

# ***REPORT ON THE ADOPTION OF THE MORAL REGENERATION MOVEMENT***

## ***CHARTER OF POSITIVE VALUES***

***29 July 2008***

### ***Background on the Moral Regeneration Movement:***

The Moral Regeneration Movement is a registered Section 21 entity, established to assist in the development of a just and caring society through the revival of the spirit of Ubuntu/Botho and the realization of the values and ideals enshrined in our Constitution. This it would do by encouraging and coordinating programmes in the various communities would work towards restoring the moral fibre of the South African society.

The movement was launched in April 2002 by +/-1300 representatives from the different strata of South African life and from all around the country among them politicians, civil society, business, youth, labour and religious formations.

### ***The Process towards the Charter of Positive Values:***

After the launch of the Moral Regeneration Movement, there was a realization that a society that had been divided for so long around racial and ethnic lines needed to find common-ground around which to base its newfound oneness. It was understood that though most South Africans were inherently ethical, even moral citizens were corruptible in the midst of community norms that denigrated and abused women and children, worshipped a lifestyles derived from the unethically accumulated wealth, turning a blind eye to corruption, etc.

In 2003 the process started with the launch of the Charter for Moral Communities Campaign which kick-started the consultative period that took roughly four years. During this period the Maurice Webb Research Institute was engaged to facilitate the process of speaking to the various stakeholders to find consensus. The consultations were nationwide and involved members of civil society, faith-based structures, traditional leadership, labour, political parties, youth and women formations, government, academia, etc.

In 2007 the Charter of Positive Values was finalized. It has nine values and was developed such that it compliments any and every initiative that brings about positive change in our society. It can be used in every setting, e.g. education, homes, media, law etc. The aim is for it to serve as a moral compass for all South Africans when making decisions of whatever nature.

On 25 July 2008, the Charter of Positive Values was presented by the MRM Board to former President Nelson Rholihlahla Mandela, who was instrumental in ensuring the start of the discussion on “the reconstruction and development programme (RDP) of the Soul”.

29 July 2008 saw the entire spectrum of MRM stakeholders gathered for the formal adoption of the Charter of Positive Values, with approximately three thousand delegates

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from all over South Africa coming to witness the event. The keynote address was given by former Deputy President, Ms Phumzile Mlambo-Ngcuka and both she and the Chairperson of the Moral Regeneration Movement, Father Smangaliso Mkhathshwa signed the Charter on behalf of all South Africans.

### ***Why the ceremony?***

The Adoption ceremony afforded an opportunity to demonstrate the commitment of South African to being a caring society determined to face the challenges confronting them. It further strengthened the Moral Regeneration Movement's call for all sectors of society to work together in transforming society into one that lived by positive values as part of the response to eliminating social ills and promoting Ubuntu. It was meant to harness further support from the different stakeholders to drive moral regeneration related programmes.

### ***The Formal Adoption of the Charter of Positive Values:***

The 29 July 2008 was an auspicious day on which the Charter was to be formally adopted by the people of South Africa.

After registration and a pre-cultural programme (exhibition and performances) the day's programme kicked off with an interfaith presentation by the Christian, Hindu, Jewish, Muslim, Rastafarian, Buddhist, Baha'i and African traditional faith devotees.

Delegates were welcomed to the Waterkloof Air Force Base by then Deputy Minister of Defence, Mr Mluleki George. The Executive Mayor of the City of Pretoria, Dr Gwen Ramokgopa, welcomed all to the city and expressed her appreciation to the MRM Board for choosing Tshwane to hold the adoption. She spoke of the responsibility of a democratic government whose hallmark was to build a caring society, citing the Bill of Rights in the constitution as government's commitment to redressing the ills of the past by providing access to shelter, water, energy etc.

The Chief Executive Officer of the Moral Regeneration Movement, Mrs Zandile Mdhladhla then spoke on the purpose of the event, which was to formally adopt the Charter of Positive Values and the consultative process it had taken to finally arrive at that point. She expressed her appreciation to all the people who had been involved in the process, who had traversed the length and breadth of the country to make sure that the consultations were far-reaching.

A panel presentation on the Positive Values from different perspectives was facilitated by Ms Sibusisiwe Sibiya and the following people made the presentations:

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- **Business:** Ms Buhle Mthethwa, President of Nafcoc spoke of the dangers of corruption in business, citing the numerous commissions of enquiry set up to look into all kinds of unsavoury business practices.
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- **Faith-based:** Rev Mautjie Pataki reminded us all of the importance of faith and religion and need to seek redemption and humble ourselves before the “throne of honour and seek repentance”.
- **Ethicist:** Emeritus Professor Martin Prozesky spoke of the place of moral values in human life and made the point that ethical living led to sustainable success in all aspects of human existence
- **Women:** Ms Bathabile Dlamini from the Women’s Progressive Movement said that women had a duty to teach children values because of the proximity they had to them during their formative years.
- **Youth:** Commissioner Elrico van Rooyen used the analogy of a former President Nelson Mandela as a tree to illustrate the Charter of Positive Values. He challenged us as champions of moral regeneration to emulate the tree and grow to become a forest, for the positive values to spread within our communities.

After lunch the Chairperson of the Board, Father Mkhathshwa addressed the delegates. He started off by acknowledging former President Nelson R Mandela as a leading light in the conceptualization of the Charter of Positive Values and alluded to the Charter being a 90<sup>th</sup> birthday gift to him. He also acknowledged other inspirational men and women who’s “words and lives echo our own, humble ideals” i.e. Mahatma Gandhi, Helen Keller, Wendy Lesoko, Booker T Washington and Margaret Walker.

He spoke of his faith in society’s ability to turn the tide on the moral degeneration by being vociferous in its rejection of crime in all its forms of commission or by omission. He encouraged society to rise and reclaim the lost values of respect, to rediscover Ubuntu/Botho, to restore caring and concern for others and to recommit to honesty, truthfulness, loyalty and faithfulness.

Deputy President, Ms Phumzile Mlambo-Ngcuka in her keynote address talked about the challenges facing our society compelling us to work hand in hand towards the restoration of our moral standing. She said she believed that the adoption of the Charter was a step in the right direction “as it will empower us (government and its social partners) with a mirror through which our people will re-examine their state of morality as individuals, households and communities...” She acknowledged the National House of Traditional Leaders’ efforts in “repositioning for the better the moral agenda in our society”.

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Ms Mlambo-Ngcuka exhorted us to be responsive to the plight and the suffering of others. She spoke of the importance of family values and being responsible parents, educating the young in our society about caring, sharing and protecting those who are vulnerable. She applauded the provinces, municipalities and national departments who had integrated moral regeneration in their work.

The formal proceedings were rounded off by a vote of thanks by MRM Board member Ms Thandile Nxumalo and thereafter the floor was opened to music and dance by the various artists who performed different genres of music.

### **Communication Strategy:**

A Communication Subcommittee was set up to deal with pre-publicity for the adoption made up of representatives of MRM; the national office and the provinces, department of Arts and Culture, GCIS, SANDF and Zanenza Communications.

The SABC offered to run the advertising campaign with key messages drawn up and developed by MRM, DAC and GCIS. A schedule of interviews was prepared by Zanenza Communications who, together with GCIS, were to be responsible for media monitoring. A list of spokespersons to liaise with the media was compiled, made up of the Board members, the panel of experts, and provincial representatives.

The Chairperson of the MRM board and the CEO made a number of television appearances prior to discuss the Charter and the upcoming adoption, amongst others.

### **Post Adoption:            Charter of Positive Values roll-out:**

A number of organisations, institutions and government departments have invited MRM to make presentations or give keynote addresses on moral regeneration and especially around the Charter of Positive Values. These have been done by the Chairperson of the MRM Board Father Smangaliso Mkhathshwa, the CEO Mrs Zandile Mdhladhla and the Programme Coordinator, Mr Abdul Mogale.

The Provincial Coordinators have also been engaged in a number of road-shows and other activities to promote the Charter of Positive Values.

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### ***Acknowledgements and thanks:***

The Moral Regeneration Movement would like to acknowledge with thanks the hard work that was put in by the steering committee and its subcommittees to make the Adoption of the Charter of Positive Values the resounding success it was. There were contributions of various kinds from different stakeholders i.e. government, civil society etc.

- ♣ Maurice Webb Race Relations Research Unit: [University of KwaZulu Natal]
- ♣ MRM Panel of Experts
- ♣ The Nelson Mandela Foundation
- ♣ The Presidency
- ♣ Department of Arts and Culture
- ♣ Department of Correctional Services
- ♣ Department of Social Development
- ♣ South African Police Services
- ♣ CRL Commission
- ♣ National House of Traditional Leadership
- ♣ National Heritage Council
- ♣ Provincial Governments [all nine]
- ♣ Transnet Foundation
- ♣ South African National Defence Force
- ♣ Government Communication and Information System
- ♣ SALGA
- ♣ MRM Board of Directors
- ♣ MRM Provincial Coordinators and Provincial Chairpersons

### ***Conclusion:***

Creating a caring society is the responsibility of us all and this will become a reality when we all work together, “harnessing the wealth of the nation”. South Africa is a country very rich in diversity with different strengths, gifts, skills and abilities. Only when we marshal them all together will we be able to reach our ideal South Africa, a home to all who live within.