

YBOD the year in reflection for Gemma Holland

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Gemma Holland is 10 years old and attends Pinehurst Primary School in Pinelands, Cape Town. She reflects back on the year that she served on Africa's youngest board, Bata's Youth Board of Directors (YBOD). A position that she served with pride and youthful enthusiasm, exchanging her fashionista insight and innovatory thinking, for a real business experience from global footwear giant, Bata, and entrepreneurial know-how from Young Entrepreneurs (YE).



Gemma's brightest highlight of YBOD was when her principal announced during assembly, in front of her whole school, that she was going to be a Bata Youth Ambassador. It was an overwhelming surprise for her.

If she could change the world she would "give all children a good education so that they could live up to their full potential".

When asked what the weirdest thing she did was, she replied "It was in the Toughees 65th birthday video, the lady that I was interviewing had parrot and it interrupted me so I made this really funny face that I did not know about until my dad showed me the scene. If you want to see it search Bata South Africa and find my name: Gemma Holland".



During YBOD Gemma's most valuable lesson learnt is to always think outside the box. She believes the business skills she learnt will stand her in good stead throughout her life.

Gemma would highly recommend YBOD to her friends so that they would be able to learn new skills, like she did. Her favourite part of YBOD was meeting her fellow Bata youth ambassadors, who are now her friends and she looks forward to making the world a better place by inspiring young people, to follow their dreams and believe in themselves.

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