

CEO'S REPORT TO THE BOARD OF TRUSTEES:

11 SEPTEMBER 2024

INTRODUCTION: A WINTER OF WONDER AT CONSTITUTION HILL

In this reporting period of June – August 2024, the team and I have been reminded of the significance of being located at Constitution Hill, in particular the Women's Jail. In the dead of winter, it was not lost on us that we work at an ex-prison that was designed to break, humiliate, and dehumanize political prisoners. This winter has been a reminder of where we come from - a place of complete injustice. However, our hope remained resolute, because Constitution Hill also houses the Constitutional Court, which represents the highest form of justice and is led by our first female Chief Justice Mandisa Muriel Lindelwa Maya. The wonder continued when we received word in August 2024, that UNESCO had declared Constitution Hill a World Heritage Site.

The winter also brought some changes within the management team of WeThePeopleSA. At the beginning of August, we welcomed Eugene Strydom as the Chief Financial Officer. We also promoted our senior researcher, Sandra Mujeni, to Head of Research and Content Development. Sandra holds a Master's Degree in Jurisprudence in the Rule of Law for Development from Loyola University of Chicago. She interned at the United Nations focussing on land access and social inclusion in Southern Africa. Sadly, we have had to say goodbye to Nyeleti Magadze as a full-time member of staff, as she is now the Chairperson of Allan Gray Philanthropy.

Our #BillOfTweets campaign has received a strong, positive reception and engagement this reporting period. Our team of 30 influencers promoted the campaign on 5th July, resulting in an engaged Gen Z audience with compelling conversational talking points. We achieved 57,344 unique impressions through micro-influencer posts. By partnering with influencers, we gained significant visibility and engagement – a lesson for future campaigns.

Below, we provide progress reports on our programmes from June – August 2024.

1. PROGRESS REPORT: CONSTITUTIONAL LITERACY

1.1. The 490: Oral History Project

The '490' project remains one of our most strategic and exciting projects. Based on our research to date, our database reveals that of the 490 Constitutional Assembly (CA) members, only 186 are still alive. 284 out of 400 members from the National Assembly are late, and 20 out of the members from the Senate are late. In this reporting period, we have reached out to members of the CA and its functionaries to introduce our oral history project and secure their consent to participate. By the end of August, we received official consent from 47 individuals, representing a diverse range of roles, including the National Assembly, Senate, administrative staff, the Panel of Independent Constitutional Experts, and the Legal Technical Committee.

Among those we engaged with is Prof. Sandra Liebenberg, who chaired the Legal Technical Committee. This committee was appointed to provide Theme Committee 4 with technical advice on the Bill of Rights and assist in drafting the committee's reports. Prof. Liebenberg has expressed enthusiasm for participating in the project. Additionally, we had an inspiring meeting with Roelf Meyer, a former CA member, who expressed his excitement and commitment to supporting and assisting with the project.

The SABC has also made significant progress, recently completing the digitization of their *Constitutional Talk* tapes for our use. The 30-episode titles include essential topics like the Bill of Rights, property rights, and limitation of rights. The costing breakdown provided is as follows: R200 per hour for viewing only, and R483 per episode for selecting full programs. We have been informed that additional licensing costs may apply. These videos will significantly enrich our project by shedding light on the issues debated during the Constitution's drafting process and illustrating how the South African public was kept informed throughout.

We have also discovered, from the Albie Sachs Collection, a Parliamentary Photo Manual from November 1994, with all 490 members of the CA, their parties, and provinces. We are overjoyed by this discovery as it will supplement our existing research and enable us to undertake elementary campaigns on the writers of the Constitution. The intention is for these campaigns, which are fact-based and educational in nature, will challenge existing false narratives, and over time, become dominant narratives around the making and writing of the Constitution. The social media campaigns are set to run from September – December 2024.

We kindly request that any Trustees who have contact details for additional CA members or staff share them with the operational team.

1.2. Media Partnerships

1.2.1. MultiChoice

The 2024 elections brought a mix of excitement and anxiety across the country. Following the elections, in the first week of June, the MultiChoice Group reached out to us with a list of frequently asked questions from the public concerning the post-election process according to the Constitution. In less than two days, our research team provided fact-based, concise, and informative research to the MultiChoice team. To help keep the public informed, MultiChoice curated our content to develop a six-part series titled *DStv Presents 'What's Next?'*. The series featured their popular hosts: Masa Kekana from *Carte Blanche* (M-Net), Cathy Mohlahlana from *Newzroom Afrika* (Mzansi Wethu), and Barron Hufkie from *Enuus* (kykNET).

This show was distributed across all their social media platforms in six episodes and has been well-received. The MultiChoice Group has since received two nominations for the 2024 New Generation Awards: one for the best use of a podcast/vlog to promote a brand or event, and another for the best use of social media to research and evaluate. These awards celebrate corporate marketing teams that demonstrate exceptional creativity and innovation in social and digital media. We extend our best wishes to MultiChoice, as their success reflects positively on our collaboration. The awards will be announced on 27 September 2024.

Our partnerships with Arena Holdings, the SABC, and the MultiChoice Group this year have positioned us as a trusted source of content on the Constitution for leading media houses. We aim to continue expanding our public reach through such collaborations, effectively engaging different demographics via their platforms. Ultimately, through our efforts, we hope that more South Africans will gain knowledge about the Constitution and develop a curiosity to explore its contents further.

1.3. **Social Partnerships**

1.3.1. Be The Future Foundation

Be The Future Foundation continues to be a recipient of our support through the delivery of 100 copies of the Constitution for their school outreach endeavours. The Constitutions were couriered to Bekkersdal in the month of June.

1.3.2. The Elements Season 2: We The People

Overview

Since our last report in June 2024, we have made significant progress in the CAPS-aligned Life Orientation curriculum for grades 7 – 12. Despite several challenges with scheduling, we are on track to deliver all assets this November.

The Elements Season 2 is at 60% completion, with delays across all departments due to an unexpected shift in host availability that halted progress on several fronts. The remaining episodes are to be recorded from 9 – 12 September. We have received excellent feedback from our social media and product in general but will need to effect a concentrated distribution strategy to ensure a successful rollout in 2025.

Animation

Our animators are hard at work to deliver full spec final delivery at the end of October. Voice-over high-fidelity recording has been completed and used to guide delivery.

Hosts and Filming

We are thrilled to say that we had a successful shoot with Schalk Bezuidenhout in June and his five episodes are in the pipeline for editing delivery by the end of October. Our additional episodes are hosted by well-known SA personalities Lasizwe, Hungani Ndlovu, and Msaki.

Curriculum

Our curriculum is in the process of being reviewed internally and is one version away from finalisation before being sent to our colleagues at Bellavista SHARE for feedback ahead of BETA testing at the end of this year.

After a successful two attendances at Investec Civic engagement sessions, we believe that we now have access to High Schools that will benefit and be willing to accommodate pre-launch testings at their schools when the content is ready.

Distribution

We continue to explore optimal distribution tactics and will continue to ensure that upon distribution we have a tested, effective, and Constitution-worthy product to roll out. We believe that by engaging with the government and private sector, we will be able to ensure that a scalable distribution model is in place for 2025 and the years ahead. Investec Ltd has granted R350 000 to finalise the curriculum, where R100 000 is earmarked to assist with distribution.

1.4. Constitutional literacy Workshops

During this reporting period, we developed a foundations workshop on the Constitution, where we covered three topics: 1) What is a Constitution? 2) Why does South Africa have a Constitution? 3) How did South Africa get the final Constitution?

We held two workshops at Constitution Hill, where we invited interns from Probono.Org and the Constitution Hill Development Company. A total of 39 participants joined our workshops.

On 22 June 2024, we were also invited to conduct a workshop by Engage South Africa, a non-profit organisation that provides high school learners with leadership and active citizenship. Our workshop had 30 high school learners from 6 communities around Gauteng and Mpumalanga.

The workshops were a success and further galvanized our efforts to do more constitutional education, as there is a clear deficit of knowledge and understanding of the Constitution at a foundational level.

1.5. Constitutional Games: Snakes and Ladders & Puzzling

In the previous reporting period, we informed the board that we had developed 3 constitution-themed games and were entering the beta-testing stage. On Mandela Day, we introduced our games at the JoziMyJozi event, where we had a stall and handed out constitutions to the general public. The games proved to be a crowd-puller, as many young people were intrigued by the innovative and fun-spirited nature of learning about the Constitution.

Similarly, in Cape Town, on the 27 – 28 August 2024, we introduced our games to Heroes Academy, an after-school civic education youth programme, and at the Southern African Heads of Independent Schools Association (SAHISA) event hosted by Investec. We are happy to report that our games are a resounding success and are in demand.

We have requests coming in from both public and private schools for access to our games. The Independent Electoral Commission (IEC) in Cape Town has also shown interest in using our games for their outreach. The Cape Town Office has even introduced us to the National Office of the IEC Outreach, Civic, and Democracy Education programme.

Due to the high demand for constitutional games, we are undergoing a costing exercise to determine the budget needed to fundraise for the manufacturing and distribution of the games.

A digital copy of the Snakes and Ladders: Bill of Rights Edition and a puzzle with unique South African features are attached as **Annexure 1**.

1.6. Thought Leadership

During this reporting period, I was invited by the Hatch Institute to write an essay on the Constitution as the best tool for racial healing in South Africa. The Hatch Institute is an organisation that focuses on diversity and racial healing in the workplace. The collaboration with the Hatch Institute has provided us with an excellent opportunity to educate the people of South Africa on the importance of our final Constitution, highlighting how it provides us with the tools to protect and empower ourselves.

My chapter titled “The Hope of a Nation: The People’s Constitution” traces South Africa’s constitutional history from 1910 to date. The abstract of my chapter reads as follows:

“South Africa has had five constitutions throughout its history. Each marked a new dispensation, three of which intended and successfully institutionalised white supremacy—the legacies of which are with us today. The decisive break from legalised racism came with the introduction of the interim Constitution in 1993, which laid the foundation for the most progressive and celebrated constitution of our time, the Constitution of the Republic of South Africa, 1996 – The People’s Constitution. When the People’s Constitution was signed into law on 10 December 1996 in Sharpeville, the people of South Africa committed to healing from the past racial divisions and building a new South Africa based on human dignity, equality, and freedom.”

Our former Trustee and deputy chairperson of the Constitutional Assembly, Leon Wessels, also contributed to the book. The book titled “The Human Bridge: Racial Healing in South Africa” edited by Ian Fuhr and Nina de Klerk will be launched in September 2024 and available at Exclusive Books.

2. Progress report: Preserving and developing Constitution Hill as a Heritage Site

2.1. Women’s Month collaboration

In August, to commemorate Women’s Month, the Constitution Hill Development Company (CHDC) ran a 9-day *She Fest* campaign. The campaign began with a gala dinner on 1st August, where 30 women, including ex-prisoners from the Women’s Jail, were recognised for their contributions to our democracy. The festivities continued with

workshops, film screenings, and dialogues focused on empowering women, and concluded with a *SheFest* concert on 9 August.

To support CHDC's efforts and promote Constitution Hill, we produced a Women's Month celebration promotional video as part of an ongoing annual project fundraising collaboration with CHDC. Kingdom Kome provided videography, photography, and content editing services.

We believe this collaboration will enhance the annual Women's Month project, showcasing Constitution Hill as a vital heritage site and celebrating Women's Month in a meaningful and engaging way. Our goal is to unite our fundraising efforts through this video, creating a powerful tool for future campaigns.

We invite Trustees to visit the temporary photo exhibition at the Women's Jail in the Atrium that honours the 168 women of the first National Assembly in South Africa's constitutional democracy.

2.2. We the People Museum and the Public Artworks Project

In July, Project Manager Stephen Hobbs presented a progress report to the FirstRand Foundation (FRF) during an impact study visit. Due to structural challenges with the museum's construction, we proposed an alternative: a roaming/traveling exhibition of the final artworks. Our project report has been submitted to FRF.

To date, Trinity Session conducted a total of 9 workshops and 1 site visit to Kliptown. WeThePeople attended one of these workshops, engaging with artists on the Constitution, the '490' project, and the Bill of Rights. During this design development workshop of phase 1, artists began creating miniature artworks representing the Bill of Rights and their lived realities. Their presentations highlighted a range of experiences from realized rights to ongoing access issues, with a common sentiment of wishing to see the Constitution's promises fulfilled for current and future generations.

In August, the team reviewed the concept notes for the design of the three seminal Charters that influenced the Final Constitution, namely: the Women's Charter, the Azania Charter, and the Freedom Charter. Trinity Session is now enabled to brief artists to begin developing the artwork.

The next phase of the project is for the WeThePeople team to develop concept notes for phase 3, which covers artwork concerning the 1994 elections, the 490 CA members, and 30 years of democracy.

3. Progress Report on the Archive: The Making of the Constitution

3.1. Stabilising the Archive

3.1.1. The digital archive

Usage

Over this reporting period, the digital archive has seen more consistent use both internally and externally by researchers. Most notably we provided access to Constitutional Assembly posters on 25th July to the Johannesburg Holocaust Museum to use in an exhibition.

Descriptions

Richer descriptions are being produced for the *Archives of the Constitutional Assembly* to facilitate better access to our collections. We have completed a user-friendly finding aid for internal use. We have moved on to linking audio recordings of Constitutional Assembly meetings to the document packs discussed during those meetings. This will result in better researcher support and more intuitive access to Constitutional Assembly records.

Audit

The digital audit for primary collections is nearing completion. The *Archive of the Constitutional Assembly* requires some repairs for incorrectly uploaded items. We expect to complete this process in September 2024. A preliminary inventory and associated records have been created for the Electoral Commission Collections and further high-priority activities have been identified.

Participation in International Organisations

As active members of the International Committee on Archives, we have joined and are participating in the Section on Archives and Human Rights. In this role, we have added to the taxonomy of human rights violations and are helping to identify documents from Truth and Reconciliation Mechanisms across Africa for easier public access.

3.1.2. The physical archive

De-cluttering

Following the assessment by the archive volunteer, Ms Katherine Alexander, the work on decluttering the archive has been undertaken by the team and the archive strongroom has been decluttered by removing non-archival materials from the strong room to the storeroom in the basement. This has created more space in the archive, enabling us to establish a processing station for collections. Additionally, it has allowed the installation of a mobile lockable storage shelf for collections.

We have ordered archival supplies and are currently awaiting delivery. Upon delivery, we will begin processing the collections we have onsite. This will allow us to apply preservation measures to ensure the longevity of the collections. Once all the collections are well-preserved and stored, it will make it easier for researchers to request access and for us to give archival tours of our archives.

The work is still in progress, but we are optimistic that by the end of this quarter, we will have finished 80% of the work.

Water damage

The Archive strongroom first flooded in November 2023 and again in February 2024. The strongroom has a history of flooding dating back over a decade. While several structural interventions from CHDC have occurred, the problem will remain for as long as there is no proper drainage system installed by the landlord. We continue to engage CHDC on this front.

Poster, ephemera, and architectural plans recovered most damage. During the immediate disaster mitigation, materials were cut out of their art storage folios and are now on open shelving. No mould has been noted.

While we await permanent roof repairs, we have implemented provisional mitigation measures to protect the collections, including the purchase of new storage boxes, folios, and drop sheets and installing moisture monitoring systems to allow staff to receive emergency alerts during non-working hours.

4. Progress Report: Communications

4.1. The #BillOfTweets campaign

In the month of July, together with Ogilvy, we undertook a media amplification campaign on the #BillOfTweets campaign. Through our earned media coverage, the #BillOfTweets campaign was featured on 2 of South Africa's biggest TV broadcasts, 7 radio stations, and 8 online platforms. This resulted in an impressive reach of over 32 million people and an

AVE (Advertise Value Equivalency) of just over R1.2 million. Our Twitter/X campaign had a combined reach of over 1.8 million:

- Total unique impressions on campaign tweets: 57,344
- Combined following of the 30 influencers involved: 1,801,202
- A total of 555 original X posts used the official hashtag during our amplification push.

As we conclude the #BillOfTweets campaign with Ogilvy, we are thrilled to share that it has been well received! The positive sentiment across X/Twitter has been overwhelming, demonstrating a vibrant and engaged response from the online community. Our efforts to translate the Bill of Rights into relatable language has ignited interest in our Constitution and its crucial role in our democracy from the targeted GenZ audience.

4.2. **#WomanOnTheHill**

To commemorate Women's Month, our team sought to highlight the significant contributions of women in our 30 years of democracy. The campaign called "Woman on the Hill" unifies the significance of ordinary women and their contribution to our democracy using and reflecting on the history of the Women's Jail at Constitution Hill. In addition to paying homage to the "Woman on the Hill", we sought to raise brand awareness and encourage people to visit Constitution Hill.

To amplify the campaign we called on the people of South Africa to nominate a woman who exemplifies constitutional values of freedom, equality and dignity in their lived experience. The public nominated Khethiwe Nene, who is a gender-based violence activist. We awarded Khethiwe a cash prize of R3000 for her honourable work.

The campaign was run on our Instagram and TikTok platform, which performed as follows:

- On Instagram, we engaged 310 accounts, reached 5800 accounts, and are currently sitting at 3300 followers (a +1,3% increase from last month).
- On TikTok, we engaged over 100 users, received 2101 views, and increased our following by +44,4% meaning we have bridged the 100 followers mark.

With the new content strategy around the 490 for the months of September – December, we are anticipating increased engagement and following on our social media.

4.3 **The Elements competitions**

In June, we launched a campaign called '*Calling All Kid Presidents!*'. We invited young South Africans between the ages of 11 and 18 to submit a one-minute video with an

encouraging message to be shared with South Africa. From the kid President video submissions that we received, we selected six kids, who were invited to join us on set for a special episode focused on section 28 of the Constitution - highlighting the rights of the child. The host of the episode, and conducting the interviews was the esteemed comedian and presenter, Schalk Bezuidenhout; at the Sandton Theatre on the Square. Our 6 winners were Khangiwe Cele, Desmond Koolen, Kutlwano Rangwato, Sarah Crofton, Lihle Ntongana, and Mmakwena Semanya.

Each winner also received a gift bag filled with merchandise and a free ticket for their school to access the CAPS-Aligned curriculum for as many users as the school has. This is a fantastic opportunity for young leaders to gain exposure, share their vision, and inspire their peers to learn more about the Constitution.

Our Elements season 2 Theme Song in the Amapiano genre was produced and a dance challenge launched on social media, in August, as a competition to find 4 dancers for the music video. The lyrics of the song speak to the People's Constitution and how it gives us power. As the icing on the cake, the social media challenge has a prize up for grabs in the form of a R2000 sneaker voucher for the best dance moves and video. The competition is until the 5th of September making our social media pages a hive of events.