

# Andrew Cole - Content Production Portfolio

## Table of Contents

### External Communications (2015-2020) 2

Thought Leadership - 'Adopting a Growth Mindset' (2019)	2
Financial & Non-Financial Results - Santam, SA insurer (2018)	3
Sales Presentation - Linebooker, disrupting SA's freight transport market (2017)	3
Twitter Mosaic - Capitec Bank, 10 millionth customer (2018)	4
Instagram Influencer Campaign - Capitec Bank (2018)	5
Infographic - Angola Cables (2018) + Native Content - Capitec Bank (2018)	6
Editorial - Linebooker (2017)	7
Re-Brand / Website Content - Carbon Calculated (2017)	7
Opinion Piece - Capitec Bank CEO (2018) - published in the Sunday Times	8
Opinion Piece - Angola Cables CEO (2018) - published in ITWeb Africa	9
Opinion Piece - Cisco vice-president, Africa (April 2017)	10
Media Release - Angola Cables (August 2017)	10
Public Speaking - 'The Spaces Between - a COVID-19 Perspective' (2020)	11
Podcast Production - interviewing, scripting, narrating and editing (2017-2018)	11
Podcast Production - Wesgro, Featured Achiever Series (2015)	12
Blog Post - hosting several UN Foundation events in Cape Town (2015)	13

# External Communications (2015-2020)

## Thought Leadership - 'Adopting a Growth Mindset' (2019)

Results: 185,225 views | 11,467 shares | 88,603 reactions



In Canada, "no worries" is an expression almost as common as "sorry". It is heard when one might, for example, witness a commuter on a packed subway car being bumped by a fellow passenger. The individual will ordinarily use this term to indicate "I don't feel aggrieved" in the event a 'bumper' apologizes with the ever pervasive "sorry" heard among most Canadian citizenry.

I've been working with a coach recently and one of the realizations I've come to is the power of possessing, and working on, the right mindset. As I've learned, 'fixed mindsets' are all too common: an individual's binary approach to the world that gauges progress simply in terms of success or failure. On the other hand, a 'growth mindset' functions from premise that human qualities like intelligence and creativity are not fixed and can be cultivated. (There's some wonderful research from Carol Dweck on this topic synthesized in her book *Mindset: The New Psychology of Success*.)

As I work on my own belief system, I am beginning to realize the power of such a mindset. To stretch myself and to learn something new, are far more important than looking to prove whether I'm smart or successful (however, you might interpret these terms). This realization has been profoundly freeing.

### No worries for me

In adopting a growth mindset, my worries about my perceived intelligence or abilities have dramatically dissipated. I no longer value my 'self-validation' in the world. As a result, I am

learning new levels of listening and layers of engagement that extend beyond – and also preempt – my productivity bias. In so doing, I am learning to be more patient, an essential skill...especially for a parent of a four year old!

I've realized how I can ask better questions. Questions framed to generate conversation as a means of establishing trust with others. By asking "how" questions, I'm able to encourage stories and coax out information from others that otherwise may not be accessible.

In short, my natural curiosity in others is being allowed to shine. It reminds me of some work I did a few years ago with [ROTH Communications](#) on behalf of a government agency in South Africa, and how establishing rapport with interview subjects starts with the extent to which one is able to listen and empathize with another person, at their level, in that moment. What one receives in return is so much more meaningful and authentic.

*Adopting a growth mindset is, for me, an antidote to letting 'failure' rule my life. Moreover, it allows me to turn setbacks and disappointments into learning, looking beyond my perceived deficiencies to enter a world of possibility.*

Such a mindset is even giving me a renewed sense of my own grit, empowering my persistence and emboldening my enthusiasm for personal growth (even while the traditional understanding of [unending economic growth](#) requires a revolutionary inside out examination).


It is a whole new world for me where the term "effort" has a refreshed meaning, and my understanding of 'personal potential' has been grossly improved.

 **Andrew Fletcher Cole** 15 articles  
Creative, tech savvy, sustainability-minded corporate communications professional with more than two decades of global experience.  
Published • 6 mo

Sharing a learning from some recent coaching I've had the privilege to receive. Looking forward to sharing more thoughts and insights in the coming weeks.

 Like  Comment  Share  88,603 •  1,293 Comments •  185,225 Views

Reactions




1,293 Comments

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## Financial & Non-Financial Results - Santam, SA insurer (2018)

### SANTAM ANNUAL RESULTS

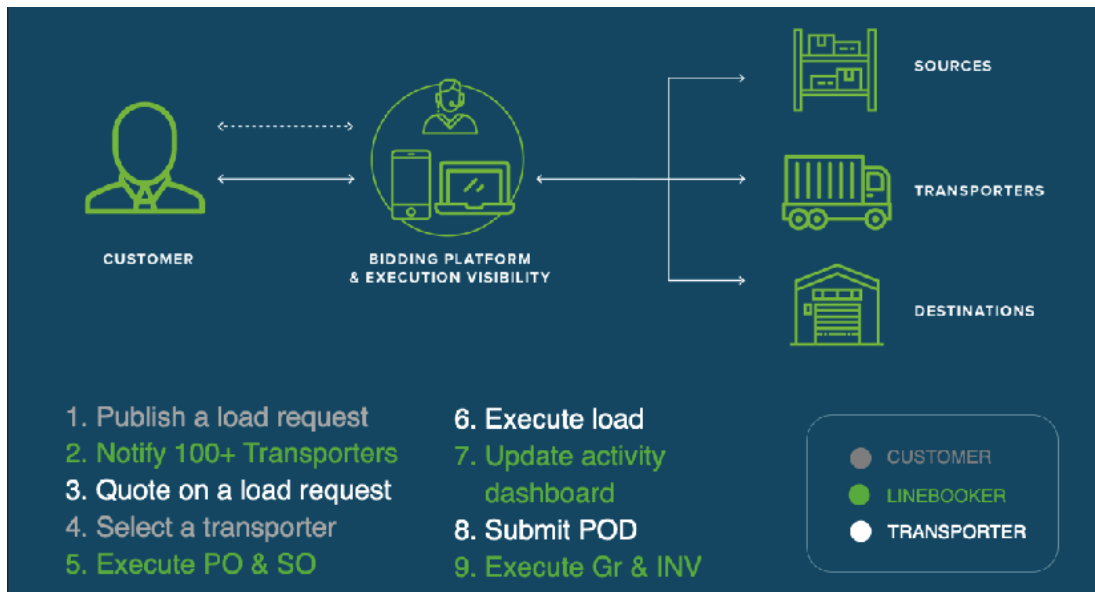
FOR THE YEAR ENDED 31 DECEMBER 2017

FINANCIAL HIGHLIGHTS				DOING MUCH MORE THAN JUST INSURANCE			
<p>Gross written premium (GWP)</p> <p><b>R29.7 billion</b></p> <p>▲ 15%</p>	<p>1st insurance result - conventional insurance</p> <p><b>R1.8 billion</b></p> <p>▲ 2%</p>	<p>Earnings per share</p> <p><b>1 511c</b></p> <p>▲ 37%</p>	<p>Headline earnings per share</p> <p><b>1 425c</b></p> <p>▲ 31%</p>	<p><b>COMMUNITY PARTNERSHIPS</b></p> <p>Five million by 2020 With the Partnership for Risk &amp; Resilience (PARR) we are on our way to engaging five million lives by 2020 through initiatives to occur in fire and flood zones.</p> <p>Fighting fire risks During 2017, we donated 3 000 fire alarms and fire-fighting equipment and trained 97 000 people in disaster risk management as part of PARR.</p> <p>Expanded PARR The South African Special Risk Insurance Association (SARISA) joined PARR to improve collaboration between provincial and district disaster risk management centres and Santam, we entered a partnership with the Department of Cooperative Governance.</p>	<p><b>CLIENT DELIVERY</b></p> <p>#1 in client satisfaction Recognised for solving claims and handling complaints, driving recovery, Santam topped the 2017 South African Customer Service Index.</p> <p>#1 top short-term insurer We were recognised by colleagues as the top insurer in corporate and personal insurance (2017 FIA Award).</p> <p>#1 business insurer The 2017 Sunday Times Top Brands survey recognised us as the top business insurer in South Africa.</p> <p>86 of the JSE's top 100 Most of South Africa's largest companies trust Santam to protect them.</p>	<p><b>SUSTAINABLE DEVELOPMENT</b></p> <p>Leading in urban resilience Part of ClimateWise - the global insurance industry pre-empting risks in order to better protect - we created a guide for the public and private sectors to better deliver sustainable, resilient and measurable and measurable infrastructure projects.</p> <p>Fighting pirate fishing globally We have signed a 10-year agreement to counter illegal, unreported and unregulated fishing as part of the UNEP Programme for Sustainable Fisheries.</p>	<p><b>TRANSFORMING FOR GROWTH</b></p> <p>Top Employer in South Africa We were certified by the Top Employers Institute for exceptional employee conditions and developing talent at all levels of the organisation.</p> <p>Investing in supplier development As part of covering Santam's supply network, we supported various small and emerging B-BBEE businesses.</p> <p>Investing to improve financial access with training to: • 185 small B-BBEEs • 193 emerging farmers, and • 465 car owners and employees</p>
<p><b>R3.2 billion</b></p> <p>RWF earned from reinsurance South Africa (2016: R2 billion)</p>		<p><b>R19 billion</b></p> <p>paid out in claims during 2017</p>		<p><b>Creating employment for more than 5 900 people</b></p>		<p><b>Level 2 B-BBEE rating</b></p> <p>according to the Financial Sector Charter (FSC)</p>	
<p><b>KEY DEVELOPMENTS</b></p> <p>In the face of unprecedented natural disasters in 2017, our business firmly committed to resilience and the ability to maintain growth and profitability. With live support to a network of more than 850 disaster-affected sites and more than 2 500 sites, we continued to deliver our brand promise of insurance, good and proper. During 2018, we will reach a major milestone - 100 years of delivering insurance good and proper. Some of the key developments and achievements from 2017 include:</p> <ul style="list-style-type: none"> <li>Acquiring BMB-Structured Insurance (now Santam Structured Insurance).</li> <li>Increased collaboration and premium flows in Santam Emerging Markets general insurance businesses.</li> <li>Disposal of interest in Enterprise Insurance Company (EIC) in Ghana for R105 million.</li> <li>Issued R1 billion in subordinated debt.</li> </ul> <p><i>"Join us in celebrating Santam's centenary and our accomplishments as a responsible corporate citizen."</i></p> <p>Lize Lambrechts, Santam CEO</p>							

This short-form narrative does not take responsibility for the disclosure, is only a summary of the information in the full annual report. Any investment decision by investors should take into account the full annual report. This information is not intended to be used as a basis for investment decisions. It is based on information that was released on 23 May 2018 and can be found on the company's website at [www.santam.co.za](http://www.santam.co.za). Corporate track record and financial performance is the responsibility of the company's registered office, at no charge, during other years.



## Sales Presentation - [Linebooker](#), disrupting SA's freight transport market (2017)



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### Twitter Mosaic - Capitec Bank, 10 millionth customer (2018)

=> 24,700 retweets and contributed to 40% year-on-year increase in Twitter followers



@Lyronmatsha Boom! Thanks for joining in the fun #SA! Here is our mosaic celebrating our 10 million clients! #BankBetterLiveBetter



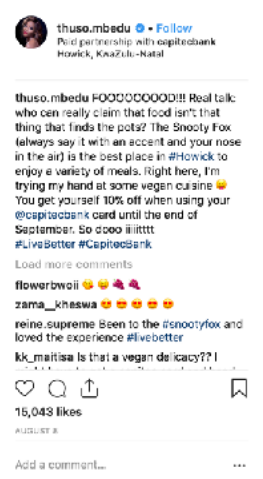
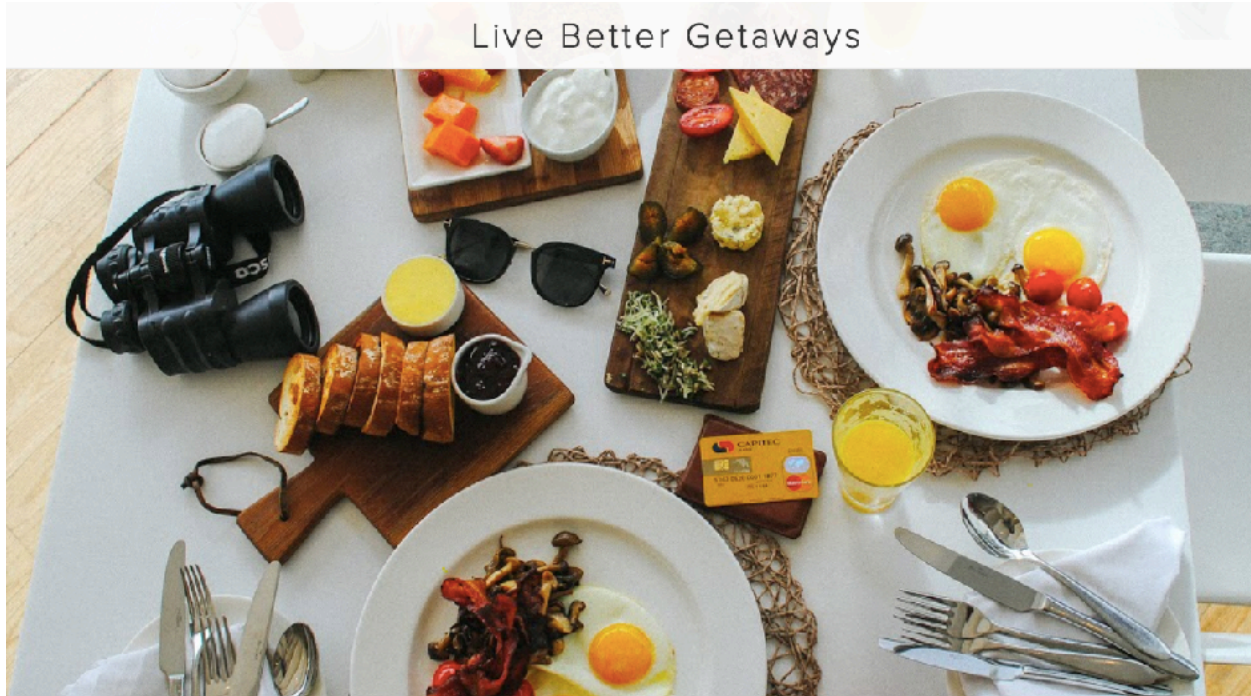
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## Instagram Influencer Campaign - Capitec Bank (2018)

- Collaborated with food/lifestyle/travel bloggers to curate 196 posts associating the bank with premium destinations, to showcase Capitec merchants, and to increase IG followers.

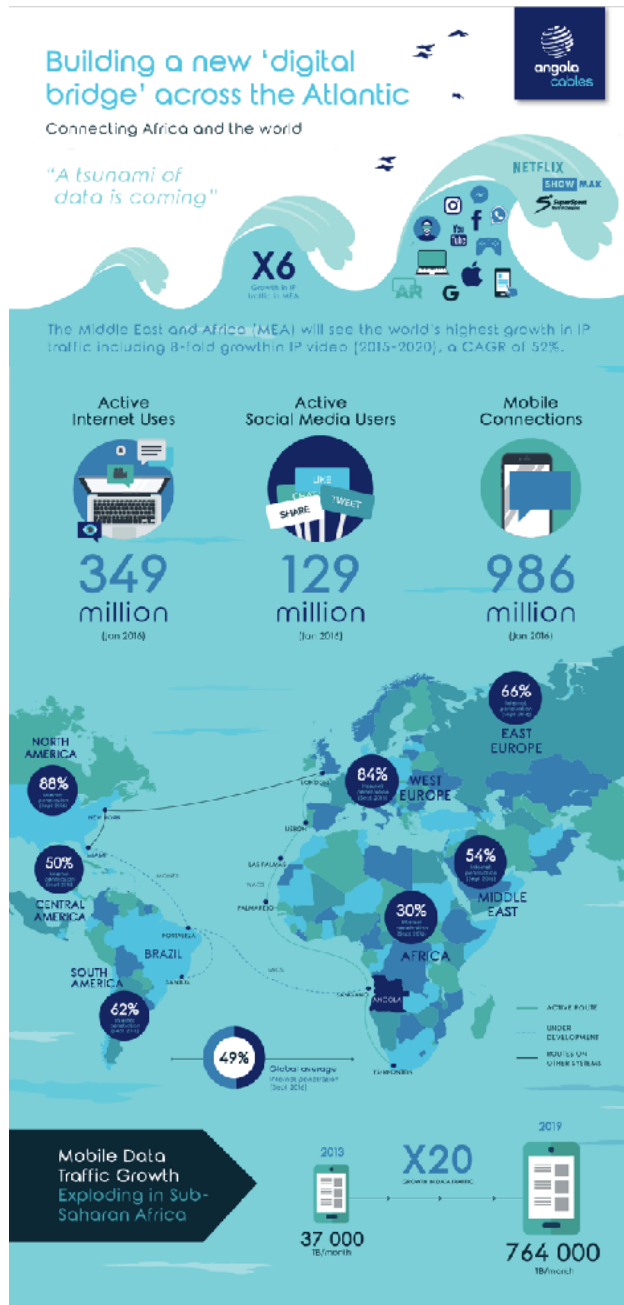
=> +2.4 million engagements and +2 million impressions

=> Capitec Instagram following grew 80% year-on-year (largest following among banks in South Africa)



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## Infographic - [Angola Cables](#) (2018) +



## Native Content - [Capitec Bank](#) (2018)

### Don't take credit!

By Permanent Content · Oct 4, 2018



**Don't take credit!** - a seemingly contradictory message coming from a bank. Understanding some of the financial and societal pressures faced by consumers, [Capitec Bank](#) has launched an unconventional campaign, featuring [Vusi Thembekwayo](#), that asks South Africans to rethink credit as part of responsibly realising their dreams.

Using credit to fund a flashy lifestyle to show that you've arrived won't help you live better. What is new today is old tomorrow and you'll be left with the debt to pay. Rather take credit for the right reasons, such as buying a car or house. It's the difference between good and bad credit.

#### What is good credit? Let's first understand it:

To GET credit, you first have to get credit (meaning, understand it). The starting point is to appreciate the types of credit, their different roles and whether they may be appropriate for you:

#### The two major types of credit are:

- Secured Credit:** this is a loan based on borrowing against an asset (a car or house, for example) that you own, which makes it less risky for the lender.
- Unsecured credit:** this is not secured by an asset. Rather, it's based on an assessment of the applicant's consistent income, your banking history and credit behaviour, and ability to afford monthly instalments. In this case, your income acts as the asset.

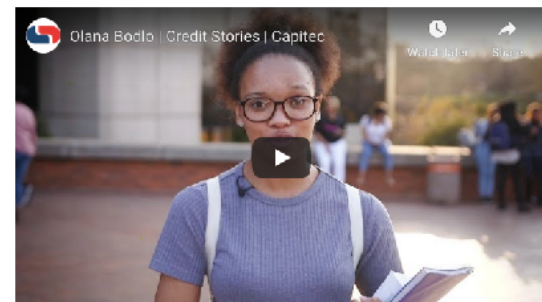
#### Here are the different types of secured credit:

- A mortgage bond: Your credit is secured by the house you're financing
- Home equity loan (a type of mortgage bond): Your credit is secured by your equity in your home.
- Line of credit: Usually a revolving line of credit (always available credit) that's secured against your bank funds, house, etc.
- A car loan: Your vehicle serves as your collateral for a loan.
- Secured credit card: To get a secured credit card, you put down a cash deposit upfront which usually equates to your credit limit. If you show a good payment history, you could have this increased without adding extra backing funds.

#### Here are the different types of unsecured credit:

- Always available credit: this is a revolving line of credit offered by a bank or merchant for an undetermined time. It includes credit like:
  - Credit card: Check the bank fees before you commit. Many credit cards advertise low interest rates on a negative balance, but the real cost is hidden in the fees. Opt for a credit card that lets you earn high interest returns from the first positive balance. Capitec's credit card links to four savings accounts and lets you earn 4.85% interest per year on a positive balance.
  - Store card: Check the interest rates - store cards often charge you high interest - and look out for hidden fees.
  - Credit facility: Great for unplanned expenses or emergency situations, a credit facility immediately furnishes the applicant with funds.
- A personal loan (also known as a signature loan): This is usually a fixed instalment loan (meaning you'll pay a set agreed upon amount every month) which is based on your credit profile - aka your credit score, current income and behaviour and your ability to manage credit.
- Student loans: These loans often have grace periods, interest subsidies and flexible repayment options. But not always - sometimes the interest can be quite high. Also, only students qualify. You must prove your acceptance to an accredited tertiary institution. Someone will need to sign surety for the loan (often a parent), and in most cases repayments start once studies are completed.

Diana Bodilo is an example of credit used for realising dreams. Her father could assist and apply for a personal loan to fund her through her studies. This in turn was a more affordable option, as it came with a low interest rate from 12.5% and a shorter payback period. Her story can be watched [here](#).



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## Editorial - [Linebooker](#) (2017)

### SA Agriculture Looks to Harvest Efficiencies in Weak Economy



*Transport: 'low hanging fruit' for farmers seeking cost savings*

Farmers are currently facing myriad environmental challenges – from water shortages to avian flu – so finding new ways to cut costs is critical. Transport is one of the 'controllable' expenses that farmers can reduce using online technologies and crowdsourcing.

Nick Hoffman, general manager of [Linebooker](#) – a nimble, online bidding platform that matches trucks with loads – says technology is unleashing new ways for farmers to cut costs in

the weak economy.

"Innovations such as drones and drip irrigation are helping farmers cut operational costs, but transport is emerging as another avenue for cost-cutting. Traditionally, farmers have locked themselves into contracts with transport suppliers. When crops are market-ready, there are urgent transport requirements and small windows of opportunity. But with new technologies offering online crowd-sourcing of the best price among a range of suppliers, these arrangements are beginning to change."

Hoffman says the increasing price for diesel (a major component of transport costs) is forcing farmers and transporters to add efficiencies to their operations. "Intense transport requirements for crops at certain times of the year in certain parts of the country mean that farmers are challenged by a finite number of transporters and the availability of trucks." For example, in citrus, the season is different based on the type of fruit (see chart). In the case of limes and tangerines, there is a small four-month opportunity to get produce to market, creating truck shortages during overlapping peak seasons among different crops.

Because of the perishable nature of agricultural products there is a one-way requirement to transport produce to cold storage as quickly as possible, but return trips for transporters are limited. "Fortunately, the powers of supply and demand are now made transparent through online bidding, offering better 'lane balancing' to fill trucks that otherwise would be empty."

## Re-Brand / Website Content - Carbon Calculated (2017)



[HOME](#) [WHY MEASURE](#) [SERVICES](#) [OUR CLIENTS](#) [ABOUT US](#) [BLOG](#) [CONTACT](#) [\[COVID-19\]](#)

### The mark of a trusted partnership

Established in 2008, Carbon Calculated has partnered with a variety of businesses to measure, report and minimise their greenhouse gas related emissions, ultimately increasing efficiency and driving down their operational costs.

[Our History](#)

### What our clients have to say

"Carbon Calculated has assisted us with assessing the accuracy of our CDP submission and the verification of our emission data. Their support has been of a high standard, professional and invaluable".

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## Opinion Piece - Capitec Bank CEO (2018) - published in the [Sunday Times](#)

### The four pillars of Capitec's success

We are humbled in winning the *Sunday Times* Top 100 Companies Award 2018, among a number of other recent accolades. While we've never been about chasing awards, there are four pillars that have been part of our success that should be of interest to anyone building a company.

#### Focus is key

I tend to say "no" more than I say "yes". Looking at possibilities and new ideas is important; however, innovation must be channeled. Avoiding distractions that take you away from meeting client needs and solving problems is one of the toughest aspects of leadership.

We have a simple business and a passion for detail, which includes constant measurement. Simplicity is one of the driving forces in delivering our world-class product, and to do this, we have systems and measurement tools in place so that we are able to pull information quickly in order to evaluate progress. This allows us to respond quickly to problems, anticipate issues and monitor progress towards targets. In other words, to remain focused.

#### Trust your team

Eighteen years ago, we started Capitec with a group of individuals who were all very different from one another, but who had a few things in common: a strong skill set complemented by integrity and openness. This has extended into the business, now with over 14000 employees.

People are core to our business and we believe we are only as successful as our greater team. A well thought-through strategy requires execution, which depends on the efforts of our people. When we hire, we look at the person's skills and experience but also at their potential. This allows us to grow talent from within our own ranks, ensuring that as an individual – and their capabilities – are developed within the company, their colleagues are able to trust them to deliver.

When employing, we also look at how open an individual is. Transparency forms part of our core values and we employ people who live by these principles. This creates an environment of trust and openness, which is then reflected in how we interact with our clients.

#### Culture – start with mutual appreciation

In just about every decision we make, we try to equally balance performance, client needs and people understanding. As much as being client-centric is a common area of focus for many businesses, general awareness of others permeates our culture. In order to create value, mutual appreciation of each other and our various capabilities is the starting point.

#### Avoid the expectation gap

Our business has always focused on providing affordable products, personal service, simplicity and accessibility. Admittedly, these are things that a lot of companies probably focus on, but delivering against these elements is what defines success.

A business can easily make claims to clients but these need to be tangibly experienced in the product and service. For example, in delivering on accessibility, the innovations that Capitec has introduced have been reflections of our strategy: bank branches with no barriers between service consultants and our clients, convenient hours of operation like being open on Sundays, and an app that delivers anywhere, anytime paperless banking. The expectation you create in the client's mind needs to be reflected in their interaction with your product or services – if not, you'll quickly lose their trust.



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These four lessons can be applicable to just about any business. In a world of numerous distractions, remaining focused – especially as client needs continue to evolve – is one of the toughest challenges for any service-oriented company. If you're developing a business, ensure you have a team you can trust, ensure to develop tools to measure progress and 'pain points' to check how you're performing against your strategy, and always aim to minimize the expectation gap.

## Opinion Piece - Angola Cables CEO (2018) - published in [ITWeb Africa](#)

### A continental shift in global internet access in Africa



*"The future is already here, it's just unevenly distributed."* - William Gibson

In 1994, there were more telephone lines in New York City than there were in the entire continent of Africa. Over the next two decades, digital transformation in Africa dramatically picked up speed.

Today, the continent is teeming with pioneers building 'digital bridges' within and between villages, communities, countries and continents, as well as connecting Africa to the global economy and research communities. Inasmuch as this may be true, many parts of Africa continue to play catch-up with the rest of the world in terms of the control and directness of subsea fibre optic connectivity.

This challenge appears to be a colonial artefact of the global growth of the Internet as the continent has arguably faced more geographic, political and economic barriers to its development than other regions. Fortunately, this is about to change, representing a symbolic Africa first shift for the continent in terms of its self-determination and autonomy in the telecommunications arena.

For countries in sub-Saharan Africa, it presents a massive opportunity to leapfrog other countries. For regions outside of the continent, it will also offer a more efficient, alternative route for burgeoning Internet traffic across the world's largest continent.

Currently, the West Africa Cable System (WACS) is the most important conduit for data for the West Coast of the continent. Managed by a 12-member consortium, it provides carrier-level services to operators in Sub-Saharan Africa across a dozen countries, including 12 landing points in Africa and three in Europe (Canary Islands, Portugal and England). Running more than 14,000 km - starting in Yzerfontein (South Africa) to London (UK) - WACS is an essential artery for the digital connectivity and economic development of countries connecting to the cable.

See Also

[Angola Cables CEO ever more confident ...](#)

[Angola Cables links up with France IX ...](#)

[SACS at critical phase of development](#)

[Angola Cables begins construction on B...](#)

But in order for Internet traffic to travel between Africa and the Americas (the largest centre for the production and aggregation of digital content and services), it must first go through Europe, a rather inefficient route, and one might even say unnecessary if needing to cross the Atlantic ocean.

#### Three continents interconnected

With the South Atlantic Cable System (SACS) - expected to be completed in 2018 - the first direct

link between Africa and South America will be created. A subsea cable extending more than 6,500 km between Brazil and Angola, SACS will be 100% owned and managed by an African company, Angola Cables.

Combined with Monet, a cable system to be completed this year and operated by Angola Cables, Algar Telecom, ANTEL and Google, SACS represents a paradigm shift for Africa and the Americas in terms of connectivity and collaboration.

Currently, the latency, or the time lag between a data packet being sent and received, on subsea fibre optic cables systems between Angola and Brazil is 350 milliseconds, due to the trafficking of Internet via Europe. With SACS, this will be reduced fivefold to approximately 63 milliseconds.

In effect, this will create a 'continental shift' in terms of Internet access to and from Africa, bypassing Europe. Once operational, an African company will be fully responsible for the digital exchange between Africa and the Americas.

Together with growing terrestrial fibre optic systems, mobile technologies and satellite services, such a direct connection between will also improve other countries' (in the Middle East and Asia, for example), access more parts of the world, either as sources of content or investment destinations for Africa-based data and communications services. Hubs for telecommunications innovation have blossomed on the continent, and with the completion of SACS and Monet, further expansion of data centres and Internet Exchanges Points (IXPs) in Africa is expected.

#### Beyond connectivity

Telecommunications and digitalisation are some of the most powerful tools for empowering countries and economies. If one looks at mobile telephony, it has spread further and faster in Africa than any other part of the world.

According to GSMA, a global organisation representing nearly 800 mobile operators and hundreds of mobile technology companies, the doubling of mobile data usage increases annual growth in GDP per person by half a percentage point.

social and economic development of the regions is expected to improve in line with such growth.

Today, mobile connectivity has become the main platform for innovation and the driving force for greater inclusion, with about 270 million people in the region accessing the Internet through mobile devices. Last year, mobile technologies and services generated \$110 billion of economic value in Sub-Saharan Africa, equivalent to 7.7% of GDP. As local and global connectivity continue to improve, mobile's contribution to GDP is expected to increase to \$142 billion, equivalent to 8.6% of GDP, by 2020.

#### Research and education

The telecoms / mobile ecosystem in the region is attracting talent and investment to African tech companies, as well as linking up academic institutions and research and education (R&E) organisations in other parts of the world. As trans-Atlantic connectivity improves with the completion of SACS and Monet, universities and other learning communities in African, North American and Latin American countries are increasingly collaborating to improve knowledge sharing and research.

Examples include the Florida International University's Centre for Internet Augmented Research and Assessment (CIARA) that recently expanded its development of a next-generation Internet network to include Africa.

With a project called the AmLight Consortium – a multi-institutional project composed of NPOs, universities and regional R&E networks – CIARA promotes the development of advanced network applications, content, and services between the Americas and Africa. Over the next 10 years, the AmLight Consortium will dramatically increase the use of Americas Africa cable systems for research and education applications, including establishment of a high-performance network link between the AMPATH IXP in Miami, and Angonix, an IXP in Luanda, Angola.

This infrastructure will connect with the Atlantic Wave Software Defined Exchange in Sao Paulo, Miami, Boca Raton, and Atlanta. The collaboration aims to provide efficient peering between national R&E Networks and communities of interest through a distributed open software define exchange model.

The ongoing development of Africa depends on the degree to which it can globally integrate with the digital economy. With a growing appetite for data and mobile devices requiring broadband connectivity (supported by next-generation international networks), the continent requires investment in its telecommunications capacity in order to support socio-economic advancement.

With the imminent launch of a trans-Atlantic cable system between Angola and Brazil, Sub-Saharan Africa is poised for a paradigm shift in connectivity. It will also be a profound and symbolic step toward the continent taking the driver's seat in expanding the region's economic opportunities and determining its digital destiny.

By António Nunes, CEO, Angola Cables. ■

# Andrew Cole - Content Production Portfolio

## Opinion Piece - Cisco vice-president, Africa (April 2017)

Published in *Business Report*, SA's most popular national business newspaper

### South Africa is ripe with digital technology opportunities

South Africa News - South Africa  
24 Apr 2017 - 45 mins David Maude, David Maude is the vice president, Africa, of Cisco.

AS SOUTH Africa prepares to host the World Economic Forum in Durban, the city with its largest and busiest port, there is much to focus on as the country continues to promote itself as a promising investment destination.

Primarily, the event presents opportunities for governments

to collaborate with regional and global leaders from business and civil society to identify and craft tangible plans to create economic opportunities for all. Digital transformation is part of many of these opportunities.

In the context of the Fourth Industrial Revolution's disruptive effects on all economies, there are three elements to consider as South Africa aims to main-

tain its leadership position in Africa: The development of digital skills is paramount.

All industries are being digitally disrupted which presents an opportunity for a growing digital economy. Public-private partnerships are powerful levers for change.

The "real economy" and the "digital economy" are not mu-



South Africa hosts the Square Kilometer Array (SKA), a project with extensive socioeconomic knock-on effects. Working with the Department of Science and Technology, Cisco has contributed R66m toward it near Carnarvon in the Northern Cape.

tually exclusive. The two have become one and the same as technologies blur the lines between the physical, digital, and biological spheres. The expo-

ENTIAL potential of the Fourth Industrial Revolution is still not being fully grasped. Cisco, industry and governments have a responsibility to unpack its po-

tential for citizen service delivery, customer experience, and innovative solutions for a better life for all.

traffic growth, jumping from 7.3 exabytes last year to 88.4 exabytes by 2021 (Cisco Visual Networking Index 2017).

#### Intertwined

Entire systems of production, management, and governance are being affected, and as digitalisation continues, it is intimately intertwined with addressing youth unemployment, manufacturing, and harnessing human innovation. Take mobile phones, for example. Within the next five years, it is estimated that more people will have mobile phones than bank accounts or running water, increasing global mobile data traffic seven-fold. In the Middle East and Africa region, there will be 12fold growth in mobile data

Notwithstanding that with the increase of mobile and internet-use penetration come its own threats; namely, Cybersecurity has become a massive global problem. To put some perspective on the Cybersecurity threat landscape, for a minute, there are roughly 3 billion Google searches per day and Cisco blocks on average 19.7bn Cybersecurity threats every single day. Prioritising Cybersecurity is fundamental to successful digital transformation, which is where we're seeing economic growth occur for Africa.

#### Profoundly impacting

Increasing mobility, technology use, and digital content are profoundly impacting the way Africans live, learn, work, transact and communicate with one another. It is an opportunity unlike anything humankind has ever experienced. According to South Africa's Treasury: "Technological innovation across a range of industries means that most new jobs are for skilled and semi-skilled workers." To its credit, South Africa sees research and development (R&D) as an important catalyst in the economy and has budgeted R13.6 billion over the medium term, with R1bn set aside in 2018/2019 for innovation-oriented activities.

By working with The Innovation Hub, the University of Witwatersrand Tshimologong Precinct, Nelson Mandela Metropolitan University among others, Cisco is demonstrating that strong collaboration and partnerships are what the country truly needs.

As South Africa becomes more services-driven, the country must foster digital skills as part of transitioning the population from low-skill/low-pay jobs to high-skill/high-pay jobs. Workers need to educate and re-skill themselves. As such, there should be a disproportionate increase in productivity, safer working conditions and the creation of more high-value jobs.

#### Related Stories

South Africa is ripe with digital technology opportunities

The Star Live Edition - 24 Apr 2017

#### SCIENCE SKILLS

The Mercury - 24 Apr 2017

South Africa is ripe with digital technology opportunities

The Mercury - 24 Apr 2017

With an estimated shortage of about a quarter of a million networking professionals in Africa, Cisco Networking Academy (NetAcad) programmes are critical to the future employability of young people.

In collaboration with governments, schools, NGOs, colleges and universities, the programme provides students the opportunity to become IT networking professionals. NetAcad has grown to the point where in excess of 8,500 students are trained annually. To date, the programme has seen more than 93,000 students graduate in

South Africa. Across the continent, Cisco NetAcad has seen in-kind contributions of more than \$21.86 million (R286.239m) toward the future job prospects for graduates.

Beyond skills development, supporting the information, technology and communications (ICT) sectors provide a major boost to economic growth, productivity and employment. In doing so, South Africans' access to educational opportunities and health resources can also be improved. For example, according to the National Treasury, if ICT costs are reduced by 50 percent, South Africa's gross domestic product can be increased by 0.3 percent per year, creating more than 200,000 additional jobs



over the next decade.

Part of supporting South Africa's ICT sectors is ensuring that R&D public-private partnerships remain integral to socio-economic development. The Square Kilometer Array (SKA), a R2 billion telescope that is the next iteration of the MeerKAT telescope, demonstrates the potential for such collaboration.

#### Knock-on effects

Together with eight African partners, South Africa won the

bid to host the SKA, a project with extensive socio-economic knock-on effects. Working with the Department of Science and Technology, Cisco contributed R66m toward SKA, an investment that will support job creation and economic diversification in the Northern Cape, as well as promoting science as a career choice.

The Fourth Industrial Revolution is synonymous with exponential growth in digitisation and Internet connectivity. For South Africa, Cisco firmly supports its aspirations to be a digitally enabled economy and society, and welcomes more integrated and comprehensive collaboration from multiple stakeholders to help accelerate the opportunities at hand.

## Media Release - Angola Cables (August 2017)

### Watershed moment for African Internet: Installation of first direct subsea link between Africa and South America begins in Angola

PRESS RELEASE - AUG 9, 2017

August 9, 2017 (Press Release) - Angola Cables ([www.AngolaCables.co.ao](http://www.AngolaCables.co.ao)), today took a step closer to completion of the South Atlantic Cable System (SACS) at an official launch in Sangano, Angola. SACS is the first direct link between Africa and South America. The installation of the South Atlantic Cable System (SACS) - a subsea cable with 40 Tbps of capacity that will extend more than 6,500 km to Fortaleza, Brazil - began on the Angolan coast in the municipality of Quissama. The SACS system is being constructed by [NFC Corporation \(http://www.nfc.com\)](http://www.nfc.com).

The launch event was attended by José Carvalho da Rocha, the Angolan Minister of Telecommunications and Technologies, local and international business leaders as well as the shareholders and guests of Angola Cables. The installation of SACS is considered a strategic project for Angola to advance the region's digital economy and to improve global communications.

When the entire network is completed, along with associated elements such as data centres and Internet Exchange Points, SACS will offer a paradigm shift in Africa's telecommunications sector. According to António Nunes, CEO of Angola Cables: "For Angolans, the time to access content available in America - the largest centre for the production and aggregation of digital content and services - will improve fivefold." Currently it takes approximately 300 milliseconds to connect between Angola and Brazil. With SACS, the latency - the time lag between a data packet being sent and received - is expected to be reduced to approximately 60 milliseconds.

"Angola is becoming one of the telecommunications hubs in sub-Saharan Africa," added Nunes. "Current cable systems, such as WACS, together with the SACS and Monet cables systems - complemented by local data centers - will improve connectivity, but also economically benefit Angola and the surrounding regions as tech companies requiring high connectivity establish and grow their operations in Africa."

The installation phase of the cable on the Angolan shore is one of the most important aspects of the project as several levels of interaction and activity are required with several entities simultaneously, and therefore constitute a critical and high-risk moment. The protection of both the cable and the teams involved is one of the aspects analyzed and therefore the work is rigorous and well-planned. "The installation of SACS represents the realization of a dream, a development that reflects our ability to find solutions and overcome challenges, always having in mind the final objective," said António Nunes.

# Andrew Cole - Content Production Portfolio

## Public Speaking - '[The Spaces Between - a COVID-19 Perspective](#)' (2020)

Based on a [LinkedIn article](#) shared on June 1, 2020



## Podcast Production - interviewing, scripting, narrating and editing (2017-2018)

Six-part series produced for [Santam](#), SA's largest short-term insurer (2018); and profiled eight storytellers along South Africa's West Coast on behalf of [Wesgro](#), the tourism, trade and investment promotion agency for Cape Town and the Western Cape (2017).



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## Andrew Cole - Content Production Portfolio

### Podcast Production - Wesgro, Featured Achiever Series (2015)

Subsequently turned into videos, this podcast series featured innovative, entrepreneurial leaders in South Africa's Western Cape Province.

- [Nico Dekker](#) - CEO of the Cape Town Film Studios



- [Vuyokazi Matu](#), Founding Member of Okuhle Media



# Andrew Cole - Content Production Portfolio

## Blog Post - hosting several [UN Foundation](#) events in Cape Town (2015)

### Eventing: Always something to learn

*The UN Foundation (UNF) recently approached Atmosphere Communications – with short notice – to assist with three events coinciding with the World Economic Forum (WEF) in Cape Town. Connected with communications around the imminent launch of the Global Goals – 17 sustainable development targets, set to be announced in New York in September – the project offered the opportunity to demonstrate some of the agency's strengths, as well as learn a few lessons along the way.*

#### Lesson #1 – Tap into your network

The main request from the UNF was to organise several panel discussions at an event to be hosted at the University of Cape Town. At the time, no venue had been secured, nor had any speakers or panellists been approached. It also happened to be during the World Economic Forum (WEF), one of the craziest weeks in the city, with dignitaries and global leaders flying in from around the world.

A small team was quickly mobilised, having to make efficient use of limited resources. Between several site visits and negotiations, the MTN Solution Space at the Bertha Centre emerged as the top venue option. It was not without its challenges, however, with the space having never hosted more than 50, and a requirement from the UNF for at least 100 attendees, as well as a Livestream of the event.

Fortunately, we were able to convince the managers of the space to allow in extra chairs from an outside supplier and make room for at least 120.

#### Lesson #2 – Use technology wisely

Using Eventbrite, a fantastic (free) online tool, the team was able to quickly create an event online (including a map of the location and relevant branding), manage invitations (importing media lists and checking the number of invites opened or bounced), as well as monitoring RSVPs. With the ability to share the event on social media (and monitor responses through different channels, including Google Analytics of all orders), it was possible to regularly update the client and demonstrate progress toward the objective of +100 attendees.

On the day of the event, the best feature was the ability to efficiently check in guests in a matter of minutes using the Eventbrite app compatible with iPads, iPhones and other devices. The service was a 'life-saver' and an example of some of the great tools now available to ensure events run smoothly ... yes, that even includes having Capetonians arrive on time!

Another helpful online service was Google Docs – a must for any event. With the ability to manage lists dynamically, including the addition of comments and live updates, it was invaluable in managing speakers and sharing with the clients in Washington DC up-to-the minute updates and rich biographical information on all the proposed (and approached) speakers and panellists.

#### Lesson #3 – Be ready for anything

Through 17 versions of the 'run of show', last-minute speaker changes (with a cancellation the night before), an extra panel added, as well as several 'surprise elements' squeezed into the event, we had to roll with what was served up under the circumstances.

But it was the event that the UNF had organised at the One & Only Hotel at the V&A Waterfront on the last day of the WEF that 'took the cake' in terms of being prepared. Within a few hours of the event, we learned that Archbishop Emeritus Desmond Tutu was planning on attending – together with a small entourage – as his family and one of the spokespersons at the event have a close history.

Quickly re-arranging the room and accommodating the addition of another table, the Tutu family was happily accommodated – resulting in some ecstatic guests upon the arrival of The Arch.



Atmosphere Communications welcomes Archbishop Emeritus Desmond Tutu to the UN Foundation event in Cape Town