ODA DIRECTORS

SUNÉ STASSEN
CO-FOUNDER, EXECUTIVE DIRECTOR & Custodian
OPEN DESIGN Ambassador
Designer, Social Entrepreneur, Consultant, Educator, Futurist

ABBAS JAMIE
CO-FOUNDER, DIRECTOR of Industry & Afrikan Relations
OPEN DESIGN Ambassador
Engineer, Futurist, Consultant, Facilitator

PROF MUGENDI M’RITHAA
DIRECTOR of Industry & International Relations
OPEN DESIGN Ambassador
Former Director of Innovation & Transformation at Aurecon WDO Community Liaison for Afrika

DANIELLE EHRLICH
DIRECTOR of Social Innovation & Experiences
OPEN DESIGN Ambassador
Founder of True Story Studio

DR. FATIMA CASSIM
DIRECTOR of Design Education
OPEN DESIGN Ambassador
Division Head: Information Design Department of Visual Arts University of Pretoria

MORE ABOUT US
• Social Enterprise
• Registered Not for Profit Company
• Majority Female Board of Directors
• Level 2 BEE

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THE PROBLEM

SOCIETY LACK
INTEGRITY,
EMPATHY,
AUTHENTIC CONNECTION

TOO MANY
MEDIocre BUSINESSES
UNSUSTAINABLE PRACTICES
BUSINESS WITHOUT PURPOSE

YOUTH/WORKFORCE LACK:
HUMAN SKILLS
INNOVATORS,
PROBLEM SOLVERS,
CHANGE MAKERS
THOUGHT LEADERS

STEM EDUCATION
KIDS LACK:
CREATIVE INTELLIGENCE
CORE LIFE SKILLS
21ST CENTURY SKILLS
COMPete WITH MACHINE

FAILING SOCIETAL
ECOSYSTEM
MACHINE TAKEOVER

INEQUALITY
UNSUSTAINABLE
BROKEN
VALUE CHAIN
CRASHING ECONOMY

THE PROBLEM

3RD INDUSTRIAL REVOLUTION - DIGITAL REVOLUTION

OUR SOLUTION

ACTIVE GLOBAL CITIZENS
SOCIAL COHESION
NATION BUILDING
AFRIKAN CHANGE MAKERS
& PROBLEM SOLVERS

SYMBIOTIC
RELATIONSHIP WITH
MACHINE

CONFIDENT
21ST CENTURY
SKILLED YOUTH

BUILDING
HUMAN
CAPACITY
BEYOND
21ST CENTURY
IN AFRIKA

CHANGE FROM STEM TO STEAM
DEVELOP CREATIVE INTELLIGENCE
AND HUMAN SKILLS AT SCHOOL

FUTURE-PROOF
PURPOSE-DRIVEN
BUSINESS

THRIVING
KNOWLEDGE &
CIRCULAR
ECONOMIES

OUR SOLUTION

4TH INDUSTRIAL REVOLUTION

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“CREATIVITY IS THE TOP LEADERSHIP SKILL OF THE FUTURE”

Creativity develops Thought Leadership
Creative leadership is vital to future-proof any business
Creative leadership drives productivity and fosters success in a company.

TOP 10 SKILLS FOR 21ST CENTURY

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

“CREATIVITY OPTIMISES THE DEVELOPMENT OF THE TOP 10 SKILLS AND THE DEVELOPMENT OF HUMAN SKILLS WHICH CANNOT BE AUTOMATED”.

Image: REUTERS/Sergei Karpukhin
OUR VISION

To build capacity for 21st century in Afrika. To create an international knowledge sharing platform and stimulate the development of a future-ready culture of problem solvers and change makers for Afrika, by Afrikans. A confident culture of global citizens equipped with 21st century skills that can add value to the future world of business, environments and society at large.

OUR MISSION

We use creativity and design-led innovation to connect our three pillars: EDUCATION + INNOVATION & TECHNOLOGY + COMMUNITIES so that we can unlock true Afrikans solutions that can greatly contribute to the wellbeing and skills development of our people and the design of thriving circular economies.

OUR VALUES

The following values underpin our inclusive and empathetic humanist philosophy of Ubuntu which favours empathy, justice, tolerance, integrity, inclusivity and equality through a community-driven focus that calls for collaboration, connection and reciprocal relationships. These values aim to instil pride in Afrika and in being proudly Afrikans, and to create optimism for a better future by way of providing meaningful significant experiences for all parties involved to stimulate the design of wellbeing, design for change and design for life:

<table>
<thead>
<tr>
<th>VISIONARY</th>
<th>PASSIONATE</th>
<th>BOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURPOSEFUL</td>
<td>EMPATHETIC</td>
<td>CHANGE MAKERS</td>
</tr>
</tbody>
</table>
OPEN DESIGN AFRIKA
OPTIMISING AFRIKAN POTENTIAL
THROUGH EDUCATION I INNOVATION & TECH I COMMUNITIES
DESIGN FOR LIFE I DESIGN FOR CHANGE I DESIGN FOR WELLBEING

EDUCATE
SHARE KNOWLEDGE
CREATE OPPORTUNITIES
BUILD AFRIKAN PRIDE
UN SDG’S IN ACTION

YEARLONG ACTIVATIONS

TRAINING PROGRAMS
21ST CENTURY SKILLS

COMMUNITY ACTIVATIONS
ODA WETOPIA ACADEMY

BIANNUAL CELEBRATION/SHOWCASE

ODA FESTIVAL
EXPERIENCE AFRIKAN GREATNESS
INTERNATIONAL KNOWLEDGE SHARING PLATFORM IN AFRIKA
CITIZENS EDUCATION PLATFORM
CROSS-SECTOR + CROSS-CULTURAL

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How does it work?

Open Design Afrika (ODA) identified 3 pillars to design a prosperous future for all.
Dot Connectors | Bridge Silos | Cross-Sector Engagement | Take Afrikan Innovation on World Stage
Inclusive & Accessible | Educate | Share | Knowledge Exchange | Showcase | Inspire | Ignite New Collaborations | New Ideas
New Start-ups | New Business | Support SMMEs | Build Resilient Communities | Increase IP for Afrika
Socio-Economic Value | Enhancing Quality of Life | Grow Prosperity
22 Nobel Laureates from 9 Afrikan countries

6 of the fastest growing economies are in Afrika

1 in 3 Afrikans are middle class

40,7% leading world rankings by far
followed by
10,4% USA
5,5% UK
3,6% NORWAY
3,1% FRANCE

HIGHEST number of people involved in early stage entrepreneurship
ZAMBIA & NIGERIA leading world rankings

HIGHEST number of female presidents in the world (7)

HIGHEST number of female parliamentarians 64%

HIGHEST number of female entrepreneurs: ZAMBIA & NIGERIA
40,7% leading world rankings by far

ODA brings top Afrikan innovation to a world stage

ODA develops Afrikan models

ODA develops Afrikan pride

ODA uses creativity as catalyst to develop 21st century skills

ODA creates new opportunities for Afrikan inventors

OPTIMISE AFRIKAN POTENTIAL

Fastest growing market for mobile phones

Use creativity as catalyst to develop 21st century skills

ODA brings top Afrikan innovation to a world stage

ODA develops Afrikan models

ODA develops Afrikan pride

ODA creates new opportunities for Afrikan inventors

HIGHEST number of female inventors

Rwanda highest number of female parliamentarians 64%

HIGHEST number of people involved in early stage entrepreneurship
ZAMBIA & NIGERIA leading world rankings
ODA ATTENDANCE: 10 000

AFRIKAN 18%
COLOURED 34,5%
WHITE 44%
INDIAN 3,5%
LSM 4 - 9

ONLINE AUDIENCE: 33 023

FEMALE 60%
MALE 40%

FEMALE: WHITE 46,6%  COLOURED 33,3%  AFRIKAN 17%  INDIAN 3,3%
<table>
<thead>
<tr>
<th>HOST CITY</th>
<th>INTERNATIONAL AFFILIATIONS &amp; FRIENDS</th>
<th>ITALY</th>
<th>SPAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITY OF CAPE TOWN ISIKEMO SASEKAPA STAD KAAPSTAD</td>
<td>WORLD DESIGN ORGANIZATION</td>
<td>UNESCO Member of the UNESCO Creative Cities Network Since 2017</td>
<td>CAPE TOWN city of design</td>
</tr>
<tr>
<td>Fontys University of Applied Sciences</td>
<td>ico-D International Council of Design</td>
<td></td>
<td>EXPERIENCE WORKSHOP EXPERIENCE-CENTERED MOVEMENT</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETHERLANDS</th>
<th>BELGIUM</th>
<th>FINLAND</th>
<th>DENMARK</th>
</tr>
</thead>
</table>

SA & AFRIKAN AFFILIATIONS & FRIENDS

- Aurecon
- V&A WATERFRONT CAPE TOWN
- Cape Town Tourism
- UD Africa
- Universal Design Africa
- UD Africa
- Khayelitsha
- Innovation Edge
- Biomorphic
- Future Females
- Creative Mornings
- PechaKucha Night Cape Town
- ECOBRICK Exchange
- Maker Station
- Pan Afrikan Design Institut
- Open Streets Cape Town

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JOIN THE OPEN DESIGN AFRIKA EXPERIENCES

ACCESSIBLE I EDUCATION I COMMUNITIES I INNOVATION & TECHNOLOGY I TRANSDISCIPLINARY ECOSSYSTEMIC I BRIDGING SILOS I CROSS-SECTOR I CROSS-CULTURAL EXPERIENCES

CITY-WIDE ACTIVATION I CAPE TOWN DESIGN & INNOVATION DISTRICTS I OPEN STUDIOS I TOURS I DIALOGUES I EXPOS I WORKSHOPS I MASTER CLASSES INCLUSIVE I CITIZENS I YOUTH I EDUCATORS I CHANGE MAKERS I SOCIAL ENTREPRENEURS I MAKERS & INNOVATORS I FIELD EXPERTS I THOUGHT LEADERS I POLICYMAKERS

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BE PART OF A COMMUNITY OF CHANGE MAKERS

CREATIVE MORNINGS

TALK100

BLACK FILMMAKERS (BFFF) • PECHA KUCHA

MASTER CLASSES & WORKSHOPS

AFRIKA’S INTERNATIONAL KNOWLEDGE SHARING PLATFORM

EQUIL OPPORTUNITIES • PARTICIPATE • LEARN • SHARE • NETWORK • COLLABORATE
GIVE BACK • PAY IT FORWARD • KNOWLEDGE • SKILLS • EXPERTISE
DESIGN THE FUTURE WITH US

STEAM EDUCATION: SCIENCE I TECH I ENGINEERING I ART I MATH I BUILD CAPACITY THROUGH CREATIVITY & PLAY

21st CENTURY SKILLS I CONFIDENCE I EMPATHY I EQUAL OPPORTUNITIES

INNOVATE I MAKE I DESIGN THINKING I CRITICAL THINKING I COMPLEX PROBLEM SOLVING I COLLABORATE
DEVELOP FUTURE GLOBAL CITIZENS

DESIGNING A FUTURE GENERATION OF PROBLEM SOLVERS AND CHANGE MAKERS
CUTIVE PLAY I PARTICIPATE I DO I EXPLORE I EXPERIENCE I EXPERIMENT I MAKE I INNOVATE
DEVELOP HUMAN SKILLS I CREATIVE INTELLIGENCE I EMOTIONAL INTELLIGENCE
ADD VALUE TO THE FUTURE WORLD I BUSINESS I ENVIRONMENTS I SOCIETY
WE CAN DESIGN A LEGACY TOGETHER:

BUILD CAPACITY THROUGH CREATIVITY, DESIGN & INNOVATION

INVEST IN A FUTURE-READY AFRIKA
contact us

info@opendesignafrika.org

Opendesignafrika.org