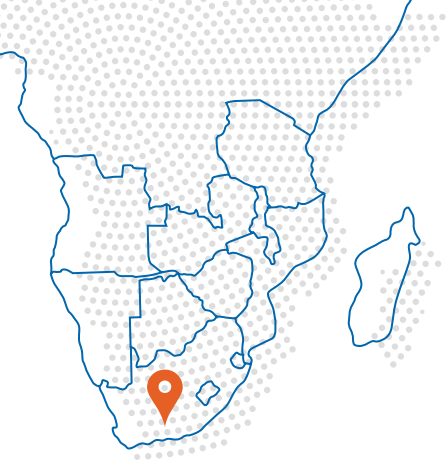




“ Mashup’s major innovation is the way its ecosystem marshals a full chain of resources to assist marginalized youth in making the transition from passivity, unemployment and anti-social behavior to participation, productivity and good citizenship. ”



# ECONOMIC INCLUSION INCUBATOR

## ABOUT THE PROJECT

Mashup Community Development, a social innovation hub, has created an economic inclusion ecosystem that provides both developmental training and start-up incubation to disadvantaged youth. Mashup’s primary social innovation is the multi-service Westbury Youth Centre (WYC), a start-up social enterprise which uses leading-edge technology. This centre offers access to guidance and expertise, a safe and supportive learning and working space, internet connectivity, healthy and inspiring social networks, bursaries, learnerships and employment.

WYC currently houses and nurtures ten start-ups at various stages of development. Each of these, in turn, trains local unemployed youth in ways that can lead to the development of further start-ups or employment. Mashup start-ups function in urban gardening, media and marketing, IT, culinary arts, textile printing, theater, film, and music production. WYC benefits 3,600 disadvantaged youth directly and as many as 10,000 others (family members, women, disabled, unemployed, etc.) indirectly. This project is to improve the quality of outcomes dramatically, involve leading-edge technology, and make the self-regenerating ecosystem scalable, replicable and sustainable.

WYC’s skills development programs and partnerships with institutions of higher education and successful corporations offer access to opportunities to pursue further education or employment. Entrepreneurship training and incubation provide support for those who want to create businesses and employ others. At the same time, the successful entrepreneurs also become teachers and mentors, helping the next generation navigate the same transition they, themselves, have recently made.

## KEY OBJECTIVES

1. Educate and inspire active citizens and participants in the economy (3,670 beneficiaries) while reducing unemployment, crime and poverty in the Westbury community
2. Strengthen the network of organisations supporting the creation of educational and employment opportunities for disadvantaged youth in the region around Westbury
3. Support local innovation and entrepreneurship
4. Create opportunities for employment and wealth creation for marginalized youth

## PROJECT PARTNERS

- Mashup Community Development (South Africa)
- Tshimologong Digital Innovation Precinct (South Africa)
- Funzilife Oy (Finland)
- Harambee
- Telkom foundation
- The Maxum Digital Hub
- The Sage Foundation
- Westbury Secondary School
- Kone Centennial Foundation



## PROJECT COORDINATOR

Mashup Community Development

## IMPLEMENTING COUNTRY

South Africa