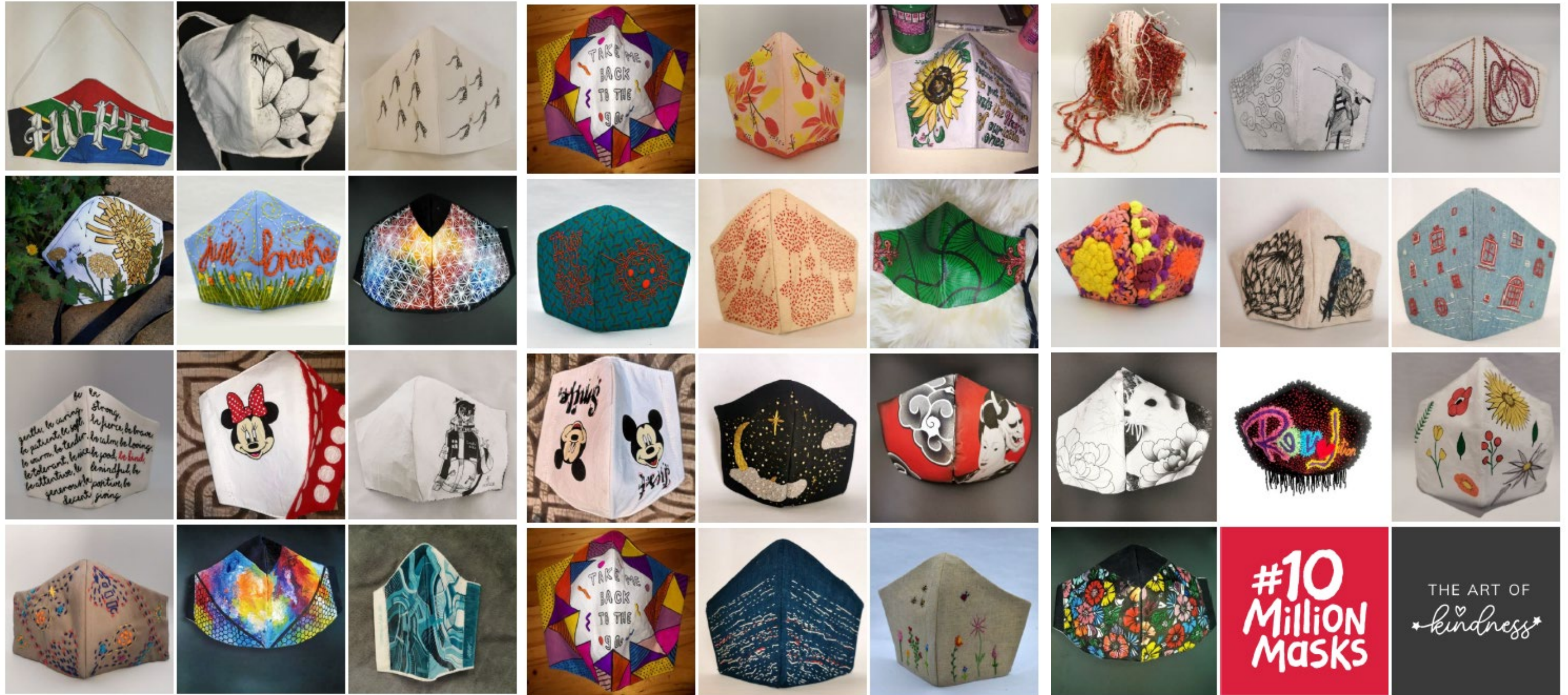#10 MillioN Makers

10MillionMasks started as a citizen movement to empower and inspire Africans to make masks for themselves and the people they care about. Over 2000 makers made and donated over 220 000 masks, and we are tremendously proud of that achievement. We worked in autonomous distributed cells, using guidelines and sharing ideas, and scaled from zero to 2000 in three weeks. Now, there are five of us left – and we are reimaging our future.

Artists donated hand made masks. Digital copies were sold, creating employment for township seamstresses. Most artists donated their share of the income to the project.
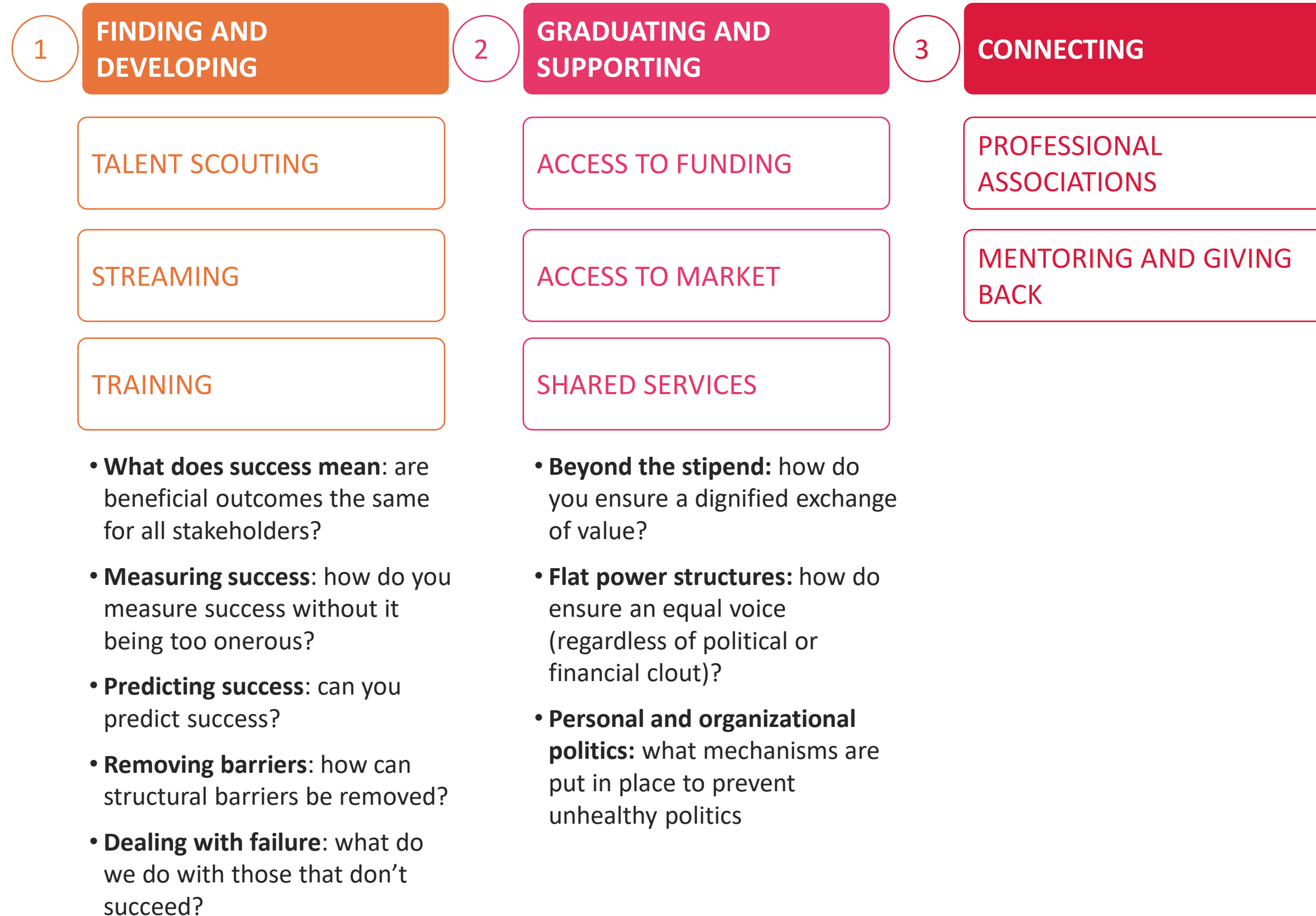
#10 Million Masks

Volunteer movement

#10 Million Makers

NPO and BPO

A theoretical framework to develop resilient individuals, fairly and with dignity

1 **FINDING AND DEVELOPING**	2 **GRADUATING AND SUPPORTING**	3 **CONNECTING**
TALENT SCOUTING	ACCESS TO FUNDING	PROFESSIONAL ASSOCIATIONS
STREAMING	ACCESS TO MARKET	MENTORING AND GIVING BACK
TRAINING	SHARED SERVICES	

- **What does success mean**: are beneficial outcomes the same for all stakeholders?
- **Measuring success**: how do you measure success without it being too onerous?
- **Predicting success**: can you predict success?
- **Removing barriers**: how can structural barriers be removed?
- **Dealing with failure**: what do we do with those that don't succeed?

- **Beyond the stipend:** how do you ensure a dignified exchange of value?
- **Flat power structures:** how do ensure an equal voice (regardless of political or financial clout)?
- **Personal and organizational politics:** what mechanisms are put in place to prevent unhealthy politics

Harnessing the power of small

If they can work together in a mutually beneficial system, small organisations can create a fairer economic structure to all involved in the system than traditional organisations.

However, there are many inflection points where it can go wrong.

Work together, or fail

Resources are limited.

- Scarcity mindset creates hording mentality
- Ongoing pressure to provide hampers ability to perform
- Difference of opinion and approaches prevent smooth collaboration

Connecting Diepsloot and Dainfern

- An informal collection of medium, small and micro organisations with intersecting goals – but significantly different resources, running costs, impact and approaches.

- Organically grown through snowball recruitment 2020 – starting in November 2020.

- No formal mandate - resources and opportunities are shared.

- Mutually supporting and sharing each other's successes stories

- Informal mentoring and knowledge sharing deepen the social bonds.

- Exchange of value between fund raisers and implementing agents.

Could this be a platform for a social lab?

- For this to work, organisations of all sizes need to be included in the systems.

- Built in mechanisms for managing politics (self regulating systems)

- Descriptive, not prescriptive

commune[1] [*verb* kuh-**myoon**; *noun* **kom**-yoon] SHOW IPA 🔊 ☆

See synonyms for: commune / communing on Thesaurus.com

verb (used without object), **com·muned, com·mun·ing.**

1 to converse or talk together, usually with profound intensity, intimacy, etc.; interchange thoughts or feelings.

2 to be in intimate communication or rapport:
   to commune with nature.

noun

3 interchange of ideas or sentiments.

An ideal community

Communities exist where people are connected.

There are many kinds of connections, from the abstract (a community of practice) – to the physical (a neighborhood).

One can belong to more than one community at a time, and more than one community can co-exist in one space.

Geographically co-located communities are seldom homogenous. Even within one suburb or metro there are economic, social and cultural differences between households.

An ideal community is one of **tolerance** - where both difference is acknowledged- and mutual responsivities and rights are commonly agreed, and upheld.

Ideal communities encourage the **fair** flow of goods and services within the community, without significant value being removed to external systems.

An ideal community is **safe**, with respect for the rule of law – which is fairly implemented. It has green spaces for reflection and connection.

Most importantly, an ideal community is **sustainable**. It can provide for all it's members both today and tomorrow.

| Tolerant | Fair | Safe | Sustainable |

MODERN FARM LIVING

IN A SANCTUARY WITH ALL THE SPACE YOU'LL NEED.
PROTECTED AND PRESERVED FOREVER

THE OTHER SIDE CLUBHOUSE

OPERATED BY CHENIN NOIR

A LIFE LESS ORDINARY

Communal activities

Productive activities: from childcare to manufacturing, communities should create dignified opportunities to learn, earn and relax

Life long learning: informal or formal knowledge sharing

Consumption: communities should benefit from their efforts

Care and support: communities have a duty to look after their members.

What these look like would differ from an agrarian, urban and peri-urban environment.

| Earning | Learning | Consuming | Caring |

Using and abusing public spaces

Public spaces can be mismanaged and abused. This is less likely to happen where there are cohesive communities with a shared value system.

Public spaces are used for exchange of ideas, markets and jut hanging out.

Managing events is time consuming and difficult. A committee may be just as much work as a focused individual – but collective activity encourages shared participation and ownership.

Community engagement

Getting the community together

Tactics to engage with sub-sets of a community would differ depending on the reason for engagement (who, why and how).

We have used community radio and print, shops, schools, churches, sports clubs and ward councilors (or traditional leaders) to get messages out for mass meetings.

For smaller engagements, snowball through personal relationships, using social capital.

Working with the community when they are there

• A clear objective

• A neutral facilitator

• A structured program (human centered design, design thinking – lots of sticky notes)

• Clear outcomes and next steps

• Succession planning: how does the lab continue

Supporting technology

The best technology to use is that which is already in use. WhatsApp and Facebook are ubiquitous. While they both are frustrating, and often not fit-for-purpose, they are a great start.

For coherent commercial communities (shared trade network) as app may be appropriate as the reason for belonging outweighs the nuisance factor of downloading, installing and learning the system.