ORIBI VILLAGE

Catalyzing inclusive economies through social entreprise
As an emerging ecosystem builder for inclusive economies, Oribi Village has positioned itself as a network-based impact incubator

- Facilitating the crossover between informal and formal markets
- Connecting multi-disciplinary partners to unlock social entrepreneurship in low-income communities
- Creating entrepreneurial communities, through incubation activities, ensuring that the most vulnerable populations have power over their own futures as well as equitable access to opportunities
The PROBLEM

Barriers concerning assets, access, participation and growth

- Township economies operate in a harsh environment of social inequity, violence and high unemployment
- Township economies are unrecognized, unseen, and inadequately measured, lack of tailored regulatory and policy mechanisms
- Township economies operate in a market system that is highly corporatized, industrialized, with complex value chains that create barriers to entry or survival within
- Township economies are at the fringe of economic recovery
- Lack of engaging township economies from a developmental, co-creator and human-centered design, in its own terms, responses denature their core value
- Formal markets enter to extract income value in townships, leaving limited capital for people to start, sustain and grow their solutions
Why the CROSSOVER of informal and formal economies

Informal economies **COEXIST** with formal markets

The informal economy provides **employment and income** for many who lose or cannot find work in the formal economy, and it includes a disproportionate number of women, young people and others from disadvantaged groups.

**SMALL IS BIG** seeing the potential of informal economies and small scale actor participation as a framework for sustainable livelihoods and economies.
Our concept:
Transforming township economies into ‘first mile’ economies

ORIBI believes that change comes from, for and within low-income communities, both as agents and beneficiaries, as developers of their local context through entrepreneurial solutions that create decent jobs while meeting socio-economic and environmental challenges.
We do this by activating a generation of systems entrepreneurs through establishing a self-sustaining TRUST SYSTEM.

THE SYSTEM values, supports and amplifies their businesses through network-centric enterprise development as means of valorizing existing agency and developing thriving local economies.
UNPACKING THE TRUST SYSTEM

PHASE 1 TRUST YOURSELF
We work on improving social entrepreneurs’ self-confidence, perspectives and agency through personal development and asset-based diagnostic approaches.

PHASE 2 TRUST YOUR SOLUTION
An established network of mentors, coaches, experts and industry partners driven by social, economic and environmental justice in township economies to build capacity through skills development and building network.

PHASE 3 BUILD THE SYSTEM
We work on onboarding and connecting with partners (formal markets) that can open access to capital (knowledge, infrastructure, network, social, financial) to growing social enterprises using culturally-adapted tools to measure business sustainability and traction proof (impact, personality, entrepreneurial drive, creativity).
**PRINCIPLES OF THE TRUST SYSTEM**

**VISIBILITY AND ADVOCACY**
Bridge the gap between research, public, private partners and social enterprises
Host platforms to make their working solutions visible and therefore influence policymaking

**INCLUSION**
Gendered lens approach - womxn led enterprises and creating gender inclusive business
Youth Centric approach
Inspiring young people into social entrepreneurship, creating economic pathways for youth
Restorative justice approach

**FROM HEROES TO HOSTS**
Equity of power in relationships Entrepreneurs and their beneficiaries are the experts

**ENTREPRENEURSHIP**
Bridging informal & formal through mentoring, training and networking
Creating culturally adapted educational platforms and materials, asset-based diagnostics and empowerment based M&E processes

**ECOSYSTEM BUILDING**
Improving institutional will to support township based social entrepreneurs

**DESIGN THINKING AND SYSTEMS THINKING APPROACH**

**COLLABORATIVE NETWORKS**
Meaningful connections to build social capital, operational/financial linkages and collaborations

**IMPACT**
Strengthening impact models through profitability
Innovation geared towards resolving inequity issues
Impact Reach to date

72 social entrepreneurs reached
90% solutions in township/rural communities
70% Women owned businesses
4 Cohorts
Social enterprise, Food Security, Sustainable Tourism and Food Systems

What’s next

Womxn and girls focused enterprise development programmes
Development of a co-operative inspired Impact Fund
For “Missing Middle” “Low Value economies “Impact return economies”
Nuanced research and data systems lived experience based data
OPPIT Micro-City - The Harrington Building Project
Setting up a social impact hub in the heart of District Six
Order Kasi A multi-purpose delivery company for township and informal areas started during the lockdown, delivering food from local outlets to people, delivering fresh produce and food parcels to communities.

Working with different partners in the informal sector by handling the logistics for their deliveries, to the end customer.

Working with formal partners for delivery of essential/consumer goods e.g. FoodBank, Dawn Wing

250 deliveries / day to informal sector

47 income earning opportunities created

15% of sales goes to drivers

85-93% delivery success rate
BRIDGING THE GAPS

CONNECTING INTENT TO PURPOSEFUL ACTION

- **DECENTRALISATION**: Establishment of one-stop entrepreneurial hubs in low-income communities

- **INCLUSIVE PRACTICES**: Build human-centric and impact-driven enterprise development capacity

- **NUANCED RESPONSES**: Develop culturally-adapted tools to unlock decent work, social protection, funding support and economic pathways for ‘first-mile’ businesses
MULTI-LEVEL APPROACHES: Get closer to the people, connecting TOP resources to BOTTOM UP solutions e.g. room for agile public procurement

TRANSDISCIPLINARY and CO-CREATION APPROACH: diversity of lens, hosting dialogic platforms shifting problems to opportunities, problem makers to solutionists, rapid experiments and co-learning.

LINKAGES AND CONNECTION: providing support for small-scale sectors to be linked to local demand e.g. small-scale farmers to food demand and human capital e.g. young graduates to social enterprises
Thank you