



REPORT TO: CITY MANAGER

**TO BE REFERRED BY THE OFFICIAL TO MAYCO VIA THE RELEVANT
ECONOMIC GROWTH SECTION 79 COMMITTEE (AFTER CONSIDERATION BY
CITY MANAGER)**

1. ITEM NUMBER

2. SUBJECT

**FEEDBACK ON THE INTERNATIONAL/OUTSIDE THE BORDERS OF THE
RSA TRIP UNDERTAKEN FROM 10 MAY 2024 TO 18 MAY 2024 TO
ATTEND THE BLOOMBERG HARVARD SCHOLARSHIP TO EMERGING
LEADERS IN BOSTON, UNITED STATES OF AMERICA**

ONDERWERP

**TERUGVOERING OOR DIE REIS NA DIE BUITELAND / BUITE DIE
GRENSE VAN DIE RSA ONDERNEEM VAN 10 TOT 18 MEI 2024 OM DIE
“BLOOMBERG HARVARD SCHOLARSHIP TO EMERGING LEADERS” IN
BOSTON, VERENIGDE STATE VAN AMERIKA BY TE WOON**

ISIHLOKO:

**INGXELO EMALUNGA NASEMVA KOHAMBO KUMAZWE
APHESHEYA/ANGAPHANDLE KWEMIDA YASEMZANTSI AFRIKA
EQHUTYWE UKUSUSELA NGOWE 10 UKUYA KOWE28 KUCANZIBE
2024 UKUZIMASA INKQUBO ENGESIBONELELO SONCEDO NGEZIMALI
ZEMFUNDO SASE BLOOMBERG HARVARD NGOKUJOLISWE
KWEZOBUNKOKHELI OBUSAKHULAYO YASE BOSTON E UNITED
STATES OF AMERICA**

RO522

3. EVENT SUMMARY

Mrs Ruby Gelderbloem, Executive Director for Economic Growth (ED:EG) was nominated by the City Manager to receive the Bloomberg Harvard Scholarship for Emerging Leaders, for attendance at the on-campus Harvard Kennedy School Executive Education program 10-18 May 2024 in Boston, United States of America.

Attendance to the Emerging Leaders program was fully funded by the Bloomberg Harvard Scholarship, which included return flights, hotel accommodation and transportation. Cost to the City was one additional night's accommodation prior to the program at the designated hotel for delegates. This was to allow for the considerable preparation and pre-course work required by the delegates and any unforeseen international travel delays. Delegates were to arrange their own visa requirements for travel to the United States, including allowances.

An overview of the Program provided the following:

Emerging Leaders is designed to develop and expand the capacity of tomorrow's leaders. This on-campus program, led by Faculty Chair Christopher Robichaud, brings together renowned Harvard faculty and an international cohort of rising professionals from the United States and abroad for an empowering and energizing week of learning. During the program, you will gain the skills and strategic frameworks necessary to capitalize on opportunities, overcome obstacles, and enact change.

The Program *Emerging Leaders* curriculum is designed in three parts: skill building, integrated communications, and policy analysis:

- An interactive simulation will challenge delegates and peers to confront and diagnose a crisis as well as develop cooperative strategies to advance their vision. Faculty will focus on advancing skill sets in the areas of negotiation, persuasion, coalition building, ethics and leveraging internet technologies. Lectures will address how countries grow and develop in the global economy, the infrastructure of modern government, political power in a cyber world and non-military global crisis management.
- Case studies, group discussion teams, as well as experiential exercises and selected guest lecturers will contribute to a unique and collaborative learning environment during the week in the classroom on campus.

EVENT DETAILS	
CONFERENCE/SEMINAR	Harvard Kennedy School Executive Education program
OTHER	The program is designed to develop and expand the capacity of future leaders and gain the skills and strategic frameworks necessary to capitalise on opportunities, overcome obstacles, and enact change.
DATE	12 – 17 May 2024
VENUE	Harvard Kennedy School, Cambridge, Massachusetts, USA
TOTAL COST TO THE CITY	R 43 328.12
CITY	Massachusetts
COUNTRY	UNITED STATES OF AMERICA
ATTENDEE DETAILS	
NAME AND SURNAME	DESIGNATION
Ruby Gelderbloem	EXECUTIVE DIRECTOR: ECONOMIC GROWTH
PROVIDE SUMMARY OF HOST ORGANISATION / CITY	
Harvard Kennedy School of Government at Harvard University ranks among the best graduate school for social policy, health policy and public policy analysis.	

4. OBJECTIVE

Attendance at this program was beneficial to the City as provided in the program learning objectives:

- Effective leadership and design communications and negotiations strategies and strategic messaging plans.
- Tools to build strong, accountable agencies and institutions at the national, regional and local level, even in situations obstacles of corruption and weak governance.
- An understanding of how to act in real time, mobilising knowledge for social change and harnessing the power of social media and the internet
- Skills for fostering trust, negotiating wisely and cooperating successfully in a political environment
- The ability to make evidenced-based decisions in a world of ambiguity
- Awareness in key policy areas affecting the well-being of our country and community.
- The capacity to exercise moral leadership within the organisation and structure our environment in ways that promote ethical decision making.

5. OUTCOMES

- The program was in the interest of the City, since the ED:EG is responsible for business related activities linked to the outcomes/discussion topics of the program, as mentioned in the foregoing.
- The program *Emerging Leaders* provided a solid foundation of skills and strategies to enable change by leaders in government in this new era; the trip was therefore considered related to Council activities of the City;
- The return on investment and value add was the exposure and participation in an international dialogue on opportunities and obstacles facing emerging leaders within a government context and reflection on real and potential success experiences. The program was a strategic opportunity to reflect on experiences on the local front and implement lessons learned from international counterparts.

6. ACTIONS REQUIRED

Not applicable.

7. IMPLICATIONS

7.1 Constitutional and Policy Implications No ☒ Yes ☐

7.2 Environmental implications No ☒ Yes ☐

7.3 Financial Implications No ☒ Yes ☐

7.4 Legal Implications No ☒ Yes ☐

7.5 Staff Implications No ☒ Yes ☐

7.6 Risk Implications No ☒ Yes ☐

7.7 POPIA Compliance

- ☒ It is confirmed that this report has been checked and considered for POPIA Compliance.

NOTE: POPIA Section MUST be completed otherwise the report will be returned to the author for revision.

Contact your Directorate POPIA Stewards should you require assistance.

The City has a contract in place with XL Embassy Travel for the safe-keeping of Traveller's personal information as required by the POPI Act.

8. RECOMMENDATIONS

It is recommended that the feedback report on the trip TO PARTICIPATE IN THE BLOOMBERG HARVARD SCHOLARSHIP TO EMERGING LEADERS IN BOSTON, UNITED STATES OF AMERICA undertaken by Ruby Gelderbloem from 10 to 18 May 2024 **be considered and noted.**

AANBEVELING

Daar word aanbeveel dat die terugvoeringsverslag oor die reis onderneem deur Ruby Gelderbloem van 10 tot 18 Mei 2024 om die "Bloomberg Harvard Scholarship to Emerging Leaders" in Boston, Verenigde State van Amerika by te woon, **oorweeg en daarvan kennis geneem word.**

ISINDULULO

Kundululwe ukuba **makuthathelwe ingqalelo kwaye kuqwalaselwe** ingxelo engasemva kohambo ENGOKUTHABATHA INKXAXHEBA KWISIBONELELO SONCEDO LWEZIMALI NGOKUJOISWE KWEZOBUNKOKHELI OBUSAKHULAYO, ESE BOSTON, E UNITED STATES OF AMERICA, eqhutywe nguRuby Gelderbloem ngowe10 ukuya kowe18 kuCanzibe 2024.

9. GENERAL DISCUSSION

The main role of the ED: EG is to oversee the retention of Cape Town as a hub for economic investment by strategically managing its immovable property asset portfolio and encouraging an environment for innovation and development. This in turn is achieved by:

1. promoting investment in collaboration with strategic partners to promote Cape Town as a destination to do business and leisure;
2. creating employment opportunities with emphasis on the informal sector; and
3. leveraging the City's asset portfolio to stimulate economic growth.

The Directorate, in collaboration with essential partners and key stakeholders, is dedicated to actively positioning Cape Town as an innovative and globally competitive hub for business. This involves supporting the various sectors' ecosystems and capitalising on our distinctive strengths. These endeavours are crucial in fulfilling our strategic goals of becoming a City of opportunity and compassion by addressing poverty through job creation and skills development.

As part of the economic development agenda, emphasis is placed on developing an innovative, business-led policy regime. The policy umbrella encompasses public trading areas, mobile business trading opportunities and a market policy which provides various opportunities to trade wares whilst

supporting business growth on the economic spectrum, by providing supportive infrastructure, training of emerging micro and small enterprises on how to do business with the City and creation of temporary job opportunities through hosting event markets and industry-driven job and education placements.

The golden thread linking the Departments is its property asset base, which consists of a range of asset typologies serving the population of Cape Town. The Directorate fulfills the role of the City's Asset Custodian charged with the lease and sale of assets to third parties as well as deployment of assets to internal user Departments for operational purposes. The capital upgrade and maintenance of key assets are planned and executed to align with the strategic objectives of a range of Directorates within the City.

The ED:EG's custodianship of the City's strategy, *Inclusive Economic Growth Strategy (IEGS)*, encapsulates primary responsibility as Executive Director for Economic Growth.

The intensive learning the Harvard Emerging Leaders program imparted, promotes critical strategic insights in capitalising on opportunities, overcoming obstacles and driving change within an international context.

10. ANNEXURES

FOR FURTHER DETAILS, CONTACT:

DATE			
NAME	Ruby Gelderbloem	CONTACT NUMBER	(021) 400 1361
E-MAIL ADDRESS	Ruby.Gelderbloem@capetown.gov.za		
DIRECTORATE	Economic Growth	FILE REF NO	
SIGNATURE :			

EXECUTIVE DIRECTOR

RUBY GELDERBLOEM

The ED's signature represents support for report content and confirms POPIA compliance.

COMMENT:

SIGNATURE:

NAME

DATE

MANAGER: INTERNATIONAL RELATIONS

COMMENT:

DR. DENVER VAN SCHALKWYK

SIGNATURE:

DATE

☐ REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.

LEGAL COMPLIANCE

☐ NON-COMPLIANT

COMMENT:

NAME

Certified as legally compliant based on the contents of the report.

TEL

DATE

CITY MANAGER

☒ NOTED

☐ REFER TO THE MAYORAL COMMITTEE VIA THE RELEVANT SECTION 79 COMMITTEE

DATE

COMMENT: