

Re-imagining a University. Renewing an Industrial Heartland.

The Strategic Case for a New Higher Education Institution in the City of Ekurhuleni.



Ekurhuleni Stands at a Crossroads: An Industrial Giant Facing a Skills Chasm



87,000

Manufacturing jobs lost since the late 1980s.



31.6%

Current unemployment rate, higher than provincial and national averages.



4%

Of qualifying students from Ekurhuleni gain access to university.

Ekurhuleni remains the industrial backbone of Gauteng, contributing 8.1% to national GVA. However, a legacy of de-industrialisation has hollowed out its manufacturing base, leading to critical challenges in employment and skills development.



Our Vision: A University Born From Industry, For Industry.

We propose a new Higher Education Institution designed as a catalyst for the re-industrialisation of Ekurhuleni. Its purpose is to bridge the skills gap, drive innovation, and transform the region into a globally competitive hub. This institution will be:

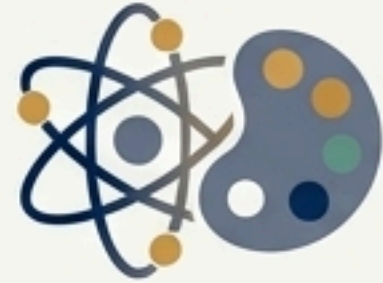
Responsive: Addressing the specific skills imperatives of Ekurhuleni, Gauteng, and the nation.

Complementary: Adding unique value to the existing PSET landscape, not duplicating it.

Innovative: Breaking the mould of traditional higher education to foster lifelong learning and future-ready graduates.



A New Blueprint for Higher Education, Built on Four Pillars of Innovation



STEAM Educational Model

Fusing science and technology with the arts, humanities, and design thinking to foster holistic innovation.



Fully Integrated Dual Education-Industry Model

A radical partnership where learning alternates between the classroom and the workplace, co-designed and co-delivered by academia and industry.

4IR-Focused Niche Curriculum

Specialised academic offerings directly targeting the high-tech skills required for the future of work.



Quintuple Helix Partnership Ecosystem

A collaborative framework uniting Academia, Industry, Government, Civil Society, and the Natural Environment to drive sustainable innovation.

The STEAM Model: Where Technology Meets Creativity and Critical Thinking.

STEAM is the new literacy. While STEM focuses on core technical skills, STEAM integrates the Arts (humanities, design, social sciences) to cultivate the 21st-century attributes employers demand: creativity, critical thinking, and complex problem-solving. This approach ensures graduates can not only build the technology of the future but also understand its human and societal impact.

STEAM The New Literacy



Science

Tools to experiment, test, and evaluate ideas and observations.



Technology

Frameworks to process and connect information in a variety of ways.



Engineering

The cycle of innovation: inventing solutions, measuring impact, and improving results.



Arts

Expressive capacities to reach across barriers of language, culture, and experience.



Mathematics

Tools and structures to make sense of the world and identify patterns.

The Dual Education Model: A University and Its Industry Partners, Operating as One

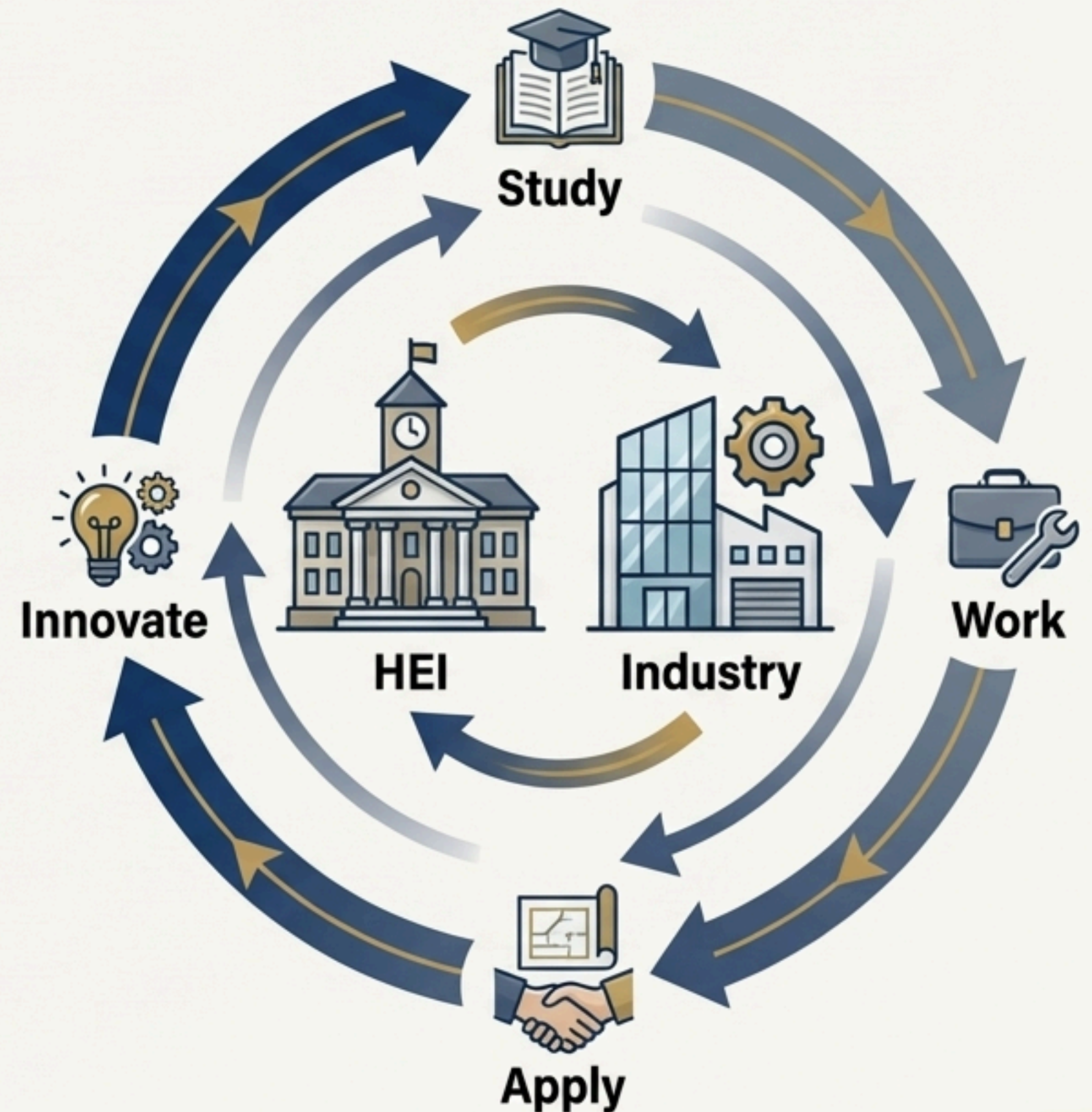
Inspired by the highly successful German "Berufsakademie" model, our approach fully integrates academic learning with practical industry experience. This is not a simple internship; it's a co-owned educational journey.

How it Works

1. **Industry Contract:** Students secure a three-year contract with a partner company *before* enrolling.
2. **Alternating Blocks:** Study alternates in 10-14 week blocks between theoretical instruction at the HEI and hands-on, paid work at the partner company.
3. **Co-Created Curriculum:** A 'Dual Senate' of academic professors and industry leaders oversees all programs, ensuring constant relevance.

Key Outcome

Over **80%** of students in this model are permanently employed by their partner company upon graduation.



A Curriculum Precision-Engineered for Ekurhuleni's Economic Future.

Our six core knowledge areas are strategically chosen to revitalise Ekurhuleni's industrial base and align with national critical skills lists and high-growth sectors identified in the Gauteng 2030 strategy.



The Quintuple Helix: An Open Ecosystem for Sustainable Innovation

Our success is built on a model of deep, symbiotic collaboration. The Quintuple Helix framework integrates five key stakeholders, ensuring that innovation is not only commercially viable but also socially responsible and environmentally sustainable. This will transform Ekurhuleni into a living laboratory for innovation.



Championed by Industry: The STI Business Forum's #1 Mandate

The Science, Technology & Innovation (STI) Business Forum, a key voice for industry, has made the establishment of this university its primary strategic commitment.

This is a powerful endorsement of our vision and model.



The STI Business Forum is located in Boksburg, at the heart of the proposed new development.

STI Business
Forum

Direct Quote from STI Business Forum Mandate


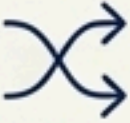


“Championing the establishment and substantiality of the **Ekurhuleni University of Applied Science and Innovation** with a strong industrial and entrepreneurial orientation...

Promote and advocate **dual education system**, which combines classroom learning with practical work experience...”

Grounded in Reality: Why Boksburg is the Optimal Seat for the New University

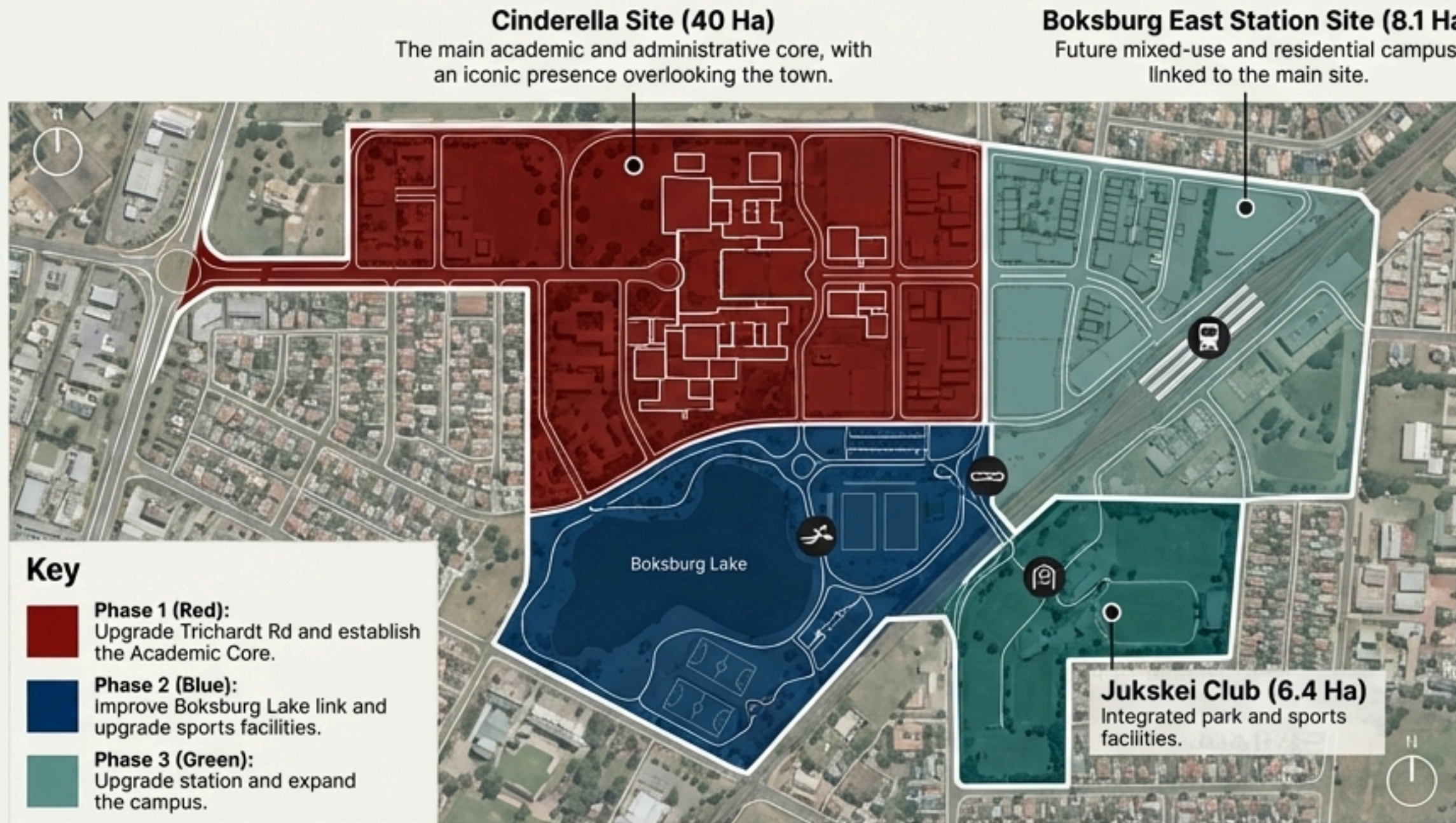
After a rigorous selection process, Boksburg was chosen as the ideal location. It provides the perfect supporting fabric for a world-class institution, ensuring accessibility, integration, and long-term sustainability.

Key Strategic Advantages

-  **Centrality:** Located at the core of Ekurhuleni's population centres.
-  **Accessibility:** Less than 10km from OR Tambo International Airport and at the intersection of major national highways (R21, N12, N17).
-  **Integration:** Fully aligned with the City of Ekurhuleni's Metropolitan Spatial Development Framework.
-  **Amenities:** Established civic, commercial, health, and recreational infrastructure to attract and retain top-tier staff and students.



The Campus Blueprint: Activating Urban Renewal Through Strategic Site Consolidation



This development utilizes predominantly government-owned land, activating urban regeneration and reducing delivery costs and time.

This is More Than a University. It is a Catalyst for Ekurhuleni's Next Chapter.

The establishment of the new Higher Education Institution in Ekurhuleni represents a pivotal investment. It is an opportunity to:



Renew a vital economic heartland through targeted, high-tech skills.



Re-imagine the role of a university as a fully integrated partner in economic and social development.



Create tangible pathways to prosperity for the youth of the region.



Pioneer a new, globally relevant model of higher education for South Africa.

