

# Grassroots Youth Development

Energising our Youth, Powering the Future.



**Grassroots Youth Development (GYD) is EDF Renewables' Socio-Economic and Enterprise Development program associated with its operational renewable energy projects in South Africa.**

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# EDF Renewables [South Africa] Background

Established in South Africa since 2009, EDF Renewables (Pty) Ltd, formerly "InnoWind", is a fully integrated independent power producer that develops, finances, builds, owns and operates commercial renewable energy generation facilities. EDF Renewables' expertise stems from its parent company, EDF Renouvelables, the renewable energy arm of French power utility EDF.

As of December 2018, EDF Renouvelables had a total growth installed capacity of 12,890 MW (Wind + Solar PV) in 22 countries. With offices in Cape Town and Port Elizabeth, EDF Renewables develops wind energy and solar PV projects to sell power to Eskom or Industrial Private off takers.

In 2012, EDF Renewables successfully bid 3 wind energy projects which were awarded by the Department of Energy under the second round of its Renewable Energy Independent Power Producer Procurement Program ("REI4P").

## **The projects won are:**

- the 60 MW Grassridge wind farm in Nelson Mandela Bay.
- the 24 MW Waainek wind farm in the Makana Municipality.
- the 21 MW Chaba wind farm in the Great Kei Municipality.

All 3 projects are operational since 2015 and were constructed on budget and ahead of schedule. In 2015, EDF Renewables was awarded the 34.5 MW Wesley-Ciskei wind farm in Round 4b of the REI4P. The Wesley-Ciskei wind farm is the first renewable energy project located in a former homeland on land owned by 12 black families. Construction activities will start in Q4 of 2019 and will last for approximately 18 months. EDF Renewables [South Africa], formerly "InnoWind", is a locally based

fully integrated independent power producer that develops, finances, builds, owns and operates commercial renewable energy generation facilities in Southern Africa.

EDF Renewables' expertise in renewable energy technologies (Wind, solar PV, battery storage, etc.) stems from its parent company, EDF Energies Nouvelles, the renewable energy arm of global utility EDF.

The company is known for its project management excellence, high quality standards, and for delivering projects ahead of time and within budget.

EDF Renewables provides oversight services for renewable energy projects by managing the projects and their commercial agreements over their entire life cycle.

## **EDF Renewables services include:**

- Project Development
- Finance
- Procurement (OEM's)
- Construction management

Each wind farm operated by EDF Renewables contributes a percentage of its revenues towards Enterprise Development (EnD) and/or Socio Economic Development (SED) initiatives within a 50 km radius from the wind farm.

This is done under the Grassroots Youth Development (GYD) programme, a philanthropy programme that aims to deliver lasting social and economic progress to local communities related to EDF Renewables projects.

The company has offices in Cape Town and Port Elizabeth.

# EDF Renewables' Grassroots Youth Development



## Grassroots Youth Development (GYD)

As part of its commitments to the Department of Energy under the REI4P, each of EDF Renewables' operational wind farm commits 2.1% of its turn over towards Socio-Economic Development ("SED") (1.5%) and Enterprise Development ("EnD") (0.6 %) Projects. Given the high levels of social inequality in South Africa and the fact that SED/EnD contributions will be made over a 20 years period, EDF Renewables acted beyond basic expectations in carrying out the responsibility it had to ensure these contributions make a meaningful and lasting impact in the community, beyond simply complying to the fiscal commitment made to the Department of Energy.

After conducting research focused on socio-economic needs in its host communities and assessing what type of projects could achieve the highest impacts with limited resources, EDF Renewables decided to create Grassroots Youth Development Program as the umbrella for its 3 operational wind farms' SED and EnD program. GYD's initial vision was to identify and support existing EnD and SED projects, operating at the grassroots level that have a high impact on local communities. GYD worked with its Implementing Agent to establish a methodology to efficiently select and support projects which act as vehicles to create employment, social inclusion and transfer skills to young South Africans.

Once selected, GYD provides support to these "Grassroots community leaders" by equipping them with the necessary skills, mind-set, and resources to grow their organizations. Throughout the implementation phase, GYD monitors its beneficiaries closely in order to quantify the positive impact each project achieves in the local community. To this end EDF Renewables developed Performance Indicators (KPI's) which are utilised to measure and monitor beneficiary performance with respect to 3 key indicators: job creation, skills transfer and social inclusion.

The KPI's allow GYD to have an improved perception of the level of impact achieved by the EnD/SED beneficiaries in the community. It also allows to identify beneficiaries which indicate signs of growth and potential self-sustainability. These are typically the beneficiaries which would subsequently be considered for GYD's Beneficiary Self-sustainability Development Programme. This is a developmental programme, outside of the ordinary GYD application process, aimed at further empowering our stronger beneficiaries on the medium term (3-5 years), for them to become self-sustainable NPO's and businesses. The programme intends on penetrating a level deeper into the organisations we fund, by equipping our beneficiaries with the necessary skills, strategy and/or assets for them to be able to diversify their sources of funding (SED); or to meaningfully increase their turnover (EnD).

## Grassroots Youth Development's Focus

GYD's Socio-Economic Development (SED) program has been designed to focus on the development and implementation of projects in the field of Education, Health, Welfare, Sport and Arts & Culture. Through these projects GYD (SED) aims to achieve the following overarching objectives:

- Provide hope and counselling to troubled youths.
- Cultivation of positive self-image.
- Job creation.
- Provide role models to participating youth.
- Provision of life skills.
- Development of leadership qualities.



In pursuit of these objectives GYD collaborates with locally based NPO's, PBO's and CBO's operating in these fields to help them expand their reach, impact and build their capacity for the long-term sustainability of their operations.

GYD's EnD program targets the following sectors: Agriculture, retail, textile and manufacturing, construction and small scale renewables.

### Grassroots Youth Development's Measurable Impact



GYD started to spend contributions on beneficiaries in July 2015 for the Grassridge wind farm, October 2015 for the Chaba wind farm and February 2016 for the Waainek wind farm. The GYD Program has since its inception to December 2018, spent approximately R27 Million on a total of 44 projects (Socio economic Development 30: Enterprise Development: 14) across the 3 operational wind farms). Since inception, GYD was able to achieve the following impacts as far as its set KPI's are concerned:

GYD's Enterprise Development (EnD) program aims to support small black owned enterprises operating at the Grassroots level on their path towards economic growth and self-sustainability. Through empowering young entrepreneurs' in local communities, these individuals stand a chance at gaining employment opportunities which can help alleviate unemployment, especially for the youth.

- **Social inclusion:** 9 414 people (Large majority being youth)
- **Jobs created:** 181 Permanent, 458 Temporary (Large majority being youth)
- **Skills transfer:** 1 103 people (Large majority being youth).

# Grassridge Wind Farm's GYD Beneficiaries

Since inception of the Grassridge GYD program, a total of 19 organisations have received Funding, resulting in the following KPI being achieved:

- **Social inclusion:** 2100 people
- **Jobs created:** 49 Permanent, 83 Temporary
- **Skills transfer:** 198 people

## Socio-Economic Development Beneficiaries (SED)

### Sinethemba

Sinethemba was founded in 1990 by Signoria Qolani who herself had been a street kid growing up. Signoria started to care for orphans informally in an abandoned building and is now a trained caregiver which runs the centre as a registered NPO located in Standford road in Korstsen, Port Elizabeth. Currently the centre cares for 26 abandoned children from in and around Port Elizabeth ensuring that the children get shelter, good nutrition, education and emotional support. The focus of the Centre, run with assistance of volunteers, is providing a nurturing and safe environment for the children to grow up to become active citizens.

GYD assists the Centre to improve the quality and impact of the care provided to the children in its care. The current funding has been used to make infrastructural improvements at the Centre, provide counselling sessions and academic tutoring. GYD also assists Sinethemba by providing resources to help cover their monthly operational expenses. The rationale behind this decision is to ensure the centre's basic needs are met so that they can focus their energy and resources to care for the children and secure additional funding to improve other aspects of the centre beyond its basic needs. Additionally, GYD is providing stipends to support the volunteers of the Centre who made tremendous sacrifices to care for the children daily without receiving any compensation for their time, despite living in poverty themselves. GYD aims to create an environment where Sinethemba's children will grow up to be eligible

to further their studies, obtain jobs, and ultimately leave the centre as well-rounded individuals. GYD ultimately aims to assist Sinethemba with attracting additional funding through larger donors. This is in order to encourage an element of self-sustainability within the operations of the organization so that GYD may support new beneficiaries.



### Waves for Change

Waves for Change ("W4C") provides surf therapy sessions for local children who suffer from emotional and psychological stress. The W4C team delivers a curriculum designed to help the children cope with the adverse circumstances they endure in their daily lives and be motivated to stay in school and to avoid anti-social behavior. The programme also offers trainee coaches with an income, training and mentoring.

Waves for Change is based on five key principles:

- Connection to a consistent and safe adult (W4C coach/mentor)
- Access to a safe space outside of the township (beach)
- Access to challenging new tasks (surfing)
- Skills to cope with stress (W4C surf therapy curriculum)
- Connection to new opportunities (surf club, lifesaving)

The Waves for Change project is ongoing, operating six days a week, for 12 months of the year (with a holiday break in December). Children in and around the townships of Nelson Mandela Bay join the surf therapy programme in January or July and participate in weekly sessions for the duration of the year. Children are then referred to the W4C Saturday surf club, where they are exposed to more opportunities. The 4 coaches/mentors running the operational

activities in Nelson Mandela Bay are contracted for a period of two years and compensated with a monthly stipend (including a transport allowance).

Coaches and mentors benefit from the following training:

- First aid training
- Surf coaching
- Weekly debrief sessions with a psychologist

GYD decided to support this initiative which was seeking funding in order to establish a branch of their activity in Nelson Mandela Bay. The rationale behind the decision to support W4C, is to change the perception that the ocean is a space of privilege, by creating programs where young people of color take ownership of the ocean and the beach. On top of the psychological support this program provides to kids, it also allows them to get out of their township regularly to join the more affluent part of town and feel a part of it.



## Enterprise Development Beneficiaries (EnD)

### Lungisupreme Brands

Lungisupreme is currently the only community-based, innovative black owned company in Motherwell, Port Elizabeth that complies with food and chemical safety standards. Their products, which entails a healthcare soap range, bottled still water, cooking oil and cleaning products, cater for the low-end consumer at comparable cost, value and quality with accessibility and appropriateness to the local market. The expanded products range also have a niche market in the hospitality sector. Lungi is committed to fill the gap of black owned manufacturers in the sector and grow market share.

Grassridge GYD has supported the business from September 2015 through four funding cycles. The funding has enabled Lungisupreme to grow its production capacity and product range to penetrate new markets while gaining market share.

Having initially supported the Beneficiary with

training and development to equip its organisation with the necessary knowledge and skills required to develop and grow the enterprise into a profitable and sustainable business, the purpose of the current funding is to provide additional materials and equipment that will assist the Lungisupreme to significantly increase its turnover in order to achieve self-sustainability and job creation.

Example of funded items:

- Filling machine, Nossle-washing machine and Bottling machine
- Manufacturing/raw materials and production chemicals
- Reverse Osmosis & Sachet Filling Machine
- Carbon Filler
- Bottle Washing Machine
- 3 Tap filling table, Shimgie pump & Controller bars output system
- Automatic PET Blowing Machine

Achievements

The number of overall units produced in 2018 increased to 9305 compared to the previous year where 5200 units were produced. In addition 8606 units of the 9305 produced in Q3 of 2018 were sold. Contracts entered into with customers increased to 203.

- Selected to go through to the finals of the Pitch & Polish finals held in Johannesburg at Emperor's palace in November. Lungi went ahead to win the competition in December.
- Coca Cola SA awarded Lungisupreme Brands SA with a container express shop.

The express shop is situated at 2 Ngqosi Street, Motherwell NU.

- Lungisa Lutshaba (owner) was featured in the Destiny Man magazine Sep/ Oct 2018 issue.
- Received approval from the ECDC and the DTI to take part in the Middle East Trade mission exhibition to be held in Kuwait and Dubai, January 2019.
- Product reach has extended beyond Port Elizabeth townships, Uitenhage and Dispatch to Plettenberg Bay and even Kimberley.

Quote: "I thank GYD for the opportunity because now entities like the DTI, IDC, ECDC are starting to recognise me and are willing to work with me. This would not have been possible had GYD not given me a chance". Lungisa Lushaba

## Waainek Wind Farm's GYD Beneficiaries



Since inception of the Waainek GYD program a total of 13 beneficiaries have received funding from GYD Chaba, SED (8) and EnD (5) respectively.

In 2018 Waainek 's GYD Achieved the following KPI:

- Social inclusion: 1482 people
- Jobs created: 15 Permanent, 59 Temporary
- Skills transfer: 50 people

### Socio-Economic Development Beneficiaries (SED)

#### Khulasande Sports Development

Khulasande Sports Development (KSD) is a non-profit organization that was formed to support, develop and train young athletes from previously disadvantaged communities while providing them with much needed life skills. Functional athletics facilities are mainly found in the suburban areas, which makes it very challenging for children living in townships or rural areas to access adequate sports facilities, coaching and competitions. Dedicated and committed teachers and coaches are also a rare commodity in previously disadvantaged communities which often do not have the facilities, resources or support to adequately coach and develop aspiring athletes.

KSD was formed with the following vision:

- Create opportunities for previously disadvantaged children to participate in organised sports programmes.
- Implement sports development programmes



that will stimulate young people and are geared towards producing quality sports leaders and administrators.

- Provide the necessary support structures (social workers, after school tutoring, nutrition program, family counselling and home visits) to allow young athletes to be able focus on their training without any external distraction.

Through partnerships with various stakeholders, the programme seeks to empower, educate and encourage community members to take responsibility for leading sports programs in their own communities, in order to develop the youth and encourage them to make healthy choices from a young age.

Khulasande's focus areas are as follows:

- Athletics coaching – skills transfer to community members
- Academic excellence programme – providing athletes with skilled tutorship to improve their school work
- Life skills programme – Providing athletes with the necessary social development support to become active citizens
- Nutrition programme – encouraging, educating and enabling beneficiaries to follow healthy eating habits.

By adopting a holistic approach to the development of the children, KSD not only focuses on the athletic aspect of their development, but also places strong emphasis on academic and social development. This provides learners with a platform to develop skills that would allow them to potentially build a career outside of athletics.

Khulasande initially started off by forming a partnership with Enkwenkwezini Public Primary School; a local school in Motherwell, Port Elizabeth where 20 athletes were selected to be part of the programme.

It is important to note that Grassridge Wind Power (Pty) Ltd, through its EnD/SED program Grassroots Youth Development was the first entity to sponsor KSD and allowed their program to be rolled out. Khulasande has since expanded it's reach and is currently being sponsored by Waainek Wind Power as well, where the organisation has partnered with 4 beneficiary schools from Grahamstown, Alicedale Riebeek East, in the Eastern Cape.

## Enterprise Development Beneficiaries (EnD)

### NA Mlatsha Garden Services

NA Mlatsha Gardening Services is a small enterprise initially based within the local community of Grahamstown and offers services which include refuse removal, tree felling, lawn cutting, bush clearing, rubble removal and hedge trimming. NA Mlatsha garden services was one of Waainek Wind Power's first Enterprise Development Beneficiaries.

NA Mlatsha's first funding cycle went towards



assisting the Mr Mlatsha (The Director) to register his enterprise as a Private Company (Pty) Ltd and thereafter to sponsor him with equipment (Lawnmowers, Trimmers, A grass cutting tractor so as for him to operate efficiently. NA Mlatsha's second funding cycle went towards identifying a business training course for him to attend at the renowned Raizcorp Business Centre in Uitenhage, Eastern Cape.

Pursuant to his successful graduation of the course, Mr Mlatsha was then able to expand his geographical reach area as he was able to attract an expanded clientele base. Mr Mlatsha currently operates his business in larger sites, servicing households, schools and hospitals within both Makana Municipality as well as Ndlambe Municipality in the Eastern Cape.

The business is able to sustain the employment of five (8) permanent staff members and occasionally employs casual workers when additional work is required.

Mr Mlatsha is grateful to Waainek Wind Power for assisting his business through equipment and business training which now has enabled him to operate more sustainably and efficiently.

## Chaba Wind Farm's GYD Beneficiaries



Since inception of the Chaba GYD program a total of 13 beneficiaries have received funding from GYD Chaba, SED (8) and EnD (5) respectively.

In 2018 Chaba's GYD Achieved the following KPI:

- **Social inclusion:** 573 people
- **Jobs created:** 6 Permanent, 11 Temporary
- **Skills transfer:** 37 people

### Socio-Economic Development Beneficiaries (SED)

#### Hlumani High School

Hlumani High School is the only secondary educational institution in the Township of Komga and has been which strives to develop young people who are critical thinkers, entrepreneurs, problem solvers, and lifelong learners with a solid foundation by providing school facilities to scholars around the Great Kei Municipality areas. As a GYD Chaba beneficiary since June 2016, the first funding cycle for Hlumani high school was dedicated towards the construction of a fully functional soccer and

rugby field, cricket patch and netball pitch on land owned by the School. The intention was to provide not only Hlumani High School, but the community of Komga with a multi-functional sports ground which will assist in hosting school and community tournaments, as well as to encourage positive extra-curricular activities which can potential divert the mind-sets of the youth from the daily difficulties and pressures faced by individuals within the rural community.

Upon completion of construction of the sports facility GYD Chaba continued its partnership with Hlumani High School by facilitating the establishment of a Sports Leadership Development Programme in Hlumani High School. This was done through a partnership with an existing Grassridge and Waainek SED Beneficiary, Toba Sports Consulting, which facilitates a multi-facet sporting programme in the respective communities.

The Hlumani Sports Leadership Program aims at training teachers and community volunteers in sports administration and coaching, and to provide the school learners with an opportunity to participate in sport. The program also makes provision for maintenance equipment and a maintenance budget for the sports grounds. The intended impact of the project is a sustainable sports program at Hlumani High School, offering current and future learners the opportunity to participate and excel in their chosen sports codes. The benefits linked to the healthy lifestyle, structure



and discipline created by participation in sport is the overarching long-term aim of the program. Through the Hlumani Sports Leadership program the school is able to host sporting events of different sports codes which enables the participation of other schools in the region who do not have the same facilities and sporting programs enjoyed by Hlumani High School.

GYD Chaba is fully committed to long term sustainable support of Hlumani High School and its learners. This commitment has led to further funding support for the construction of a School kitchen to improve learner nutrition and a Learners' Resource Centre to improve access to academic material.

The purpose of these initiatives is to development a wholistic and comprehensive intervention for the learners of Hlumani High school. GYD aims to prolong its relationship with Hlumani High School and to equip them with the necessary resources they need to deliver more to their staff and pupils.

## Enterprise Development Beneficiaries (EnD)

### Endalweni Trading

Endalweni was registered in 2004 and aims to identify employment opportunities through its food production business by means of vegetable and fish farming. The employment opportunities and availability of quality, healthy food products provide direct benefit to the local community.

The partnership between Endalweni and GYD

Chaba began in August 2017. The first round of funding was focused on training and upskilling the staff of Endalweni through the Raizcorp Pre-Prosperator Programme.

More specifically the purpose of the Raizcorp Pre-Prosperator Programme (P3) was for Endalweni to be taken through a carefully structured group learning process in which they were taught to apply key concepts to their business, such as vision, mission, products, services, market research, systems, processes and finance.

The second round of funding was dedicated for the design and construction of a Green Bean tunnel structure with filtration and associated equipment. This project entailed:

- Digging of the trenches for the beans
- UVA piping
- Plastic and clips
- Travel and labour

Endalweni Trading has recently been approved for an additional funding cycle, where the funding will be covering the costs of installing a borehole system on the farm. The rationale for this installation is to be proactive in increasing productivity of the operation, and also to mitigate the high risk of drought in the region.

GYD aims to equip Endalweni Trading with all the resources it needs to optimize the operational potential and profitability of the Enterprise's Green Beans farming operation.

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