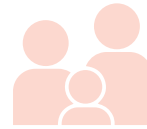
3 BREAK-INS



ECONOMY



MID-YEAR



COMMUNITY

Oscar is an extremely capable businessman and he is operating very well in terms of staff and financial stability. Many of the ideas presented by the students were good, but they were things that he had thought of before; business card, shop layout and T-shirts.

He said it was nice to have the students and he liked the ideas, however he did not find them very cost effective ideas or easy to find the resources to implement, therefore he used their designs as inspiration and from this created his own design work.



SUMMARY

Oscar has overcome many challenges, and has recovered to a stable turnover which is not necessarily because of the students' impact.

Although he enjoyed the time with the students he felt their was minimal impact or usable outcomes from the projects.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

BONGA MABUYA

SOPHUMELELA FURNITURE



STUDENTS

Sean Hammett, Eun Kyung Shin, Shu Ting Huang, Jonathan Rankin, Misha Mesarcik (UCT)

WHAT DOES HE DO?

Bonga Mabuya is a very successful man within his community; he is a devoted family man, a talented carpenter and even runs a gym in the ground floor of his two-story shack.

He owns Sophumelela Wood Furniture where he consistently sells dining sets and coffee tables. Yet these products aren't accessible to a large part of Khayelitsha's population, where people prioritise informal gatherings, entertaining, and relaxing space over formal dining.

WHAT HAS BEEN DONE

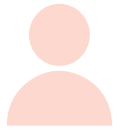
They designed a lounge chair and a set of stools, both ready for production and priced at less than a quarter of a full dining set, to make Sophumelela a legitimate option for more people living in Khayelitsha.

They came to see their role during the project as experimental designers for Bonga, but in the long term, they hope that in addition to introducing new products the process of working together on new designs and branding Bonga to continue developing new products specific to Khayelitsha as part of his business.



HOW IS HE DOING NOW?

Winter has a big effect on his business as he cannot build in the rainy winter season because the wood is damp.



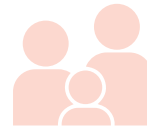
PERSONAL



ECONOMY



WET WINTER WORKING CONDITIONS

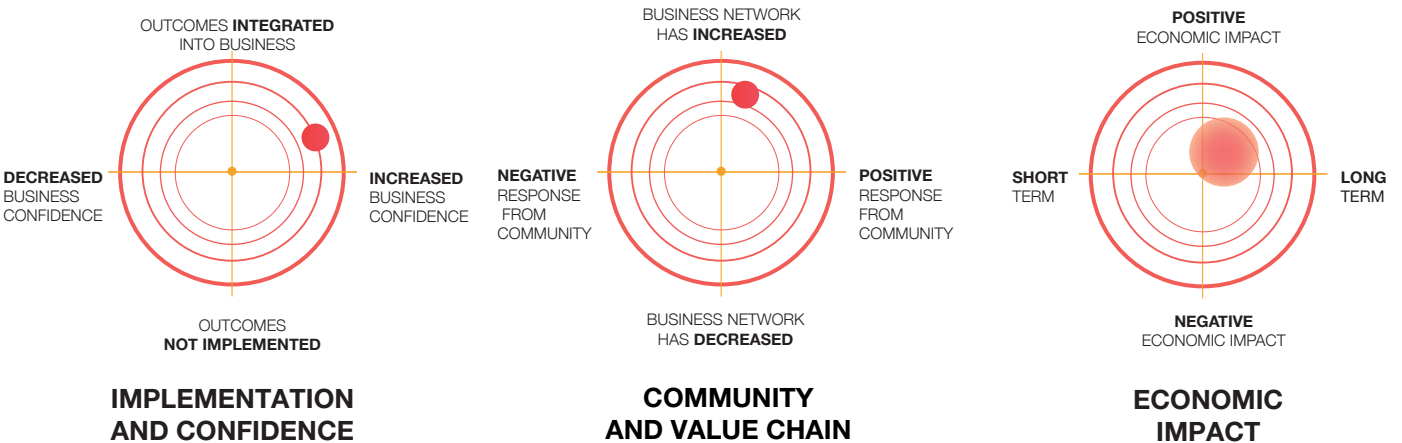


COMMUNITY

The project outcomes have had great significance to Bonga and he has implemented many of them. The signage is proudly hung outside his store. All objects that he displays outside his store are sold and he uses the branding stamp on all of his furniture.

He has not taken any designs forward, yet he intends to make a few adjustments for himself; namely the lounge chair, he feels it could be higher off the ground and even given a little extra leather padding to make it feel like a “king chair”. Although he sold one which was made during the project he has not produced any more as he felt there was not a great demand for them in the townships. However, the design has brought younger clientele to his shop, intrigued by the unique design.

The community has reacted with appreciation toward Bonga and greater awareness that he is a carpenter. Even Joe (the navigator) has showed his support and bought one of his lounge chairs.



SUMMARY

Bonga is a positive and stable man who works very hard to keep his family safe and happy. The project proposals only reinforced his positivity in life and gave him fresh ideas to take forward into the new season.

The new branding helped to develop his identity and brought in a wider array of customers. The chair design has not been an immediate success but Bonga does seem inspired to take steps to develop his products and test new ideas out.



TAKE SMALL STEPS



FIND THE RIGHT TIMING



BUILD BRIDGES



RATIONALITY



IMMERSE INTO THE PROCESS



ENTREPRENEURIAL IDENTITY



CULTURAL VALUES



UNDERSTAND THE ECOSYSTEM

SANDLA NTLOKONDALA

EASYBIZ INTERNET CAFE



STUDENTS

Maria Apud Bell, Jack O’Leary McNeice, Lyle Baumgarten, Mafalda Sobral, Justin Davenport (UCT)

WHAT DOES HE DO?

Sandla Ntlokondala owns Hashtag Internet Solutions, an internet café located near the Nyanga Taxi Terminus. He is extremely determined and one of his main goals is to use his current café as a prototype to expand and franchise his business.

WHAT HAS BEEN DONE

Through prototyping and discussion with Sandla we agreed that easier financial management is key to growing the business. Through co-design we created EasyBiz which is a cheap and easy to make, financial recording kit for informal businesses. It consists of a custom template notebook that allows quick recording of transactions and easy transfer to a financial analysis program. Once recorded, the business owner can photograph their daily totals to send to Sandla, who will then keep a computer based record of the business’ finances that can be used for more detailed analysis. In doing so, the owners can better prepare their business for growth and success.



HOW IS HE DOING NOW?

Sadly we were unable to get in touch with Sandla as he is not well and has gone to recover at his family.



SICKNESS



ECONOMY



SEASONAL



COMMUNITY

SUMMARY

Unfortunately we were not able to evaluate the impact of the work as Sandla has been sick for a few months. It was clear on visiting his container that business has not continued without him as it was closed and looks to have been unused for some time.



**TAKE
SMALL STEPS**



**FIND THE
RIGHT TIMING**



**BUILD
BRIDGES**



RATIONALITY



**IMMERSE INTO
THE PROCESS**



**ENTREPRENEURIAL
IDENTITY**



**CULTURAL
VALUES**



**UNDERSTAND
THE ECOSYSTEM**





REFLECTIONS

Evaluating our process and final thoughts on the project outcomes and structure

FINAL THOUGHTS

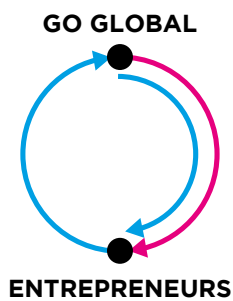
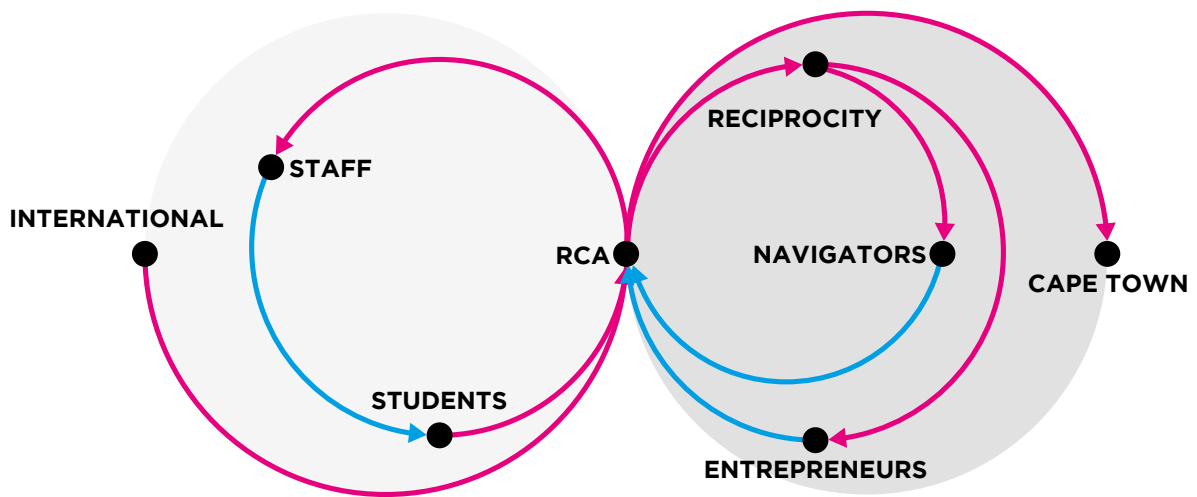
The GoGlobal Phase II trip was very successful and we believe it was an essential part of the project as a whole. Not only was it hugely insightful to catch up with all twelve entrepreneurs and to get a glimpse of whether the design proposals were actually implemented, but also, coming back provided a unique chance to reflect on our work and our roles as practicing designers in a changing world.

IMPACT AND ITS MEANING

Generally we were overwhelmed to see how much of the proposed design solutions have successfully been implemented and are still being used, manufactured or sold. However, implementation is only one factor to a successful project. In this document we tried to differentiate between different factors of impact, incorporating aspects like confidence, economy and network. Indeed, certain projects might have been very successful on one axis but had negative impact on another, in which case it's obsolete to conclude on a two-dimensional scale ranging from positive to negative. We also found it impossible and perhaps irrelevant to attempt to numerically quantify impact.

THE GOGLOBAL MICRO-ECONOMY

On an overarching level, there was an impact purely from the presence of the project. In fact, the project itself created its own micro-economy with a number of parties involved, brought together through a variety of vested interests, both economic and personal. Understanding these interests is key to evaluating GoGlobal's impact. The project was set up with two main objectives, which are inherently competitive with one another. Firstly, students should be exposed to a new environment in which they develop cross cultural design and collaboration skills. Participating institutions and micro-entrepreneurs were paid to take part in the project in exchange for their time. Secondly, the aim of the project was for these same entrepreneurs and their businesses to benefit from the students' input, as such they were asked to challenge the students' proposals. However, paying businesses to participate who then also benefited from services created an interesting dynamic which is almost impossible to untangle from evaluating true value.



—————
 VALUE/KNOWLEDGE
—————
 FINANCIAL

COMING BACK AFTER 6 MONTHS

As mentioned earlier, we consider the follow up trip an essential part of GoGlobal. To our understanding what makes GoGlobal different from many other students' projects in similar contexts is the idea of a lasting impact. Gaining more insight after half a year made us aware of a number of additional factors businesses were affected by that were not initially considered. Most importantly, all of the entrepreneurs were hugely impacted by seasonal changes, a lot more so than by our design interventions. Analyzing the success of a business over 6 months also showed the potential of regular meetings over a longer period of time. Certainly, the nature of one-off-action by a GoGlobal project is not always as successful as it might appear, while a continued collaboration over a longer period would bring a much more sustainable impact. Considering that fact, GoGlobal was a very strong intervention into the lives of those involved and the follow up trip a step into the right direction to a more sustainable outcome.



THE PERSONAL NOTE

As much as visiting Cape Town in spring was a delight, GoGlobal phase II was a unique chance to improve our understanding of communication and collaboration across cultural borders. It confronted us with real people from a completely different milieu on the one hand and, with our own work from half a year ago on the other. It provided us the opportunity to evaluate the reality created by our proposals and to reflect on the values and impact of similar projects across the world. We looked at it as an opportunity to also take further our approach to design in general and our set of methods for cross-cultural collaboration in specific. The result might be the start of an exciting journey in the future.



SPECIAL THANKS

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Yoon Bahk

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Pierre Coetzer

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