

Active Citizens Campaign

Questions and Answers

What is the Active Citizens Campaign?

1. The Active Citizens campaign is an initiative of the [International Marketing Council \(IMC\)](#), custodian of Brand South Africa – which aims at inspiring each and every person living in South Africa to take action to create the South Africa you want to live in.
2. The first phase of the Active Citizens Campaign, , called ‘the South Africa you want to live in’ will be asking all South Africans to describe the country they want to live in – whether through phoning our dedicated phone line, SMSing us, or logging onto our website. It commences on 12 June and lasts for two weeks.
3. Once the IMC has collected this myriad of feedback and views put forward by South Africans, we will develop a vision for the nation of the South Africa we all want through an extended advertising campaign, which will inspire South Africans to take action and make this vision a reality.

Why is the IMC involved in this campaign?

1. The IMC realises that one of the things stopping us from working towards realising the possibilities alive in South Africa is that we don’t have a unifying vision of the South Africa we want to work towards.
2. As such, the IMC has taken the initiative to create this vision – and is asking all South African residents to tell us about the South Africa you want to live in.
3. Through this vision we will be inspired to take action – no matter how small or seemingly insignificant an action may seem, every little bit makes a difference, and if we can mobilise the collective – we can make a difference.

How can the public get involved?

- South African citizens and residents are encouraged to tell the IMC their view of the South Africa they want to live in by:
 - Phoning your view to 083 900 WITHU (9484 8).
 - SMSing WITH U and your vision to 32310.
 - Logging on to www.itstartswithyou.co.za

How long will the campaign last

- The campaign has three phases:
 - The engagement phase of the campaign called the ‘South Africa you want to live in’ launches on 12 June through all major media

platforms and ends on 26 June 2008. This is your chance to tell us about the South Africa you want to live in.

- From 27 June to 30 June 2008, the second phase called 'Thank you South Africa' will thank all members of the public for their comments and contributions; and highlight the significant issues raised by people.
- The final phase of the campaign – the 'Action' phase is the visual representations of the South Africa we all want to live in as told by you.

How does the IMC's Active Citizens Campaign fit in with the Movement for Good?

- The IMC's Active Citizen's Campaign is part of the Movement for Good, which launched on 24 April this year, and which aims at inspiring *every person* to act and become involved in creating the South Africa that we all want to live in.
- The Movement for Good consists of a variety of organisations which have come together because they are all working towards Good.
- The rallying call of the Movement for Good is that 'It starts with you!' We all, in our individual capacities, can make a difference. It's about personal responsibility – saying that I can fix it rather than waiting for THEM to fix it. 'Noka e tlatwa ke dinokana' – 'A river swells from little streams'. Thus, we can all be part of that little stream, a drop if you wish, which helps to make that mighty river which is the South Africa we all want.