

# INTANGIBLE ECOSYSTEM PROFILE



**POPUP**  
People Upliftment Programme



## OVERVIEW

POPUP – The People Upliftment Programme, is a transformative movement that bridges human potential and economic participation by blending identity development with vocational training. By empowering NEET youth to move from exclusion to active contribution, the programme restores dignity and equips individuals to engage the world with competence and responsibility.



## STRATEGIC CONTRIBUTION

POPUP de-risks human capital investment by preparing purpose-driven, skilled youth for the modern workforce. We transform the burden of unemployment into scalable growth, moving individuals from hopeless consumers to positive contributors. By bridging potential and participation, we ensure partners invest in people ready to lead and shape the future.



## LEADERSHIP

**CEO:**  
Emile Raubenheimer



## CORE FOCUS

- Restoring dignity through deep identity-based transformation.
- Bridging the gap between potential and participation.
- Developing leaders who shape culture and society.
- Fostering self-sustaining communities through collaboration and growth.
- Equipping youth with future-fit vocation skills.
- Catalysing a global movement for local impact.



## TYPICAL ENGAGEMENTS

- Hosting transformative workshops on identity and purpose.
- Delivering market-aligned vocational training for economic entry.
- Holistic mentorship equipping leaders with character and competence.
- Partnering on grassroots projects to ignite development.
- Training learners in technical trades and service industries.
- Scaling proven success models for broader social impact.



## SECTOR/DOMAIN

- Leadership Development
- Skills Development
- Youth Employability
- Cultural Engagement
- Economic Empowerment

Headquarters: Pretoria, South Africa

[www.popup.co.za](http://www.popup.co.za)