



CORNUBIA SOCIO-ECONOMIC SUSTAINABILITY AND INNOVATION PROGRAMME (SSIP)

Tongaat Hulett's land development approach is inclusive, taking into account the societal realities of every area where it is involved. At Cornubia, for example, multiple issues and stakeholders affect the project's ability to create a better life for all, requiring innovative engagement and solutions. The 1 333 hectare greenfield site is co-owned by Tongaat Hulett and the eThekweni Municipality, with both parties committed to creating an integrated human settlement that can provide learnings and benchmarks for similar future initiatives. Challenges include the eradication of poverty, tenure diversification, urban restructuring and renewal, densification, improved design and quality shelters. As a result, Cornubia's SSIP programme was initiated to address unemployment as a priority. The programme facilitates the creation of economic participation opportunities and actual placements in excess of current demand. The programme is integrated with the relevant aspects of the land conversion processes and is linked to Tongaat Hulett's B-BBEE spend. It also speaks to the United Nations' sustainable development goal of creating productive employment and decent work for all. Holistic and integrated planning creates opportunities for multiple funding and enables a higher multiplier of socio-economic impact, where Tongaat Hulett's contribution becomes seed capital in piloting and initiating projects.

Cornubia is located west of the N2 toll road and north of the Mt Edgecombe/M41 freeway in the eThekweni Municipality. The development is about "Breaking New Ground" through the creation of integrated human settlements, which relates directly to government's strategic mandate, constitutional obligations and priorities.

The success of Cornubia rests on finding innovative ways to facilitate social and economic integration across levels of affordability in the greater uMhlanga sub-economic region. The development comprises over 25 000 residential units of which 15 000 will be occupied by indigent families. Bringing indigent residents in closer proximity to work opportunities does not guarantee participation without deliberate interventions. These require the involvement of organised and empowered civic structures, upskilling and jobs linkages.

The SSIP is an "opportunities and human capacity development incubator", aimed at creating connections between local residents and economic opportunities in the greater uMhlanga region. The programme targets ZERO unemployment with key programme objectives including:

- Organised, structured, empowered and sustainable communities is a pre-requisite for sustainable economic participation. This involves building trust with communities to assist them in structuring themselves, articulating, prioritising and managing their destiny. A social census database system was developed and used to provide demographic profiles of households, individuals and their priority needs to inform programme priorities.
- Cornubia new houses - after one year of occupation a comparative census revealed that the number of young people under the age of 20 had increased to over 60 percent, indicating that after receiving a house, beneficiaries brought their young from rural areas to access urban opportunities. However, a challenge arose from the fact that some residents felt that they were made to choose between their jobs and a free house. As a result, some took the house, rented it out and went back to their shacks which were located closer to their work.
- Blackburn informal settlement - a social consensus revealed that more than 90 percent of residents come from the Eastern Cape with an average age of 30 years. Only 10 percent of residents surveyed said they wanted a permanent house and most of them live there because of the proximity to job opportunities. Jobs and interim basic services were identified by the community as top priorities. A community participative process is being instituted to explore mixed-use development planning informed by community ideas.
- Annual career expo - this is co-hosted with the Central Applications Office, Universities and TVET colleges to facilitate access to tertiary education. 106 applications were facilitated in 2016, 15 Building Environment students were facilitated with SAPOA and SSETA bursaries at UKZN, a partnership with government in graduate experiential internships.

- Opportunities database - this is being developed through engaging businesses in the area and profiling existing opportunities and potential temporary and permanent future employment.
- Linkages facilitation - interventions, placement and skills interventions prioritising local economic opportunities to ensure maximum localisation.
 - Partnered with eLangeni TVET College and eThekweni Municipality skills unit to establish a satellite campus offering customised programmes linked to economic sectors in greater uMhlanga. Community members are trained and linked to employment opportunities in the local economy. Working locally eliminates the need to rent out or sell houses.
- Aligned B-BBEE empowerment scorecards with SSIP incubation centre to leverage empowerment funding for different sector scorecard points and localise empowerment and sustainable funding from various businesses as well as aligning with government priorities to leverage grant funding.
- Link lifelong/continuous learning with work as a progression from labourer, bricklayer, plumber, carpentry etc. towards enterprise development and incubation. The programme addresses the need for young people to balance self-development with household livelihood by facilitating education and income.
- Incorporated cooperatives are working in open space environmental rehabilitation and restoration, in exchange for consent to farm a small footprint. This strengthens co-ownership and oversight of ecosystems by communities. Urban organic farming is now commercialised with vegetables produced and processed for the local market. This programme ensures that older African female community members (Gogo's) who may not be employable formally can still produce food as entrepreneurs.
- TVET College is currently developing a curriculum for private/residential domestic and related property services. This ensures a structured curriculum and certification, while training and development in various trade-related disciplines linked to employment opportunities is ongoing.

The programme is creating and facilitating a localised inclusive economy and revealing a deeper understanding of sustainable livelihood drivers at lower income levels. Through enhancements such as employment, these communities can thrive side-by-side with affluent neighbours. It has also assisted in reversing perceptions of lower income neighbours bringing crime, grime and social risks as higher income households have embraced and supported the programme. There are more positive stories evidenced through lived experiences as affluent neighbours cycle through sugarcane fields and informal settlements free of such fears. In addition, Rotary Club of uMhlanga is mentoring informal settlement leadership on selfless leadership.

Government is also increasingly seeking lessons from this project to respond to similar challenges elsewhere. For example, census data is used in housing allocation, planning and prioritising social and economic development. The KwaDukuza Municipality also toured the project to understand its efficacy with the intention of implementation in their areas.

