



WOOLWORTHS
the difference

the
'making the difference
through design'
programme

agenda

- woolworths marketing and csi strategy
 - myschool initiative
- 'making the difference' programme
- 'making the difference through design' programme objectives, content, progress to date and next steps
- the design radar screen
- **NOW is the time for a better SA, by design**

marketing vision

to position Woolworths as the leading retail experience desired by most modern South African families.

a brand that is trusted and respected for its leadership role in creating a sustainable future for South Africa.

strategy one

Woolworths is desirable to most modern South African families by making creative design, healthy living and innovative lifestyle solutions accessible to them

year one

Increase visibility of value marketing campaign to improve value and affordability perception on key family products, particularly core basic foods, kidswear and basic homewear products

Implement new innovation marketing and PR campaigns to position the brand as leading, innovative and relevant to modern SA families through good food, design, key differences, lifestyle themes, special occasions, new instore experiences and events and modernisation of stores

strategy two

we are recognized by our people, customers and influencers as a caring company playing an active and innovative role in the community through (education, design, healthy living, the environment, sustainable economic empowerment) to help build a more sustainable South Africa

year one

build awareness, increase usage and roll out the MySchool programme

amplify Woolworths community involvement and sustainable business practices by increasing the exposure to internal and external stakeholders

the answer - myschool initiative

- founded in 1999
- innovative fundraising mechanism for schools through retail network
- 360 000 active cardholders
- woolworths has contributed over R15 million to 5000 schools
- other technological fundraising benefits in the pipeline for communities

making the difference programme

- a partnership between government / business and the private sector – to further education
- in 2003 extended myschool, by partnering with education department to develop OBE life skills curriculum resource guide around healthy body and mind for educators and grade fours utilising expertise, resource and supplier base in good food
- partnered with SSI and Virgin Active
- currently in 1000 schools nationally

making the difference through design

- based on the success of the mtd programme, and sponsorship of design indaba, again approached by education department to partner to develop FET design curriculum resource guide for NCS for 121 schools in the western cape in 2006, with a view to roll out nationally

woolies mtdtd objectives

- amplify educational positioning as part of csi strategy
- extend and take ownership of myschool
- amplify design positioning and sponsorship of design indaba
- find favour with teens / invest in the future customer
- create better and more creative thinkers / designers for the future
- create local design role models
- create more discerning customers of good design

facilitation of the curriculum content

- even though woolies is a design-led business, we do not profess to be experts in education around all areas of the broad discipline of design, and so we enlisted the aid of other top design companies and top local design talent from all areas
- wced, Sappi, Design Indaba, CPUT, CSIR, real creative people from our marketing campaign



partners

DESIGN
INDABA

- design indaba integration to officially launch, include and showcase top secondary designers, award bursaries
- Sappi provides paper and a competition along the lines of think ahead and ideas that matter for schools
- CSIR / DESIGNation and product one to provide CAD software for 3d modelling
- CPUT to provide further study and career guidance

sappi

A day with Design

Sleep



wake up



A day with Design



Make coffee



Breakfast



A day with Design

Getting Ready



A day with Design

On Your way

Transport



mtddd daily content

MODULES

DESIGNERS

Design Theory

What is Design?

Craft

Director Cape Craft

Design in a business context

Trends

Teaching Design

Ravi Naidoo

John Anthony

Erica Elk

Umashan Naidoo

WW - Denelda

Sune Stassen

mtdd daily content

Visual Communication Design

Advertising design	Sanjai Mistry
	Veejay Archary
Animation/Digital design	Colin Payne
Film and Video	AFDA - Garth Holmes
	P2P - General Doc on TV
	P2P - Bling
MultiMedia and Web design	Rowan Van Tonder
Graphic design	Garth Walker
	Joanne Thomas
	Roxanne Spears
	Shaun Botes
Visual Merchandiser	WW - Sanet Coetzee
	2 x School Projects: Roxi Spears
Packaging Design	Greg Roche
Photography	Mark Cameron
	Lynne Stuart - Pinhole

mtdd daily content

Surface Design

Applique/embroidery	
Outreach programmes	Mapula Embroidery
	Kaross Workers - Irma v Rooyen
	Miele @ Montebello (Adri Schultz)
	Keiskamma - Kackie Downes
	Fancy Stitch - Maryna Heese
	Art Aid
Intuthuko	Celia De Villiers
Fibre Art/surface design	Margie Garratt
Fibre Art/surface design competition	Innovative Threads
Interior and fashion	Ronel Jordaan
Designer textiles for interiors	Jay Smith Collection
Madiba Shirt	Sonwabile Ndamasa
Mural Design	Falco
Mosaics (Product & mural design)	Karin Dando
	Lovell Friedman

mtdd daily content

Product Design	
History and info on Zulu basketry	Zulu Crafts- Jannie Van Heerden
Outreach Programme: Bead and Wire work	Erica Elk
	Monkeybiz
	Eugenie Drakes
	African Fair - Jenny Fair
Ceramic design	
Sculptural ceramics; technical, science	Nienke Van Der Meulen
Personal Case Study	Nienke Van Der Meulen
Functional and production lines	Clementina vd Walt
Traditional ceramics	
Extra case study	Chris Silverstone
Glassware - Glassblowing	Technical Stuff
Glassware - Glassblowing	David Reade
Fashion and costumes	Kathy - Hip Hop
	Bongiwe Walaza
	Themba - Darkie

mtdd daily content

Fashion and costumes	Kathy - Hip Hop
	Bongiwe Walaza
	Themba - Darkie
	Nkensani Nkosi
	David West
Furniture design	Greg/Roche Dry
	Gerard Philip - Mila
	Martin Haldene
Woodturning	Andrew Early
Industrial Design	Brian Steinhobel
	BMW - Bernard Smith
	Gold Mamenja
	Marco Helfer
	New Airplane
Jewellery design	
History of Gold	Gold Africa Museum
Jewellers	Geraldine Fenn

mtddd daily content

Jewellers	Geraldine Fenn
	Lilly Friedlaender
	Jennifer Fare
eco friendly materials	Reinette Katzoff
	Carine Terrblanch
Jewellery education & tools & studio	Content from Cape Tech
	Nicki Albertyn
Paperwork	Joseph Diliza
Paper and plastic product lights	Heath Nash
Tableware/cutlery	Carrol Boyes
How to make & sculpt a prototype	John Van Niekerk
Wood carvers	BAT Centre
Wood carvers (Limpopo)	Jackson Hungwani
Wood carvers (Limpopo)	Albert Munyai
Sculpture (might move to environmental design)	Strijdom Van Der Merwe
	Samuel Allerton
	Doreen Southwood

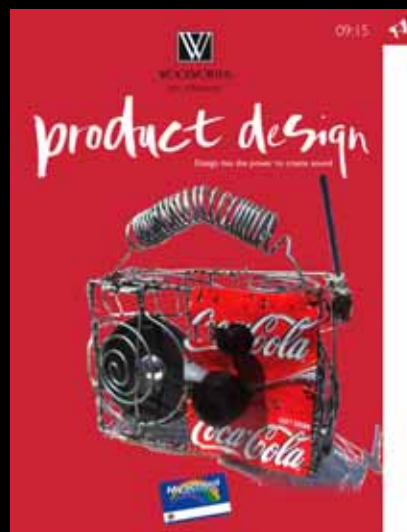
mtddd daily content

Environmental Design	
Architectural design	Don Albert
Eco design	Andy Horn
	Andrew Makin - Constitutional
	Hugh Fraser
SA Institute of Architectural design	SAIAD
Display and exhibition design	DI Expo
	Brett Kebble
	Andrew Merrington
	Jeremy Stewart
	Errol Solomon
Events	P2P
	Ralph Borland - MCQP/Jungle Fever
Interior design	cCONTENT from Cape Tech
	Andrew Merrington
	Shelly Street
	Jeremy Stewart

mtdd daily content

Interior decorating	Francois Du Plessis
	Maira Koutsoudakis
Interior design	content from Cape Tech
Threatre and set design	AFDA
	Ernst Brocker - AFDA
Career Guidance	content from Cape Tech

Sappi competition
Design Indaba
Bursaries
Further study and careers

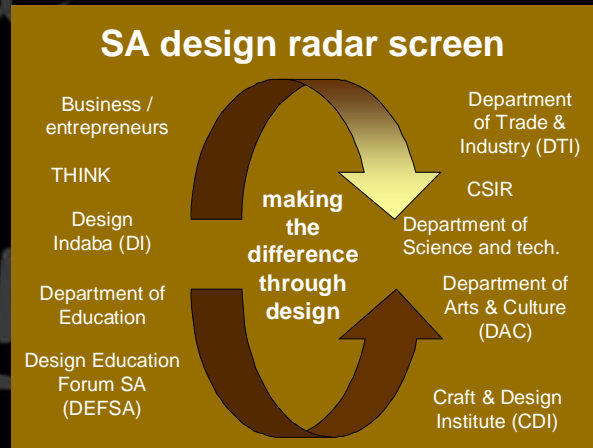


progress to date and next steps

- officially launched to design teachers at the fet design training courses
- roadshow to all schools to increase the popularity / enrollment of design as a subject and career to learners, parents and principals
- Richard florida
- train the trainers concept
- design indaba launch
- workshop series for teachers
- dialogue and measurement



SA design radar screen



NOW is the time for a better SA, by design

- Opportunity gap to align thinking, resources and collective force to focus on design as a viable career, entrepreneurial opportunity and a economic competitive advantage for South Africa.
- Develop a strategy for all to work together in a flow in necessary

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Thank you