Abstract for the 11th INSME Annual Meeting

INSME International Training

“Frugal Innovation in the Context of Social Entrepreneurship”

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Case study from South Africa: The Chavonnes Battery Museum

The Chavonnes Battery is a Visitor Attraction about the early history of Cape Town, it includes:

- a heritage site / museum,
- we host International Contemporary Art exhibitions,
- we offer Guided Tours of the museum and the V&A Waterfront Historical Walking Tour,
- and an exquisite venue for workshops / presentations and “Old Cape” theme dinners.

Located in the Nedbank building at the prestigious V&A Waterfront with 24 million visitors per annum, we are very proud to have been appointed to manage the Chavonnes Battery on their behalf.

Rather than a traditional SWOT analysis we have adopted Michael Rowe’s SOCKS analysis. (Strengths, Opportunities, Challenges, Knowledge and Stakeholders)

By undertaking the SOCKS analysis, with an awareness of our strengths and the opportunities we are able to identify and tap into the knowledge and networks within our own structure and of our partners and stakeholders, sometimes even to solve the challenges.

We accept that corporate doesn’t speak entrepreneur and to harness the power within our partnerships, with a healthy dose of patience and relentless perseverance we are able to find a common vocabulary in order to achieve our fiduciary, tourism and social goals.
We are committed to being a thriving learning organisation working with passion and pride to deliver a world class experience of the history of Cape Town and all our income and profit is invested in our social cause (youth development).

The biggest portion of South Africa’s active workforce is youth and they are "unemployable" because they lack "cognitive skills". We believe by developing the skill of storytelling through Tourist Guide training we build confidence and eloquence.

By participating in structured personal and skills development in the work environment we equip youth to be better able to actively engage in their own economic stability whether it is to secure employment or become an entrepreneur.

We would like to briefly share with you our journey over the past 4 years and some of our experiences and achievements.