

Embracing A Celebration of Humanity

The journey of Embracing

When we started our journey to create a high involvement experience concept that would involve the WC 2010 and to raise the bar for Africa, we started brainstorming. In what way could we realise this? How can we come up with the best possible concept, what do we need to do to achieve this? Our solution: to approach this problem in an anthropological way. We choose this approach because of the following definition of an anthropologist:

'The Anthropologist is rarely stationary. Rather, this is the person who ventures into the field to observe how people interact with products, services, and experiences in order to come up with new innovations. The Anthropologist is extremely good at reframing a problem in a new way, humanizing the scientific method to apply it to daily life. Anthropologists share such distinguishing characteristics as the wisdom to observe with a truly open mind; empathy; intuition; the ability to "see" things that have gone unnoticed; a tendency to keep running lists of innovative concepts worth emulating and problems that need solving; and a way of seeking inspiration in unusual places.'
Tom Kelley, *The Art of Innovation*, 2002

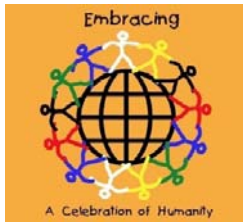
First we came up with four assumptions which we would like to test while being in South Africa.

- Assumption 1: Even though there is strong diversity in the groups the value of community is still very strong in these cultures.
- Assumption 2: Soccer has the power to bring people together
- Assumption 3: People feel pride in their cultural heritage
- Assumption 4: There are South African sustainable and social responsible companies that can be partnered with during the event

Based on these assumptions, we went into the field. We have spoken to a lot of different people (formal and informal), taken pictures, spend days with them etc. Through this we captured the spirit, feelings and identity of the people in South Africa. We also use the Appreciative Inquiry method in our way of approaching people, by means of using positive questioning. We did research about all stakeholders, so that we included not only the people from South Africa, but the government and African organisations as well. Once we had enough material we analysed the material and we extracted the core values from this research for the foundation of the concept.

The concept

Embracing. A Celebration of Humanity.



What do we want our concept to say? What message do we want to give? Those were the questions we asked ourselves before we started to work on the concept. First and foremost the concept should be for everyone. It will touch the hearts of all stakeholders. It should embody the real core values of the (South) African people. The concept should acknowledge the existing concept and especially the strengths. We want to build upon this concept to make it even stronger. But although the concept must be inspirational and positive, the concept should not only be about the strong parts of Africa and soccer. We know that there are major problems in Africa for which we can not and should not close our eyes. In this concept we want to use those problems and turn them into opportunities instead of weaknesses. At last we want a concept that will work on multiple levels

To bring the different cultures in Africa closer together
To enhance tourism in Africa, making it a attractive (holiday) destination
To be strong together and fight poverty, hunger, rape and crime

The core values we conducted from the research were

Respect

Togetherness

Development

These values formed the foundation of our concept. We started looking for a feeling, a word that would capture our believes mentioned above. And there it was; Embracing. Embracing is to welcome, to accept, to love.

To embrace all cultures

To embrace Africa as tourist destination

To embrace and to support the people who are against poverty, hunger, rape and crime

But the concept needed something to make it appealing. We wanted our concept, since it is a positive and supportive concept, to be a concept that would stimulate the economy in Africa and to be a concept that has something that people easily can support and show that they are behind it and believe in it.

The embracelet

The embracelet is a bracelet that exist out of two parts. When they are put together they form one complete bracelet. The bracelets will be produced in townships. By doing this we want to stimulate respect, development, tolerance and togetherness amongst people and stimulate the African economy at the same time.



When one buys a complete bracelet, he or she will get two bracelets that will form one, put together. By wearing one and giving the other one to someone else, he or she passes on the message of the concept and shows by doing this that he or she supports the fight against the bad things, by turning it into a good thing.

The humanity stamp

Also organisations can be involved in this concept. The African brand Sappi (who makes wood free paper) is an example of an organisation that could support this concept. By putting a stamp, the so called humanity stamp on their products, they show that they support the good cause. Consumers and organisations all over the world can check online who is supporting this cause and start to join the positive vibe by putting the humanity stamp on their products or buying/supporting those organisations.

**Embracing is the power of the African people
which they are willing to share with
the world**

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