

Breathing life back into the streets

A2B Transformation movement is taking the theory and putting it in to practice. Re: vive is an A2B initiative focused on creating sustainable long-term development for previously disadvantaged individuals.



The primary purpose of the programme is to provide community organisations with a development programme that guarantees entrepreneurial skills and long-term sustainability for all of its attendees.

A2B developed a partnership with local and international community organisations to assist them with crippling problems they have faced for years on end. Community organisations want to help and their sole mandate is to help those who believe that they cannot do much for themselves. The problem comes when organisations develop programmes to assist the community, but because of the lack of sustainability these programmes fall apart, mainly because organisations keep pumping money into programmes that cannot sustain themselves, thus creating a vicious circle of dependency.

The Re: vive programme is developed under the A2B Occupational Intelligence model. It is designed in a way that provides the community organisations with tools that allow the communities in which they serve the responsibility of ensuring that the programme is a success. This model is brought to life through the Re: vive project.

To showcase the longevity of the programme, Re: vive shot a video of one of the PDIs who is a homeless individual living in the streets of Pretoria Central. But through his willpower and ongoing A2B training that he receives from the programme, he is now able to take ownership of his destiny. The video showcases these moments of pride and admiration as he takes a glimpse of his new future. The video shoot itself was a great accomplishment for him, as he never envisioned himself in something like this.

