

# Play your Part aims to build citizen engagement in Limpopo

Brand South Africa's campaign Play Your Part, along with its interactive PYP cube which encourages citizen engagement, will take place in Limpopo on Thursday 29 September.



The Play Your Part initiative is driven by its objective to inspire, empower and celebrate active citizenship in the country.

Touring nationally the PYP cube will be the anchor of the Play Your Part activations, encouraging citizens to engage and share their community projects as well as pledge their time, money or skills towards bettering the future for all in their communities.

The activation is hosted in partnership with the One Day Leader (a youth programme that promotes active citizenship and leadership in communities) and Sbusiso (DJ Sbu) Leope's

Leadership 20/20 programmes (which also promote leadership and entrepreneurship) using the PYP cube to engage and inspire individuals and communities to be active citizens.

The partnership will provide insight on community leadership, enthuse young minds to find innovative solutions to national issues and guide towards a positive frame of thinking towards active citizenship.

Active citizenship is grounded on building South Africa as a nation of people who care deeply for one another and the environment projecting South Africa positively. The one-day activation and its partners will lead the conversations on active citizenship while inspiring new ways on social media platforms.

For more, visit: <https://www.bizcommunity.com>