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## **JOINT PRESS RELEASE**

### **Tshwane Mayor, US and Finland Ambassadors Partner Youth Employment Drive**

*14 June 2005, The Innovation Hub, Tshwane:* Tshwane Mayor, Father Smangaliso Mkhathshwa, was joined by the US Ambassador and Finnish Ambassador to honour Youth Day by launching a skills programme that creates jobs for unemployed tertiary education graduates. The City of Tshwane's residents will benefit from the programme as the young South Africans learn and apply high-tech Information Technology and business expertise towards the municipality's delivery of services.

Mayor Mkhathshwa described his vision of making The City of Tshwane the Entrepreneurial Capital of Gauteng, giving youth a prime opportunity to participate in the process, with education, skills and entrepreneurial aptitude to effectively start small businesses.

The SmartCity Community Contact project is a collaboration of the Youth Development Trust (YDT), City of Tshwane Metropolitan Municipality (CTMM); United States Agency for International Development (USAID); Embassy of Finland; The Innovation Hub (TIH) and Khanyisa Real Systems (KRS). The purpose is to generate efficient, effective and instant communication between the CTMM and the citizenship, using innovative technologies. Unemployed University and Technikon students trained through this program will become a skilled business and workforce by partnering with various organizations to promote entrepreneurship as a viable option for creating jobs and delivering services. SmartCity will also enhance democracy by ensuring participation of citizens in daily democratic and governance processes.

"The U.S. Government's grant to the Youth Development Trust reflects our commitment through USAID to support young South Africans who strive to take advantage of new opportunities made possible using 21<sup>st</sup> century technology and advances," says US Ambassador to South Africa, Jendayi Frazer.

"As the YDT, we are extremely pleased with the strides we have made in helping develop training programmes to meet the specific needs of the labour market. We are actually incubating a niche industry to create job openings for these graduates. To that end, our Business Development unit has been working hard to develop partnerships with various stakeholders such as local government, foundations and small and medium enterprises to ensure that the youth develop the skills necessary for the future success of the country," according to Ntutule Tshenye, YDT Chief Executive.

The YDT currently trains 20 graduates in 3-month sessions hosted by The Innovation Hub. The students bridge existing knowledge with advanced skills necessary to work on unique projects as consultants, handling customer service for the Municipality. Utilising a globally accepted wireless Short message service solutions (SMS), such as text alerts sent to mobile phones, the ultimate goal is to create a business service bureau to be run by graduates themselves, providing vital information like Municipal billing services to residents.

The project is in its pilot phase and due to expand in the future.

"Completing the SmartCity programme is a personal milestone for me that will channel our enthusiasm productively with relevant market skills while fulfilling Tshwane's commitment to deliver better services," concluded Jay-Jay Tswai, one of the students currently undergoing training.



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## **ABOUT YDT**

The Youth Development Trust (YDT) is a not-for-profit non-governmental organisation founded in 1987 as the Human Resources Trust (HRT). HRT's aim was to channel international donor funds to local development organizations. Its evolution over time had entailed experience in grant and program management, and a thorough knowledge of the South African development sector. With changes in the development sector and an increasing need to respond directly to the plight of youth in South Africa, the Human Resources Trust became the Youth Development Trust in 1996. Whilst the YDT builds on the Strategic Objectives and Goals of the HRT, the focus has shifted significantly towards direct project implementation and strategic alignment to the youth as our program beneficiaries. The global cooperation the YDT enjoys with the International Youth Foundation and other corporate partners is crucial in earning the organisation credibility and programmes that are needs-driven and demands-led, and are based on international best practice. More information can be found at [www.ydt.co.za](http://www.ydt.co.za)

## **ABOUT CITY OF TSHWANE METROPOLITAN MUNICIPALITY**

The City of Tshwane Metropolitan Municipality (CTMM), classified as a Category A urban municipality, was established on 5 December 2000 when various municipalities and councils that had previously served the greater Pretoria and surrounding areas were integrated. The CTMM covers an extensive municipal area that includes Pretoria, Centurion, Akasia and Soshanguve, as well as the surrounding areas of Mabopane, Atteridgeville, Ga-Rankuwa, Winterveld, Hammanskraal, Temba, Pienaarsrivier, Crocodile River and Mamelodi. Its total area is 2 199 km<sup>2</sup>, and it is inhabited by approximately 2,2 million people. More information can be found at [www.tshwane.gov.za](http://www.tshwane.gov.za)

## **ABOUT THE INNOVATION HUB**

The Innovation Hub as a high-tech cluster – and the first internationally benchmarked Science Park in Southern Africa – creates an environment where international businesses can access a regional centre of knowledge creation and provides a gateway for local businesses to successfully launch into the fast moving world of global interconnectivity. One of 11 "Blue IQ" projects, The Innovation Hub forms part of a multi-billion Rand initiative by the Gauteng Provincial Government to invest in economic infrastructure development in smart industries to establish Gauteng as a truly 'smart' province. More information can be found at [www.theinnovationhub.com](http://www.theinnovationhub.com)

## **ABOUT THE USAID**

The United States Agency for International Development (USAID) is an independent government agency providing economic and humanitarian assistance worldwide for more than 40 years. USAID's South African strategy has been designed with South Africans to benefit citizens who were disadvantaged by apartheid. The work focuses on six main areas: HIV/AIDS and health; economic analysis and growth; sustainable job creation; democracy and good governance; education; and housing and urban services. USAID encourages partnerships between government, civil society and commerce to reach the majority of the country's people with opportunities for development and improved living conditions. More information about USAID can be found at [www.usaid.gov](http://www.usaid.gov).

## **ABOUT THE EMBASSY OF FINLAND LOCAL COOPERATION FUND**

The Local Cooperation Fund (LCF) is part of Finnish worldwide development cooperation aiming to reduce poverty, promote human rights and democracy, global security, economic dialogue and preventing global environmental problems. LCF provides support for civil society in South Africa, Botswana, Swaziland and Lesotho in the field of human rights and democracy. Funding aims to bridge gaps in political processes and socio-economic development, emphasising marginalised groups and areas. Increased interaction links community level activities to further resources (state, NGOs, institutions) and builds social capital. More information can be found at [www.finland.org.za](http://www.finland.org.za)

## **ABOUT KHANYISA REAL SYSTEMS**

Khanyisa Real Systems delivers ICT consulting and software development services to businesses and government departments across Southern Africa - as partners identifying and realizing the right solutions at the right cost. Founded in 1987, KRS employs over 45 staff at its offices in Johannesburg and Cape Town. KRS draws on its long experience of low-risk models to manage projects and accelerate delivery with a high degree of time and cost predictability - results expected from a family of mature, repeatable and measurable processes. More information can be found at [www.khanyisa.co.za](http://www.khanyisa.co.za)