

# The Safety Lab

*Social innovation in a violent world*

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The Safety Lab is an innovation test center focused on safety & security in the Western Cape. We conceptualize and incubate paradigm-shifting solutions that create opportunities for safety.

## – The Lab approach –

### 1. Inquiry

*“What’s going on here?”*  
Lab engagement starts with inquiry, often questioning orthodox assumptions. These aim to derive enough insight to inform action, as the foundation of responsible experimentation.

### 2. Design

Projects are designed around ‘fulcrum points’: specific links in a chain where intervention can have disproportionate impact. Project design focuses on the development of effective, street-ready & sustainable models.

### 3. Activation

We are a ‘test center’ driving rapid on-ground activation. We operate as ‘open source’ in broad collaboration with private sector, government, academia, communities, development agencies and law enforcement.

# Active projects | August 2014

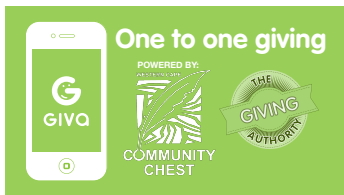
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## **Nyanga Yethu | *youth program***

In the most murderous precinct in the country our diagnostic identified a lack of credible weekend programs for kids and youth. We set up and run a program of 'prosocial' activities ranging from open mic and yoga to free movie screenings. Attendance ±650 weekly. The platform is branded for youth market appeal, not as 'safety programming'.

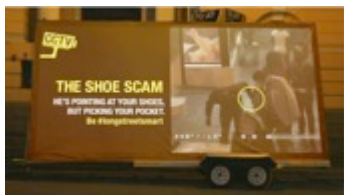
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## **GIVA | *digital funding platform***

Social media has been applied to help fund organizations and projects, rather than needs of individuals – until now. We conceptualized, developed and are launching an innovative digital platform enabling one-to-one giving via accredited NPOs. This is being operationalized with Community Chest. GIVA is a World Design Capital 2014 project.

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## **CCTV activation | *public safety empowerment***

We asked, how could CCTV footage be creatively edited and recycled for public benefit? We first launched a comic book (50 000 copies distributed by Metro officers and volunteers). We then successfully piloted mobile projections of CCTV clips at public hotspots. We're now developing an online archive as the basis for social media activations.

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## **Guerilla wifi | *digital placemaking***

The Lab sees huge opportunity in augmenting physical 'placemaking' with local access to free wifi. We've successfully experimented with this in Nyanga and will shortly launch a dedicated Free Internet Zone. We're driving development of a dedicated media channel for rights-based education, safety messaging and local economic development.

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## **iSafety | *applied mobile technology***

The lack of accurate, detailed and timely safety statistics is a systemic challenge to improving community safety. We're testing innovative ways to use mobile technology to fill some of the gaps. As part of this program we're working with Ceasefire | Hanover Park, and are developing and testing solutions for other organizations and contexts.

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# Pipeline & inquiries | August 2014

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## **Prevention in Action | *domestic violence inquiry***

The Lab is working with Metro Police to develop and apply innovations in domestic violence prevention. This is based on the exploration of a social mobilization program previously piloted in KZN and WC with USAID technical and financial aid. The goal is to identify elements of a model that can be piloted locally with support from Metro structures.

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## **Gangs inquiry | *ethnographic research***

One of the most prevalent forms of violence in the Western Cape stems from townships gang activities. However, not enough is widely known about their varied forms, where they exist, operating structures or relevant interventions. The Lab is engaged in a series of inquiries to better understand gangs in order to inform program design.

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## **Safe shebeens | *harms reduction***

Alcohol plays a prominent role in interpersonal violence, and illegal shebeens are ubiquitous. Yet enforcement is costly and risks escalating negative consequences. We're investigating harm-reducing ideas informed by local context. The current phase focuses on Sweet Home Farm in partnership with Sustainable Livelihoods Foundation.

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## **Confidential | *restricted sharing***

The Lab is involved in a range of confidential projects and initiatives in an advisory capacity, as an operationally independent entity with privileged access. Partners include government and various agencies, with topics covering law enforcement, systems development and data analytics.

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## **Hope Soap | *community health & entrepreneurship***

The Lab supported the piloting of Hope Soap, a behavioral activation encouraging kids to use a glycerine soap bar with a toy embedded. The project has funding for an RCT assessment, and a supply chain linking a leading retailer, local economic empowerment & distribution through government clinics. Not typical Lab context, but with valuable insights.

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## Funding & core partners



**Y&R**



## Technical expertise



## Incubation & enabling

