



The Cape Chamber of Commerce & Industry and the Cape Higher Education Consortium

# WESTERN CAPE ECONOMY INNOVATION AWARDS NOMINATION FORM 2026

Please complete this nomination form accurately, completely but succinctly.

## 1. Contact details

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address
Joggie Scholtz	Swartland Municipality		27/02/2026	<a href="mailto:ScholtzJJ@swartland.org.za">ScholtzJJ@swartland.org.za</a>

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Olivia Fransman	Swartland Municipality	Public Sector	0735179134	fransmano@swartland.org.za

## 2. Short description

**+100 word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.**

*(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)*

### IDP in Your Pocket

"IDP in your pocket" is a website that replicates the full IDP document in a clickable format (not pdf). All policies, websites and documents referred to in the IDP are also available on the website via clickable hyperlinks. The IDP in your pocket is the first fully web-based Integrated Development Plan (IDP) platform launched by a municipality in the Western Cape and in South Africa.

Instead of a static 200+ page PDF, Swartland Municipality converted its entire IDP into a dynamic, mobile-accessible website with clickable links to all supporting policies, budgets and provincial and national documents. Hosted at no cost on Google Sites, the platform dramatically improves accessibility, transparency and public participation. This governance innovation strengthens investor certainty, enhances accountability and supports economic planning. The Strategic Services team led the conceptualisation, development and implementation of this catalytic digital transformation initiative. This plan is available for all businesses, investors and the general public in your pocket.

### 3. Detailed description

Please answer all the questions (a) to (j) below, and place answers in the prescribed place as indicated in the table below (to construct a results chain):

**a. What is the target business group/s that this innovation serves and improves?**

- Property developers
- Industrial investors
- SMMEs and local contractors
- Agricultural enterprises
- Business associations
- Professional service providers (planners, engineers, consultants)

These groups rely on the IDP as the municipality's business plan, since "if it is not in the IDP it is not in the budget". The Spatial Development Framework is a core component of the IDP and is included in the IDP. We believe the IDP is a "package of plans". In the IDP there are many references to policies, websites and documents. An IDP without easy access to the supplementary information is an incomplete document.

**b. How many of these target businesses have already utilised this new solution?**

Since its launch in May 2023, the platform has been publicly accessible to all businesses operating within Swartland. All development applications, investment decisions and infrastructure planning engagements reference the IDP website as the primary strategic source document.

**c. How did these businesses access and receive the new solution?**

Businesses and investors access the platform via:

- Direct website link <https://sites.google.com/view/swartland-idp?usp=sharing>
- QR code integration
- Municipal communications
- Investor and public participation engagements



The website is mobile-optimised and accessible from any device with internet connectivity.

**d. What did this new solution help these businesses become better at?**

- Strategic investment planning
- Understanding infrastructure rollout timelines
- Aligning developments with municipal priorities

- Reducing planning uncertainty
  - Preparing compliant development proposals
- e. How did this help to improve their business performance? Increased sales, lower costs, increased investment, increased employment, increased exports?**

- The innovation improves business performance through:
  - Reduced information asymmetry
  - Lower regulatory risk
  - Improved predictability of capital investment areas
  - Faster alignment between development proposals and municipal strategy
  - Increased investor confidence

By making the municipality's strategic direction transparent and accessible, the IDP website strengthens the local business environment and supports investment certainty.

**f. What exactly is this new innovative solution?**

IDP in Your Pocket is a fully interactive, web-based Integrated Development Plan that replaces a static PDF with a dynamic, clickable, continuously accessible digital platform. It integrates:

- Hyperlinked policies
- Budget references
- Sector plans
- Infographics
- Public participation information

It is the first online IDP of its kind in the Western Cape.

**g. What makes it new, compared what existed before? (Novelty in the WC economy)**

Traditionally, IDPs are lengthy, technical, and difficult-to-access PDF documents. Swartland became the first municipality in the Western Cape to launch a fully online, dedicated IDP platform.

This represents:

- A digital transformation of statutory planning
- A shift from document-based compliance to interactive governance
- A replicable innovation in municipal transparency

Minister Anton Bredell publicly recognised this as an innovative solution to an old problem Swartland Municipality leads with.

**h. What makes it better than what existed before?**

The IDP in your Pocket compared to a PDF:

- Unlimited digital content capacity
- Instant mobile access
- Integrated supporting documentation
- Environmentally sustainable (no printing)
- Lower reproduction cost

- Enhanced readability with infographics
- Real-time accessibility

It significantly improves stakeholder engagement and communication.

**i. How is/was the new solution made available to the target market / business group?**

- Public website hosted on Google Sites
- QR code distribution
- Media announcements
- Press coverage
- Integration into municipal stakeholder engagements

**j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with enduring competitive advantage in the market.* What is the expected longevity of this this solution? *E.g. 5yrs, 10 yrs, 10+ years***

- Hosted on Google Sites at zero cost
- No additional licensing fees
- Updated annually alongside statutory IDP review
- Managed internally by Strategic Services


Expected longevity: 10+ years, as it is embedded within statutory municipal planning processes and updated annually.

<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
A first-of-its-kind digital IDP platform established in the Western Cape, serving as a catalytic governance innovation.	Improved transparency, predictability and accessibility of municipal strategic planning for businesses and investors.	Developers, investors, SMMEs and industrial operators benefit through: <ul style="list-style-type: none"> <li>▪ Reduced regulatory uncertainty</li> <li>▪ Improved strategic alignment</li> <li>▪ Enhanced investment confidence</li> <li>▪ Stronger ease of doing business</li> </ul>	10+ years due to institutional integration and zero-cost digital hosting.

*After completing the table, read from left to right. Check for coherence and improve if needed.*

**4. Declaration of Evidence to verify results chain**

What supporting evidence can you provide to verify the results stated above are as stated?

	<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<b>What evidence can be provided?</b> e.g. Records, reports, peer reviews, and so forth	<ul style="list-style-type: none"> <li>Official media statement confirming first online IDP in Western Cape</li> <li>Press coverage in Cape Business News Cape Town Today coverage</li> </ul>	<ul style="list-style-type: none"> <li>Ministerial endorsement</li> <li>Public accessibility via website and QR code</li> </ul> 	West Coast District Municipality endorsement listing IDP in Your Pocket as a Best Municipal Project	<ul style="list-style-type: none"> <li>Annual statutory update cycle</li> <li>Zero hosting cost</li> </ul>

### 5. Select the best category of award for this innovation

Sector	Award	Mark with "X"
<b>Private Sector</b>	6 x Catalytic innovations that contribute to growth.	
<b>Public Sector</b>	1 x Provincial- or National-government systemic innovation most impactful on economic growth	
<b>Public Sector</b>	1 x Municipal (LM+DM) innovation that is impactful on growth of their local economy	X
<b>Public Sector</b>	1 x Public-sector innovation, enhancing good governance.	
<b>Safety &amp; Security</b>	1 x Innovation enhancing precinct safety & security.	
<b>Labour Market</b>	1 x Labour market efficacy award Reducing impediments to increased employment.	
<b>Academia</b>	1 x Research most impactful on competitiveness of Industry	
<b>Academia</b>	1 x Tertiary education best aligned to Industry / market needs	
<b>Academia</b>	1 x Most successful start-up / spin out	
<b>Academia</b>	1 x Entrepreneurship development in higher education	
<b>Industry Sector Bodies</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry.	
<b>Organised Business</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts.	

6. Check that you completed all that is necessary.

7. Submit this documented and/or video recorded to [innovation@capechamber.co.za](mailto:innovation@capechamber.co.za).

Thank you for helping us discover and celebrate the champions shaping a better WC economy!