



JOZI@WORK



**MEDIA BRIEFING SPEAKING NOTES FOR CITY OF JOHANNESBURG EXECUTIVE
MAYOR, CLLR. MPHOSI MASEKO ON THE ANNOUNCEMENT OF THE
WINNERS OF THE JOZI MY BEGINNING COMMUNITY INNOVATION FUND
2015 IN MILPARK, ON TUESDAY, 19 APRIL 2016**

INTRODUCTION

- Today we are announcing the top 17 innovators who successfully competed in the City of Johannesburg's Jozi My Beginning Community Innovation Fund Competition 2015.
- Jozi My Beginning is a R50-million community innovation fund, which is an extension of Jozi@Work – a co-production programme designed for communities to partner with the city in the delivery of municipal services in various sectors.
- These sectors include energy, waste management, water and sanitation, greening services, road and transport infrastructure, and construction and maintenance, as well as ICT and digital services, business and urban management support and agriculture and food resilience.
- Jozi My Beginning looks to explore innovative ideas from Johannesburg residents and other community-based enterprises - in line with the city's drive to partner with communities in the delivery of municipal services effectively and efficiently.

CONTEXT

- The Jozi My Beginning community innovation fund roll-out began in September 2015 with a call for submissions of community ideas that could boost service delivery and enhance a culture of entrepreneurship.

- Up to 2003 submissions were received for the competition which closed on November 11, 2015.
- In addition to the 17 achievers announced today, a further 18 will receive training and business development support.
- The support value for the 35 projects in total will be just over R7.2-million.
- Implementation of support will started in the beginning of the second week of April 2016.
- By June 2016, the selected 17 proposals will be introduced to the City of Johannesburg and the participants will be able to pitch the merits of their product/service to the metropolitan municipality.
- The announcement comes several months after the applicants had begun working with the University of Johannesburg's entity, Resolution Circle, which administers the competition, evaluates submissions and shortlists participants.

CONCLUSION

- The announcement of the 2015 winners also makes way for the launch of the 2016 challenge today.
- The winners of the competition stand to have their ideas patented, funded and commercialized.
- The Jozi My Beginning community innovation fund has experts on board to assist with the development of submitted ideas to transform them into bankable proposals.
- The outcome of the supported proposals will be a demonstration of the final products to the City in a bid to test their credibility ahead of going into the market.
- The first leg of the fund competition was preceded by a series of community awareness workshops held across the City's seven regions where the submissions call was made to communities to submit innovative ideas that will boost service delivery in their respective communities.
- The criteria used to evaluate submissions included innovation effort and originality, economic empowerment of the impacted respective communities, as well as the idea's alignment with green/blue and smart city principles.
- The intellectual property (IP) of the innovator is to be protected while the IP rights remain with the individual or company that submitted an innovative idea.

- The city will however have the right to make use of the IP for a year after the grant has been made.
- The announced 17 winners are required to be part of the development and implementation phase of their ideas after today.
- It is expected that some of the proposals could be implemented with extensive technical or business development support or less - depending on how far developed their pitched innovative ideas are ahead of going to market or expansion.