



How a campaign to change South African law benefited from an Entle website

Customer profile

The Real Reform for Early Childhood Development (ECD) campaign is petitioning the Parliament of South Africa to improve ECD laws. It was initiated in 2020 by a coalition of nonprofits, brought together by DGMT and Ilifa Labantwana. The campaign is pushing for vital legal reforms that are needed to give the ECD sector the support it desperately needs.

Customer need

The campaign urgently needed to respond to proposed amendments that were being considered by Parliament in late-2020, dictated by the deadlines for public consultation. The campaign needed to build a broad coalition and help stakeholders from across the ECD sector to share their experience and provide their input in the parliamentary process.

DGMT's ECD Resource Hub reached out to Entle to rapidly develop a single-page website that would serve as a one-stop destination for information and resources on the campaign. The website needed to concisely explain the need for ECD reform, empower practitioners and organisers from the sector with the digital resources to participate, and create clear calls to action to get people and organisations on board.

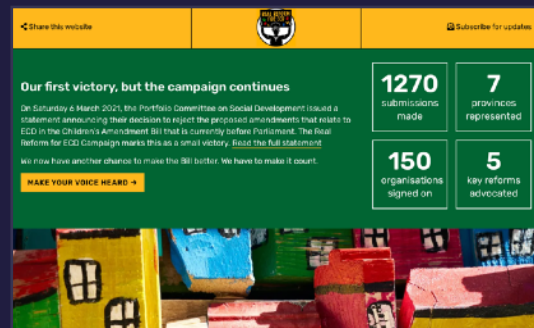
The website needed to minimise data transferred to avoid high mobile data costs for visitors from lower-income backgrounds, since zero-rating the website with mobile carriers wasn't an option. It also needed to be optimised for lower-end smartphones with limited processing power. Finally, the website needed to help visitors to spread the word.

Entle's solution

Entle advised the campaign on design and content structure to (i) propose a visual language that reflected the campaign's urgency, drawing on the colours of the South African flag, and (ii) help them package and lay out their content into easily-digestible sections with clear calls to action. The website included downloadable resources and easy social sharing.

Entle developed a highly optimised website to meet the needs of the campaign's target audience. The

challenge was to create something engaging, while keeping the data footprint low. Entle Core™ technology allowed the website's code, images, CSS, and JS to be packaged into a highly optimised bundle and to be served locally via AWS's Cape Town origin and South African Points of Presence, geographically close to visitors. The total page size on mobile was just over 400KB. A relatively simple HTML DOM and minimal JavaScript ensured that the site would not overwhelm lower-end smartphones' resources, in the same way that the massive DOM structure and large JS bundles of many other site frameworks would.



Impact

The website became one of key digital tools for the campaign's outreach, allowing them to explain the campaign's message and provide all the digital resources people needed to participate, in a single online place.

The campaign scored a victory in early 2021 after Parliament rejected harmful amendments that were on the way to becoming law — through the tireless work of the campaign's volunteers and the thousands of people who participated. The campaign continues, however, in an effort to see through the key ECD reforms that are still needed.

From the campaign: "Developing a website felt like quite an intimidating task, and I was really impressed with how sensitively and expertly Entle supported us in understanding the process and helping to frame the decisions that we needed to make. Campaigning can be difficult work, with unreasonable timelines, and Entle did an excellent job of ensuring that we could deliver a quality product despite these limitations." — Kayin Scholtz, Manager: DGMT ECD Resource Hub

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