



A project of

**HEARTLINES**  
THE CENTRE FOR VALUES PROMOTION

Promoting and supporting a movement of active citizens to fix local challenges while holding authorities to account.

## Summary

This is a national project in response to the deteriorating state of our towns and cities and the lack of action and accountability shown by local authorities. This is leading to declining socio-economic conditions for all our citizens. While examples abound of local citizens and business owners acting both to fix their local problems and/or hold authorities to account, there is no central repository where people facing similar challenges can find inspiration and guidance. Hence, they either don't start or if they do, they start from scratch.

Fixlocal aims to address these problems by promoting and supporting a countrywide movement of active citizens to fix local challenges while holding authorities to account.

Fixlocal will research and collate best practice examples of fixing local for different problems and contexts. These will serve as inspiration and examples to others. They will be housed on the Fixlocal website, along with a range of guidelines and tools. Fixlocal will also highlight the work of local authorities that are role models in doing their jobs.

A win-win partnership is being developed with mainstream and community media that will publicise stories of people fixing local, guide people to the site to find inspiration for how to fix their local problems and encourage people to submit their Fixlocal stories to Fixlocal. These stories will be evaluated and if valid, will be featured on the site and sent on to partner media for reporting. A virtuous circle.

Partnerships will also be developed with businesses, faith-based organisations, and NGOs to inspire people to FixLocal, promote the site and invite stories.

There will be an ongoing process of monitoring, evaluation, and learning. We aim to see at least a 10% increase in the reports of fixing local within 12 months of project launch.

This is a project of Heartlines, an NGO with a 20-year history of large-scale social change campaigns combining communication with community mobilisation. Heartlines is politically neutral and will ensure that this project remains so.

Total Budget for Phase 1, the development phase of 3 months till launch is R650,000.

Total Budget for Phase 2, the further development and expansion phase is R3,650,000.