

PHAKAMA EASTERN CAPE

Concept Document

THE PEOPLE'S IMBIZO



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**THE
EASTERN
CAPE**

**DESERVES
BETTER**

1. Introduction

The Eastern Cape stands as both a cradle of South Africa's greatest socio-political leaders and, paradoxically, one of its most neglected provinces. From the rolling hills of Qunu to the shores of Gqeberha, this land has produced visionaries such as Nelson Mandela, Oliver Tambo, Steve Biko, Albertina Sisulu, and many others whose courage and sacrifice shaped the destiny of a nation. This legacy cannot be a coincidence, it reflects a deeper DNA of resilience, leadership, and community spirit rooted in the people of this province.

Yet, despite this extraordinary contribution to South Africa, the reality of the Eastern Cape today does not mirror its historic role. While it has given much to the country, what it has received in return has been inadequate: collapsing infrastructure, persistent poverty, high unemployment, failing service delivery, and communities left vulnerable to crime and hopelessness. The contrast between what we have shared with the nation and what we have retained for ourselves could not be starker.

It is from this dissonance that **Phakama Eastern Cape** arises; a Pan-provincial, people-powered movement with a singular agenda: to place the Eastern Cape first. This is not an imported idea, nor the work of external benefactors. It is an initiative born out of the lived experiences of ordinary citizens, and nurtured by a network of like-minded individuals who recognise the urgency of change.

What began as conversations among concerned citizens has evolved into a collective effort to build a platform of accountability, service, and empowerment, one that reflects the unique realities of the Eastern Cape. This concept document lays the foundation for that vision. It captures the movement's founding principles, strategic focus areas, and practical steps towards creating a province that is self-sufficient, secure, and prosperous, built by the people of the Eastern Cape, for the people of the Eastern Cape.

2. Founding Statement

A Future Built Together: For the Eastern Cape, By the Eastern Cape

We are a people-powered, pro-development movement working to rescue and revive the Eastern Cape through principled, pragmatic, and community-driven action. Our role is clear: we stand with our communities, advocate for their needs, and hold those in power accountable so that services are delivered, opportunities are created, and dignity is restored.

We will safeguard the well-being of our people by exposing and challenging corruption, advocating for stronger public safety, and ensuring that those responsible for delivering services meet their obligations.

We will work alongside communities to create spaces free from crime, neglect, and mismanagement, while promoting our landscapes as a global destination for tourism and adventure, and supporting a resilient, pro-development economy rooted in agriculture, innovation, and sustainable local enterprise.

Vision

- A self-sufficient, secure, and prosperous Eastern Cape where communities are safe, public resources serve the people, and opportunity is within reach for all.

Mission

- To drive accountable service delivery, promote infrastructure and rural development, tackle poverty and unemployment with sustainable solutions, and restore dignity by ensuring fair access, inclusion, and opportunity while replacing corruption and stagnation with action, accountability, and shared purpose.

Objectives

- Advocate for and secure the urgent, competent delivery of basic services through accountability.
- Champion infrastructure growth and rural development that benefits communities directly.
- Tackle unemployment and poverty through localized, sustainable, pro-development solutions.
- Restore dignity through fair access to services, inclusion, and real opportunity.
- Replace inertia with action, corruption with accountability, and hopelessness with shared purpose.

**EASTERN
CAPE
BELONGS
TO
US**

3. Organisational Vehicle

Phakama Eastern Cape is a civic and developmental movement — rooted in the people, accountable to the people, and driven by the shared goal of building a better Eastern Cape.

We will grow a sustainable, credible, and community-rooted platform for change through two deliberate phases:

Phase 1 – Civic Movement & Community Engagement

- Immediate focus is on building trust and visible impact by:
- Leading targeted community campaigns in service delivery, safety, local economic growth, and anti-corruption.
- Holding public institutions accountable for transparent use of funds.
- Driving initiatives that create jobs, improve infrastructure, and strengthen local capacity.
- Growing grassroots membership and volunteer networks.
- Establishing a proven track record of responsiveness and delivery.

Phase 2 – Transition to Electoral Representation

- Only when communities themselves call for it, and credibility is firmly established, will we step into formal governance. This will be a demand-driven decision, not a top-down directive.

What Sets Us Apart

- Pan-provincial reach, from rural villages to major cities.
- No patronage, no recycled leadership, no career politics.
- Service over status, results over rhetoric.
- Empowering civic accountability and local democracy.
- Focus on solutions, not ideology or theatrics.

Stakeholder Strategy

We will partner with:

- Traditional leaders, youth, women's groups, faith-based organizations, academia, diaspora networks, small businesses, farmers and co-operatives, NGOs, civic associations, local media, public servants, and marginalized communities.

Strategic Structure

- **Community-First Governance:** Every cent of public money must serve public needs.
- **Provincial Unity:** Equal representation for rural and urban areas.
- **Civic Participation:** Citizens have formal forums for input and oversight.
- **Annual People's Convention:** A provincial "Imbizo" to review progress and set priorities.
- **Permanent Campaigns:** Continuous action on service delivery, crime, corruption, infrastructure, and youth empowerment.

Core Pillars

- **Radical Accountability:** Transparent budgets, citizen audits, open procurement.
- **Service-Oriented Leadership:** Problem-solving, not political theatre.
- **Unity Without Uniformity:** Inclusive of all cultural, social, and economic groups.
- **Eastern Cape Voice in National Decisions:** Advocacy for fair resources and autonomy.
- **Values-Driven Growth:** Building slowly, credibly, from the ground up.

4. Leadership Calibre

Our success depends on leaders who embody both vision and grounded service. Leadership within **Phakama Eastern Cape** is not a privilege but a responsibility, requiring the highest standards of integrity and community accountability.

- **Visionary yet grounded:** able to inspire with a compelling vision while rooted in lived realities.
- **Ethical and transformative:** challenging the status quo with integrity and transparency.
- **Inclusive and collaborative:** uniting traditional leaders, youth, civil society, business, and marginalised groups.
- **Courageous and resilient:** ready to withstand pressures while prioritising the people.
- **Communicative and mobilising:** trusted by communities, capable of translating policy into relatable action.

5. Focus Areas

Born from dialogue with our people, nine urgent issues stood out. These have been distilled into five unifying priorities, the pillars of our movement for advocacy, accountability, and renewal in the Eastern Cape.

1. Revive Our Economy & Create Jobs

- *Champion local agriculture, farming, small businesses, and entrepreneurship.*
- *Advocate for investment and skills development, with youth employment at the centre.*

2. Restore Dignity through Services & Welfare

- *Demand that healthcare, education, and emergency services are prioritised in provincial delivery.*
- *Mobilise support for women, children, the elderly, and vulnerable groups who are most affected by service failures.*

5. Focus Areas

3. Make Communities Safe & Just

- *Confront all forms of crime: GBV, extortion, drugs, organised violence, and illegal immigration where it undermines safety and economic stability.*
- *Advocate for accessible justice that protects the most vulnerable.*

4. End Corruption & Demand Accountable Governance

- *Expose failures in water, electricity, sanitation, refuse removal, and roads, and press for these services to be prioritised in municipal delivery.*
- *Push for transparent governance where citizens directly oversee public resources.*

5. Build Sustainable Infrastructure & Protect Our Environment

- *Campaign for roads, housing, and public facilities that connect rural and urban communities.*

6. Action Plan

The Phakama EC Action Plan is a three phase roadmap. The Establishment Phase focuses on launching the movement through a Provincial Imbizo, adopting governance documents, setting up structures & identifying Interim Leadership. The Operations Phase builds capacity through volunteer mobilisation, membership growth, partnerships, and accountability platforms supported by transparent monitoring and reporting systems. The Implementation Phase rolls out programmes in the three Phakama Clusters of Governance, Economic Development and Social Cohesion.

Action Step 1

1. The Establishment Phase

Activity	Deliverables	Performance Indicator/ Key Outputs
1. Provincial Imbizo Objective - Officially launch and consolidate the movement at a provincial level	i) Public launch with media coverage and stakeholder invitations ii) Finalisation of Brand identity and documentation ii) Adoption of the concept document; organisational constitution, code of conduct, and values charter iii) Approval of the Organisation Structure iv) Identification of Interim Leadership structure	i) United provincial movement with clear mandate, governance structure, and public visibility ii) Effective resolution of any disagreements or conflicts iii) Proper recording of minutes, decisions & agreements iv) Stakeholder satisfaction

Action Step 2

The Operations phase

Activity	Deliverables	Performance Indicator/ Key Outputs
1. People's Consultative Dialogues: Objective - Engage communities to identify key concerns, priorities, and development opportunities	i) Community needs assessment ii) Organize <u>monthly</u> dialogue sessions in all 8 regions iii) Produce a summary report to inform policy and action	i) No of communities assessed ii) Increased citizen participation iii) Actionable insights for development initiatives
2. Political Education Campaign Objective: to build an informed, active and accountable society	i) Civic & Constitutional Education Workshops ii) Community Dialogues & Imbizos about accountability and service delivery iii) Educational Materials & Media Campaigns iv) Leadership & Advocacy Training v) Accountability Awareness Campaigns	i) Number of workshops ii) Number of Community Dialogues and Imbizos iii) Number of leaders, youth, and activists trained. iv) Number of communities trained in budget monitoring and oversight.
3. Fundraising and Transparency Infrastructure Objective: Build a sustainable funding model with accountability mechanisms	i) Develop fundraising strategy and donor engagement plan ii) Implement financial management and reporting systems iii) Publish quarterly financial transparency reports	i) Sustainable funding ii) Increased donor confidence & funding raised iii) Transparent financial operations
4. Communication & Reporting Objective - Keep stakeholders informed, engaged, and working towards common goals.	i) Monthly updates to stakeholders & donors; and newsletters ii) Social media engagement; iii) Annual impact report with financial accountability	i) Media coverage & message consistency iii) Stakeholder engagement & response time to queries iii) Timeous, relevant & accurate reporting
6. Monitoring & Evaluation Objectives: To track progress; & ensure effectiveness; efficiency; and impact	i) Quarterly progress reports tracking activity completion and outcomes	i) % of milestones achieved ii) Impact assessment iii) Lessons learned

Action Step 3

The Implementation Phase

The activities or Programmes are organised by focus areas and placed within the appropriate cluster. The Programmes and Projects of Phakama Eastern Cape will be prioritised using a Feasibility and Impact Matrix which weighs two things:

- **Feasibility:** How realistic it is to implement (cost, skills, time, resources, support).
- **Impact:** How much positive change it will create for the community.

This method will give us two types of classification of projects:

Priority Projects → High impact and low effort projects. Those are quick wins projects with strong results.

Strategic Projects → High impact and high effort projects. Those are big change projects that need resources and partners.

Priority Focus Areas	Deliverables	Performance Indicator/ Key Outputs
A. ECONOMIC DEVELOPMENT CLUSTER		
1. Youth Empowerment & Employment Initiatives Skills devt (5); Business devt (5); Investments (4) Job creation (4)	i) Skills Development & Training ii) Youth Entrepreneurship Support iii) Employment Linkages iv) Collaborate with community organisations, government and private sector to initiate and implement various programmes	i) No of workshops/programmes sourced and those initiated/developed by us ii) No of beneficiaries & completion rate iii) Skills developed iv) No of jobs created
2. Rural development & Infrastructure Infrastructure (3) Agro Support (1) Agriculture/Farming (8); Land (1)	i) Identify, support, promote and advocate for Rural development initiatives and Infrastructure improvement projects (e.g. Agriculture; rural businesses etc) ii) Collaborate with local leaders; civic organisations, influencers, media; and other stakeholders to advocate for rural development and infrastructure improvement	ii) Engagements with government and subsequent policy changes related to infrastructure improvement & rural development ii) Funding for rural development and infrastructure projects iii) Communities and organisations participating in advocacy efforts

Action Step 3

The Implementation Phase (continued)

Priority Focus Areas	Deliverables	Performance Indicator/ Key Outputs
B. GOVERNANCE CLUSTER		
3. Government Services Healthcare (4); Education (4); Public facilities (2); Emergency Services (1) Service delivery (4); Toilets (1); Electricity (1)	i) Community needs assessment ii) To compel delivery of government services and accountability iii) Collaborate with community organisations, media, and private sector, to amplify impact of the programmes/campaigns iv) Advocate for policy changes/reforms to improve public services	i) No of community engagements and participation ii) No. of initiatives done iii) No. of engagements with government and impact. iv) Notable improvements on services identified
4. Governance & Accountability Political education (1) Collaboration of Govt structures (1) Community Participation(3); Immigration (1); Land (1); Agriculture/Farming (8) Return of budget (1); Fraud (1); Funds Mismanagement (1); Remove corrupt people (1)	i) Engage municipalities and provincial government on governance failures. ii) Public campaigns on accountability, transparency, and corruption Capacity building Programmes: iii) Train leaders, committee members, and community monitors in governance, ethics, and accountability practices. iv) Train community members in civic education, advocacy, and participatory governance. Advocacy & Oversight Progr: v) Advocate for policy changes/ or reforms that promote transparency, accountability and good governance vi) Advocate for policy changes/ reforms addressing immigration; crime and safety; land ownership/ distribution; rural development & infrastructure; government services etc	i) Number of community engagements and participation ii) Number of initiatives done related to governance issues iii) Number of engagements with government and impact. iv) Number of communities mobilised to participate in advocacy efforts for Accountability and Anti Corruption, and number of initiatives implemented

Action Step 3

The Implementation Phase (continued)

Priority Focus Areas	Deliverables	Performance Indicator/ Key Outputs
B. GOVERNANCE CLUSTER		
5. Crime Crime (6); Extortion (1); Safety (1)	i) Community safety forums ii) Crime awareness and education campaigns iii) Youth crime prevention programmes iv) Neighbourhood watch and volunteer networks v) Gender based violence response	i) No of communities mobilised to participate in advocacy efforts for Safety and number of initiatives implemented ii) Funding secured for safety and initiatives iii) No of individuals & groups trained or supported through safety programmes
C. SOCIAL COHESION CLUSTER		
6. Social Welfare and Empowerment Drugs (7); Teenage pregnancy (2); Mental Illness (1); Disaster relief (1); Vulnerable groups (1); HIV (1) GBV (3); Clean up (3); Land (1) Agriculture/Farming (8)	i) Interventions to address social ills and ensure accessibility and quality of the programmes ii) Partnerships with government; civic organisations, private sector, etc to address the social challenges iii) Promote policy changes and reforms supporting social welfare and empowerment iv) Support, empower & protect vulnerable groups and Whistleblowers from safety threats	i) Number of individuals, families, or groups who accessed the programmes, and the impact ii) Communities mobilised and participating in the programmes and interventions iii) Successful interventions implemented and or cases closed. iv) Community farming initiatives or cooperatives v) Resolution of issues of Land ownership or access to communal land

7. Funding & Resources

To sustain our mission, Phakama EC will adopt a transparent and diversified funding model that protects independence.

Funding Sources

- Ethical partnerships with the business sector.
- Support from diaspora, faith-based groups, and civic organisations.
- Social impact investors and progressive foundations.
- Grassroots crowdfunding and structured membership contributions.

Principles

- Full transparency through published financial reports.
- Clear donor code: no funding from sources linked to corruption, harmful industries, or values misaligned with our mission.
- Engagement as education: every fundraising initiative doubles as an awareness and mobilisation drive.

8. Media & Communications

Communications will be the bridge between the movement and the people. Our identity must be clear, authentic, and deeply rooted in Eastern Cape pride.

Core Strategy

- Distinct brand identity with consistent application.
- Multilingual, culturally resonant messaging across the province.
- Blend of traditional media (radio, community press) and digital outreach.
- Storytelling focused on people-led victories and progress.
- The voice of accountability

9. Guiding Principles “Philosophy”

Phakama Eastern Cape is results-oriented, not rhetoric-driven. Our philosophy is pragmatic, people-centered, and solutions-based.

- Pragmatism: act on solutions that work.
- Progressiveness: innovate and adapt to improve lives.
- Competence: leadership must be ethical, skilled, and accountable.

10. Working Model: Community-Driven Accountability

Phakama Eastern Cape believes that real change in the Eastern Cape requires decentralised accountability. Communities must be directly empowered to shape their development priorities, monitor delivery, and ensure that resources serve the people first.

Our model emphasises:

- Inclusive ward-level forums: Women, youth, professionals, traditional leaders, and other groups participate meaningfully in decision-making.
- Local empowerment with oversight: Communities play a role in guiding budgets and monitoring services, while provincial oversight ensures fairness and transparency.
- Partnership between traditional and elected structures: Chiefs, councillors, and civic leaders working side-by-side in service of their people.
- Proximity of governance: Decisions made closer to the people build trust, accountability, and responsive action.

This approach strengthens democracy from the ground up, ensuring that accountability does not end at the ballot box but continues through direct citizen participation in shaping and monitoring their communities’ future.

PHAKAMA ORGANISATIONAL STRUCTURE

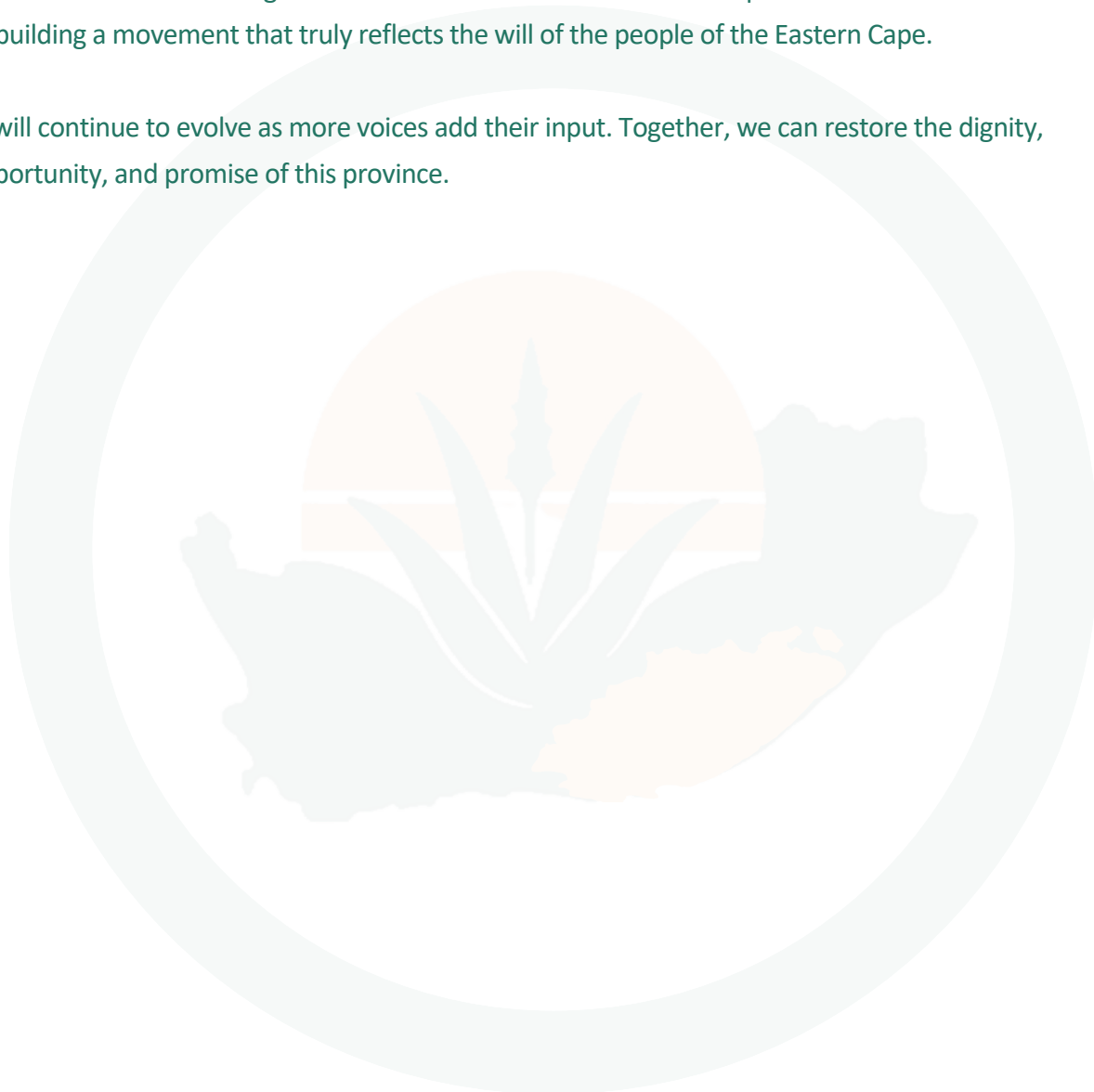
PROVINCIAL COUNCIL (Strategic Leadership) <u>Function:</u> Highest decision-making body; Approves strategy, constitution, and major decisions. <u>Comp:</u> PEC; Advisory Comm; Technical/Professional Comm; Cluster Convenors; Reps from Regions/Districts; Traditional/Faith Based Leaders; Youth; Women; other groups etc		
Advisory Comm (Advisory) <u>Function:</u> Advisory role to protect integrity and values (Non Executive) <u>Comp:</u> Respected figures who provide wisdom, guidance, and oversight.	Provincial Exec Comm (Strategic Leadership) <u>Function:</u> Provincial advocacy. Day-to-day coordination <u>Comp:</u> Elected leadership team (Interim at first). Provincial Convener; the 3 Cluster Convenors (or Programme Coordinators); Secretary General, Finance, Media & Info, and Accountability & Monitoring	Technical Comm (Support structure) <u>Funct:</u> Offer expertise to strengthen strategy, policies, and implementation. <u>Comp:</u> Experts (lawyers, academics, business people, policy experts, etc.)
Governance Cluster/Programmes (Provincial) Cluster Convener:	Economic Development Cluster/Programmes (Provincial) Cluster Convener:	Social Cohesion Cluster/Programmes (Provincial) Cluster Convener:
8 Regional Committees (Coordination & Oversight) <u>Function:</u> Coordinate community dialogues, campaigns, and accountability initiatives. Report upwards to Cluster Convenors PEC and downwards to communities. <u>Comp:</u> Mirrors the provincial structure at district level.		
Local/Municipality Committees (Implementation) <u>Function:</u> Community engagements. Drive localised action plans. Identify community needs and escalate to District. <u>Comp:</u> Committees per municipality		
Ward Level/Community Committees (Grassroot Base) <u>Function:</u> Mobilise citizens, hold meetings, monitor service delivery, and engage with local leadership. Ensure inclusive participation of all groups (youth, women, elders, traditional leaders). <u>Comp:</u> Committees per ward		

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11. Closing Note

This document is a working draft. It reflects the contributions and aspirations of individuals committed to building a movement that truly reflects the will of the people of the Eastern Cape.

It will continue to evolve as more voices add their input. Together, we can restore the dignity, opportunity, and promise of this province.



WE ARE THE EASTERN CAPE



PHAKAMA EASTERN CAPE

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EASTERN CAPE

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