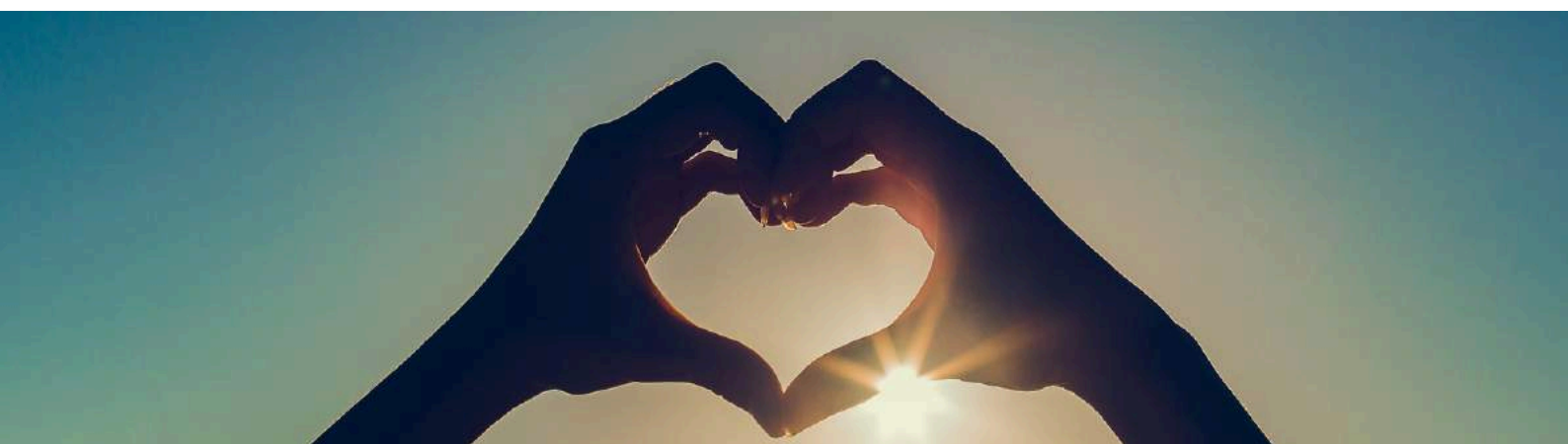




# HEART OF CAPE TOWN AND PEACE CENTRE



[www.theheartofcapetown.org](http://www.theheartofcapetown.org)



# The Heart of Cape Town and Peace Centre

## *A Social Business for Transformation*

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# The Heart of Cape Town and Peace Centre

*A Social Business for Transformation*



"A global heart awakening is underway, characterized by a widespread recognition of the transformative power of love. It's a call to action, urging collective efforts to create a future rooted in heart-centered living. It involves practices that focus on radiating love and compassion, elevating consciousness, harnessing the collective power of love, and living in alignment with our hearts. By focusing on heart-centered living, we can make choices that benefit all, uniting us in love to achieve a more harmonious world".

*The Heart Math Institute [www.heartmath.org](http://www.heartmath.org)*

The Heart of Cape Town campaign was launched in December 2023, under the umbrella of Uthando (Love) South Africa. It has enjoyed considerable success in a very short period of time. People love the hand-crafted hearts, and they love the message behind them. We strongly believe that there is a social business and job creation opportunity that exists involving The HEART.





*Christel House School South Africa*

The Heart of Cape Town, an initiative led by Uthando (Love) South Africa, passionately champions a profound message of Peace, Kindness and Love worldwide, whilst illuminating the truly inspiring and innovative work of South African community development projects and activists.

Uthando (Love) South Africa is a Cape Town based Non-Profit Organisation founded in 2007. Uthando has a unique model of linking tourism with community development programmes and enjoys extensive relationships with influential and change-making organisations within South Africa and around the world.



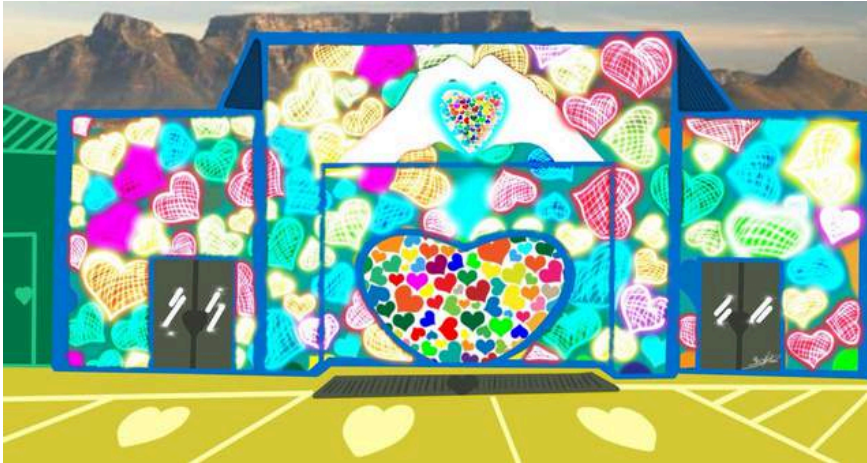
*Zama Dance School*





# 1 The Heart of Cape Town and Peace Centre – The Vision

A beautiful building downtown in Salt River, City Bowl area or in the Waterfront, painted and covered in tasteful but illuminating hearts set against the backdrop of Table Mountain. The building will light up at night with hearts of all sizes and colours. The building will be a totally unique tourist attraction in its own right, a place that locals and foreigners alike will be drawn to visit. Painting of the building to be done by renowned artist, Ras Silas Motse.



*Artist's impression by Ras Silas Motse*



*Ras Silas Motse*



*The Peace Centre can unite South Africans around our hearts. Dr Imtiaz Sooliman from Gift of the Givers and Kevin Chaplin, CEO of Amy Foundation and UBUNTU Foundation.*



*Caster Semenya embracing her heart at an Ubuntu Breakfast*



*Lucinda Evans, Founder of Philisa Abafazi Bethu*





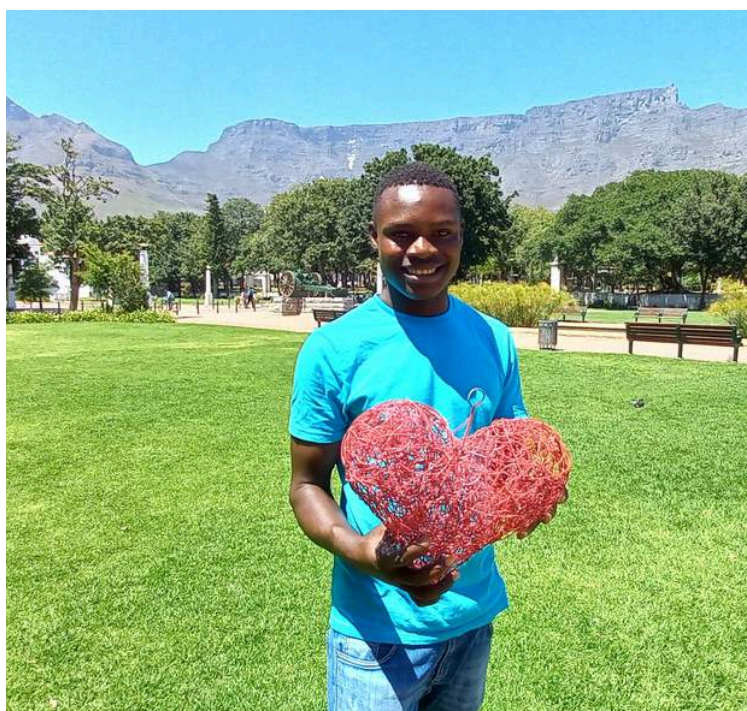
## 2 Skills Development and Job Creation Initiative

An entire industry will be established around The HEART.

The centre will provide for 100 (or more) local artists creating beautiful hand-crafted hearts for sale. Under the guidance of Laston Sachikonye, local people will be trained and employed to create these magnificent hearts.

Laston is an incredibly skilled wire artist, masterfully creating intricate pieces of art including life size animals and people. He is driven to upskill people in this art form and create jobs.

Laston Sachikonye is a family man with 3 children, all girls. He started making wire art at the young age of 5 years old and was inspired mostly by his brother Andrew, who passed away in 2007. He has a crew of 7 artists creating the hearts: Loyd, Ragge, Marshall, Clever, Norest and Tendai. They create the hearts by hand, using a long nose or a side cutter which they use to control the wire. They live in the communities of Delft and Dunoon in Cape Town.





### 3 Reflecting the South African story of what shaped our Collective Hearts

It is a fact that South Africans have BIG HEARTS. Without exception visitors speak about the energy they feel from the people in SA.

South Africa has a truly remarkable story to tell, from pariah state to toast of the world in 1994. A journey of collective Reflection, Truth, Forgiveness and Reconciliation – the world can learn from our story and what has shaped our collective hearts in our quest to build a society based on justice and fairness.

There is no venue in Cape Town where tourists / visitors or even locals can learn about the comprehensive history of South Africa.

The Peace Centre will contain a carefully and beautifully choreographed photographic history of South Africa in an environment where hearts abound. It would be an educational, deeply moving, extremely comforting and ultimately joyful experience to learn about our South African story and the lessons that we have for the world.

Visitors can then purchase a beautiful HEART of South Africa and take that wisdom with them to their home country, where they will be encouraged to take photographs of their heart at significant sites with a view to promoting a message of peace and unity.



**South African Nobel Peace Prize Laureates (from left to right, Luthuli, Tutu, De Klerk and Mandela**



**The ladies from the Gold Restaurant embracing the hearts at WTM Africa in April 2024.**





## 4 Retail - An entire industry around “The HEART”

Besides the wire hearts, the centre will contain a retail section with beautiful and meaningful merchandise items all centred around the heart. The focus would be on locally made, hand-crafted products involving hearts.

The overall theme is “hearts”. Wire hearts of all sizes and colours. The product can be improved with, for example, good quality solar lights. A clothing range, for instance, and much more, but with the focus on the wire hearts.

Visitors can meet the artists who create the hearts, making it a deeply personal heartfelt experience. Online store – a vibrant online store where people from around the world can order the hand-crafted hearts online. Already we have received many requests from people all over the world wanting to purchase the hearts.

Secondary industries. Heart-shaped light fittings. Imagine the Waterfront and City Bowl area with tasteful, bright and joyful hearts alight at night and in colour during the day. They would add a totally unique element to the visitor experience. Imagine a HEART LANE in the Waterfront. An arch covered in hearts through which people can walk. Such a unique site would be a “must see” attraction at the Waterfront.

Everyone loves a beautiful heart. Cape Town – The city with the biggest HEART.

The possibilities and opportunities are really endless.



*Visitors had so much fun and absolutely loved the hearts that were hung up in the Waterfront in February in 2024.*







People at ILTM and WTM Africa, April 2024, absolutely loved the small hearts, and so many people had more ideas around the Hearts campaign and business.



***Penny Fraser with Laston Sachikonye at ILTM***



***Emilie Hagedoorn and Lisa Scrive from Fair Trade Tourism***



***Mayoral Committee Member James Vos and James Fernie (Uthando South Africa)***



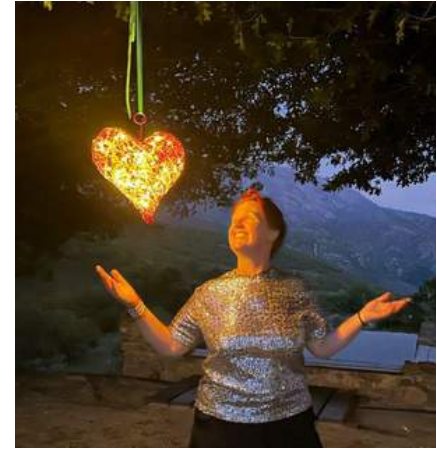


## 5 The Heart of Cape Town and Peace Centre as a UNIQUE and top tourist destination

The Centre would be so vibrant, colourful, joyful, informative, educational, warm and inspirational, people would want to visit and support the initiative by purchasing hearts and hearts merchandise. It would be a heartfelt experience that would make it a “must-visit” destination in Cape Town.



*The “We Are Africa” Team*



*Liesl Matthews from Southern Destinations*



*Kerstin Klange from Remarkable Destinations (Sweden)*





*Cape Town Helicopters*



*Allie Hunt and Brigitte Walsh*



*Minister Anroux Marais*



*Mayor of Cape Town, Geordin Hill-Lewis, receiving a heart (April 2024)*





## 6 Supporting Community Development and Nature Conservation

A percentage of the profits from the Heart of Cape Town and Peace Centre would be allocated to important community development and nature conservation initiatives through the partner organisation, Uthando Love South Africa.

In addition, when people are buying the hearts, they can be given the option to donate to Uthando South Africa. Uthando can be expanded to include projects all over South Africa and include nature conservation programmes.

The Heart is so connected to positive emotions, people would be moved to donate.

Under current economic conditions, many non-profits are really struggling to remain solvent. This social business would present an excellent opportunity to generate significant sustainable income, whilst creating awareness of innovative and inspiring non-profit organisations.

The hearts also have a wonderful and unique way of illuminating the wonderful work of community projects.



*Rhinosore Artwork on the Sea Point Promenade*



*Zama Dance School (Gugulethu)*



*Ladles of Love*



## 7 Mobilising the Tourism Industry around our collective South African Heart

South Africa is a unique country in the world with a unique story to tell.

Tourism companies could unite behind a universal message of peace, love and kindness, whilst also telling our unique South African story to their clients through the hearts.

Just one example, the small hearts are incredibly beautiful, easy to travel with and could be purchased by tourism companies as gifts for their clients and / or placed in gift shops etc.



*Chris Mears (CEO, ATTA)*





## 8 Cape Town, “The City with the Biggest Heart”

Heart theme art all over the City, where appropriate. The impact on people’s mental, spiritual and thus physical health would be immeasurable. It would make people smile and feel joyful, because everyone loves a beautiful heart.



*Cement table tennis table at Christel House School South Africa*





## 9 Heart of Cape Town Ambassadors

We can all promote our South African story in the most unique and extraordinary way.

The hearts can become a symbol used by musicians, comedians, actors, choirs and so on to promote peace, love and kindness in South Africa and in the world.

Choirs can challenge other choirs to use heart symbols. Singing songs of peace, love and kindness. – Christel House School



*Keep the Dream Malay Choral Competition held at Cape Town International Convention Centre*



*Christel House School South Africa Choir singing songs of peace and love, challenging other Christel House Schools around the world to do the same.*





## 10 The Tjommies “Friends” Youth Development

The Tjommies from Hanover Park are extraordinary.

They are vibrant, joyful, positive and have the biggest hearts which they invest into the music. They are role models in their community of Hanover Park.

With the right investment for choreography, lighting, sound etc. they could tour around schools and communities in South Africa, providing people with joy, laughter, hope, optimism and positivity, all centred around the heart.

There is no reason why the Tjommies could not mobilise people in the same way as the Ndlovo Youth Choir.

Their success would also provide hope, and inspiration to the people of the Cape Flats and other crime-ridden, financially challenged communities.







## 11 South Africa is at the HEART of change in the world

South Africa is at the heart of significant change in the world, whichever political side one sits on. This is a fact.

A beautifully crafted heart, together with a thoughtful note of PEACE is sent to every head of state around the world. The note will be about what shaped our hearts as South Africans and what lessons can be learnt from a process of Reflection, Truth, Forgiveness and Reconciliation.

Whether these leaders appreciate the heart, and the message is irrelevant, what is important is that it is sent with the intention of propagating a global message of PEACE, coming from a country which chose peace over war and unity over separation.

People can argue and fight about politics, but no sane person can argue against peace, love, kindness and compassion.

Hearts and the same note can be sent to peace and environmental activists all around the world who are struggling for peace, fairness and justice to prevail in the world.

Uthando brings together formidable South Africans working in respective sectors and communities. There is a powerful opportunity to bring these stakeholders together in The Heart of Cape Town and Peace Centre with common vision and unity of purpose.



*Frank Kosi in Japan holding a small heart at the site of Hiroshima*

*Versatile Dance School (Gugulethu)*



## 12 The Heart of Cape Town and Peace Centre – A Centre of UNITY

The board of this company will comprise influential people in the tourism and development sectors.

People in the development sector who are actively promoting the campaign are Kevin Chaplin (CEO of Amy Foundation and Ubuntu Foundation), Danny Diliberto (Founder of Ladles of Love) and Lucinda Evans (Founder of Philisa Abafazi Bethu) as well as Grace Stead (Abalimi Bezekhaya).

On the tourism side, thanks to Penny Fraser and Olivia Gradidge, Uthando SA and the Heart of Cape Town were provided with a truly amazing platform to promote the campaign to hundreds of people from all over the world at International Luxury Travel Market (ILTM) and World Travel Market Africa (WTM Africa) 2024.

Natalia Rosa of Big Ambitions is also embracing the campaign. They recently posted the following message on social media:

*"When James Fernie of [Uthando South Africa](#) approached us, we simply didn't have the 'heart' to say no. As the global winner of [WTM Africa's](#) Prestigious Responsible Tourism Award, James and his authentic, ethical tourism NGO have truly captured our hearts.*

*Over the past 15 years, Uthando has showcased some of the most extraordinary local community leaders and activists to the world. Through their Philanthropic Educational Excursions, Uthando says their community partners and visitors have experienced literally thousands of magical moments - pure joy, peace, and harmony radiating between people of all colours, cultures, nationalities, and religions.*

*Uthando has so lovingly longed to bottle these powerful emotions of joy, mutual respect, and shared humanity that they witness on their excursions, and share them far and wide. They've found the perfect vessel - beautifully hand-crafted hearts created by local artists.*

*Uthando's heartfelt dream is to share these special hearts and spread the spirit of peace, joy, love, kindness, and compassion that they embody.*

*To support this beautiful message and Uthando's important work, we gifted each of the Big Ambitions team with one of these incredible hearts. Available for R150 each, they come with a tag referencing the powerful message of peace at [TheHeartOfCapeTown.org](#).*

*We encourage you to get one and join us in sharing Uthando's inspiring vision."*



**Natalia Rosa and the Big Ambitions Team**





## 13 Uthando (Love) South Africa

Uthando means Love, and Love comes from the Heart. There is a natural synergy between The Heart of Cape Town and Peace Centre as a social enterprise and Uthando South Africa as a Non-Profit Organisation.

With the establishment of The Heart of Cape Town and Peace Centre, Uthando can be expanded to include conservation and community development projects all over South Africa, and indeed Africa. Uthando is engaged with high profile projects focused on genuine sustainability and transformation.

Uthando’s flagship project in 2022, was the opening of Ulwazi “Knowledge” Educare, an Early Childhood Development Centre (ECD) designed and constructed by Natural Building Collective out of 1700 tyres, 6000 plastic bottles (eco bricks) and film set waste bricks. The ECD is a beacon of hope, optimism and innovation.



*Ulwazi “Knowledge” Educare*

In 2024, the construction of Goal50 Early Childhood Development Centre will get underway. Financed through Uthando SA donors, and constructed by Natural Building Collective, this ECD will be one of the most extraordinary and high profile pre-schools in South Africa because of its high visibility from the N2 Highway coming into Cape Town. The ECD will be built out of approximately 5000 tyres and 12 000 plastic bottles filled with rubbish.



*The site of Goal50*



*The unofficial launch of the Goal50 ECD project in November 2022 attended by the City of Cape Town Deputy Mayor Alderman, Eddie Andrews and Mayoral Committee Member for Economic Development, James Vos.*





Together with partners Moya weKhaya “Spirit of Home”, Abalimi Bezekhaya “Farmers of Home”, Harvest of Hope and Natural Building Collective, Uthando SA is in the early stages of planning a community driven agricultural facility. The facility will serve the needs of local community farmers through the provision of an agri-hub for aggregation of vegetables, as well as a space for value add through agri-processing and a potential shop in the vast community of Khayelitsha. This packshed will be constructed from tyres and plastic bottles by Natural Building Collective. This high profile project ticks many boxes least of which is food security, cleaning the environment and genuine sustainable building.



***Moya weKhaya Urban Farm in Khayelitsha***



***Abalimi Bezekhaya “Farmers of Home”***





## UTHANDO (LOVE) SOUTH AFRICA

Uthando Social Development Projects, South Africa

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Uthando (Love) South Africa is committed to the principles and philosophy of Fair Trade Tourism and at all times ensures that Responsible Tourism best practices are applied and integrated into our organization and Philanthropic Educational Excursions. Our excursions bring significant benefit to local communities by providing income and other forms of assistance, while cultural exchanges are conducted in a sensitive, respectful and mutually beneficial manner.

- 2023 Global Winner Responsible Tourism Awards – Best for Meaningful Connections
- 2020 WTM World Responsible Tourism Awards. Highly Commended
- 2020 Trip Advisor Travelers Choice Award
- 2020 Winner : Africa Responsible Tourism Awards, Category : Benefitting Local People
- 2019 Certificate of Excellence – Trip Advisor
- 2018 Award Winner : Cape Town Tourism Future Forward Thinking for Community Benefit
- 2018 Certificate of Excellence – Trip Advisor
- 2017 An Ashley Award :Recognizes,celebrates,creates & guides people to perform deeds to help communities
- 2017 Certificate of Excellence – Trip Advisor
- 2017 We Are Africa Innovation Awards – Joint Winner in category Engage Africa
- 2017 African Responsible Tourism Awards - Winner Best Tour Operator for Impact in Urban Areas
- 2016 National Winner, Lilizela Tourism Awards, Best Cultural Tour Guide in South Africa
- 2016 Western Cape Winner, Lilizela Tourism Awards, Best Cultural Tour Guide
- 2016 Certificate of Excellence – Trip Advisor
- 2015 Certificate of Excellence – Trip Advisor
- 2015 Best Charitable Organisation in Africa – The Good Safari Guide 2015
- 2014 Best Charitable Organisation in Africa – The Good Safari Guide 2014
- 2014 Certificate of Excellence – Trip Advisor
- 2013 Winner - Cape Town Tourism Responsible Tourism Award
- 2013 James Fernie Finalist on the “Who’s Who” in African Diaspora World Tourism Awards
- 2013 Certificate of Excellence - Trip Advisor
- 2012 Winner- Skal International Sustainable Development in Tourism Award – Category Cities-Villages
- 2012 Certificate of Excellence - Trip Advisor