



The Cape Chamber of Commerce & Industry and the Cape Higher Education Consortium

# WESTERN CAPE ECONOMY INNOVATION AWARDS NOMINATION FORM 2026

Please complete this nomination form accurately, completely, but succinctly.

## 1. Contact details

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address
Michelle Ellis	DEDAT	<i>MEllis</i>	28 February 2026	Michelle.Ellis@westerncape.gov.za

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Red Tape Reduction Unit – Ayesha, Cindy, Benson, John Peters.	RTRU - DEDAT	Public Sector	083 565 1867	Redtape@westerncape.gov.za

## 2. Short description

**±100-word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.**

*(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)*

The Red Tape Reduction Unit started with a helpline to serve as an entry point for businesses facing red tape barriers that prevent them from operating, sustaining, or growing by guiding enquiries ranging from permit applications to funding opportunities.

The Red Tape Reduction Unit (RTRU) Business Support Helpline should be recognised as an innovative government solution because it shifts the state from a passive regulator to an active problem-solver for businesses. Instead of expecting entrepreneurs to navigate fragmented regulatory systems alone, the helpline provides a single, responsive access point that diagnoses bottlenecks, coordinates across spheres of government, and unlocks stalled permits and approvals. Officials such as John Peters who started the helpline, Ayesha Augstus, current manager of the helpline and selected case managers should be recognized.

### 3. Detailed description

Please answer all the questions (a) to (j) below, and **place answers** in the **prescribed place** as indicated in the **table below** (to construct a results chain).

For instance, the answer to question (a) should be written in the third column next to (a).

- a. What is the target business group/s that this innovation serves and improves?
- b. How many of these target businesses have already utilised this new solution?
- c. How did these businesses access and receive the new solution?
- d. What did this new solution help these businesses become better at?
- e. How did this help to improve their business performance? *Increased sales, lower costs, increased investment, increased employment, increased exports?*
- f. What exactly is this new innovative solution?
- g. What makes it new, compared to what existed before? (Novelty in WC economy)
- h. What makes it better than what existed before?
- i. How is/was the new solution made available to the target market / business group?
- j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with an enduring competitive advantage in the market.* What is the expected longevity of this solution? *E.g. 5yrs, 10 yrs, 10+ years*

<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<p>f. Provision of a single access point for business to log red tape issues</p> <p>g. It is and remains the only such service in the country.</p> <p>h. Previously businesses were forced to navigate through various officials before getting an answer.</p>	<p>i. Via social media, website, workshops, email</p> <p>c.VEmails</p>	<p>a. All Businesses experiencing red tape</p> <p>b. More than 12 000 queries have been logged and investigated.</p> <p>D Access to information, removal of barriers, unblocking of stalled communications with regulators.</p> <p>e. Full impact assessments are not conducted with businesses due to limited capacity.</p>	<p>j. The departmental service was brought in-house in 2016/17, a departure from the previous model where incoming enquiries, complaints and requests for assistance were handled by an external service provider. This ensure longevity as it is not dependent on budget.</p>

*After completing the table, read from left to right. Check for coherence and improve if needed.*

#### 4. Declaration of Evidence to verify the results chain

What supporting evidence can you provide to verify that the results stated above are as stated?

	<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<b>What evidence can be provided?</b> e.g. Records, reports, peer reviews, and so forth	Reports	Testimonials, success stories	Various from informal to larger businesses, testimonials can be provided	ongoing

#### 5. Select the best category of award for this innovation

Sector	Award	Mark with "X"
<b>Private Sector</b>	6 x Catalytic innovations that contribute to growth	
	1 x Provincial- or National-government systemic innovation most impactful on economic growth	X
<b>Public Sector</b>	1 x Local & District Municipal innovation that is impactful on growth of their local economy	
	1 x Public-sector innovation, enhancing good governance	
<b>Safety &amp; Security</b>	1 x Innovation enhancing safety & security	
<b>Labour Market</b>	1 x Labour market efficacy award Reducing impediments to increased employment	
	1 x Research the most impactful on competitiveness of Industry	
<b>Academia</b>	1 x Tertiary education best aligned to Industry / market needs	
	1 x Most successful start-up / spin-out	
<b>Industry Sector Bodies</b>	1 x Entrepreneurship development in higher education	
	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry	
<b>Organised Business</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts	

6. Check that you completed all that is necessary.

7. Submit this documented and/or video-recorded to [innovation@capechamber.co.za](mailto:innovation@capechamber.co.za).

Thank you for helping us discover and celebrate the champions shaping a better WC economy!