

# **SOCIOECONOMIC SUSTAINABILITY AND INNOVATION PROGRAMME (SSIP)**

## **CORNUBIA DEVELOPMENT**



1. Starting point: What was the main challenge, issue, problem to be addressed by the practice?

- The National development Plan (NDP) vision, amongst others, enjoins government at all levels in particular local government together private sector and society to engage in structured partnership to accelerate collaborative planning and execution that not only addresses apartheid spatial planning but deliver inclusive localised socioeconomic growth and development.
- Structured partnership between government, society and private sector, executed through social impact with aligned goals, objectives and outcomes creates investor-friendly environment and common purpose for all stakeholders.
- The triplets: joblessness, poverty and inequality could not be addressed by government alone.



2. Institutional setting: What were the frame conditions for the practice that will be presented? (e.g. policy, legal regulation, instrument, reform approach, demand by people etc.; which actors/stakeholders were involved?)

- Collaborative Partnership between government (all spheres of government) , society and private sector.
- An integrated human settlement providing its residents with access to jobs, vast open spaces and localised empowerment programmes
- Cornubia Development provides a platform for highest and best use of land assets through the application of SSIP ethos to bring about social development, open space management and localised economic participation by Cornubia residents.



3. Approach: Which methods, tools or instruments have been developed and were applied to address the challenge?

Socio-economic Sustainability and Innovation Programme

It has 4 project platforms aimed at local empowerment

- **Social Development**
  - Household Based Survey ; Organised and Empowered Communities; Targeted Programme for Indigent & Vulnerable Households
- **Open Space Management**
  - Environmental restoration ; Forest Resource Management
  - Organic Urban Farming, Composting and Recycling
- Private Property Services
  - Housekeeping, Property Maintenance
- Capacity development and Opportunity linkages
- Opportunity database, Skills Development and Enterprise Development & incubation

4. Outputs: Which were the concrete tangible results, outcomes and/or impacts of the good practice and how do they ensure sustainability of the practice?

- **Social Development**

- Social census @ Blackburn Village & New residents in Cornubia revealed that 75% unemployment, 60% Youth
- leveraging resource from Development partners in the Value Chain to support establishment of training Hub.

- **Open Space Management**

- Youth Environmental Service (75 Young people involved in Environmental programme (400 ha open space)
- Collaboration with Wildlands Conservation Trust, City Parks and Business Support to support youth enterprises

- **Economic Participation**

- >1200 local jobs facilitated through SSIP in construction, in newly established Commercial and Industrial and landscaping.
- MOU with TVET College and EtheKwini Academy in hand to facilitate training of Bricklayers, Plumbers and Carpenters : 58 have completed training and were placed in various construction activities

5. Lessons: What are the main lessons learnt in the course of implementation of the good practice? Are there any open questions that need to be dealt with?

- SSIP provides seed capital to kick-start project with opportunity presented to development partners in the value to contribute to the programme to drive maximum community impact.
- Empowerment legislation allows opportunities for companies to ring-fence community development contribution for local communities where that profit is generated.
- SSIP provides platform for customizing projects based on the demands unique to that particular communities.
- It is a framework that has been endorsed by most developers in the region because of its integrated approach to mitigating social and political risks of the projects.
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6. Transfer: What are the necessary preconditions to transfer this practice to another place? What would be the first steps to take?

- Model is being replicated to other landholdings north of Ethekeini drawing lessons learnt from this initiative.
- Alignment to government and societal goals (NDP)
- It provides the framework for crafting key intervention pertinent to almost all the project in the property value chain.