



Concept for development South Africa during and after World Cup 2010

Heart to Beat: Unite to Succeed!



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South-Africa... country of crime, poverty and racial issues? While conducting desk research at the Netherlands, we came across a lot of these prejudices. Luckily we had the opportunity to experience this astonishing country ourselves and to draw our own conclusions. Thanks to our submersion and active participation in its rich culture, we found out that South-Africa is a golden country with the friendliest people and major opportunities!

Hereby the project group consisting of Susana Gerrits, Puck Jonkers, Sabria Mahawat Khan, Ivanca Linders and Stefy Tjandrajaja present the report concerning the concept Heart to Beat: Unite to Succeed.

How did we come up with the concept?

After we did some quantitative research in the Netherland about the image of South Africa and qualitative research with focus groups in South Africa, we came up with the following values for South Africa:

- Driven
- Unity
- Ubuntu (Appreciative)
- Passion

From the desk research also came up that South African people know that the World Cup 2010 brings them a lot of opportunities, but they don't know how to handle these opportunities. And that in combination with the values is how we came up with 'Heart to Beat, Unite to Succeed'. Heart to beat: having the heart to beat the prejudices towards South African; Heart to beat: having a heart to make this change together; Hard to beat because we are driven to deliver and to make a change. Unite to Succeed: because together it's easier to reach these goals.

Content of the concept

The concept challenges young people and businesses to meet on a network-website. Companies can formulate an assignment or project that can be carried out by a group of 11 young people. The projects could be of all kind of subjects, but most importantly, they are supposed to be given by actual existing companies. Therefore projects should be tackling real life issues. Every kind of company is free to participate. Commercial or non commercial / governmental. It could entail starting up an entertainment business, a hotel, a restaurant or an educational institution. Since it has to be specifically linked to the World Cup of 2010 you could think of coming up with startups on music and entertainment around the soccer games. Important remark: it's about gaining experience, it's the company's choice but the students are not to be given a salary.

The process of the project and the elements of the project group have a true link with soccer. Project groups will start and end at the same time. It will last 90 minutes, therefore it will have a competitive element. It all comes down to at the end booking the best results. It will consist of 11 players, like in soccer teams and a coach, also like in soccer teams. This coach will then be a coach/representative of that actual company which has given the initial project. There are specific rules in putting together a project group though! Putting together a group goes by a buddy system. The first chosen one chooses the next one and so forth. The coach starts by picking a student and that student picks another student, but it has to be from the opposite race. The group has to be a mixed group, multiracial. This to evoke multiracial teamwork and therefore inspire Africa to change the mindsets about racism by letting the 'old' generation see that different races are actually equal and can achieve great things when they work together.



Soccer game

90 minutes
11 players
soccer coach

Our HIEC

90 days
11 buddies
company coach

Unique Selling Points

The following Unique Selling Points will make Heart to Beat a success:

- Decrease of youth unemployment and crime
- Raise of entrepreneurial / business competencies
- Stimulate (young) entrepreneurship
- Continuous development of African business
- Change the dialogue on diversity
- Africa becomes more attractive for investors
- Africa gets more internationally orientated
- Raise of self-confidence and pride
- Increase of tourism due to better living standards

Promotion and future chapters

The promotion of this concept will take place before, during and after the World Cup 2010. Before World Cup 2010 a pitch of the concept will take place for all stakeholders: students, schools, universities and companies. During World Cup 2010, young people and companies have to be aware of the possibilities of the concept and participate in it. After World Cup 2010 success stories of the concept and its activities exist and they will inspire other people to keep participating for a better future position. So World Cup 2010 will function as a spin off to a better future for Africa.

They thought I couldn't do it
That I had no potential and I was dumb
People and their prejudices
Were what I wanted to overcome
I knew damn well I had potential
And the ability to make a change
Change my future and that of Africa
But where to start, how to arrange?
Gladly someone saw my potential
And signed me up for Heart to Beat
He said: no matter what, I believe in you
Go unite and you will succeed!
They thought I couldn't do it
But now I proved them wrong
I do successful business now
Because together we stood strong!