

SYMPHONIA

As you may or may not know, **Symphonia** means “*All the voices*”. It speaks to our commitment to create organisations and communities where all the voices are invited to contribute as we seek to realise **communal possibility** (in organisations and the wider South African society).

We have recently been contacted by Blu-Prints with a request to please help them with their ambitious project to get the input from 2 million South Africans. They have been commissioned by Brand South Africa to do this piece of nation building work to develop the “DNA” of South Africans. Blu-Prints have a unique process to develop a co-created ‘formula’ which encapsulates what people want to see **more of** and **less of**. When I heard about the project, it resonated with so much that I care about so I agreed that we will forward the request to participate to our friends and clients.

My assumption is that most people in our network care greatly about the future of South Africa and would want to be part of this historical moment where we come together to define what we want to see **more of** and **less of** in South Africa.

Please see Karina’s note below and then click on the link below – it should not take you more than a few minutes. This is the first part of the process – early next year you will be invited to vote by mobile phone / online for the characteristics you want to see in the final ‘formula’. I personally like the idea of being able to participate in the process to decide which characteristics will be voted for.

Please forward this note to friends and colleagues.

Warm regards
Louise

From: Karina Reid [<mailto:Karina@blu-prints.com>]

Discovering the Formula of a South African

It is with great pleasure that we announce the beginning of an amazing journey to discover the **Formula of a South African**.

In partnership with **Brand South Africa**, our SA nation’s marketing arm, we have been appointed to apply the Bluprints Method™ to co-creating and formulating the ‘DNA’ of a South African. (please refer to the attached **endorsement letter from Brand SA**).

The primary objective of Brand South Africa is to develop and implement a pro-active marketing and communication strategy for South Africa, and to promote South Africa internationally. Domestically, their aim is to build and sustain *national pride and patriotism*.

We are calling on all *South Africans to engage* in what will possibly be the *most comprehensive cultural development initiative in our history*. All citizens across all demographics will be given the opportunity through NGOs, community initiatives and social media to have their say in defining what it is that makes us **US** – uniquely South African.

A formula for South Africans BY South Africans

$$\frac{?^3 + ? + ? + \sqrt{?}}{[? + ?]^2 + ? + ?} = \text{South African}$$

There are four parts to this process:

- **Intuitive opinions**

We are seeking everyone's opinions on what we need to do **more of** and **less of** to be more successful as South Africans (this phase is open now)

- **Election**

Through cell phone technology, all citizens will be given the opportunity to vote on the grouped opinions of what we need to do **more of** and **less of** to be more successful as South Africans (this phase will start early 2012)

- **Art production**

The final Formula of a South Africa, determined by the election results, will be expressed in an array of art forms, truly reflecting the cultural diversity of our nation (the final formula will be launched and unveiled in 2012)

- **Measurement**

The Formula of a South African will be measured by the citizenry on a regular basis to ascertain degrees of actual alignment to the formula in order to create a genuine shift towards a more successful society.

We urge all South African **Organisations** to assist us to make an authentic difference in this noble quest to centre societal accountability firmly in the hearts and minds of everyday South Africans.

For now, please ask **ALL YOUR EMPLOYEES (and customers) TO** simply spread the word that we all need to go to www.formulasa.co.za to have our say, or call us on 011 234 8172 to discuss ways to drive this initiative *through your organisation* in a more systematic fashion. **FOR NGO/CBOs, REFER TO THE FLIPCHART INPUT DOCUMENT ATTACHED.**

Don't forget to click through (it will only take 5 minutes) to give us YOUR ideas!

Click here to view the DVD: http://www.formulasa.co.za/default.asp?CPH_ID=1064

Click here to go directly to the INPUT PAGE :

http://www.formulasa.co.za/giveusyourideas.asp?CPH_ID=1053

ALSO join us on Facebook and LinkedIn PLEASE!! For this just click through on our website: www.formulasa.co.za (there are prizes to be won!)

We are aiming to reach over 100 000 people for this *first input phase*. **Please HELP US achieve this target by forwarding this email to all your employees (and clients). To other NGO/CBOs.**

If you have any OTHER ideas to help us to reach the maximum number of South Africans, please contact me directly.

Thank you for your help.

Karina

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