

SNAPSHOT OF THE PROCESS THAT UNDERPINNED THE SUCCESS OF THE BUPHUDUCHWANA PRODUCTION INCUBATOR

A CASE STUDY IN CREATING IMPACT BY DESIGN

WHY DID THIS INITIATIVE STANDOUT?

The Buphuduchwana Production Incubator (BPI), Zenzele Itereleng (ZI) and Tiger Brands initiative stands out in a landscape of failed and lacklustre agricultural programmes. Critical to its success was not just the material assistance provided by Tiger Brands and ZI, nor the significant contribution made by its highly skilled technical partners. Rather it can be said that what was truly critical to these farmers success was the underlying process that helped them create what they wanted. By investing in this process, the initiative not only achieved significant short-term outcomes but leaves a critical asset, namely a more capable process, within BPI and the community of Greater Taung. This community asset is ultimately more likely to contribute to sustainable development and a positive social impact.

HOW DID THIS INITIATIVE AFFIRM THE VALUE OF IMPACT BY DESIGN?

The BPI initiative showed that the process that underpins the Impact by Design Strategy is both practical for community-led development as well as capable of creating and sustaining a positive social impact. Specifically, the initiative demonstrated:

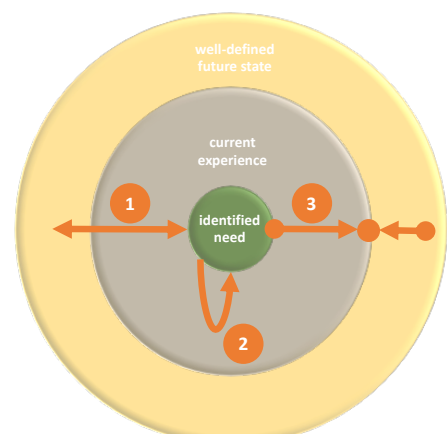
The value of proximity in creating material change– the need to work closely with the people affected to gain critical insights into their needs and the means to address it;

The value of a future now strategy– consistently directing the means for creating change towards the desired future; and

The value of discontinuous improvement– intentionally creating progress through progressive steps that create material change in line with the desired future.

These observations are congruent with the three key elements of the Impact by Design Strategy, as shown on the right.

Key elements of Impact by Design



1. Frame the problem within the better future state– How does this problem form part of the desired whole?
2. Gain insights into changing the current experience– How do the people affected experience the need and how can it be addressed?
3. Means creates progress towards desired state– How is the means helping create the future now?