



Who are we? Why should you listen to us?

Convening group:

- **Margy Nicol**, SME and business growth specialist, False Bay Waterfront initiative pioneer, resident
- **James Ricketts**, FHVRRA, Fish Hoek Future
- **Marc Yates**, Chairman Business Improvement District (BID)
- **Julz George**, Resident, Businessman and Pastor

Waterfront SOLVE

- **Sarah Babb**, Specialist Consultant
- **Heather Parker**, Advisor



Globally

- Globally urbanisation: 50% to 60% by 2030
- 95% in developing countries: Asia and Africa
- Sustainable Development Goal (SDG) #11
 - “making cities and human settlements inclusive, safe, resilient and sustainable”
- South African urbanisation: 60% to 71,4% by 2030:
 - Migration and semi-gration and localisation
- Context: SONA, SOPA & CoCT's IDP



Locally

Timing and Focus

- Infrastructure and mobility (transit-oriented development - TOD).
- Resilience and recovery from 'shocks' (SEE)
 - People: Social inclusion, transformation and integration
 - Planet: Environmental conservation
 - Prosperity: Economic growth and investment – job creation, entrepreneurship



Our Approach



- Change is happening continuously, by default or by design
- Community inclusion and participation
- Organise collectively to build a coherent cohesive vision and voice
- Leverage national, provincial and local plans and deliverables
- Multi-stakeholder activation and negotiations
- Choose priorities and consider the targets for eg:
 - Urgent quick wins
 - Priority focus areas
 - Shared value long term future vision and plan
- Leverage from credible neighbours with proven success record

<https://we.tl/t-3nl9aSRLvV>



Urban Waterfront Test

10 Principles

[United Nations' Global Conference on the Urban Future \(Urban 21\)](#)

- | | |
|--|--|
| 1. Secure the quality of water and the environment | 1. Planning in public private partnerships speeds up the process |
| 2. Waterfronts are part of the existing urban fabric | 2. Public participation is an element of sustainability |
| 3. The historic identity gives character | 3. Waterfronts are long-term projects |
| 4. Mixed use is a priority | 4. Revitalisation is an ongoing process |
| 5. Public access is a prerequisite | 5. Waterfronts profit from international networking |

Creating Shared Value

<https://youtu.be/1vK3cxnP6l4>

Sharedvalue.org

Shared value is a concept described by Professor Michael E. Porter of Harvard Business School and Mark Kramer, co-founder and a managing director of FSG, in their 2011 seminal *Harvard Business Review* article, [Creating Shared Value](#).

They define shared value as:

“policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value creation focuses on identifying and expanding the connections between societal and economic progress.”

V& A Waterfront / SOLVE

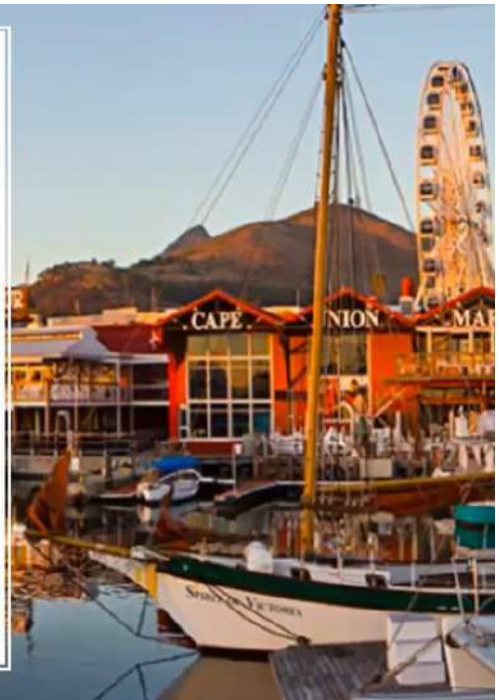
- The V& Waterfront’s purpose statement, adopted in 2019, is:
Collectively creating the world’s most inspiring waterfront neighbourhood.
- SOLVE was launched in March 2021 as part of the V&A Waterfront’s commitment to using the structural break provided by Covid-19 to build back better. Our aim is to provide focus for the Waterfront to engage with the challenges around achieving its ambitious strategic goals in the realms of:
 - sustainability,
 - opportunity and
 - inclusivity.
- Our initial three focus areas are the oceans economy, the food system, and the creative economy. Underlying all of these is support for SMMEs

V&A Waterfront case study: Blue Cape

SOLVE identified dimensions of the ocean economy that contribute most meaningfully to **economic growth, jobs and social upliftment**.

- Together with the City of Cape Town and a collection of ocean-minded private sector and NPO entities, we formed **BlueCape** to:
 - support businesses and investors in the ocean economy,
 - remove barriers to entry and
 - support skills development and transformation for job creation.
- Identifying work opportunities, e.g. boatbuilders Robertson & Caine have openings for ±300 entries a year;
- Identifying tension points in sustainability and ocean pollution, e.g. non-sustainable fishing practises and impact of plastics.

*Activities are PROJECT-BASED, BOUNDARIED, INCLUSIVE of all stakeholders, ITERATIVE and have CHAMPIONS



U Process: 1 Process, 5 Stages

1. Co-initiating:

uncover common intent

stop and listen to others and to
what life calls you to do

2. Co-sensing:

observe, observe, observe

connect with people and places
to sense the system from the whole

3. Presencing:

connect to the source of inspiration and will
go to the place of silence and allow the inner knowing to emerge

5. Co-evolving:

embody the new in ecosystems
that facilitate acting
from the whole

4. Co-creating:

prototype the new
in living examples to explore
the future by doing



FB Waterfront Initiative approach

- Grow inclusive vision for a False Bay Waterfront
- Grow clusters of focus collectively

Next steps

- Community and stakeholder engagement to identify clusters (focus areas)
- Learning journeys with Waterfront SOLVE
- Collective conversations around the vision and clusters
- Design False Bay Waterfront Vision and Initiative

Call to action

Townhall meeting

- Where? Tuesday 29 March 2022 at 18:00
- Where? Fullies Hall, Main Road, Fish Hoek
- Spread the word

Sign up

- Contact: False Bay Waterfront
- Email – info@falsebaywaterfront.co.za
- Cell – 064 822 6473 (Julz)

