

# PROTEA VILLAGE

## Theory of Change

### OVERARCHING GOAL

**Property development as a source of positive impact**



- ✓ Dignity is restored
- ✓ Property development which alleviates spatial inequalities
- ✓ Fosters inclusive economic growth
- ✓ First generation wealth
- ✓ Is environmentally sustainable



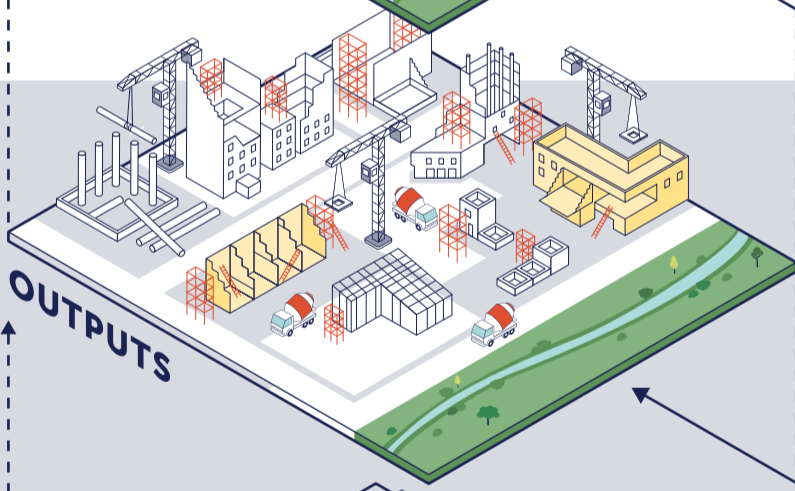
- Reduction in inequality gaps
- Better education and health outcomes
- Greater access to economic opportunities
- Improved general standard of living
- Sustainable residency for Protea Village and future generations
- Cultural heritage rejuvenated
- Improved societal well being
- Improved positive environmental impact of urban living



- Increased asset base
- Residential stability
- Residential estate sustainably maintained
- Community cohesion
- Land value increases
- Generates recurring revenue for the community
- Strengthen local communities
- Reduction of carbon footprint of development
- Better air and water quality

### INTEGRAL REDEMPTIVE SPACES IMMEDIATE OUTCOMES

- Stimulates local economies
- Reduces unemployment
- Reduction in crime
- Stimulates other sectors of the economy



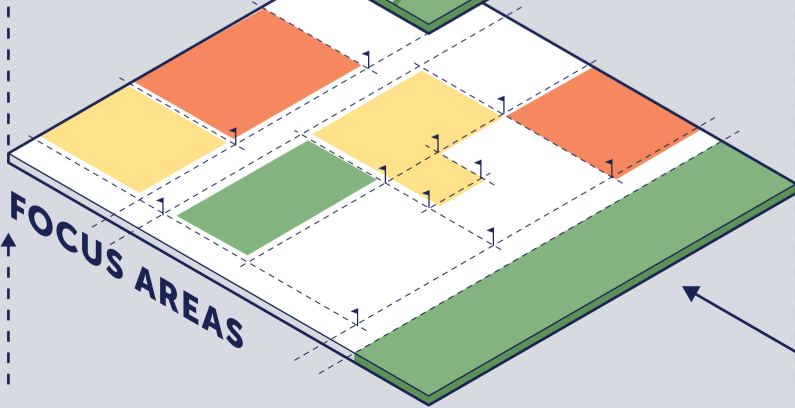
- Reduced home insecurity
- Implemented maintenance fund on re-sold high-end developments
- PV residents return
- Good quality residential estate built
- More inclusive community spaces
- Efficient use of land and buildings
- Greater access to public services
- Preservation Public use of Green Belt
- Sustainable land use

### INTEGRAL REDEMPTIVE SPACES OUTPUT

- Job creation (construction and post construction periods)



- Subsidise development by selling 50 high-end developments
- 1.85% resale commission on high-end properties
- Divide the land and design the 86 houses
- Stakeholder engagement
- Transfer 1/3 of land to the city for maintenance of Green Belt nature



**THEME 01**  
Land restitution initiative

**THEME 02**  
Community revitalisation

**Rebuilding the Village**

**Restoring Dignity**

**Responsible Development**