



**SPEECH FOR CITY OF JOHANNESBURG EXECUTIVE  
MAYOR, CLLR. MPHO PARKS TAU'S REPRESENTATIVE AT  
THE VULINDLEL'EJOZI MOOV-U.S EDUCATIONAL TRADE  
DELEGATION SITE VISIT AT THE WESTBURY LIBRARY ON  
WEDNESDAY, 09 MARCH 2016**

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a world class African city

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**Assistant Secretary of the US Department of Commerce Marcus Jadotte and our guests – a full trade delegation of the US educational institutions**

**Senior executives and representatives of our Private Sector and Non-Profit Partners**

**Councillors of the City of Johannesburg**

**Senior Managers of the City of Johannesburg**

**Honourable Guests**

The Executive Mayor Parks Tau, whom I have been tasked to represent, reminded us of something very critical when the City of Johannesburg's e-learning programme was unveiled in mid 2015. He quoted the famous science fiction writer H.G Wells, who said that **“Civilization is a race between education and catastrophe”**.

That race is now predominantly digital and – as a city, as a country, as a continent – we are not running nearly fast enough. Today, at least, we show one of the most important ways we can lace up our digital running shoes – by enabling e-learning, techno-literacy and basic internet access for our citizens, and empowering our youth to use these resources to train themselves for both the economy of now and the economy of tomorrow.

We stand here at a time when Africa is poised to leapfrog education systems worldwide when it comes to education delivered at a distance through digital means. Right now, the continent has the fastest growing self-paced e-learning market on the planet – 16.4% a year since 2013.

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This growth is being driven by the simple reality that digitization, used smartly and accessibly, breaks down barriers to entry rather than raising them. In education, distance, cost and time are all factors that keep the vast majority of our youth out of higher and further education in particular.

The Johannesburg statistics from Census 2011 tell the story of how big a problem education access is – only 12.7 % of Joburg residents across all age groups have a post high school qualification beyond the Further Education Training level. If you narrow that to those who have bachelor degrees or higher, the percentage drops to 5.8 %. That's 94 % of our total citizenry not making it to the bachelor degree rung of the higher education ladder. This is the vast gap we must help our people to cross.

Massive Open Online Varsity courses, techno-literacy and even the simple enabling of public access to the Internet are all part of the solution. And it is a solution that is being offered now by our very own libraries as part of the City of Johannesburg's Vulindlel'eJozi programme.

Vulindlel'eJozi is a R150 million youth programme aimed at **BREAKING DOWN BARRIERS TO OPPORTUNITIES** for 200 000 youth in entry-level job training and placement, online further education and entrepreneurial skills development. A number of corporates have already come on board to avail opportunities for the youth and as a result 45 000 opportunities have so far been secured and being matched to suitable beneficiaries.

The programme is being rolled out in partnership with Harambee Youth Employment Accelerator, an NGO that specialises in matching unemployed youth to on-demand job opportunities. More than 140 000 youth have registered for Vulindlel'eJozi to date – and our aim and commitment is to assist them to reach their potential.

**The Massive Open Online Varsities** initiative, or MOOV system is a critical part of this programme – and is well on its way to breaking down barriers to opportunities for local youth and has already connected more than 3 000 young people to various online further education programmes,

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including the Microsoft Academy and Wix web development platforms – and that is only the beginning.

Massive Open Online Courses from a range of the world’s best universities are already being used to empower our youth to pursue specific opportunities. I believe we have with us some graduates from Wharton, one of the best business schools in the world, who got their accreditation through this very system.

The courses also include math and language skills training using the world-famous Khan Academy system, particularly for those without matric and who wish to rewrite it. The MOOVs, which are video enabled learning centres, are currently opening throughout Johannesburg and attached to the City’s libraries. Six of the planned 11 centres are already a reality in White City Jabavu Emndeneni, Orange Farm (which has the highest number of participants), Alex, Westbury, and the Joburg Inner City.

The MOOVs have a powerful learner management system which allow for developing vocational skills for just about every sector and industry – and providing those industries with candidates that add immediate business value, whether as employees or as micro-enterprises.

This is not an isolated case of the City of Johannesburg’s interventions to spur on economic development. **The city has invested multi-billions in various developmental programmes to build an inclusive economy. Some of these projects include:**

- The EPWP programme which has created 51,977 job opportunities across the city in 2014/15.
- **Jozi@Work** which has contracted more than 315 cooperatives and other community based entities, and continues to grow.
- In the current financial year, Jozi@Work, which is **DESIGNED FOR COMMUNITIES TO PARTNER WITH THE CITY** in the delivery of municipal services, continues to grow into other developmental initiatives that include the following;

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- **Jozi Digital Ambassadors** – an R80 million programme which looks to **BRIDGE THE DIGITAL DIVIDE** in the city by training 3 000 young people to go into communities to impart digital skills to about 720 000 households. The programme is currently being rolled out in partnership with the University of Johannesburg using the City’s free Wifi hotspots and portal called Maru a Jozi.
  - **Jozi My Beginning** – a R50 million community innovation fund set to **GIVE LIFE TO COMMUNITY INNOVATIONS**. The fund is being administered by innovation experts, Resolution Cycle, who are part of the University of Johannesburg. Just over 2 000 proposals of innovative ideas were received and are currently being shortlisted ahead of being tried and tested.
  - In addition to EPWP and Jozi@Work, the City of Johannesburg supported **4,681 SMMEs** – against a target of 1000 SMMEs in the year 2014/15 - and facilitated business transactions valued at R3.26 billion.
  - Our SMME support has seen 11% growth in the informal economy; this is in line with our strategy of ensuring the development of SMMEs and establishment of programmes to develop entrepreneurship as an alternative to formal employment.
  - **The Green City Start-Up Challenge** – a new green entrepreneurship campaign launched in March 2015 to **INSTIL A CULTURE OF ENTREPRENEURSHIP** among the youth of Johannesburg and unearth green entrepreneurs with innovative solutions to energy, water, waste management, transport and building challenges – is also underway. In 2015, young entrepreneur, Paseka Lesolang won the first prize of R1 million to further develop and roll-out his innovation – a Leakless Valve, which reduces water loss by up to 70% in toilets, saving 10% on the user’s water bill. Paseka has since become an international success story. The 2016 Challenge is expected to see an increase in entries, which are now open on [www.thegreencitystartup.co.za](http://www.thegreencitystartup.co.za)

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So you will understand that the city's MOOV initiative which we showcase to our foreign guests today is part of a much bigger, and more powerful vision.

To quote our Executive Mayor once more, in this case from his State of the City Speech last year: **“We are a city where the young lead the call for transformation, demanding the opportunity to work, to improve their lives, and become the best of what they can be. A city which knows that with just a little help, our youth are not the challenge some perceive them to be, but our greatest asset.”**

The MOOV network we showcase and celebrate today is providing precisely such help. We trust our American guests recognize this and will make good on their kind offers to help us support and evolve the MOOV programme – in a bid to bring about socio-economic transformation in our communities.

Thank you.