Social Impact Transformational Experience (S.I.T.E.)
The Social Impact Transformational Experience (SITE) is the newest program offered by the USC Marshall Office of Global Programs and Partnerships. As the world of social entrepreneurship continues to grow and impact lives all over the world, we have recognized the importance of exposing our students to this new model of doing business that focuses on the triple-bottom line. Through the SITE, we hope to provide practical experience and applied learning in this sector to our students within the world’s key emerging markets.

We have partnered with Emzingo, a leadership and social impact firm, to offer our second SITE program to Johannesburg, South Africa in March 2016.

During the program, students will learn about the social and economic history of South Africa and meet with social entrepreneurs, impact investors and socially responsible businesses who are working to overcome the nation’s greatest challenges.

Over the course of the week, you will also use your graduate school coursework to work side by side with a local social entrepreneur or NGO to help them solve or overcome one key business challenge.
Emzingo is a leadership and social impact firm that offers experiential social impact programs in developing countries.

Founded by 3 MBA students from IE Business School in 2010, they have worked with more than 200 MBA and MPA students to assist more than 60 NGOS and social entrepreneurs in Peru, Brazil and South Africa.

They aim to prepare leaders and empower communities by engaging graduate students in high-level consulting projects for amazing social-impact organizations in emerging markets.

Since 2010 they have worked with top graduate schools including IE, IESE, ESADE, LSE, UVA, NYU and Georgetown. Their transformational leadership programs were also recently awarded the Ashoka U Cordes Innovation Award as one of the most promising approaches to social entrepreneurship education.
Since June 2010, Emzingo has managed over **100 projects** with ....

- **63** NGOs, social enterprises, and community based organizations supported in South Africa, Peru, and Brazil
- **223** Students that have participated in our programs from 42 countries attending global universities including IE Business School, London School of Economics, IESE, Georgetown, and McGill
- **2400+** Learning hours, coaching hours, and mentoring hours delivered to NexGen Fellows
- **35,000+** Consulting hours provided by NexGen Fellows to field partner clients
SITE - South Africa
The **Social Impact Transformation Experience** is a 9-day trip where you will **visit social entrepreneurs, explore South African history, and consult for a local social impact organization in South Africa.**

You will learn through in-country academic sessions around sustainability and impact-investing, interactions with social entrepreneurs/enterprises, and visits to culturally and historically significantly sites in **Johannesburg.**
Rich in natural resources, South Africa’s economy has been growing steadily, making it the strongest economy of the region. Despite these resources, most parts of the country are still under-developed, and South African society remains strongly divided into social, economic and racial classes. The devastating history of apartheid has proposed unique social and economic challenges for development and the HIV/AIDS epidemic also has had a distressing and debilitating effect on the country.

3.16%
South Africa’s average annual economic growth rate since 1994. All time high of 7.6% in 1994.

0.62
South Africa’s GINI coefficient is one of the highest in the world indicating its still prevalent inequality.

23%
Live below the poverty line.

5.6 million
People living with HIV in South Africa in 2011.
Why participate in the SITE?

Apply skills learned in the classroom on a real world case within a challenging environment

Have a positive impact, and understand how to apply social innovation in your own communities

Collaborate with fellow students to develop your personal leadership skills

Have a unique cultural immersion into one of the key markets in Africa.
Social Impact Case Studies
During the Impact Learning the Trek, you will partake in **social impact case study** with one of our South African field partners.

The case study will be divided amongst different **social entrepreneurs** and **nonprofits** who are facing clear challenges that they will hope to overcome with your assistance. The field partners will be selected in late 2015 by the USC Marshall and Emzingo staff. You will be notified in January of selections to begin your research.
Part I: Introduction to Field Partner & Challenge

During this session, you will be introduced to several of our key field partners in South Africa. These social entrepreneurs and nonprofits will discuss their organization’s mission, their vision for an improved and more equitable South Africa, as well as a key organizational challenge that they are currently facing.

Part II: Working Session & Site Visit

The second session provides you the opportunity to work in groups to research and to determine practical solutions for their selected field partner. You will be challenged to apply the human centered consulting principles and frameworks that you learned to the challenges at hand. A representative from each organization will be present to answer any questions and guide you on the most viable solutions. You may also elect to use this time to visit your selected field partner.

Part III: Final Session & Presentation

You will have the first half of the session to work in groups to summarize your findings and prepare a presentation for your client. Each group will then have 20 minutes to present their findings to each field partner as well as next steps. You will use the Human Centered Consulting principles to find recommendations that are the most desirable, feasible, and viable for the organization.
Case Study: Sample Field Partners

Bean There Coffee Company is South Africa’s first roaster of Certified Fair Trade coffee. It is also committed to personally sourcing organic, single source African coffee with a low carbon footprint and minimal
https://www.beanthere.co.za/

Umuzi amplifies the voices of young people and develops the next generation of South African creative professionals from under-resourced background through their training academic and advertising/photography agency.
http://umuziphotoclub.blogspot.com/

Vuyo’s goal is to bring the taste of South Africa to your fingertips. To take South African food global. The company currently has 1 Franchise in Braamfontein and several combi’s and food trucks that it uses for its micro-enterprise model.
http://www.vuyos.co.za/
Case Study: Sample Field Partners

**Impact Hub Johannesburg (IHJ)** blends the best of a co-working space, innovation agency and international learning network for social innovators and entrepreneurs. It seeks to inspire and support people to take ownership in tackling South Africa’s most pressing social problems.

[http://johannesburg.impacthub.net/](http://johannesburg.impacthub.net/)

**ACFS Community Education & Feeding Scheme** is an NGO that tackles malnutrition amongst 31,000 school going children in the Soweto area. The vision of the ACFS is to address malnutrition, HIV/AIDS, poverty and to play a leading role in empowering disadvantaged communities.


**Artist Proof Studio (APS)** is a professional studio that aims at shared humanity, where people of talent and passion can reach for excellence in art-making in order to achieve self-sustainability.

[Artist Proof Studio.](https://artistproofstudio.com)
Content & Activities
## SITE – Sample Schedule*

<table>
<thead>
<tr>
<th>Time</th>
<th>Sat, 12th</th>
<th>Sun, 13th</th>
<th>Mon, 14th</th>
<th>Tues, 15th</th>
<th>Wed, 16th</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td><strong>Arrive in Johannesburg</strong></td>
<td><strong>Breakfast &amp; Travel</strong></td>
<td><strong>Breakfast &amp; Travel</strong></td>
<td><strong>Breakfast &amp; Travel</strong></td>
<td></td>
</tr>
<tr>
<td>9:00 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 am</td>
<td><strong>Trip Begins!</strong></td>
<td><strong>Kickoff Session – South African Challenges</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 am</td>
<td><strong>Check-in Hotel</strong></td>
<td><strong>Apartheid Museum and Lunch</strong></td>
<td><strong>Social Impact Case Study I – Introduction</strong></td>
<td><strong>Business In Informal Settlements - Diepsloot</strong></td>
<td></td>
</tr>
<tr>
<td>12:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Pilanesburg Game Reserve</strong></td>
</tr>
<tr>
<td>1:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 pm</td>
<td><strong>Rest/Unpack</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 pm</td>
<td><strong>Welcome Dinner</strong></td>
<td><strong>Dinner in the Park – Moyo’s Restaurant</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Cultural Visit
- **Cultural Visit**
- **Impact Experience**
- **Case Study**
- **Work Shop/Session**
- **Corporate or Social Entrepreneurship Visit**
- **Breakfast/Lunch/Dinner/Free Time**

*Subject to modifications and field partner availability.*
<table>
<thead>
<tr>
<th>Time</th>
<th>Thurs, 17th</th>
<th>Fri, 18th</th>
<th>Sat, 19th</th>
<th>Sun, 20th</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am</td>
<td>Breakfast &amp; Travel</td>
<td>Breakfast/Travel</td>
<td>Breakfast/Travel</td>
<td>Goodbye Brunch</td>
</tr>
<tr>
<td>9:00 am</td>
<td></td>
<td>Social Impact Case Study III -</td>
<td>Soweto Visit</td>
<td>Market on the Main</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Social Impact Case Study II – Work Session &amp;</td>
<td>Case Study Presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Breakfast & Travel
- Social Impact Case Study III - Working Session
- Soweto Visit
- Goodbye Brunch
- Market on the Main
- Travel Back to USA

*Subject to modifications and field partner availability.
Welcome to South Africa: Day 1

Our first day includes a lot of rest! We will walk through Johannesburg’s renewed downtown district of Braamfontein and dine in the cultural center of the city. Optional activities available for those with energy after the long journey!
Our second day will focus around the apartheid era and the South African post-apartheid government. You will visit the very powerful Apartheid Museum and then explore the new downtown district and the Arts on the Main Festival. You will be amazed how far the country has come, but realize how much it still needs to improve.
Day 3 will introduce us to social entrepreneurship in a South African context. You will have the morning to meet and work with your NGO or social enterprise. In the afternoon you will learn about the social enterprise sector at Branson Center of Entrepreneurship and then take a tour of the downtown area.
Day 4: Business for Bottom of Pyramid

On our fourth day we will focus on business development for the bottom of the pyramid. We will learn about business in informal settlements and explore small enterprises throughout the township. Here you will get to see the “other side of South Africa,” that is very different from the more affluent areas you had visited so far.
Day 5: South African Wildlife & Reserve

A day to enjoy the beautiful scenery and wildlife of South Africa. We will first visit the Pilanesburg Game reserve then play with baby lions at the Lion Park Reserve.
After our little break, we will return to our case studies with a working session and an on-site visit with your field partner. You will have the majority of the day to work on your projects.
Day 7: Case Study Presentations & HIV

On Day 7, we will finish up our case studies and present our findings to the field partners. A panel will review your presentation based on the human-centered consulting principles. We will then celebrate our accomplishments with our field partners.
On Saturday we will explore Soweto with a stop at Mandela’s house, Desmond Tutu’s place (on the same street!) and a visit to one of our most valued field partners: the Kliptown Youth Program. Learn how Thulani Madondo won the top 10 CNN heroes and see the amazing work he is doing to bring hope to the community.
Day 9: Reflection & Goodbye

On our final day we take time to reflect on the lessons we have learned and how to carry forth this experience in our future. After a goodbye brunch and a trip to the market we then send you off to return to your studies and find a way to make a difference.
Last year, 16 amazing MBA students from Marshall joined us in South Africa. We have shared several emails with you of our past alumni. Please feel free to email them with any questions.

“South Africa was a life changing experience for me. I learned so much about the country, the culture, and the history. I also learned how I could apply those lessons in the US.”
– Erin, MBA S.I.T.E. ‘15
Program Logistics
Logistics

Accommodation
3-4 star hotel in Johannesburg
Shared Rooms with Private Bathroom
*Optional single room option

Meals
Breakfast Included
Lunch Included
Welcome Dinner

Transport
Airport pick-up/drop-off
Mini van and/or taxis to all activities

Communication
SIM cards and Mobile phones provided at arrival
Wi-fi internet connection available at the hotel and workshop venues
Locations

Accommodation in Johannesburg
• Shared Rooms with private bath
• Breakfast included
• One of Joburg’s nicest suburbs
• Top restaurants, bars, clubs
• Safe and low street crime

Low Income districts
• Visits to Diesport, Soweto and Kliptown
• Areas with limited sewage, electricity and running water
• Located 30 km from the city center

High Income Districts
• Sandton – Affluent suburb with shops, cafes
• Rosebank/Parktown– Shopping, markets, cafes/restaurant
Program Expenses

SITE – Social Impact Transformation Experience
Johannesburg, South Africa: March 12th – March 20th
Cost: US $2400.

Covered in Johannesburg

- Shared Accommodation in Johannesburg- 3-4 star hotel, *additional $500 for single rooms
- Transportation in-country
- SIM Card
- Daily Breakfast and Lunch, Welcome Dinner
- Internet access
- Pilanesburg Reserve Park
- All academic sessions and activities

NOT Covered

- Flight to/from South Africa (~$950)
- Personal expenses, including dinners
- Travel insurance
SITE Application Process

• Applications will be available online beginning October 12th.
  • The application will consist of two short essay questions.

  • Students will NOT be selected on a first come, first served basis.

  • Acceptance will be dependent on the sincerity of interest and the quality of the essay responses.

• Applications are due November 13th.
  • The selection process will take place from November 13th – November 19th.

• Students will be notified of their acceptance on November 20th.
  • All students have to sign a program expectation agreement before they can officially register for the program.

  • All students are required to attend all sessions before and during the program.
SITE Application Deadlines

• **October 12th**: Applications available online

• **November 13th**: Application process closes. Student selection process begins

• **November 20th**: Students are selected to participate in the SITE

• **December 1st**: Registration and Deposit Due for accepted students ($1000)

• **January 8th**: Final Payment Due for accepted students ($1400). Project Selection.

• **January 23rd**: Introduction to South Africa and Human Centered Consulting I

• **February 6th**: Human-Centered Consulting II, Logistics and Initial Project Work

• **March 11th**: Fly to South Africa. All students must arrive by Saturday, March 12th.

• **March 12th - March 20th**: Program in South Africa

• **March 20th**: Fly back to the U.S.

• **April 16th**: Reflection Seminar
South Africa, though once regarded as a dangerous country, has improved dramatically in recent years. You will be staying at safe and well supervised hotels near the city centre. Emzingo and USC Marshall will oversee all activities.

However, students are reminded that is still a country in development and should take the following precautions before and during their trip:

• Get vaccinations at least one month prior to the departure

• Overseas health insurance will be required and provided by the USC Office of Global Programs and Partnerships.

• Stay in groups at all times, especially at night.

• Withdraw money at ATMs in groups and with supervision.

• Check Visa Requirements (for non-U.S. citizens)
For more questions, please email: globalprograms@marshall.usc.edu

Thanks!