

Journey to Sustainable Development

February 2026



As part of her induction into Bidvest Protea Coin, newly appointed Marketing and Social Media Administrator, Onka Moleko, arranged a day with Doc Mabila, founder of Youthzones and AmaVerkykers, accompanied by Communication and Media/Marketing Interns, Okuhle Esethu and Kgotso Phasumane. The idea was to get a sense of the scale, depth, and impact of the partnership between Youthzones, AmaVerkykers, and Bidvest Protea Coin.

06 February 2026 it was!

Our first stop was Brandvlei in Randfontein, where we were introduced to Lucky Sebe, a solutions-driven young entrepreneur who runs a business producing pothole repair mixtures. Through funding provided by Youthzones and Bidvest Protea Coin, Lucky was able to purchase the machinery required to manufacture the mixture, which he now produces in his backyard. During our visit, he demonstrated the production process and shared that he had identified deteriorating roads as a challenge affecting both his community and the country at large. Rather than waiting for intervention, he chose to be a part of the solution. His aspiration is to be recognized as a changemaker, repairing South Africa one pothole at a time.

A few blocks away from Lucky, we visited a seventeen-year-old agricultural site that sustains the community of Brandvlei and its farmers: Ntombizodwa Agnes Mogotho and Samuel Mdluli. The agricultural site has survived countless seasons with the continued support of Youthzones and Bidvest Protea Coin. Through timely interventions and provisions of farming equipment, the partners have empowered the farmers to turn their passion into sustainable businesses and impact-driven projects.



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Ntombizodwa shared that she lives off the vegetation she grows, selling produce to earn a living and donating to a local creche. The crops include spinach, chillies, rosemary, strawberries, tomatoes, and green peppers. Samuel, who is also a brickworker, operates a construction materials business adjacent to his crop field using equipment sponsored by the partners.



Our journey continued to Kameeldrift in Roodeplaas, where we connected with Malope Matibidi, a multi-business owner and soccer and netball coach. With printers, laptops, and a generator funded by the partners, Malope runs an internet café that provides digital and printing services to her community. She also owns a rental property.



Malope coaches Mabazi FC, a soccer team that featured in the 2025 Ziyawa Soccer Championship hosted by Gijima Sport, Bidvest Protea Coin, and Youthzones at Bidvest Protea Coin's Gijima Training Academy, situated a few kilometers North of Pretoria. During this tournament, under-14 soccer players were exposed to various career pathways in sport, security, and STEM industries, taught about environmental conservation, and enjoyed a short film and art expression experiences when they were not competing on the field.



Some of the profits generated from Malope's business are reinvested into her sports teams, funding sports gear and transportation to matches and events such as Ziyawa. This model illustrates how the partnership of Youthzones and Bidvest Protea Coin has fostered a sustainable ecosystem in Kameeldrift, through entrepreneurship and sport.

Our final stop was the Matlakala Amabotse hub in Hammanskraal. Translated as "beautiful rubbish", Matlakala Amabotse is an environmentally sustainable initiative that upcycles old and discarded Bidvest Protea Coin security uniform into beautiful and functional items, such as aprons, bags, and cushions. This hub is run by local seamstresses who are empowered to become entrepreneurs. Founded by Bidvest Protea Coin and AmaVerkykers, the initiative addresses environmental harm by preventing the burning of old uniforms.



The sites we explored represent only a glimpse into more than sixty-two entrepreneurial opportunities supported by Bidvest Protea Coin in partnership with Youthzones and AmaVerkykers. Through this partnership, hidden beauty is mined from underdeveloped communities, and community members are inspired to shine. True empowerment and sustainable development lie in helping people see beauty in themselves.