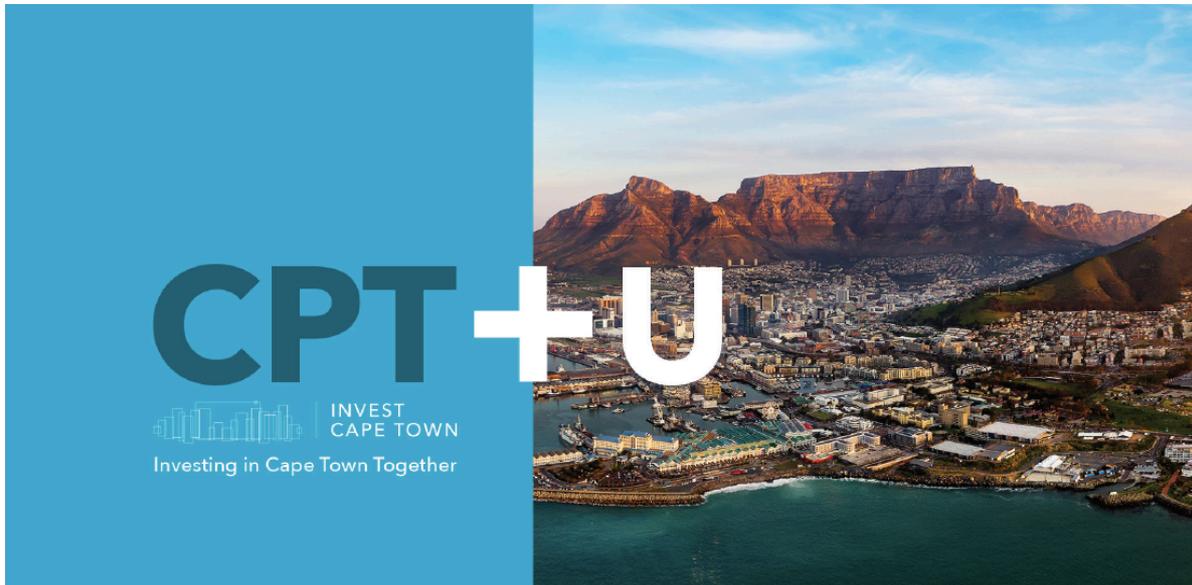


CITIZENS CAMPAIGN FAQ'S



ABOUT THE CITIZENS CAMPAIGN

The Citizens campaign is centered on creating awareness and interacting with media and the general public. With this in mind, we need to be aware of the potential risks and negative comments that may be directed towards the campaign and by extension the city.

The below document provides high-level FAQ's and responses.

FAQ'S

What is the Citizens Campaign about?

- Cape Town is a great city in which to live, work, play, study, visit and invest. Invest Cape Town is a brand that was recently developed to showcase the sophisticated, diverse and dynamic economy of Cape Town, and to help investment and business facilitation.
- Over the next few years, the aim is to use the Invest Cape Town brand to ignite a sense of pride and camaraderie between Cape Town citizens and inspire people to spontaneously start talking about Cape Town as an investment destination.
- We are highlighting and showcasing the people, businesses and investments that are making a difference in the lives of Capetonians.
- Through the CPT+U mechanic, we are encouraging ordinary Cape Town citizens to share their success stories and show how they are investing in the city through their actions, big and small.

How can ordinary citizens take part in the campaign?

- The campaign encourages citizens to go to the Invest Cape Town website (www.investcapetown.com) and upload their positive success stories about doing business in the city. These stories will form part of the campaign narrative and collection of stories that prove that doing business in Cape Town is beneficial and uplifts communities. Your story could also be featured as part of the campaign across our social media platforms.

- The website will be a place where citizens can go to read the success stories and get inspired so we can create positive groundswell through the campaign and the stories of citizens from all walks of life.
- Citizens will be able to download a CPT+U digital “pack” that includes a social media banner and generic social media post artwork, which they can use across their own social media platforms to show their support for the campaign and as a way to share their success stories.
- We will be running radio campaigns on the following radio stations: HeartFM, CapeTalk, SmileFM, Radio Zibonele, Radio Tygerburg, Bok Radio and Bush Radio. Tune in to hear about the campaign, success stories and call in to tell us about your Cape Town business success story.
- Look out for the CPT+U sign that will be travelling to key areas in and around the city. Snap a photo of yourself in front of the sign and post it on social media using #CPTPlusMe as a show of your support.
- Always use #CPTPlusMe when posting on social media so we can see your comments and bring you into the boarder conversation around this exciting campaign.

What is Invest Cape Town doing to assist SMME growth?

- Invest Cape Town has various initiatives working across sectors to help SMMEs.
- We collaborate with partners from business formations, investment promotion agencies and sector support entities and all spheres of government.
- The Business Hub is a platform that aids small businesses with information and support, and acts as a catalyst for connections and new business opportunities.
- Visit www.InvestCapeTown.co.za to learn more.

What is the campaign hoping to achieve?

- Increase positive business and investment sentiment for The City of Cape Town.
- Showcase the work citizens across all spectrums and industries are doing to uplift their communities and invest in Cape Town.
- Ignite a sense of pride and belonging in all Capetonians.

How much is this campaign costing the city?

- There is no direct cost for the campaign as it forms part of the city’s departmental plan to promote Invest Cape Town. It does not take away from or redirect any funding already allocated to other city projects and initiatives.
- The campaign forms part of our long-term plan to promote investment in the city and spark pride in doing business in Cape Town.

I’m just an ordinary citizen with a normal job and am not investing – this campaign isn’t for me?

- The campaign is for everyone – and it is about everyone.
- Every citizen, young entrepreneur and CEO. Every community and business. The spaza shops and the corner cafés. From those who clean the streets, and those who pick up rubbish when they see it. You are an investor in Cape Town, its economy and its future.
- When you open the doors to your business, or just a lid at your small food stall, you’re an investor. Just by being here, you’re an investor in the City’s economy and future.
- Every Capetonian is an ambassador for Cape Town, and we want to hear your success stories about how you live and work in this amazing city.