

Esri South Africa

# Community Programme



*Spatially Empowering Our Youth*

# Esri South Africa Community Programme

## Table of Contents

---

A Message from the Managing Director.....	1
Community Education Initiatives.....	2
Free Unemployed Youth Training.....	4
Learnership and Internship Offerings.....	5
Learn ArcGIS Online offering for Unemployed Youth.....	6
Sponsorship of Bursaries to students.....	7
Esri Young Scholar Award Programme.....	8
FundaLula Programme.....	9
Support to Yenzani Children's Home.....	10



## A Message from the Managing Director

---



“

*Esri South Africa's givesBACK initiatives offer an opportunity for young people in our communities to gain knowledge and skills which in turn increases the skills pool and empowers youth. Technology is changing workplace roles, expectations, and opportunities.*

*We believe learning is an essential strategy for success and geospatial skills are now, more than ever, an in-demand and highly-employable skill.*

*It is critical that we align the skills taught at secondary and tertiary level to the requirements and demands of industry. Workplace training is invaluable and Esri South Africa encourages our interns and learnerships to make the most of the opportunity.*

---

Patrick McKivergan | Managing Director of Esri South Africa.



## Community Education Initiatives

As the leading geospatial company in South Africa, one of Esri South Africa's core focuses is to introduce spatial literacy at all levels of education. Spatial literacy has been defined as "the competent and confident use of maps, mapping and spatial thinking to address ideas, situations and problems with daily life, society, and the world around us" (Sinton2014) [1]. Over the years there has been an increased interest in the role of geospatial technology in the education sector.

The early adaptation of geospatial systems such as Geographic Information Systems (GIS), and Remote Sensing in secondary and tertiary education, has increased spatial literacy amongst students.

As digital transformation continues to drive change around the world, location intelligence (as found in GIS and Remote Sensing) is emerging as a principal driver for maximising value. These forces are driving up demand in the geospatial industry and geospatial practitioners are among the critical skills required in South Africa. Esri South Africa's community programmes and the givesBack initiative, aim to further promote spatial literacy in secondary and tertiary education.

Unemployment in South Africa creates a strain on our economy and communities. The unemployment rate for youth in South Africa tends to be significantly higher than the rest of South Africa's population. Thousands of young people find themselves living in poverty due to a lack of:

- experience required for the job
- the foundation skills and capabilities required by the employer
- lack of job opportunities

[1] Sinton 2012b Sinton, D. S. "How would you define spatial literacy?" posted on diana maps, 2012, retrieved March 20, 2014, from <http://dianamaps.com/2012/07/25/how-would-you-define-spatial-literacy/>.

A large number of unemployed youth in the 18 to 30 year age category, achieve matric certificates or a tertiary qualification. Due to a lack of relevant job opportunities and lack of required skills, the students are forced to take-up low-paying jobs to provide for their families and as time passes, they lose the ability to find a rewarding job.

The Sustainable Development Goals (SDGs) or Global Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all"[2]. The SDG4, which is the education goal, that aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"[3] forms part of Esri South Africa's community programmes goals. Over the years we have formed strategic partnerships with government stakeholders to assist with technical and vocational skills development, aligning youth to possible job opportunities. Our community programmes and givesBack initiatives are as follows:

- Free Unemployed Youth Training
- Learnership and Internship Offerings
- Free Access to online 'Learn ArcGIS' for unemployed tertiary graduates
- Financial support to excelling students at secondary & tertiary level
- Esri Young Scholar Programme
- FundaLula Programme - supporting teachers who teach GIS (Mapwork)
- Financial support to Yenzani Children's Home

[2] United Nations (2017) Resolution adopted by the General Assembly on 6 July 2017, Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development (A/RES/71/313 Archived 28 November 2020 at the Wayback Machine)

[3] "Goal 4: Quality education". UNDP. Archived from the original on 11 September 2018. Retrieved 13 April 2017.





## Free Unemployed Youth Training

The free Unemployed Youth Training initiative targets unemployed youth in the 18 to 30 year age category. Youth sign up for a week-long GIS training course. The training course covers the basic theoretical and practical GIS concepts including spatial data structure, data sources, transfer methods, projections, coordinate systems, as well as fundamental spatial analysis techniques. These topics form part of a spatial literacy skillset that potential employers are looking for. By the end of the week students are SAQA certified on the basic skills of ArcGIS. All attending students are provided with meals and a tax-free subsistence allowance during the week-long training course.

“

*“As someone who is pursuing a career in GIS I think this was a practical course with a lot of real-world examples which made it much easier to understand. Thank you for this life changing opportunity*

**Makhosazane Motaung**

“

*I enjoyed learning how to analyse data to answer problem questions and of course how to create a map, but in essence, the whole course was enjoyable and delivered very well*

**Minenhle Maphumulo**

## Learnership and Internship offerings

Youth that successfully complete the Unemployed Youth Training, are interviewed and may be granted an opportunity for an internship or learnership position at Esri South Africa. The intern may be required to study towards a Diploma in Geo-Information Science and Technology (GISc&T) at the Esri South Africa College while doing part time work at the company.

This supports the uptake of geomatics candidates to develop the competencies required for professional registration with the South African Geomatics Council (SAGC).

Each learner is also assigned a mentor to assist with personal development in the following areas:

- GIS training
- Information communication technology
- Project execution experience
- Building confidence
- Business etiquette
- Presentation skills
- Life skills and job preparation

“

*Being part of the Learnership programme at Esri South Africa has been a positive experience and has helped with my growth in the professional environment. The support, network and mentors has taught me many life skills and most importantly greater knowledge in spatial literacy and Geo-Information Science*

**Zahraa Hassam**

“

*Studying the Diploma in Geo-Information Science and Technology while working was a great experience, acquiring theoretical knowledge while practically solving day-to-day spatial problems enhanced my understanding of GIS concepts and ensured I was well-prepared and productive in the working environment*

**Dumisani Nkosi**



## Learn ArcGIS Online offering for Unemployed Youth

The Learn ArcGIS offering is available for unemployed youth with a tertiary qualification who are currently looking for work but would like to expand their skillset at the same time. It is designed to encourage self-directed learning and help acquire geospatial skills needed for the digital economy.

The offering includes the following products for a 12 month term:

- Access to lessons and resources through Learn ArcGIS
- ArcGIS Online GIS Professional Advanced user (ArcGIS Pro and several app bundles)
- ArcGIS Pro extensions; ArcGIS Notebooks; ArcGIS Insights; ArcGIS Business Analyst Web App
- ArcGIS Living Atlas of the World
- 500 ArcGIS Online Service credits
- Practical experience creating web maps
- Access to the Esri Community user group



*The immersive youth training programme is a fantastic opportunity to explore various real-life scenarios while becoming familiar with various GIS products and keeping up with the industry*

Yadvi Balgobind



## Sponsorship of Bursaries to students

Education is vital to grow our society and economy, therefore Esri South Africa is actively involved with various education institutions to promote capacity building. Esri South Africa awards students from previously disadvantaged communities with bursaries. Students are selected based on their need for such assistance, as well as their academic excellence. This includes covering school fees, stationery requirements and basic living expenses to ensure the students can concentrate on their studies.

Together with academic institutions we also provide work-integrated learning opportunities to deserving students. These students are given an opportunity to visit Esri South Africa's head office for an information session and hear from industry experts working at Esri South Africa. These information sessions are designed to provide an overview of possible career opportunities and industry requirements.



*Throughout high school and university, Esri South Africa has been taking care of my living expenses, accommodation, food and school fees. I could focus on my books which resulted in great matric results and completing my degree in record time.*

Delani Mdunge





## Esri Young Scholar Award Programme

Through Esri Inc, Esri South Africa annually hosts the Young Scholar Award (YSA), where university students are challenged and acknowledged for their achievements by taking part in a geospatial project competition. The awardees are exposed to the world's largest spatial network which increases their ability to make global connections. This is an excellent opportunity for any tertiary student seeking professional development.

To date we have awarded seven South African university students with:

- Paid and arranged travel to San Diego \*T's & C's
- Hotel accommodation
- R 5000.00 cash prize towards tertiary fees
- Food and entertainment allowance
- One Year ArcGIS Student Licence

“

*My trip to the Esri UC was undoubtedly the best experience of my life! I have made life-long friendships with some of my young scholar peers and it is my dream to attend the conference again in the near future*

Kathryn Arnold

## FundaLula Programme supports teachers who teach GIS (Mapwork)

The South African Department of Education (DOE) has for an extended period of time experienced challenges with Mapwork in Geography at schools in South Africa. GIS has been phased into the school as part of the Mapwork curriculum since 2006. Due to educational and technology constraints, South African teachers are finding it difficult to effectively teach students about GIS in the classroom.

Recognising the difficulties faced by teachers, Esri South Africa has designed and developed a solution to support teachers with their GIS teaching skills. The FundaLula programme enables teachers, and ultimately students, to master key geography and mapwork skills. As a GIS-driven business, Esri South Africa understands the importance of developing an enthusiasm for GIS among the younger generation and believes that exposure to the FundaLula programme provides the means to achieve this.

“

*The FundaLula product training we received will help improve teacher confidence in class and help learners better understand Mapwork with GIS concepts*

Zwane S.K | Principal Leneha Tumisi School

“

*FundaLula provides final year Geography teaching students with a methodology as to how GIS may be used in the teaching of Geography at school*

Prof Johan Wassermann

HoD for The Department of Humanities Education at the University of Pretoria



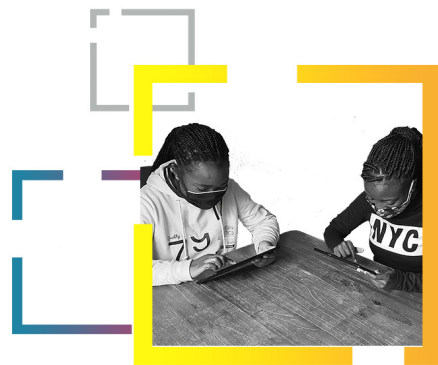
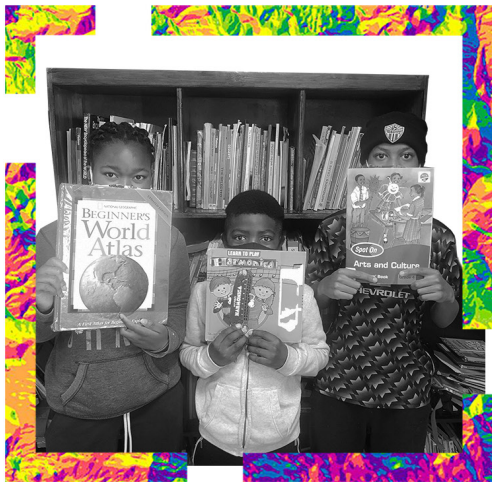
## Support to Yenzani Children's Home

Yenzani Children's Home is a registered residential child and youth care centre providing a home for abused, abandoned, orphaned and neglected children located in Midrand. Over the past four years, Esri South Africa has built a strong relationship with Yenzani Children's Home to help our neighbouring community by giving back to children in need.

Esri South Africa has assisted Yenzani through various initiatives which include financial support, hardware requirements as well as educational support. We hope to create a better future for the children and continue to enjoy spending quality time at the home by partaking in a variety of interactive games and sports.

Making a positive impact on the lives of the most vulnerable children in South Africa is at the heart of Esri South Africa!

For more information on our Community Programme contact Verosha Naidoo  
[vnaidoo@esri-southafrica.com](mailto:vnaidoo@esri-southafrica.com)





**Simplifying Decisions. Making a Difference.**



[www.esri-southafrica.com](http://www.esri-southafrica.com) | 011 238 6300 | Cnr New & 6th Rd, Intl Business Gateway, Midrand