POP-UP BELLVILLE

REPORT - 7 JULY 2017
Bellville can be thought of as 'little Africa', a place with a diversity of nationalities and ethnicities including South Africans, Nigerians, Somalis, Zimbabweans and Kenyans. It is a place of vibrant businesses and a major public transport hub for people from all over the City of Cape Town.

Here both the affluent and the resourceful, street vendor and corporate, dark skinned and fair, live and work, but seldom connect ... divided by the very diversity Pop-Up Bellville celebrates.
The Greater Tygerberg Partnership initiated the Pop-Up Bellville innovation challenge to re-activate public spaces for recreation and meaningful connection between people in the Bellville Central Business District. Innovate South Africa was tasked to run the project in partnership with the Centre of Entrepreneurship and Innovation at the University of Western Cape.

The challenge created an opportunity for students to design a pop-up space that connects the Bellville community whilst being a viable business venture in order to spur student entrepreneurship.
THE STUDENTS
UNIVERSITY OF WESTERN CAPE
MANAGING TEAM

STEFAN LOUW  
Program Director  
Innovate South Africa

LANA FRANKS  
Program Manager  
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CHARLEEN DUNCAN  
CEI Director  
University of Western Cape

CLINT DAVIES  
CEI Entrepreneurship Coordinator

Innovate South Africa

CEI

UNIVERSITY of the WESTERN CAPE
PROGRAM GOALS

MAKE A LASTING IMPACT IN BELLVILLE COMMUNITY

CREATE A POP-UP SPACE FOR MEANINGFUL CONNECTION AND RECREATION IN BELLVILLE

EDUCATE STUDENTS TO LEARN BY DOING
PROGRAM LEARNING OUTCOMES

CREATIVITY AND CONNECTED THINKING

EMPATHY AND SOCIAL AWARENESS

START-UP EXPERIENCE FOR STUDENT ENTREPRENEURSHIP
Looking to the Future

2020

Future of Jobs Report, highlights that problem solving, creativity and critical thinking will feature highly as the required skills set into the future.

Source: Future of Jobs Report - World Economic Forum
THE PROGRAM

Students attended a series of design thinking workshops to create prototypes of their products.

At the final showcase event, the winning team received funding of **R10,000** to build and implement their Pop-Up space in the Bellville CBD and University Campus.

**SOURCE:** SARAH GIBBONS (2016)
117 APPLICATIONS

40 CHOSEN

8 TEAMS
4 EVENTS

WORKSHOP 1
5 MAY
DESIGN THINKING - EMPATHIZE

WORKSHOP 2
12 MAY
DESIGN THINKING - DEFINE AND IDEATE

WORKSHOP 3
19 MAY
DESIGN THINKING - PROTOTYPING AND BUSINESS MODELS

SHOWCASE
2 JUNE
POP-VILLAGE AT UWC TO SHOWCASE PROTOTYPES
TOP 2 IDEAS
Culture Couch
busting cultural myths one spin at a time

The Culture Couch is a pop up space that was created to promote cultural tolerance by using a game show approach to encourage people to experience and learn about different cultures.
Once Upon a Time
share your story

People crave authenticity. Once upon a time is a board game played by two people in a pop-up space that helps them tell their personal life stories to a complete stranger. It facilitates connection and genuineness.
STUDENT FEEDBACK

HAPPINESS INDEX

Rate your overall happiness with program, where 5 is Super Happy and 1 is Super Not.

9 responses

- 5: 6 (66.7%)
- 4: 2 (22.2%)
- 3: 1 (11.1%)
- 1: 0 (0%)
- 2: 0 (0%)
THE CONTENT OF THE WORKHOPS ASIDE FROM THE COMPETITION WAS AMAZING!

STUDENT FEEDBACK
“THE FACILITATORS WERE PREPARED, FUN AND ENERGETIC

STUDENT FEEDBACK
How well did we market the program?

9 responses

- 1 (0%)
- 2 (0%)
- 3 (11.1%)
- 4 (55.6%)
- 5 (33.3%)
“THE POSTERS WERE OUTSTANDING”

STUDENT FEEDBACK
How satisfied are you with our communication?

9 responses

- 0 (0%)
- 0 (0%)
- 0 (0%)
- 3 (33.3%)
- 6 (66.7%)
"COMMUNICATION WAS TIMEOUS AND WE WERE ALWAYS IN THE LOOP"

STUDENT FEEDBACK
I learnt to think in terms of "and" not "but". Now ideas flood like a tsunami!

STUDENT FEEDBACK
THANK YOU!