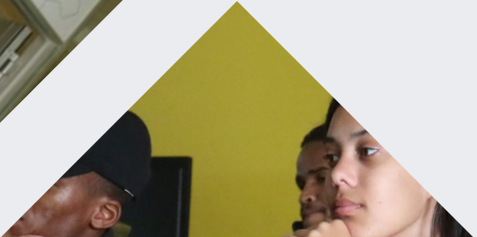


**NPO 137 – 689**

**PBO NO: 930049039**



**GENESIS  
COMMUNITY I.T  
INITIATIVE  
ORGANIZATIONAL  
PROFILE  
2023**



## Who are we? (Executive Summary)

Genesis Community IT Initiative (G-CITI) is an award-winning non-profit organization (NPO) and Public Benefit Organization (PBO) renowned for its contributions to skills development, entrepreneurship support, and social innovation within the Western Cape region. With a core focus on addressing the digital divide, G-CITI has emerged as a leading force in promoting digital literacy, social innovation, entrepreneurship, and vocational digital skills programmes.

Since its establishment in 2014, G-CITI has made significant strides in transforming the lives of the beneficiaries and communities through its impactful social and economic digital skills initiatives. The organization's flagship endeavor, the I-CAN Centre, has provided access to technology opportunities to more than 100,000 beneficiaries over nine years, acting as a beacon of opportunity for digital inclusion. G-CITI has also enabled and advanced many youth businesses through business support and access to markets.

GCITI was born within the changing economic climate in 2014 where high unemployment, gangsterism, domestic violence and substance abuse increased. Furthermore, South Africa faced both educational and economic challenges that affected communities, to the extent that youth were losing hope. Against the painful and traumatic social ills existing, G-CITI desired to give youth a new experience through education and job creation. G-CITI formulated objectives that addressed the social and educational issues, including empowering citizens and youth that meet the required labour skills for industries.



New jobs in the economy are steadfastly replacing older ones and our educational system is currently severely strained to effectively deal with this shift. This is where G-CITI partly fills the gap through the provision of future-oriented job preparation and services. The alarming situation of internet penetration, youth unemployment and the advent of the 4th Industrial Revolution is becoming a serious concern for G-CITI as many citizens will be displaced by the potential of 4th Industrial Revolution. The pressing reality has dawned on G-CITI to be a vehicle for social and economic change through technology!

At the heart of G-CITI's success is its diverse digital skills and entrepreneurship programmes that have left an indelible mark of creating more than 15000 training opportunities that graduated from its programmes. These unique training opportunities have encouraged youth to become employed or either become an entrepreneur.

The organization's commitment to fostering innovation and knowledge is reflected in its collaborations with schools, universities, resource centers, government agencies, private enterprises, and fellow non-profit organizations. G-CITI's holistic approach has permeated various sectors, catalyzing positive change and addressing the high unemployed rate amongst youth in South Africa.

The I-CAN Centre located in Elsie's River is a public access facility for all citizens and a technology & entrepreneurship hub for youth in developing a skilled technology generation that addresses the high unemployment and the scarcity skills in South Africa. Moreover, with the advent of the 4th Industrial Revolution, G-CITI is offering future skills as recognized vendor industry training programs to promote the future of work using technology.

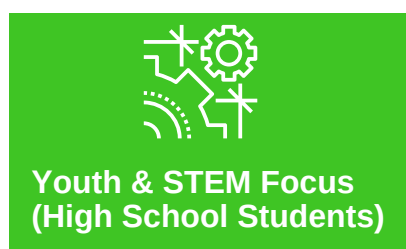
## Vision

Empowering Communities and Citizens for a Digital Future.

## Mission

Our mission is to build capable and competent digital citizens to thrive in a society where technology meets the social and economic needs of individuals.

## The main objectives of G-CITI:





# Core Values

## Passion:

- Our dedication fuels our efforts to create meaningful change and equip individuals with the tools they need to thrive.

## Respect:

- We demonstrate respect to everyone we interact with – our management committee, staff, volunteers, beneficiaries, and partners.

## Integrity:

- We hold ourselves to the highest ethical standards in all our interventions, ensuring that our actions align with our values and mission.

## Excellence:

- We set the bar high, aiming to be the benchmark for quality in everything we do, consistently pushing ourselves to achieve outstanding outcomes.

## Innovation:

- By being creative and adaptive, we seize opportunities that arise in the dynamic technological landscape, consistently finding new ways to make a positive impact.

## Inclusiveness:

- We leverage technology to connect and bridge gaps across races and cultures, fostering a stronger, more united community.

## Professionalism:

- By maintaining professionalism, we differentiate ourselves from competitors and ensure the delivery of top-notch solutions.



***In respect to the vision and mission, South Africa faced colonialism for more than 400 years.***

***This caused citizens to condition their way of thinking through limited resources.***

***Resulting in urban and rural communities being disadvantaged and displaced.***

***Technology, as an enabler and equalizer, is the potential solution to expand the way of thinking for a better future in South Africa.***



# Genesis CITI Track Record and Partnerships

Genesis CITI is a leading Digital Skills Training Institute in South Africa, with a track record of creating more than 13 627 training opportunities over a period of 7 years, from Sept 2015 to Sept 2022.

Below is the breakdown of the training opportunities:

## **Western Cape Government (Dept of Economic Opportunities)**

We have a partnership with the government where we are a Digital Skills Training Provider to deliver skills required for the industry. We have delivered 935 training opportunities.

## **Donor Funded Projects**

Google / Microsoft / Huawei Academy / Sage Foundation / SA Lotto / University of Western Cape / University of Free State / Muslim Hands International / SANZAF / MICT SETA - We have received donor funding and grant funding of more than 10 million to empower citizens with digital skills. A total of 1687 were trained in entry-level and vocational digital skills.

## **Free Workshops and Free Training Projects**

With funding Genesis CITI receives and generates, it redistributes those funds back into the community to offer short learning programmes to all citizens. A total of 9079 training opportunities were created as an investment to marginalized communities from Genesis CITI.

## **User - Paid & Bursary Supported Programmes**

As Genesis CITI is an Accredited and Global Certified Training Institution, it generates funds through its networks who are in need of industry credentials. These are vocational digital skills that lead to direct employment. Citizens who can afford to pay for training programs are further discounted through a 50% Bursary Programme, enabling them to further their studies.

These IT credentials are equivalent to a first and second year of tertiary studies in Higher Education in South Africa.

In total, 1926 training opportunities were created and all of these candidates were placed in further employment / learnership / internship programs. In this department, we promote digital skills for digital jobs.

Lastly, in 2023 we have partnered with Dept of Telecommunications and International Labour Organization to roll out vocational digital skills in marginalized communities.

ILO provided both funding and business support throughout the program.



# STRATEGIC FOCUS AREAS OF G-CITI



## Youth & Entrepreneurship

The world bank estimates we need about 600 million new jobs to maintain the current global employment rate in the next ten years.

The only feasible way of achieving this and more is to embrace youth entrepreneurship. Entrepreneurship is be a powerful tool to help fight youth unemployment.

G-CITI continue to foster an entrepreneurial spirit; we believe it's vital to develop entrepreneurs whose success will create opportunity for economic participation for more South Africans.

Any society with massive youth involvement in entrepreneurship benefits, because, there is employment generation, product innovation, revenue generation, and community rejuvenation.

Therefore G-CITI has embarked on delivering digital services for youth entrepreneurs and empowering entrepreneurs with digital skills and with design thinking skills for the future.







# Youth & Digital Skills

Digital advancements are changing the world of work.

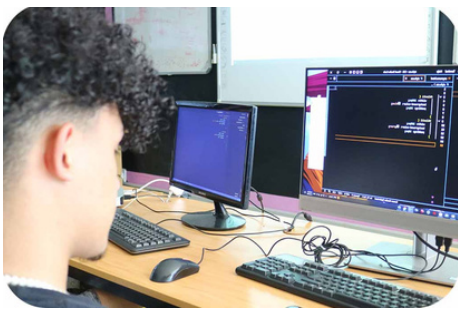
It is estimated that over the next ten years, 9 out of 10 jobs globally will require digital skills.

This digital transformation has the potential to reverse the trend of 'jobless growth, altering the structure in economies by investing in digitally-enabled decent jobs.

The digital economy has considerable potential to promote the employment of young people. Digital technologies can increase productivity and have the potential to improve the quality of job opportunities, especially for youth.

It is estimated that tens of millions of future jobs will require far more advanced digital skills, including coding, software and app development, network management and many more.

Therefore G-CITI is offering Entry – Level and Vocational Digital Skills Programmes that are globally certified and accredited in South Africa to empower youth for the future!







# Youth & Employment (Job Activation Project)

Young people represent both current and future employees, investors, and consumers, creating an important opportunity for business.

Ultimately, enterprises need skilled human capital to grow and thrive, and the supply of youth talent is critical for business to compete and grow in a competitive and rapidly changing environment.

Today's youth is well-educated and represents the labour force of tomorrow. Working to curb youth unemployment and create opportunities for young people can help business to address its current and future skills needs.

Today's young people are the most educated generation ever.

Nevertheless, they encounter difficulties in entering and remaining in the labour market.

Therefore G-CITI has developed a range of employment initiatives called Job Activation Project to support youth in obtaining learnerships / internships and employment through its employment accelerator partnership model.





# Youth & STEM Focus (High School Students)

In today's constantly changing climate, our youth must be prepared with the fundamentals of STEM teaching such as problem-solving, making sense of important information.

If we want a nation where our future leaders, neighbors, and workers can understand and solve some of the complex challenges of today and tomorrow, and to meet the demands of the dynamic and evolving workforce, building students' skills, content knowledge, and fluency in STEM fields is essential.

Therefore G-CITI has embarked on empowering, educating and certifying High School students in support of their subject matters with technology certifications.







## Women in ICT & Entrepreneurship

Despite concerted efforts to narrow the gender gap in Science, Technology, Engineering and Mathematics (STEM) education, major inequalities persist. According to UNESCO, women account for a mere 28% of those pursuing STEM careers in Sub-Saharan Africa, below the global average of 30%. Only 23% of tech jobs are held by women in South Africa – out of 236 000 ICT (tech) roles, women occupy 56 000 of them.

As a sector, it needs to hire women to improve diversity within the workplace. But we cannot find women with the required skills, and we cannot attract young women to the sector because when they look at conferences, in the media and inside technology companies, they mainly see men in tech! The narrative must change!





## In offering international courses G-CITI has partnered the following entities:

Entity	Objective
<p><b>MICTSeta</b></p> 	<p>The <b>Media, Information and Communication Technologies Sector Education and Training Authority</b> (MICT SETA) is a skills development institution established in terms of the Skills Development Act of 1998, to generate, facilitate and accelerate the processes of quality skills development at all levels in the <b>MICT</b> sector in South Africa. The <b>MICT</b> sector is made up of five sub sectors that are interconnected but also quite distinct and identifiable in their own right. These are: advertising, film and electronic media, electronics, information technology and telecommunications.</p> <p>The <b>MICT SETA</b> intends to engage in learning programmes and quality assurance of education and training of implemented learning initiatives, which lead to employment and new venture creation, while at the same time engaging in programmes that assist in bridging the digital divide, especially in rural areas. This partnership was established to allow Genesis to be an accredited institution that enables us to deliver accredited training for the following two qualifications and any underlying short skills programs that derived from it:</p> <ul style="list-style-type: none"> <li>• National Certificate: Information Technology: End User Computing (NQF Level 3)</li> <li>• Further Education &amp; Training Certificate: Information Technology: Technical Support (NQF Level 4)</li> </ul>
<p><b>Certiport</b></p> 	<p><b>Certiport</b>, a <b>Pearson VUE</b> business, is the leading provider of certification exam development, delivery and program management services delivered through an expansive network of over 14,000 <b>Certiport Authorized Testing Centers</b> worldwide.</p> <p>This partnership was established to allow Genesis to be a Certiport Authorised Testing Centre that enables us to deliver internationally recognised exam certifications, e.g., Microsoft Office Specialist (MOS), Microsoft Technical Associate (MTA), and Adobe Dreamweaver, Photoshop, Illustrator, etc.</p>
<p><b>CompTIA</b></p> 	<p><b>CompTIA</b> is a non-profit trade association serving as the voice of the information technology industry. Through professional certifications, educational programs, research, networking events, philanthropy and public policy advocacy, <b>CompTIA</b> is dedicated to helping advance the IT industry.</p> <p>This partnership was established to allow Genesis to be an Authorized CompTIA partner that enables us to deliver internationally recognized training and exam certification, e.g. CompTIA IT Fundamentals, CompTIA A+ and CompTIA N+.</p>
<p><b>Sage Pastel</b></p> 	<p><b>Sage Pastel</b> offers a range of product training solutions to ensure that you are proficient in the use of your accounting software, ERP software or business software. Pastel Accounting is a South African accounting software package developed by SoftLine Pastel since 1989. It is widely used in industry, with job advertisements frequently requiring proficiency in the software, and training courses are available by third-party providers.</p> <p>This partnership was established to allow Genesis to be an Authorized Sage Pastel Training Centre that enables us to deliver internationally recognized training and exam certifications, e.g. Pastel Partner Accounting V18, etc.</p>

## I-CAN Centre - Flagship Project

The I-CAN Centre stands as a testament to the power of collaborative efforts in addressing digital disparities and fostering community growth. Established through a dynamic partnership between the Western Cape Government - Department of Economic Opportunities and the Genesis Community IT Initiative (G-CITI), the I-CAN Centre has become a cornerstone of progress within the Western Cape.

A key collaboration within this initiative is with Sonic Herotel Telecoms and Think WIFI, the internet sponsors, which, alongside G-CITI, extends high-speed wireless internet access to beneficiaries through hotspot services. Also G-CITI in partnership with the City of Cape Town provides citizens access to computer devices through the Smart Cape Initiative.

Recognizing the critical need to bridge the digital literacy gap, the I-CAN Centre offers entry-level digital training programs for all beneficiaries. These training programs aim to equip individuals with the essential skills needed to thrive in the digital age. The Western Cape's beneficiaries are thus empowered to participate more fully in the digital economy, enhancing their employability and entrepreneurial prospects.

Central to the I-CAN Centre's success is the value-driven and sustainable social and economic model established by G-CITI. By fostering digital employment and digital entrepreneurial initiatives, G-CITI has not only transformed lives but also created a sustainable framework for growth and addressing the poverty in communities. Also, global and international partnerships further enrich these empowerment initiatives by providing a skilled workforce for the future.

