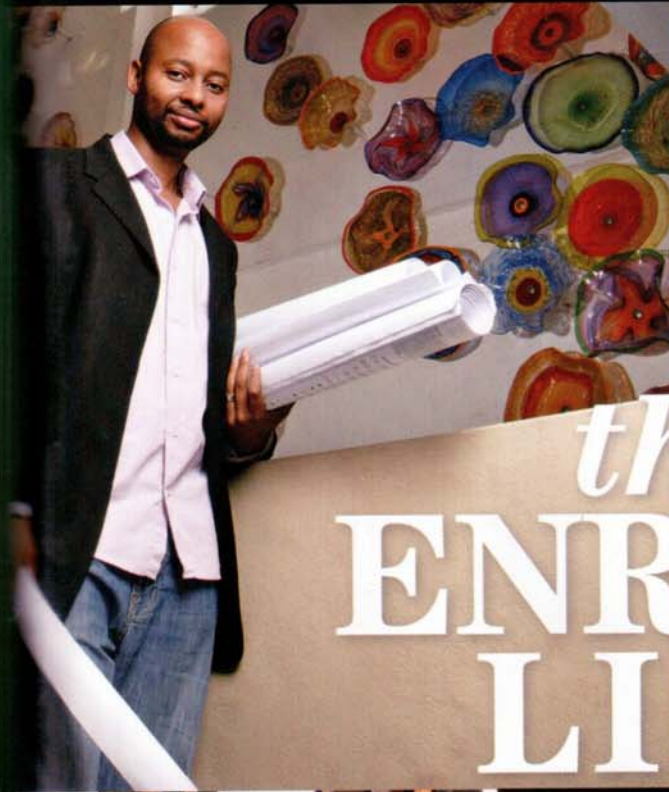


marie claire



the ENRICH LIST



Our inaugural list
of South Africa's
home-made heroes



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3. Media

Tanya Hayward, Media Hussies

THE PROJECT The Short Pant project teaches orphaned girls skills to create small businesses

THE BIGGER PICTURE Empowering and educating through entertainment; using media as a platform to address social issues

At advertising college, Tanya was awarded the top copywriting student prize, and after graduating she was snapped up by Saatchi and Saatchi. From there she moved into film production but soon realized that she wanted to do something more meaningful with her life. In 2007 she established Media Hussies, aiming to create programming that would address the many social issues that affect women and children.

The company acts as a springboard for other projects such as the Short Pant campaign - a project aimed at girls staying at The House, a halfway house for homeless girls in Yeoville. Tanya is currently finding donors and suppliers to create a sustainable business where girls will learn skills that can empower them to make better decisions and possibly build their own businesses.

Another project is a documentary called *Pushing the Button* about the history of the clitoris. Focusing on controversial issues such as female genital mutilation, Tanya hopes to break the taboo around subjects like this. With her direction, Media Hussies promotes 'corporate consciousness' and strives to empower and educate through entertainment. Visit Mediahussies.co.za.

The company promotes 'corporate consciousness' through entertainment

4. Agriculture

Claire Reid, Reel Gardening

THE PROJECT An easy-to-use, biodegradable paper strip that encases seeds with fertilizer to help people grow their own vegetable gardens

THE BIGGER PICTURE Empowering poorer communities to provide for their families

One holiday, Claire's father challenged her to start her own vegetable garden. When she asked Meggie, the family's helper, to lend a hand, Claire realized that Meggie couldn't understand the English information on the seed packets. How were the people most in need ever to grow vegetables if they couldn't read the instructions, she wondered.

To solve this problem, Claire developed an easy-to-use, colour-coded system that could house seeds as they grew while protecting them from the elements, with instructions in seven South African languages. The Reel Gardening paper strip garnered her first prize at the Eskom Expo for Young Scientists and the Stockholm Junior Water Prize. Back in SA, the Department of Water Affairs and Forestry found that her invention needed only a fraction of the water normally used to establish a vegetable garden. Claire shared her idea with Anglo American, who approved a loan to get Reel Gardening off the ground. Claire now runs her business from her Jo'burg-based office-cum-factory. Visit Reelgardening.co.za.