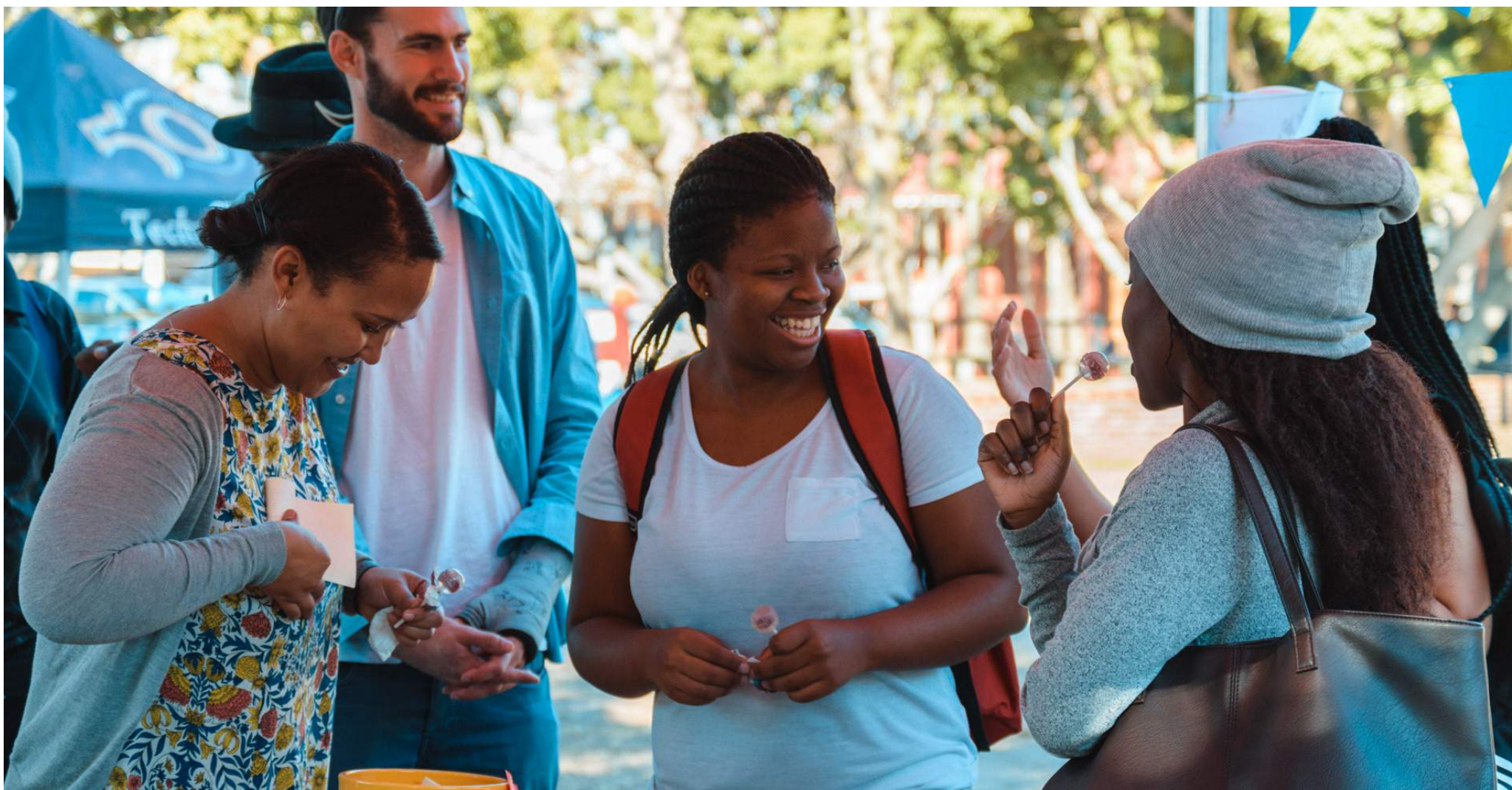


POP-UP BELLVILLE



REPORT - 7 JULY 2017

BELLVILLE



INTRODUCTION

Bellville can be thought of as a 'little Africa', a place with a diversity of nationalities and ethnicities including South Africans, Nigerians, Somalians, Zimbabweans and Kenyans. It is a place of vibrant businesses and a major public transport hub for people from all over the City of Cape Town.

Here both the affluent and the resourceful, street vendor and corporate, dark skinned and fair, live and work, but seldom connect ... divided by the very diversity Pop-Up Bellville celebrates.

ABOUT

The Greater Tygerberg Partnership initiated the Pop-Up Bellville innovation challenge to re-activate public spaces for recreation and meaningful connection between people in the Bellville Central Business District. Innovate South Africa was tasked to run the project in partnership with the Centre of Entrepreneurship and Innovation at the University of Western Cape.

The challenge created an opportunity for students to design a pop-up space that connects the Bellville community whilst being a viable business venture in order to spur student entrepreneurship.

THE STUDENTS

UNIVERSITY OF WESTERN CAPE



MANAGING TEAM

STEFAN LOUW

Program Director
Innovate South Africa

LANA FRANKS

Program Manager
Innovate South Africa

CHARLENE DUNCAN

University Liaison
CEI, UWC

CLINT DAVIES

University Liaison
CEI, UWC



UNIVERSITY of the
WESTERN CAPE

PROGRAM GOALS



MAKE A LASTING IMPACT
IN BELLVILLE
COMMUNITY



CREATE A POP-UP SPACE
FOR MEANINGFUL
CONNECTION AND
RECREATION IN BELLVILLE



EDUCATE STUDENTS TO
LEARN BY DOING

PROGRAM LEARNING OUTCOMES



CREATIVITY AND
CONNECTED THINKING



EMPATHY AND
SOCIAL AWARENESS



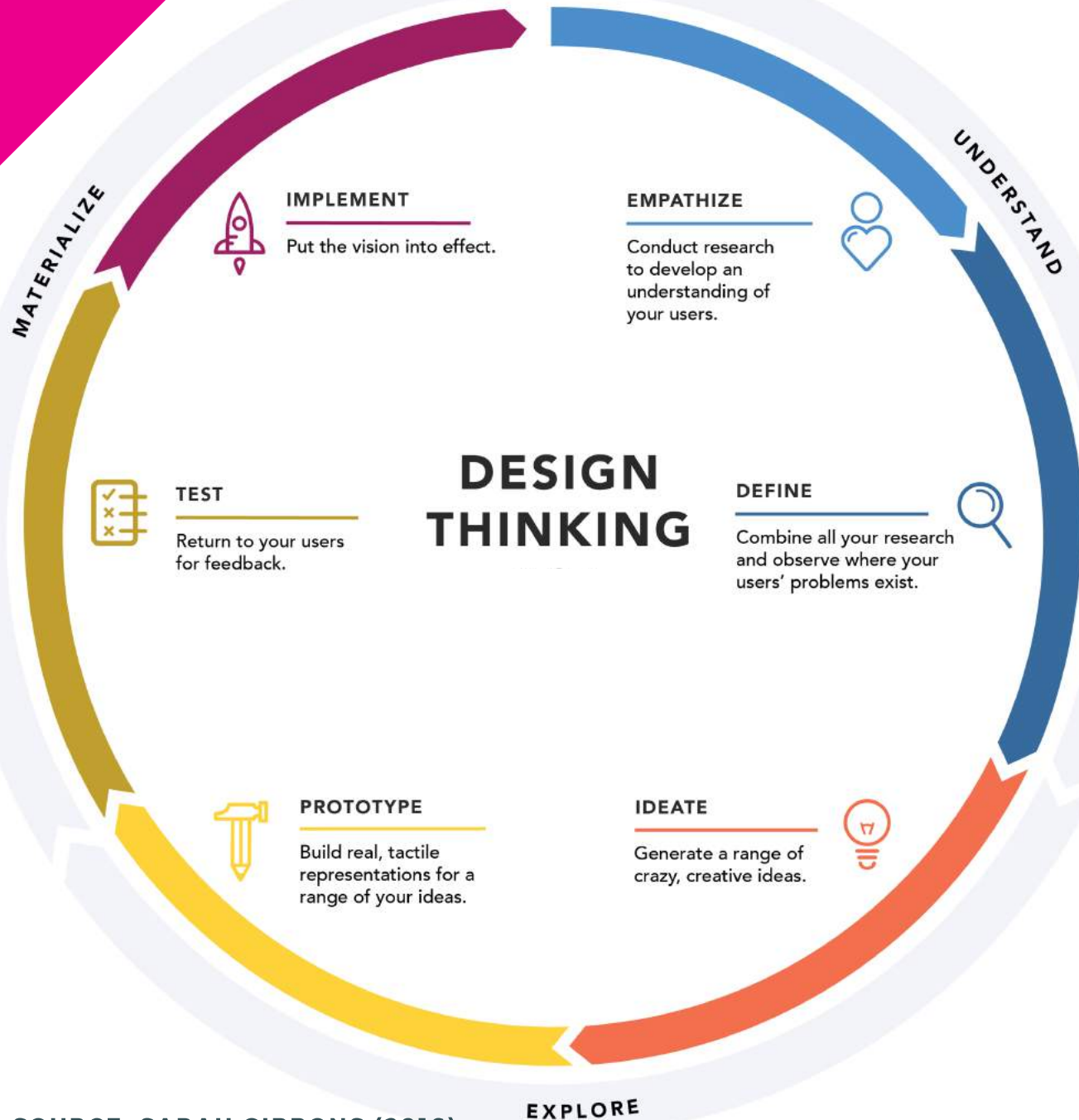
START-UP EXPERIENCE
FOR STUDENT
ENTREPRENEURSHIP

LOOKING TO THE FUTURE

2020

Future of Jobs Report, highlights that problem solving, creativity and critical thinking will feature highly as the required skills set into the future.

THE PROGRAM



Students attended a series of design thinking workshops to create prototypes of their products.

At the final showcase event, the winning team received funding of **R10,000** to build and implement their Pop-Up space in the Bellville CBD and University Campus.

117

APPLICANTS

40

CHOSEN

8

TEAMS

4 EVENTS

WORKSHOP 1
5 MAY

DESIGN THINKING - EMPATHIZE

WORKSHOP 3
19 MAY

DESIGN THINKING - PROTOTYPING
AND BUSINESS MODELS

WORKSHOP 2
12 MAY

DESIGN THINKING - DEFINE AND
IDEATE

SHOWCASE
2 JUNE

POP-VILLAGE AT UWC TO
SHOWCASE PROTOTYPES

**TOP
2
IDEAS**





Culture Couch

busting cultural myths one spin at a time

The Culture Couch is a pop up space that was created to promote cultural tolerance by using a game show approach to encourage people to experience and learn about different cultures



SECOND

Once Upon a Time

share your story

People crave authenticity. Once upon a time is a board game played by two people in a pop-up space that helps them tell their personal life stories to a complete stranger. It facilitates connection and genuineness.

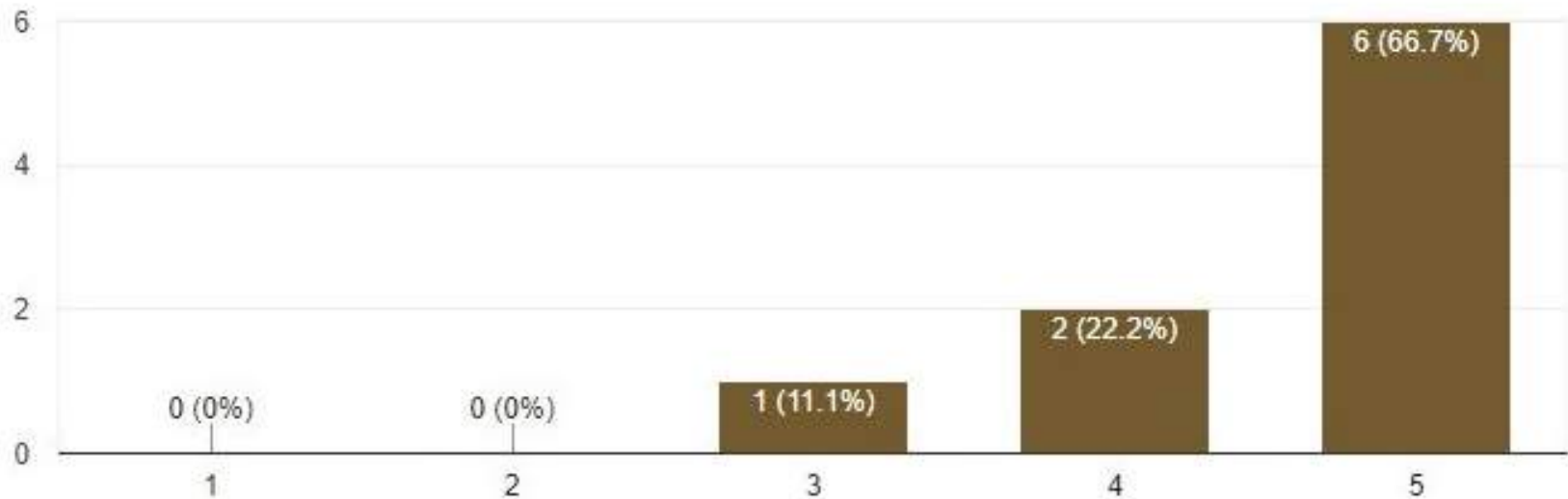


STUDENT FEEDBACK

HAPPINESS INDEX

Rate your overall happiness with program, where 5 is Super Happy and 1 is Super Not.

9 responses



“

THE CONTENT OF THE
WORKHOPS ASIDE
FROM THE
COMPETITION WAS
AMAZING!

STUDENT FEEDBACK

“

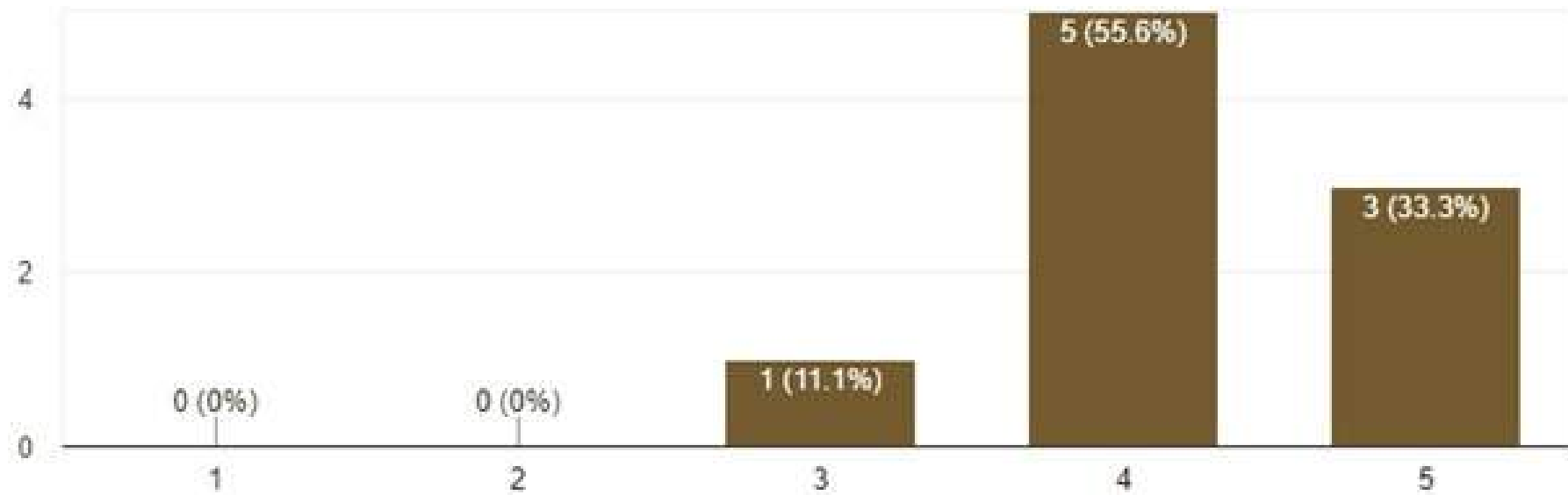
THE FACILITATORS
WERE PREPARED, FUN
AND ENERGETIC

STUDENT FEEDBACK

MARKETING

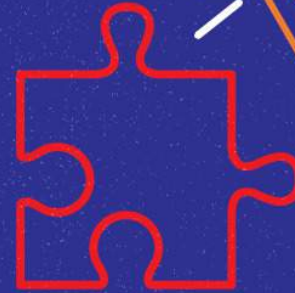
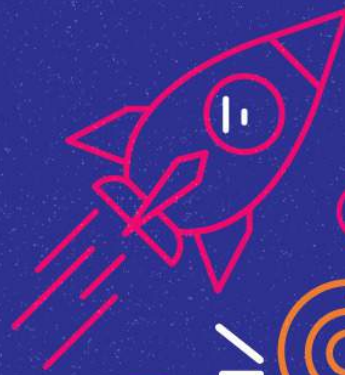
How well did we market the program?

9 responses





CREATE A POP-UP
SPACE TO
CONNECT THE
BELLVILLE
COMMUNITY



WIN

R10,000

**TO IMPLEMENT
YOUR IDEA**



“

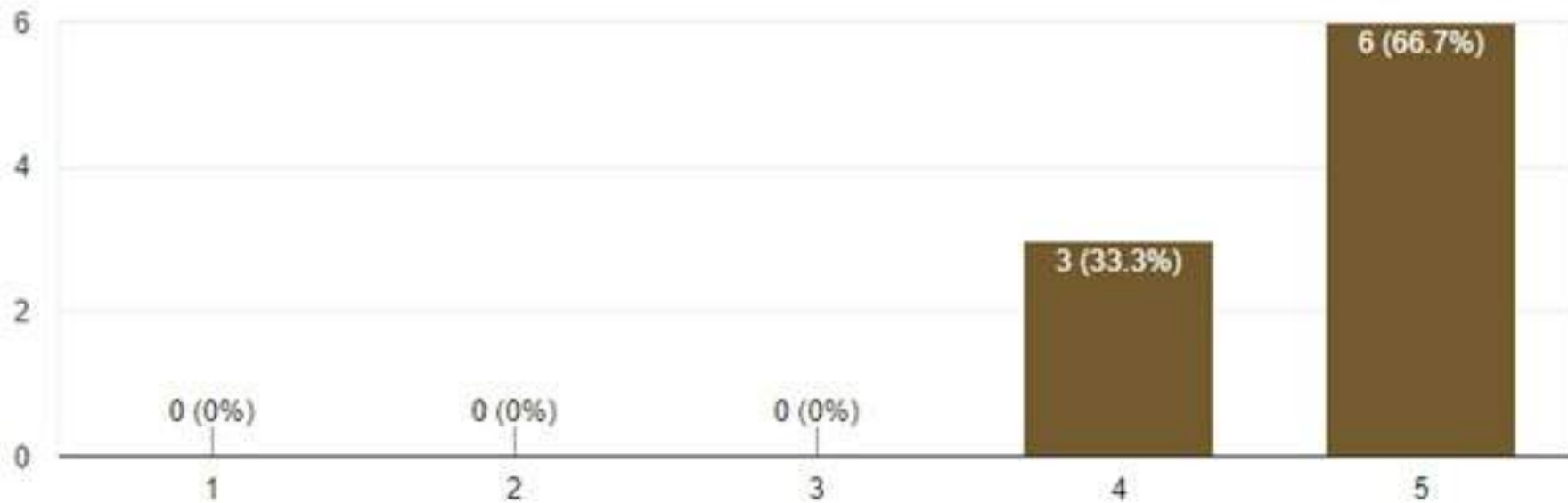
THE POSTERS WERE
OUTSTANDING

STUDENT FEEDBACK

COMMUNICATION

How satisfied are you with our communication?

9 responses



“

COMMUNICATION WAS
TIMEOUS AND WE
WERE ALWAYS IN THE
LOOP

STUDENT FEEDBACK

“

I LEARNT TO THINK IN
TERMS OF "AND" NOT
"BUT". NOW IDEAS
FLOOD LIKE A TSUNAMI!

STUDENT FEEDBACK



THANK
YOU!