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# THE P.E.A.C.E. MODEL AND B-BBEE SCORECARD OPPORTUNITIES

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Elephants, Rhinos and People (ERP) is an initiative of groupelephant.com, a largely employee owned group of technology companies, non-profits and impact investment vehicles with a strong global presence. The ERP strategy is to protect and preserve elephants and rhinos in the wild through the alleviation of poverty in rural communities living adjacent to the areas in which the threatened animals reside. The poverty alleviation, or 'people' arm of ERP is implemented using the P.E.A.C.E. Model.



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## 1. INTRODUCTION

The P.E.A.C.E. Foundation was established in 1993, as a Trust, (Reg. No. 2114/94) with Tax Exemption for donors (PBO number, 930014634). The Foundation is a registered non-profit organization (NPO number, 021-948). The main purpose of the Foundation is the alleviation of poverty in rural communities.

The P.E.A.C.E. Foundation Trust works collaboratively with ERP (Elephants, Rhinos and People). The ERP strategy is the protection and preservation of Elephants and Rhinos in the wild through the alleviation of poverty among rural People living adjacent to the threatened areas. The poverty alleviation work in ERP, the work with people, is implemented using the P.E.A.C.E. Model. ERP is an initiative of groupelephant.com, a largely employee owned group of technology companies, non-profits and impact investment vehicles with a strong global presence. group elephant.com is characterised by a primary strategic imperative in terms of which we go "Beyond Corporate Purpose in our day-to-day activities."

## 2. THE P.E.A.C.E. MODEL

Central to the Foundation's work, is the promotion of Local Economic Development through the establishment of P.E.A.C.E. Development Centres, commonly referred to as HUBs and smaller Centres as satellites or PODs. These Centres are multifunctional focal points which ensure a holistic approach to development by accommodating and servicing the five central components of the P.E.A.C.E. acronym, namely, Planning, Education, Agriculture, Community and Environment known as the P.E.A.C.E. Model. Each of these is a key factor in the implementation of an integrated, holistic and sustainable model for rural development. The P.E.A.C.E. Model was evaluated by Ashoka as an original, replicable and sustainable model to address rural poverty and the founder was awarded an Ashoka Fellowship in 2008.

## 3. B-BBEE SCORECARD OPPORTUNITIES

Working in tandem with the private sector, the Foundation offers an opportunity for companies to deliver accountable and sustainable economic initiatives that address rural poverty, while, at the same time, providing an opportunity to explore business possibilities in emerging markets, and, in so doing, address poverty through market-based solutions while simultaneously gaining B-BBEE Scorecard points in the sectors listed below:

### **3.1. SKILLS DEVELOPMENT (SD):**

The P.E.A.C.E. Foundation offers certified training for previously disadvantaged people within rural communities which corporations may recognize as Skills Development contributions, measured as a ratio of training spend to the company payroll. It is incumbent upon the specific company to develop a Workplace Skills Plan (WSP) in order to enable them to claim Skills Development points towards their B-BBEE Scorecard.

**The B-BBEE Scorecard offers a minimum of 8 points for a contribution of up to 6% of the company payroll.**

#### **Examples of SD initiatives implemented through P.E.A.C.E.:**

*Accredited Basic Computer Skills course - A SETA accredited course offered through P.E.A.C.E. I.T centres.*

*Agricultural Training - Funds will be used for theoretical training for basic agriculture and practical training on a 5-hectare drip irrigation plot, as well as in other optional farming practices, depending on the terrain and climate.*

*Game ranger and a wide variety of nature conservation and other tertiary training courses, offered online at P.E.A.C.E. I.T. Centres – To uplift members of the communities and address poverty within ERP Projects.*

### **3.2. ENTERPRISE SUPPLIER DEVELOPMENT (ESD):**

Enterprise Supplier Development requires support (financial and non-financial) contributions towards >51% black owned businesses that have a turnover of less than R50 million. In order to reduce the barriers to these entrepreneur's growth, P.E.A.C.E. acts as an incubator that provides the essential support services to these local entrepreneurs, be they individual or cooperatively owned enterprises. Central to this delivery model is the establishment of Hubs, within local municipalities, or traditionally owned land areas within which these essential collective support services are provided to these enterprises.

**The B-BBEE Scorecard currently provides a minimum of 5 points for the contribution of 1% of NPAT along with tax benefits provided by the P.E.A.C.E. Foundation Trust.**

#### **Examples of ESD initiatives offered through P.E.A.C.E.:**

*A wide variety of cooperatively and individually run businesses are located within a P.E.A.C.E./ERP HUB or POD (Incubators).*

*Waste Management is an example of a typical ESD opportunity for local communities: funds are used to set up new and expanded recycling centres in a variety of rural and peri-urban communities. These centres, known as Buyback Centres facilitate waste collection, sorting and selling to generate an income and create much needed entry level jobs in previously disadvantaged communities.*

### **3.3. SOCIO-ECONOMIC DEVELOPMENT (SED):**

Socio-Economic Development focuses on improving education from pre-school, through to High School, using innovative IT solutions to improve both the standard and quality of education provided to learners up to school leaving level

**The BEE Scorecard currently offers a minimum of 5 points based on a contribution of 1% of NPAT, along with tax benefits provided by the P.E.A.C.E. Foundation Trust.**

#### **Examples of SED educational initiatives offered through P.E.A.C.E.:**

*Pre-school: Incorporating pre-schools into or adjacent to a multi-functional P.E.A.C.E./ERP Hub and providing Early Childhood Development courses for pre-school teachers.*

*Early Childhood Development: An innovative and impactful opportunity to sponsor Chess as an ECD programme is also one of the funding opportunities provided in this sector.*

*MathU: Provides an innovative, tech-based Android App solution to vastly improve Maths and Science at high school level. This ensures the prospect of much higher admission opportunities for students to study at Tertiary level in the Science and Technology fields.*

*We Code: Computer programming training programs that are offered in P.E.A.C.E. IT Training Centres. This programme addresses the three key IT-related interventions that have been identified as relevant to the education of school children in readiness for an IT career.*

*ePap: Funds are raised for the distribution of ePap, a registered highly nutritional food supplement to orphans in and around Hubs.*

*Bicycles: School children in rural areas often travel very far to attend school. By providing these learners with bicycles it provides an effective way to assist them to go to school with greater ease when they live long distances from the nearest available school.*

#### **Disclaimer**

**Please note that the scorecard contribution points and percentages as described in this document are not binding and are subject to changes and interpretations in the scorecard legislation.**