

SUP initiative enables brands to uplift communities

The [Superiate Upliftment Program \(SUP\)](#), a recently launched youth and community upliftment initiative, is connecting brands and government with schools and communities through its skills and personal development programmes.



Source: Supplied

The programme drives the upliftment of youth throughout South Africa by inviting businesses to give back to communities by sharing skills and products that will enrich lives.

Half a million learners to benefit from the initiative

The launch phase of the initiative is open to over 500,000 learners in 500 high schools and surrounding households and communities. All learners at any school, as well as anyone in the community, can sign up and gain access to competitions, rewards, savings as well as prizes.

They will also have access to educational information about issues such as gender-based violence, femcare and other topical and essential content. In exchange, participating brands will gain valuable market research and insight relevant to their industries.



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"The objective is for SUP to be the connector between brands and the youth and their communities in aiding learners' social upliftment and education," Brad Stern, founder of Superiate Marketing said. "The initial launch to 500 high schools is through prominently displayed posters and brochures that reach and inform the learners and their parents/guardians of the initiative.

"Our work with the Department of Basic Education will ensure we drive schools, teachers and learners to benefit and that the program provides upliftment."

Brand partners who have joined in on the initiative include:

- **Google** - Provides development training and education to budding entrepreneurs and SMEs with free Google Digital Skills Africa training.
- **McDonalds' McCafe** - Educates about sustainability, responsible production and growing vegetable gardens for communities to benefit from.
- **RSAWeb** - Enables better access to online learning materials and teaching resources by providing internet access to learners at schools and to homes.
- **Score Energy** – Balances intake with exercise, a healthy mind and body.
- **Yenza** – A career and CV development app.
- **Presto and Splashlearn** – Both educational development software.
- **Scoot** – A sim card special offer specific to teachers throughout South Africa.
- **[Global Citizen](#)** – Creates activists for positive change in the world.
- **[Tears.co.za](#), [Operation Smile](#) and [Menstruation Foundation](#)** - Facilitate conversations and provide information on critical issues facing the youth such as gender-based violence, abuse, physical and social media bullying, contraception and period poverty.

Stern concluded by saying that he hopes the initiative "will leave a lasting mark in the hearts and minds of young people and communities throughout the country".

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