CORPORATE SOCIAL RESPONSIBILITY IN SOUTH AFRICA
AS PRACTICED BY SOUTH AFRICAN AND GERMAN COMPANIES
PUBLISHED BY:

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CONTENTS

FOREWORDS

Foreword by the Minister of Social Development, Mrs Bomo Edna Molewa .......... 8

Foreword by the Federal Foreign Minister and Deputy Chancellor,
Dr. Guido Westerwelle, and the Federal Minister for Economic Cooperation
and Development, Dirk Niebel ................................................................. 9

CSR CONCEPTS

The Development of Corporate Social Responsibility in South Africa by
Matthias Boddenberg, Chief Executive, and Frank Aletter, Head of Department
General Services, Southern African – German Chamber of Commerce and Industry ... 12

Corporate Responsibility ensures sustainability by Mr Peter Conze,
Country Director, German Technical Cooperation (GTZ) South Africa,
Lesotho & Botswana ......................................................... 13

31 BEST PRACTICE EXAMPLES IN SOUTH AFRICA

ArabellaStarwood Hotels & Resorts South Africa and
Westin Grand Cape Town Arabella Quays ........................................... 16

BASF Holdings South Africa (Pty) Ltd ................................................. 18

Bayer (Proprietary) Limited ................................................................. 21

B Braun Medical (Pty) Limited ............................................................. 23

BMW (South Africa) (Pty) Ltd ............................................................... 24

Cape Chamber of Commerce ............................................................... 26

Cape Town Opera ............................................................................. 28

Climate Peace Renewable Power Investments (Pty) Ltd ......................... 30

Cometsa Group .............................................................................. 32

D A V Professional Placement Group .................................................. 34

Dräger Medical South Africa (Pty) Ltd ................................................... 36

Eurocopter Southern Africa Pty (Ltd) .................................................... 37
CONTENTS

Festo (Pty) Ltd ........................................................................................................................................39
Global Telesales (Pty) Ltd ..............................................................................................................41
Henkel South Africa (Pty) Ltd .......................................................................................................43
KPMG Service (Proprietary) Limited ..........................................................................................46
Kuehne + Nagel (Pty) Ltd ...........................................................................................................49
Kurus English CC ..........................................................................................................................51
Leschaco (Pty) Ltd ........................................................................................................................54
Linde Process Plants (Pty) Ltd .....................................................................................................55
Louis Group Hotels (S.A.) ..........................................................................................................57
MAN Truck & Bus South Africa ....................................................................................................59
Mercedes-Benz South Africa (Pty) Ltd ........................................................................................61
Moratiwa Tours & Marketing .......................................................................................................63
PricewaterhouseCoopers - Southern Africa ..............................................................................65
Siemens Southern Africa .............................................................................................................67
Solarzone (Pty) Ltd ........................................................................................................................69
Steinhoff International Group Services ......................................................................................70
Systems Applications Products (Africa) (Pty) Ltd .................................................................72
Volkswagen of South Africa (Pty) Ltd .........................................................................................74
Winchester Mansions ..................................................................................................................76

SOCIAL RESPONSIBILITY INITIATIVES OF THE SOUTHERN AFRICAN – GERMAN CHAMBER OF COMMERCE AND INDUSTRY

SA – German Training Services in South Africa .........................................................................80
FOREWORDS
South Africa has reached many milestones within the 20 years after Nelson Mandela’s release. It was the change in politics which curtailed the violation of human rights under the Apartheid regime. Seven years after the change, the Constitution of South Africa which embraces all South Africans came into effect and since then, South Africa has been a free and democratic country.

Aside from embedding a democratic culture into the emerging ‘new’ South Africa, the democratic government needed to tackle the systemic problems such as poverty and inequality, generalised violence and other issues associated with the Apartheid ideology and the society that emerged from its governance. The government is currently implementing programmes and strategies that, amongst others, addressing the high unemployment rate, the unevenly distributed educational opportunities, the lack of housing and infrastructure in rural areas as well as the challenge to reduce poverty and inequality.

Because of the magnitude of the issues facing the South African government and society, the effort of South African and German companies in helping to create a socially balanced South Africa within the context of corporate social responsibility (CSR) is greatly appreciated.

Regarding Corporate Social Responsibility (CSR) in South Africa, it is important to include efforts and discussions around Corporate Social Investment (CSI), the revised King Code and Report on Governance for South Africa (KING III) and the empowerment of black entrepreneurs. These guidelines fall under the CSR umbrella, but must be seen as specific applications towards South Africa. The government and the business community must take this topic to next level and get actively involved in international CSR standards such as the ISO 26000.

According to these standards, the business sector must be seen in its relationship with its clients, suppliers and employees, the stakeholders. In South Africa, the reach of the engagement of most companies goes much further than this. For instance, many projects support the community in the geographic area in which companies are conducting their business activities. This helps to build up a valuable relationship between companies and their surrounding communities.

This brochure, entailing best practice examples of CSR projects being run by South African and German companies, indicate that these companies are extending their responsibility to include the wellbeing of the communities that they operate in and do business in a manner that seeks to protect the natural environment, which is the basics underpinning the actions of any good corporate citizen. The role played by the companies profiled in this document can be used as a guide to other companies as examples of improving corporate social responsibility.

Good Corporate Citizenship, including companies supporting policies that significantly redress the ills of the past supports government action. Therefore, I am highly appreciative of the initiative of the Southern African-German Chamber of Commerce and Industry in promoting CSR amongst their members. A strategic alliance among corporations, government organisations, development aid organisations, and other civil society formations are necessary building blocks to building a solidaristic society, which, is vital if we are to achieve our goal of building a socially and economically equitable South Africa.

Edna Molewa
Minister of Social Development
German foreign and development policy is values-based and guided by an interest in the stability, development and growing prosperity of its partner countries. Economic relations play a key role alongside political relations. Moreover, Germany profits more than almost any other country from its global economic ties.

Despite their global presence and international structure, abroad our companies are still viewed as representatives of Germany and its values. In foreign countries these companies are rightly respected not only for the size of their investments and quality of their products, but also for their social commitment. The recent global financial and economic crisis has clearly demonstrated just how crucial it is for sustainable economic development that pursuing profits does not cause companies to lose sight of the social responsibility they have to their employees and to consumers as well as to the communities, regions and countries where they operate. Thus, the willingness of more and more businesses to accept responsibility and actively integrate the imperatives of sustainable development in their corporate strategies must be welcomed.

In 2008 the German government along with the Bertelsmann Foundation, many important German business and industrial associations launched the "CSR WeltWeit – German Business – Global Citizen" initiative. Information about CSR conditions in specific countries, country profiles and case studies are available on the initiative’s website (http://www.csr-weltweit.de/). In addition, the website offers information on opportunities for funding CSR measures and shows that German companies have long been active around the world on social and environmental issues in the area of corporate social responsibility.

German firms have a long tradition of social commitment in South Africa. Even before 1994 many companies funded social initiatives because the government saw no need to provide adequate services for the black population. Today all the larger German firms in South Africa have made projects in the areas of advanced training for employees, health care (particularly concerning HIV/AIDS), general education promotion and the environment part of their corporate strategy – strongly supported by German development cooperation, for example through the public-private partnership programme of the German government (develoPPP.de). The Southern African – German Chamber of Commerce and Industry would like to encourage also small and medium-sized enterprises to get involved in the field of CSR. This brochure is intended to support specifically these companies in launching practical CSR initiatives. We hope that this brochure will receive the same welcome as past initiatives by our government, its missions abroad and the German Chambers of Commerce Abroad.

Dr. Guido Westerwelle
Federal Foreign Minister and Deputy Chancellor

Dirk Niebel
Federal Minister for Economic Cooperation and Development

Foreword
CSR Concepts
There is no single, universally accepted definition of Corporate Social Responsibility (CSR). According to the definition in the “Green Paper – Promoting a European framework for Corporate Social Responsibility” of the European Commission corporate social responsibility is described as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. The International Standards Organisation (ISO), while considering organisations in general, define social responsibility as “a balanced approach for organisations to address economic, social and environmental issues in a way that aims to benefit people, communities and society”.

Different mechanisms of promoting the development of CSR are possible in South Africa. Such mechanisms range from voluntarily codes of conduct to international regulations and binding regulations such as the Constitution of the Republic of South Africa 108 of 1996 as well as Broad-Based Black Economic Empowerment Act 53 of 2003.

The underlying values of the South African democracy include human dignity, equality and freedom. In order to achieve this, the South African government took various steps including the amendment of legislation, the development of BEE-initiatives, the creation of skills and educational programmes and economic growth policies. These policies constitute the most important aspect in achieving a wealthier South Africa, but the economy has to be developed in conjunction with human rights and sustainable growth.

It can be said, that the South African Constitution is modern and internationally acceptable as it is one of the few Constitutions that incorporates the right for a clean and protected environment.

South Africa also applies the King Report on Corporate Governance (South Africa 2009 - King III). This code promotes good social and environmental practices as part of good corporate governance, which is closely oriented to the standards of international corporate governance. The JSE Securities Exchange prescribes compliance with King III to their listed companies.

A set of criteria were developed from a multitude of documents which include the Ten Principles of the United Nations Global Compact. These principles are derived from the Universal Declaration of Human Rights, the International Labour Organisation's Fundamental Principles of Rights at Work, and the Rio Principles on Environment and Development. Over 50 companies have decided to adhere to the criteria in line with the JSE’s Socially Responsible Investment Index of 2005. However, South Africa's JSE is one of the first stock exchanges worldwide to become a signatory to the United Nations Principles of Responsible Investment (UN PRI), which guide investors in taking environmental, social and corporate governance issues into account when investing.

In addition to these public driven regulations, companies have also developed their own CSR-policies. These policies determine the principles which companies are following and the programmes they have put in place suitable to their own specific criteria. CSR-policies are completely voluntary. They can take a variety of formats and they may address any issue - workplace issues and workers' rights just to mention one possible category. Also, their implementation depends entirely on the company concerned.

Main reasons for implementing CSR are good reputation of a company and its products, increased motivation and productivity of workers, understanding the society in which the company operates as well as contributions to sustainable development. These benefits of a successful CSR - policy have been recognized by many German multi-national companies. Because of the demands of the modern consumer for products of companies, manufactured or supplied according to the Human Rights principles, the companies have increased their efforts to develop CSR.

Significant is that the implementation of CSR by medium and small-sized companies is not as far developed. These companies are keen to create their own CSR - policies or participate in existing ones. It is interesting to note that many small firms support social projects which have the same goals as the CSR - projects. The problem is though that important guidelines and support for this is missing or insufficient. Particularly the small firms need more options of how to get active in the field of CSR - policies. Finally, it is necessary to connect companies to share best practice on CSR and to develop new projects between business and stakeholders.

Education and training as well as social development are the main areas in which a CSR-policy takes place. This engagement is in line with the output of the efforts which shall be good for the business. At first there is an increase of motivation and productivity of the workers which results in a better working environment and higher quality. Because of the lack of skilled workers there is a great interest in training future employees. This has a direct impact on the productivity of the companies and helps the companies to stay competitive.

The development of CSR in South Africa has reached in some cases the international level. Referring to smaller and medium-sized companies, the development is still at its beginnings. But indicators show that this topic will gain more importance in the near future. It is therefore necessary that the business community works closely with the relevant governmental departments to achieve the highest impact and ensure a sustained success.
BUSINESSES PLAY A CRUCIAL ROLE IN DEVELOPING STATES. NOT ONLY DO ALL OF THEIR ACTIONS IMPACT ON ECONOMIC GROWTH, THEY ALSO AFFECT THEIR IMMEDIATE SOCIAL AND ECOLOGICAL ENVIRONMENT. BUSINESSES ARE RESPONSIBLE FOR SOURCING RAW MATERIALS, FOR MANUFACTURING AND MARKETING THEIR PRODUCTS, AND FOR THE IMPLICATIONS THIS HAS FOR SOCIETY AND THE ENVIRONMENT.

AROUND THE WORLD, COMPANIES ARE BECOMING INCREASINGLY AWARE OF THE IMPACT OF THEIR ACTIVITIES. THEY ARE STRIVING TO MAKE THEIR BUSINESS DECISIONS MORE SUSTAINABLE BY APPLYING THE PRINCIPLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) WITHIN THE COMPANY, IN THE WIDER ENVIRONMENT THEY OPERATE IN, AND IN THEIR RELATIONSHIP WITH SUPPLIERS AND CUSTOMERS. IN LINE WITH THEIR OWN ECONOMIC INTERESTS, BUSINESSES – SMALL AND LARGE, DOMESTIC AND INTERNATIONAL – ARE STARTING TO SHARE RESPONSIBILITY FOR THE ECOLOGICAL AND SOCIAL SITUATION IN THEIR IMMEDIATE ENVIRONMENT. EXAMPLES INCLUDE THE PROTECTION OF HUMAN RIGHTS, DRAWING UP AND IMPLEMENTING EMPLOYMENT AND ENVIRONMENTAL STANDARDS AND MINIMISING CORRUPTION.

UNLIKE THE PHILANTHROPIC CONCEPT OF CORPORATE SOCIAL INVESTMENT (CSI), CSR CENTRES ON ACHIEVING ECONOMIC SUCCESS THROUGH RESPONSIBLE CORPORATE GOVERNANCE IN A COMPANY’S CORE AREA OF BUSINESS. PHILANTHROPIC ACTION IS WIDESPREAD – COMPANIES SUPPORT WELFARE PROJECTS IN THE LOCAL COMMUNITY OR DONATE TO THE CHILDREN’S HOME IN A NEIGHBOURING VILLAGE, AND THEY DESCRIBE THESE ACTIVITIES AS EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY. HOWEVER, THIS APPROACH DOES NOT GO FAR ENOUGH. OF COURSE IT IS IMPORTANT TO SUPPORT THOSE WHO ARE IN NEED; MANY HOSPITALS AND SCHOOLS COULD NOT EXIST IF IT WASN’T FOR DONATIONS. YET TO BRING ABOUT A GENUINE IMPROVEMENT IN PEOPLE’S WORKING AND LIVING CONDITIONS, THERE NEEDS TO BE A LONG-TERM STRATEGY FOR CHANGE. COMPANIES NEED TO INTEGRATE SOCIAL AND ECOLOGICAL RESPONSIBILITY, AND NOT JUST ECONOMIC FACTORS, INTO THEIR OPERATIONS. IN OTHER WORDS, CSR IS ABOUT MUCH MORE THAN PUBLIC RELATIONS AND CHARTITY – IT ACTUALLY CREATES SUSTAINABILITY, EVEN WITHIN AND FOR THE BUSINESS ITSELF.

AFRICAN BUSINESSES DO NOT AUTOMATICALLY ASSOCIATE CSR WITH BROAD MEASURES AND CHANGES RELATING TO THEIR INTERNAL PROCESSES OR WITH THEIR RELATIONSHIP WITH SUPPLIERS. IN SOUTH AFRICA, FOR INSTANCE, CSR IS CLOSELY RELATED TO THE IMPLEMENTATION OF THE BROAD BASED BLACK ECONOMIC EMPOWERMENT (BB-BEE) INITIATIVE. COMPANIES THAT ENABLE PREVIOUSLY DISADVANTAGED INDIVIDUALS TO PARTICIPATE FAIRLY IN THE ECONOMY RECEIVE PREFERENTIAL TREATMENT WHEN THEY RESPOND TO PUBLIC TENDERS. THE PUBLIC AUTHORITIES IN SOUTH AFRICA INTRODUCED THIS MECHANISM TO ADDRESS THE INCOME DIVIDE BETWEEN THE VARIOUS POPULATION GROUPS THAT PERISTS EVEN 15 YEARS AFTER THE END OF Apartheid. THAT SAID, BB-BEE DOES NOT NECESSARILY MEAN THAT ENVIRONMENTAL FACTORS OR IMPROVED WORKING CONDITIONS ARE TODAY A SYSTEMATIC ELEMENT OF THE CSR ACTIVITIES OF COMPANIES WORKING IN SOUTH AFRICA. MUCH AWARENESS-RAISING AND SUPPORT IS STILL NEEDED.

IN OTHER COUNTRIES, THE SOCIAL CHALLENGES CALL FOR DIFFERENT ANSWERS. IN FRAGILE STATES, THE PRIVATE SECTOR FREQUENTLY SUPPORTS OR EVEN TAKES OVER FUNCTIONS OF THE GOVERNMENT AND CLOSES REGULATORY GAPS. RULES AND REGULATIONS GOVERNING THE IMPLEMENTATION OF SOCIAL AND LABOUR RIGHTS, ENVIRONMENTAL PROTECTION AND TRAINING FOR SKILLED WORKERS, FOR INSTANCE, NEED TO BE DEVELOPED.

NEVERTHELESS, THERE IS NO DOUBT THAT SAFEGUARDING LABOUR STANDARDS AND DEFENDING HUMAN RIGHTS, AS WELL AS MONITORING COMPLIANCE WITH NATIONAL LAWS, REMAIN THE RESPONSIBILITY OF THE STATE. HOWEVER, CSR CAN PLAY A ROLE HERE IN THAT COMPANIES CAN WORK TOGETHER WITH GOVERNMENTS AND CIVIL SOCIETY ORGANISATIONS TO DRAW UP RULES AND CODES OF CONDUCT AND TO ENCOURAGE THEIR IMPLEMENTATION BY SETTING A GOOD EXAMPLE THEMSELVES. THESE FORMS OF COOPERATION HELP TO CREATE A SOCIAL CONSSENSUS THAT TAKES INTO ACCOUNT THE OPINIONS AND NEEDS OF ALL STAKEHOLDERS.

WHILE THERE IS WIDESPREAD AGREEMENT THAT WE NEED TO INTEGRATE CSR IN BUSINESS PROCESSES AND MANY COMPANIES ARE IN FAVOUR OF DOING SO, THEY OFTEN LACK THE EXPERTISE TO INTEGRATE SUSTAINABLE CSR MEASURES IN THEIR STRATEGIES. IN SUB-SAHARAN AFRICA, IN PARTICULAR, PEOPLE NEED TO BE MADE MORE AWARE THAT CSR IS A HOLISTIC CONCEPT THAT INCORPORATES THE ECONOMIC BENEFITS OF SUSTAINABLE ACTION.

IN LINE WITH THE PRINCIPLES OF THE GERMAN FEDERAL MINISTRY FOR ECONOMIC COOPERATION AND DEVELOPMENT (BMZ), RESPONSIBLE CORPORATE GOVERNANCE IS AN INTEGRAL ELEMENT OF THE SOCIAL AND ECOLOGICAL MARKET ECONOMY. THE AIM OF GERMAN DEVELOPMENT POLICY IS TO ENCOURAGE THE PRIVATE SECTOR TO ENGAGE IN SUSTAINABLE DEVELOPMENT AND TO STRENGTHEN PARTNERSHIPS BETWEEN THE PRIVATE AND PUBLIC SECTOR.

THE GERMAN PRIVATE SECTOR PLAYS AN INCREASINGLY ACTIVE ROLE IN THIS RESPECT, AND IS ASSISTED IN DEVELOPING AN AWARENESS OF THE SIGNIFICANCE OF CSR AND ITS SUCCESSFUL IMPLEMENTATION. THE CLOSER RELATIONSHIP BETWEEN DEVELOPMENT POLICY AND FOREIGN TRADE INTERESTS MEANS PRIVATE SECTOR ENTERPRISES ARE MAKING A STRONGER CONTRIBUTION TO ACHIEVING DEVELOPMENT OBJECTIVES, WHICH DELIVER GREATER BENEFITS TO THE GERMAN ECONOMY AS A WHOLE. NATIONAL PARTNERS ALSO BENEFIT FROM TECHNOLOGY TRANSFER AND INNOVATION WHEREVER THE PRIVATE AND PUBLIC SECTORS WORK TOGETHER. THE DIALOGUE NEEDED HERE IS PROMOTED BY CSR NETWORKS AND TAKEN INTO ACCOUNT WHEN PLANNING FUTURE PARTNERSHIPS.
31 BEST PRACTICE EXAMPLES IN SOUTH AFRICA
CORPORATE RESPONSIBILITY IN SOUTH AFRICA

Arabella Community Trust

Our duty to uplift the communities surrounding our businesses is specifically apparent in the Overstrand area surrounding The Arabella Western Cape Hotel and Spa and Arabella Country Estate, where 52% of residents have no regular income.

To facilitate this, the Arabella Community Trust was launched in 2006. The venture brings together The Arabella Western Cape Hotel and Spa, Arabella Country Estate Home Owners’ Association and the five surrounding communities, being Zwelihle, Bot River, Hawston, Mount Pleasant and Kleinmond. Its mandate is to assist with the upliftment and development of these communities as well as conserving the area’s greatest asset, its natural heritage, to ensure the long-term sustainability of regional tourism.

The Arabella Community Trust is currently funded by charging $1 extra to guests staying at The Arabella Western Cape Hotel and Spa (refer attached brochure, which is placed in all rooms.

The approval of phase II of the Arabella Country Estate will provide the trust with a major long-term boost both in terms of funding and benefits during construction and after the launch. Approximately R3 million or 5% of the net profit of phase II will accrue to the trust as well as 1% of the proceeds of the sale of 350 erven. It will also receive 1% of the proceeds of each resale of erven and houses on the development. It is estimated that in total this will amount to R15 million. A preferred procurement policy will ensure that local businesses will benefit directly during the construction and development of phase II. If the project is approved between 25% and 30% of the R1.4 billion project will be spent with empowered businesses.

Overstrand Learning Academy

The Arabella Western Cape Hotel and Spa sponsors 80 bursaries per annum for Overstrand residents to attend tertiary courses in hospitality, tourism or business at the Overberg Learning Academy.

Enterprise Development

On 13 November 2009, The Arabella Western Cape Hotel and Spa announced that it will be investing R100,000 in the development of local enterprises. This was announced at the prize giving ceremony of the Arabella Community Trust Golf Day, held at the Arabella Country Estate.

Representative of the following local enterprises received letters of commitment from Friedrich Schaefer, COO/Area Manager of ArabellaStarwood South Africa on this day:

- Ms Pike obo Inkwenkwezi Women Development: This organization harnesses the following skills of a group of women living in Zwelihle: beading, traditional craft work, beading, traditional dress making, sewing, herb farming, etc. All proceeds go towards bettering the lives of these women.
- Mr Baleni obo Zwelihle Art Co-operative: This is a visual arts non-profit organization that primarily focuses on the telling of African stories through art. Local youngsters produce the art work and all proceeds go towards their schooling.
- Mr Cupidi obo Imvusa Trading Wood Project: This enterprise will be responsible for the clearing of alien vegetation from Arabella land.

This enterprise development initiative is part of ArabellaStarwood South Africa’s broader Broad Based Black Economic Empowerment strategy. The objective is to provide assistance to Black entrepreneurs and small Black enterprises in the form of equipment, expertise and other resources to establish and maintain sustainable businesses.

“We recognize that good corporate citizenship is as important as financial success. In fact, international research has shown that good corporate citizenship is a critical element in ensuring financial success in the long run. This is particularly true in South Africa which has suffered as a result of centuries of oppression.” says Friedrich Schaefer, COO and Area Manager of ArabellaStarwood South Africa.

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For the Children

The main Corporate Social Investment focus of The Westin Grand Cape Town Arabella Quays is the plight of children living in and around the City of Cape Town. The main vehicles for our Corporate Social Investment are the Hope Foundation and the SOS Children’s Village.
CORPORATE SOCIAL RESPONSIBILITY IN SOUTH AFRICA

The management team visited the business premises of the abovementioned projects on Tuesday, 8 December 2009. Attached please find photos of COO/Area Manager, Friedrich Schaefer, congratulating Tasneem Abrahams, Jacinta Adonis and Faiza Sayed.

This enterprise development initiative is part of ArabellaStarwood South Africa’s broader Broad Based Black Economic Empowerment strategy. The objective is to provide assistance to Black entrepreneurs and small Black enterprises in the form of equipment, expertise and other resources to establish and maintain sustainable businesses. The sustainability of the business is therefore the main criteria for selecting a beneficiary. The best way, of course, to ensure sustainability and maintain a measure of control is if the business is a service provider or supplier of the Hotel, as in the case of the abovementioned.

Judging by the success of our enterprise development projects, this method of selection seems effective. On 20 November 2009 Jacinta Adonis, owner of Cape Thyme Catering, was chosen by the Western Cape Business Opportunities Forum as its Young Entrepreneur of the Year for 2009.

“We recognize that good corporate citizenship is as important as financial success. In fact, international research has shown that good corporate citizenship is a critical element in ensuring financial success in the long run. This is particularly true in South Africa which has suffered as a result of centuries of oppression,” says Friedrich Schaefer, COO and Area Manager of ArabellaStarwood South Africa.

HOPE FOUNDATION

The Hope Foundation facilitates the treatment of children living with HIV/AIDS. The Westin Grand Cape Town Arabella Quays charges guests $1 extra in aid of HOPE. R174,925 were raised in 2009.

SOS CHILDREN’S VILLAGE

The SOS Children’s Village cares for orphans. The Westin Grand Cape Town Arabella Quays adopted a house in 2006 and since contributes R80,000 per annum towards the upkeep of the house. Employees of The Westin Grand Cape Town Arabella Quays visit the children on a regular basis.

ENTERPRISE DEVELOPMENT

The Westin Grand Cape Town Arabella Quays invested R100,000 in the development of local enterprises. The amount was divided equally between the following beneficiaries:

T. Abrahams Transport Services: This enterprise has been providing staff transport services to the Hotel since 2005. The investment went towards the conversion of two taxis to increase the number of seats.

Cape Thyme Catering: This enterprise has been operating the staff canteen since 2008. The investment went towards equipment to set up an off-site kitchen.

Zaimar Creations: This enterprise has been providing tailoring and seamstress services to the Hotel and guests since 2003. The investment went towards sewing and computer equipment.

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BASF recognizes the value of education in eradicating poverty and is committed to sustainable growth and development in South Africa. Through its sustainability initiatives, BASF aims to support projects that meet the basic needs of those it seeks to serve, while producing world-class products that improve quality of life for all the people of Africa. BASF also places a premium on innovation, believing that powerful new technologies and processes, when coupled with social responsibility, offer one of the shortest routes to sustainable development.

SUSTAINABLE DEVELOPMENT

For BASF, sustainable development means the combination of long-term economic success with environmental protection and social responsibility. Much of BASF’s business is focused on sustainable development through the products that improve quality of life and health, through empowering people to reach their full potential and through preserving our planet for future generations. Our global sustainability strategy is based on integrating sustainability aspects into core business activities. We are also committed to act as a good Corporate Citizen wherever we have business operations.

As a business owned by an international group, our empowerment initiatives in South Africa are focused on our
people, indirect empowerment and communities. Given South Africa’s specific needs, the focus is on transformation, training and development of our own people.

This focus on sustainability is not limited to BASF’s South African operations, but is deeply in embedded in the culture of The Chemical Company worldwide, with BASF having received several awards in recent years for its achievements in sustainability.

**BASF as a Good Corporate Citizen/Community Involvement**

BASF believes that Corporate Citizenship projects should be sustainable and contribute to the future of South Africa. For this reason, BASF focuses primarily, but by no means exclusively, on initiatives that benefit children through supporting their education, protection and upliftment. Such projects include The Lapdesk Project, The Miriam Makeba Centre for Girls, the PowerChild Campus, and support for Capricorn Primary School.

Providing a solid foundation for social and economic development in South Africa is a priority for BASF. There is no more basic need than access to safe, clean and affordable drinking water. BASF has partnered with the United Nations Environment Program (UNEP) in an initiative based in the Maloti Drakensberg Mountains to help provide this.

**The Lapdesk Project**

Raising the quality of children’s education is key to improving Africa’s future. Recognizing this fact, BASF has partnered with The Lapdesk Company to provide thousands of South Africa’s disadvantaged learners with a Lapdesk, an innovative solution that radically improves their physical learning environment.

In South Africa almost 4.2 million children, almost 30% of all learners do not have school desks. This makes concentration difficult and contributes to low pass rates, negative attitudes towards schooling and the high drop-out rates that characterize so many schools in disadvantaged and rural areas.

A Lapdesk is an ergonomically designed, crescent shaped, durable and portable desk that fits neatly in a learner’s lap. Lapdesks are donated to individual learners, and for children who have very few material belongings, this creates an important sense of ownership.

BASF’s involvement began in 2005, when The Lapdesk Company approached BASF in South Africa with a request to become a ‘Lapdesk Enabler’ for the Lapdesk Project in August of that year. BASF was directly involved in handing over 40 000 of these desks, and thus had a direct influence on the number of children that have benefited from Lapdesks, as well as the jobs that have been created in the South African manufacturing environment as a result of this project. BASF has also supported the Lapdesk Company with both product and market development and is currently working with the Lapdesk Company on integrating recycled materials into the desks.

**The Makeba Centre for Girls, Midrand**

In line with BASF’s aims to promote the education and empowerment of women in South Africa, in 2005 BASF committed to supporting the “The Makeba Centre for Girls”. Each year The Chemical Company provides new school uniforms, schoolbooks and stationery, as well as offering assistance with general maintenance, and helping with ad hoc emergency requests.

Late SA singing legend, Miriam Makeba established the Centre in 2003, and since then the rehabilitation centre has cared for about 20 girls aged between 12 and 18 years at any one time, who have been rescued from dysfunctional backgrounds and a life on the streets. The Centre offers a fresh beginning through, among other things, exposure to the arts, and particularly music.

Unfortunately, the global economic crisis has made its impact felt on the girls of the Makeba Centre. Funding is drying up because many sponsors have been forced to cut their Corporate Citizenship projects’ budgets. BASF came to the Centre’s aid in November 2009 with the launch of a major employee donation campaign aimed at providing the home with a new oven and stove. This campaign raised around R28 000 for the Centre. BASF also hosted a Christmas Luncheon for the girls last year.

**The Power-Child Campus, Mfuleni, Cape Town**

As a good corporate citizen, BASF is committed to empowering and uplifting local youth, and society as a whole. The Power-Child Campus, in Mfuleni in Cape Town, provides The Chemical Company with an opportunity to do exactly that.

The Power-Child Campus, which opened in November 2008, is funded by BASF and includes a safe house providing temporary shelter for children and offering medical services, as well as providing soccer pitches supporting the physical and social training. In addition, a stream of audiovisual educational material empowers adults with the knowledge to stand up and say “NO!” to violence and sexual abuse against children.

Through the South African Power-Child Campus, BASF helps the Mfuleni community in creating a brighter future for its children in a fun way: by getting everyone involved in one of South Africa’s favourite sports - soccer. The benefits of team sports in building unity and creating a sense of belonging are widely recognized, and the soccer field at the Power-Child Campus offers a place for the youth to develop a feeling of strength and mastery.

**Capricorn Primary School, Vrygrond**

A commitment to supporting the education of South Africa’s needy children is a central tenet of its CSR philosophy, and the Vrygrond community’s children are among South Africa’s neediest. The impact of social and economic poverty on children is well-documented, and virtually every child in Vrygrond is two to three years behind age equivalent middle class children.
The construction of Capricorn Primary School, which has 440 pupils and opened in January 2008, was an initiative of the Vrygrond Community Trust. Its objective is to provide a top class education to some of Cape Town’s most deprived children, so that by the time they reach the end of Primary School (Grade 7) they will be able to go to any Senior School in the country and cope with its academic and educational demands.

Towards the end of 2009, BASF contributed nearly R50 000 for educational equipment that will have a major impact on uplifting the Vrygrond community’s education project.

MALOTI DRAKENSBURG WATER PROJECT

Every human being is entitled to access to enough clean and affordable water. Yet, for many people, this reality is still remote! BASF’s Sozialstiftung (“Social Foundation”), in co-operation with the UN Environment Program (UNEP), embarked on an employee fundraiser in aid of a drinking water project at the Maloti Drakensberg Mountains, a central water source for South Africa.

The employee fundraising campaign ran in December 2009, with many German and South African colleagues donating to the cause. BASF SE and its employees contributed together around 200 000 EUR towards this project.

Clean water is essential both for the production of food and for strengthening the economic base in South Africa, and this requires sustainable land use that protects water sources. This project intervenes at the water source in the Maloti Drakensberg Mountains, because its sustainable use will safeguard the livelihood of the region in the long term.

In the short term this project will benefit 20,000 people, in long term up to 1 million. It will also create 1500 new jobs – a vital contribution in an area with an unemployment rate of 49%.

OTHER CORPORATE CITIZENSHIP PROJECTS

- The Carpenter’s Workshop – This initiative helps rehabilitate destitute people in Cape Town, providing skills development in areas such as de-rusting and panel beating motor vehicles; carpentry and refurbishing furniture.
- Ivory Park and Allenridge high schools – BASF South Africa provides financial support to these schools to purchase science equipment and invites the school to the annual BASF Open Day at the Midrand premises.
- Commercial Advance Training Scheme (CATS) – Driven by the German Chamber of Commerce in conjunction with German-owned companies operating in South Africa, CATS enables students to gain structured working experience and exposure to world-class business practices in conjunction with classroom theory. BASF in South Africa accepts a number of CATS students for this specific program every year.

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Bayer’s Corporate Social Responsibility (CSR) efforts are aligned toward themes that have relevance to the company and its fields of competency. However, at the heart of Bayer’s CSR activities in the communities near the company’s sites is the volunteerism by its employees and retirees.

To this end the company’s employees in South Africa are actively involved in various community initiatives, both in their individual capacities and through programmes initiated by Bayer. Employee volunteerism was integral to the success of one particular project in previous year.

Bayer employees in Isando came together to support the Ekurhuleni After-School Care programme in nearby Tembisa township. The volunteerism by employees followed a donation of equipment to the programme by Bayer.

**Employees and Communities – Partners in Social Interventions**

Owing to Bayer employees’ highly spirited efforts 20 woollen blankets and plenty of seedlings were donated to the programme’s site at Endulwini Primary School in Tembisa. Employees in Isando spent several months knitting hundreds of squares for the blankets. A team from the company’s Group Human Resources then combined to stitch the squares together to produce the colourful woollen blankets.

To ensure that kids on the programme also receive essential nutrients during their meals, Bayer took the opportunity to also assist the school with the establishment of a food garden on the same day as the ceremony to handover the blankets. A team of employees from Isando also joined in the creation of the garden. To ensure continuity and transfer of skills, the team worked closely with caretakers at the school.

The After-School Care programme is an initiative of the health and social development department of the municipality, and is run in consultation with the Gauteng Department of Education. The programme assists vulnerable children at identified schools within the municipal district. The identified children are hosted in a separate facility on the school premises for a few hours daily at the end of normal schooling, where they are fed and assisted with their homework.

Another beneficiary of Bayer’s effort to assist with the provision of basic social needs in communities near its sites in the previous financial year was the Manger Care Centre. Bayer put a smile on the faces of dozens of children from disadvantaged backgrounds when the company donated school uniforms to the centre, which is located in Benoni, a short distance from Isando. The Manger Centre is home to more than 250 displaced people, the majority of whom are from broken-up families. The uniforms benefited more than 67 children who live in the various homes run by the centre in the Benoni area.

**Youth and Environmental Preservation**

Environmental protection and sustainability is a key component of Bayer’s CSR policy. Accordingly, as a socially responsible company, Bayer is committed to playing an active role in overcoming one of the biggest challenges of our time. It is for this reason that the company initiated the Group-wide Bayer Climate Program. The programme is based on the “Bayer Policy on Climate Change”.

This programme incorporates a whole range of integrated measures designed to help protect our climate and cope with climate change. The key principle of the programme is to harmonise commercial success with environmental protection and the needs of society.

The Bayer Young Environmental Envoy programme, or BYEE, is Bayer’s flagship environmental programme in its segment. The BYEE was launched in South Africa in 2008, and is a global environmental education initiative for the youth. It’s organised and promoted by Bayer and the United Nations Environment Programme (UNEP).

Two young environmentalists were selected as the Bayer young environmental envos last year. Tribute Mbweni (23), a post-graduate student at Tshwane University of Technology (TUT), impressed the judges with her initiative, **Projekt 23, The Green Movement.** Through the project, she runs environmental education and social upliftment activities at schools in Atteridgeville, west of Pretoria. The second envoy, Ntendeni Luvhengo (18), is a journalism student at Rhodes University in Grahamstown. She earned the judges’ nod for Ukuzalwa Okutsha, a litter and waste management project.

The inaugural winners of the competition were Simon Mayson from the University of Cape Town (UCT) and Unisa’s Refilwe Mokobodi. Mayson’s project, **RideLink,** is a student initiative at UCT that promotes the use of sustainable transport on the face of rising fuel costs and the environmental impact of combustion engines. Refilwe is a founding member of the Students Environmental Associa-
tion (SEA) at the University of Limpopo’s Turfloop Campus. He was recognised for championing the promotion of environmental issues at schools within the Polokwane municipality - even beyond his tenure as a student at the institution.

To participate, youths between 18 and 24 years old, who are actively involved in environmental activities, are required to submit an essay on how their project has or is addressing environmental challenges in their community or city. Two winners are selected to represent South Africa on an educational field trip to Germany. Envoys also receive R10 000 each, towards their winning projects. Applications at Bayer offices and www.bayeryoungenvoy.com

EMERGING FARMERS AND THE CORRECT USE OF CHEMICALS

Bayer CropScience channels significant resources annually toward the education of emerging black farmers and members of the public on the correct and safe use of agrochemicals. The project is spearheaded by CropScience’s Israel Mashile, who travels to even the most remote parts of the country, including neighbouring states, to spread the message.

Working with local chiefs and agricultural authorities, and other industry stakeholders, Mashile also conducts training sessions in impoverished communities to encourage youths to make use of their homes for agricultural activities, e.g. planting drought tolerant maize cultivars.

CARING FOR THE HEALTH OF CHILDREN AND PETS

For over 20 years, Bayer Animal Health, a division of Bayer HealthCare, has assisted the Community Led Animal Welfare (CLAW) in various capacities, including through the donation of product and time by its staff. In 2009, Animal Health joined CLAW in a festive season drive to collect animal food, clothing, toys, food stuffs and similar items.

Another HealthCare division, Bayer Schering Pharma, is a regular donor to the Walter Sisulu Paediatric Cardiac Centre for Africa since 2008. The centre is the largest philanthropic paediatric cardiac centre on the continent. It offers life-saving cardiac intervention to indigent patients in Africa who would otherwise not have access to treatment.

This 16-bedded paediatric cardiac intensive care unit, based at Netcare Sunninghill Hospital in Johannesburg, is one of the largest in the world and the largest in Africa.

CONDUCTING SUSTAINABLE BUSINESS

Bayer Environmental Science (BES), a division of Bayer CropScience, has partnered with Charles Street Veterinary Consultants (CSVC) and Coopers Environmental Science to launch an extension of the current Owl Project. The project was first initiated in 2007, following a request by CSVC, who are also clients of BES.

For BES, the project is an excellent opportunity to educate farmers on integrated methods of rodent control. The aims of the project include educating farmers and the professional urban client on the correct use of rodenticides. This includes making the farm or industrial sites less suitable for rodents, and to establish Barn Owls as natural predators to control rodent populations on farms and industrial sites.

An online registration and communication tool is available on the BES SSA website (www.bayeres.co.za) to facilitate communication and participant registration to the project.

EDUCATION IS THE KEY

Bayer has for many years successfully offered its employees an opportunity to access quality education, through its Child Bursary, Schooling Assistance and Study Assistance schemes. The Study Assistance scheme is for permanent Bayer employees wishing to further their studies in any relevant field. The Child Bursary is for children of employees at non-managerial level to pursue their tertiary studies. The Schooling Assistance scheme is intended for the children of bargaining unit employees, and caters for primary and secondary school funding needs.

The Commercial Advancement Training Scheme or CATS, is another one of Bayer’s highly successful social programmes. As part of the programme, the company invites applications from matriculants. Successful applicants are put through the CATS School, www.commercialtraining.co.za.

The programme’s most notable successes so far are two former students in Bayer’s finance department. Whereas Mandy Blake is pursuing a university degree in Accountancy, Teboho Dube occupies a middle management position in the same department.

Furthermore, Bayer financially assists a number of external undergraduate and post-graduate students. Currently, two medical sciences students from previously disadvantaged backgrounds have their studies funded by the company.

In the 2009 financial year, substantial monetary donations were also made to Penreach, www.penreach.org.za, to fund the purchase of essential equipment for a mobile science laboratory. The Vuleka School, www.vulekaschool.co.za, also received funding toward a maths teacher development programme. The programme involves the training of a teacher from a disadvantaged school at the school.
B.Braun South Africa recognizes the increasing importance of contributing to CSR initiatives. Up until now, the Company has contributed through sponsoring certain charities that provide food, housing, and education in a loving and nurturing environment.

Close to our heart are charities like Topsy Foundation, Abused and Abandoned Kids and Girls and Boys Town however we also support a number of other charities on a regular basis. B.Braun Medical South Africa believes that education is the key to uplifting disadvantaged communities and there is no better place to start than with the children, who represent our future.

Topsy Foundation has established community food gardens and has also planted fruit trees in the five communities that the Foundation serves. They also provide the communities with education to look after the gardens which includes; theoretical modules on interplanting, mulching, watering, labelling, record keeping, crop rotation and transplanting.

Topsy Foundation also assists the community in areas such as; administering medication to people who cannot read at their Comprehensive HIV and Aids Care Centre, and providing impoverished children with a party and gifts at Christmas.

Abused and Abandoned Kids also provides educational excursions for the community’s abused and neglected children by taking them to places like the sugar terminals, sharks board, The Civic Centre and providing them with accommodation, transport and food whilst on these excursions.

The Girls and Boys Town charity provides children who were once neglected and/or abandoned with descent living accommodation and the care that they would not have received in their own homes. As put by Girls & Boys Town “Under the guidance of adults, the kids actually govern themselves, electing their Mayor, councillors and Managers who make the rules and see that they are kept. This capitalizes on the teenage desire to be admired and respected by their peers and forges great leadership skills and instills responsibility and values for life.”

B.Braun also encourages its employees to volunteer in their communities.

As part of B.Braun South Africa’s forward strategy regarding CRS, the CEO Mr Arved Berent, has indicated that he would like the Company to play a more active role in the upliftment of the community through our own learnership programs and mentorships, thus allowing our youth to gain the opportunity to experience the wide range of careers that B.Braun Medical have to offer.
BMW GROUP SOUTH AFRICA

At BMW South Africa, the emphasis is on social investment and not charity and as such, they do not adopt the "cheque book" approach. Our work in the area of social investment is in line with the definition on corporate social responsibility as espoused by the World Business Council for Sustainable Development that: “Corporate social responsibility is the commitment of business to contribute to sustainable development, working with employees, their families, the local community and society at large to improve their quality of life”.

At BMW South Africa, it is about sustainability with education being the main thrust of their Corporate Social Investment.

BMW SEED (SCHOOL ENVIRONMENTAL EDUCATIONAL DEVELOPMENT) PROGRAMME

This programme started in the early 90’s with eight Schools spread across Garankuwa, Soshanguve and Mabopane. Since this early beginning, the programme has grown to approximately forty-eight projects in Mpumalanga, Gauteng and the North West Province.

The motivation was to transfer the environmental thinking and understanding prevailing at BMW South Africa at the same time as the company was working on the ISO 14000 certification.

This project is very effective, as learners and communities are taught to till the soil, to look after the environment and to keep it clean. Most BMW SEED Programme partner schools are recognised for excellence by government agencies as well as the Department of Education in Primary School Leadership and Environmental Development. BMW South Africa has gained an excellent reputation as a caring and supportive company.

Unemployment is high in South Africa especially among the previously disadvantaged, which results in many children going to bed hungry at night and no child can be taught on an empty stomach. As such, produce from the SEED gardens is often used by teachers and members of the community to supplement the government feeding scheme.

In addition, the gardens are utilised as a huge laboratory for learners which supports the South African Outcomes Based Education system. The programme also has an entrepreneurial aspect, teaching learners and members of the community to produce and sell, thereby contributing towards the alleviation of poverty.

BMW Excellence Project for the Advancement of Maths, Science and Technology Education

Our policy states that we work in the areas from which we draw our employees. Naturally, the pilot programme which is in line with the core business of BMW Group South Africa, started in one high school and two feeder primary schools in Pretoria during the ’90s. It has since grown to seven high schools and thirteen primary schools impacting more than 20 100 learners, not only in Gauteng but also in the Western Cape.

The policy of apartheid discouraged African people from pursuing studies in science and mathematics with the result that African learners are not keen to study in these learning areas and in addition, educators in these disciplines are either under qualified or not qualified at all. The impact on the country, is that skills flowing from these disciplines are scarce.

This programme converts the participating schools into BMW Centres of Excellence. Most African schools have no science laboratories or even a classroom that can be converted into a science laboratory. This programme addresses the issue with the provision of mobile laboratories. Robust educator empowerment assists teachers in the understanding and delivery of their subject matter. The culture is impacted positively when learners complete their high school education with exemption and enter tertiary institutions to pursue Maths and Science qualifications in electrical, mechanical, civil engineering, sound engineering, geology and actuarial-based disciplines. This programme has already produced graduates, scientists and graphic designers among others.

In addition to the above, BMW South Africa holds an awards ceremony each year where the efforts of
excellent performers are recognised. This is done in order to encourage the spirit of excellence in the disciplines of Maths, Science and Technology.

The Ministry of Science and Technology is very supportive of our efforts in this area. To this end, Mr Mosibudi Mangena, the previous Minister of Science and Technology is a patron of the programme and has been since inception.

BMW Group South Africa is committed to making a contribution to changing the skills milieu in South Africa. Currently the Group makes 30-35 bursaries available annually to learners pursuing studies in the fields of engineering, ICT and commerce at various tertiary institutions.

SOS CHILDREN’S VILLAGE

As early as 1995, BMW South Africa developed a partnership with the SOS Children’s Village in Mamelodi, Pretoria in order to help protect orphaned and vulnerable children. The Village consists of fifteen homes, each catering for ten children. Initially, BMW South Africa contributed to the maintenance of just one house. Since then, their contributions have increased to three houses.

YOUTH DEVELOPMENT TRUST

BMW South Africa enjoys a long and sustainable relationship with this NGO. The unemployment of youth, especially in the previously disadvantaged segment, is very high in South Africa. There is a mismatch between labour, demand and supply and most graduates, especially previously disadvantaged youth have qualified in areas where there is no commercial demand. These young people need to be retrained and prepared for either employment or self-employment.

Re-skilling and education of youth is very high on government’s agenda. The work that BMW South Africa is doing in this area, together with the Youth Development Trust and the Embassy of Finland is valued by both government and society and once again enhances the image and reputation of BMW South Africa.

SCI-BONO

The Sci-Bono Discovery Centre is a private public partnership created to support science education in Gauteng. BMW South Africa have partnered with Sci-Bono to build a collection of interactive science and technology exhibits to foster innovation through science and technology in South Africa. This exciting facility offers an innovative platform for educating school children, teachers and the wider public about the wonders of modern vehicle design and technology, and about the science and mathematics that goes into the creation of a BMW vehicle.

BMW South Africa is partnering with Sci-Bono on a unique programme, being remote controlled cars that will be built and raced by learners from selected schools in Gauteng. This programme aims at promoting awareness of mechanical engineering among South African learners.
The Chamber is an international service organisation which provides all its members with information, training, business opportunities and representation. We represent business, whether collectively or individually, in all areas where business conditions can improve or where they have been threatened or damaged. Our information desks provide you with all the business related information.

The diversity of the Chamber’s membership provides a vital source of contacts, information and resources to ensure continued strength of the Chamber’s policy and lobbying role.

Practical training for employees and business owners are affordable and conducted by experts in their fields. We are recognised by three levels of Government as the most relevant, competent and fairest business organisation when it comes to business and economic development.

CSR CONTEXT

Increasingly, companies and organisations have an obligation to consider the impact their products and services have on the marketplace and society. The Chamber by nature relating to business has in place certain Corporate Social Responsibility (CSR) plans focusing on service excellence, educational and enterprise development.

SERVICE EXCELLENCE

Is it just us in business or do you also feel that almost every social gathering you attend is bound to end up with a discussion about poor service? Although complaining has its place, the Chamber decided to take a more positive approach. This competition has been going on for the past seven years.

Each month the Tygerberg Chapter of the Cape Chamber awards the Service Excellence Award to an outstanding service provider. These service providers are nominated by satisfied customers.

The winner receives a gift voucher and the person who nominates the winner also receives a gift voucher. The monthly winners go through to the finals where an overall winner is chosen. The individual receives the grand prize, a portion of which goes to a charitable organization of his/her choice.

TECHNOPRENEUR COMPETITION

The Chamber realizes the importance of preparing youth for the challenges of the business world and felt the need to bridge the gap between learners and the business community as represented by the Cape Chamber of Commerce. Thus, through special projects such as a school competition it got the Education Department involved. The competition started in 2005 and has involved all High Schools in the Western Cape.
The competition involves a project whereby learners would devise, construct and present a model as a classroom effort, with futuristic theme. The competition is not an added burden on the educators but it is included as part of the current business topics and research assignments which fell within the curriculum. The project includes both a practical and written component. Learners are given the necessary guidance prior to the project and progress is monitored.

The final judging is done by a selected group which consists of officials from Education Department, Sponsors and Chamber Business Representatives. Sponsored prizes are awarded to the top Technopreneur as well as to winning groups and winning schools.

WEBSTAR COMPETITION

The surge in the growth of websites internationally and the shift to e-commerce trading has made the Chamber realize that if you don’t have a website to show off your goods and services you are “dead in the water.” To help businesses and other organizations the Chamber introduced the website contest.

This was mainly to help set benchmark or standards that future website developers could measure themselves against, to help stimulate the IT industry in the Western Cape and give the businesses and organizations entering their websites exposure and therefore more business.

The competition aims to bring young and innovative IT students from tertiary field into the formal business world by asking them to design websites for existing businesses. From past competitions, the judges reported that the standards were improving every year and students benefited tremendously from the exposure and experience gained.

BURSARY

The Chamber offers a bursary to a deserving student at one of the Western Cape Colleges or universities. For the past two years the Chamber’s bursary has been given to Cape Peninsula University of Technology and once to Northlink college.

The Chamber chooses someone doing business/engineering or something relevant who is a student. He/she should be reaching for leadership and there must be a story behind it.

SMALL BUSINESS DEVELOPMENT PROGRAMME

The Chamber hosts an exciting opportunity for small business owners to broaden their business skills and benefit from business mentoring.

The Small Business Development Programme offers small business owners the opportunity of attending three weeks of training over a three month period and have access to an experienced mentor who guide them in improving the running of their business.
Cape Town Opera’s (CTO) history with Germany stems back to 2005 with Dr Axel Baische, former Intendant of Staatstheater Nürnberg, who invited CTO to bring the musical Show Boat to Bavaria. The performances sold out that year, with the result that Cape Town Opera was invited back to perform four times in Germany over the past few years – in Berlin, Nürnberg and Munich - with various operas and choral concerts.

When CTO toured the Gershwin opera *Porgy and Bess* to Berlin in 2008, *Der Tagesspiegel* had this to say: “As an ensemble, these African singers create a considerable volume of sound and an impressive bodily presence on stage, indicating complete involvement with the action, even when they are only observers…Cape Town’s singers fill [Gershwin’s] resonant description [of the opera] with pulsating energy and a supple naturalness, even in the trickiest rhythms.”

In May 2009, German documentary filmmaker Ralf Pleger followed the CTO Opera Studio members as they began their training as young opera soloists. His film, *Cape of Good Voices* features the singers’ two-week driving trip across South Africa as part of CTO’s National Schools Tour, bringing opera to thousands of students in rural communities. *Cape of Good Voices* was commissioned by German and French TV networks ARTE and will be premiere in Europe on 31 May 2010, with a Cape Town showing scheduled for August 2010.

Germany is also home to countless world-class performing artists, many of whom have been invited to join Cape Town Opera’s artistic team on various productions. Berlin-based conductor Felix Krieger conducted the Czech opera *The Cunning Little Vixen* in December 2009, in a collaboration between CTO and the University of Cape Town School of Music. In May 2010, Conductor Sebastian Lang-Lessing will join CTO as its Artistic Advisor and will conduct the Cape Philharmonic Orchestra with Strauss’ opera *Der Rosenkavalier*.

**Mixing Business with Pleasure: Philanthropic Networking**

To maximize the liaison between South Africa and Germany, CTO partnered with the HOPE Cape Town Association and their German based “Hope Kapstadt Stiftung” (a partner of Deutsche AIDS-Stiftung) on three occasions to raise funds for HIV/AIDS programs in South Africa. Over R500,000 has been raised from concert performances since 2005. “The connection between our two organizations as well as our countries is strong. We have used South Africa’s amazing operatic voices, our shared interests in social philanthropy, and enthusiastic German audiences to fundraise for very worthy causes,” says Dr Susanne Reuther, Management Member of HOPE. Cape Town-based Dr. Susanne Reuther is both a medical doctor by profession and a successful entrepreneur with her companies Wings Group and Anglo African. “Germany and South Africa cooperate and partner in politics, business as well as philanthropy. The key is to find a match between what is needed in the non-profit sector – financial support, publicity, in-kind contributions – and what can be given by businesses in line with their corporate social investment profile.”

**The Impact of Corporate Social Investment**

Businesses can benefit in many ways by supporting local non-profits, both within their particular business sector (banks supporting micro-lending schemes, for example) as well as outside their focus area. Cape Town Opera counts a variety of businesses in its support network, aligning with corporate social investment policies or a business' target marketing efforts.

For example, CTO's 2008 production of the opera *Aida* was sponsored in part by Montblanc. The company is associated world-wide with high quality products, and it was a natural fit for Montblanc to sponsor internationally-ac-
claimed lead tenor soloist Johan Botha in his performance with CTO. The CTO/Montblanc sponsorship also included a VIP guest night at the opera, plus a Johan Botha CD signing party at Montblanc’s V&A Waterfront flagship store. In a similar vein, Saab supported CTO over the two year period 2006/2007 with financial support as well as a branded vehicle, in order to maximize Saab’s brand exposure to opera-going audiences.

Since 2000, Rand Merchant Bank and Anglo American Chairman’s Fund have supported CTO’s educational outreach, and training and development initiatives. Their support has made possible a wide variety of programs, including:

• The National Schools Tour, bringing free opera performance, master classes and voice lessons to over 3,000 rural school learners across 9 South African provinces each year
• Attendance at abridged matinee opera performances for high school learners, featuring University music students as cast members and orchestra players
• Rural concert tours by the 10-voice Opera Studio youth training program
• Partnerships with schools in the creation of new, youth-centered operas on topical subjects such as HIV/AIDS, democracy and peer pressure

As a grant recipient, CTO must also respond to these donor’s concerns with maintaining high standards of quality, building new audiences, and the relevance and sustainability of the performing arts in contemporary South Africa.

“We must not only create high quality productions and viable outreach programs, but Cape Town Opera must respond to its corporate donors as a business: is our opera company sustainable? Cost-effective? Have we put an equal amount of effort into fundraising, as well as creating new revenue streams to support our core mission? Donations and support from our corporate partners keeps us honest, and forces us to be transparent and creative in reaching our goals as an arts company” says Adriaan Fuchs, Business Development Manager.

Whether part of a business’ corporate social investment initiative, or as part of their overall marketing plan, grant recipients must be creative and responsive to the branding needs of their donors. CTO matches its available profiling – logo branding, complimentary tickets, musical performances at corporate events, etc. – with what each donor requires. CTO prints thousands of season brochures, posters and programs each year; maintains website and social-networking site presence; broadcasts nationally on various radio stations; and provides other opportunities, such as concert performances, to give back to corporate sponsors.

“Cape Town Opera’s sponsors support the creation of our cultural heritage, but they also help create jobs. From carpenters, painters and electricians to dancers, musicians and singers, there is an entire workforce in South Africa that is supported by corporate philanthropy. A hearty thank you and congratulations to our partners in the arts!” says CTO General Manager Michael Williams.
Climate Peace is a young company that operates in South Africa on behalf of all people on our planet. The purpose of this report is to illustrate our activities in Corporate Social Responsibility and illustrate our value proposition to all our stakeholders. Our Planet, our People and Sustainability describe the opportunity.

**Our Planet**

“Sharing the carbon space in a fair way requires convergence of currently widely unequal per capita emissions. If the world is to stay within the carbon space consistent with < 2 degrees warming, then developed economies, the wealthiest sources of greenhouse gases, should quickly and deeply engage in mitigation,” says Hans Opschoor of the Department of Economics of Sustainable Development, Institute of Social Studies (ISS). Most power generated on this planet stems from finite energy resources such as oil, coal, gas and uranium. Worldwide fossil fuels make up 65% of the electrical power generation energy source.

South Africa was ranked 10th in carbon dioxide emissions, out of the world’s worst polluters in 1998. The South African government continues to push for fair and socially just use of the remaining carbon space. Minister of Water and Environmental Affairs Buyelwa Sonjica repeated that South Africa had committed itself to a 34% reduction in greenhouse gas emissions - relative to a “business as usual” scenario - by 2020, and 42% by 2025.

**Our People**

The supply and demand of finite fossil fuel energy sources causes significant inflationary upward pressures and threatens world security. According to the Southern African Labour and Development Unit seven out ten South Africans are poor - that is they earn less than R949 per month in 2009. Many rural areas have limited access to water, electricity and other services. The cities are expanding placing a greater demand on the strained services including electricity.

**Sustainable Business**

A simple fact that power generation and dependence from finite resource is not sustainable. Developed nations may introduce carbon taxes incentivize lower carbon footprint purchases. From 2012 onwards, European emitters of CO2 will face a charge of around 20/t which may rise 40/t by 2020. South Africa has plans to implement a 2c/kWh tax on its CO2 emitting production and is also considering the introduction of other carbon taxes.

The health of people is directly related to the productivity and economic well being of any economy. By polluting our environment our communities are unable to perform to their best ability thus impacting on the profitability of the economy. The total cost of power generation needs to include the social and the environmental costs. 67 percent of top South African companies replied to a survey conducted for the insurer Santam, that they did not identify climate change as a risk. They did however identify energy security has a risk but did not link energy security with climate change.

**How to Finance**

Minister of Trade & Industry, Dr Rob Davies says that the challenges for targeting economic will be the cost of debt at 11.5 percent on average by the Industrial Development Corporation (IDC). Access to investment finance for local communities and allocation of funds by the department of energy for Purchase Power Agreements for NERSA approved energy source is still an uncertainty. In South Africa local municipalities and local government still require a mandate to spend on green or clean energy.

**Vision**

Our vision is of a future world where economies have energy security through the use of sustainable, clean energy resources. A future world where rural and disadvantaged communities are able to contribute to electricity generation as well, thus helping to alleviate poverty. We believe that we offer opportunity to offset this.

**Mission**

Our mission statement is to increase energy security by enabling the use of clean energy sources and energy efficiency technologies while helping to alleviate poverty by the new opportunities created and our commitment to our Corporate Social Responsibilities as a corporate citizen.
Our Core Business

Our core business is to enable the development, construction and operation of clean energy power plants using wind, solar thermal, biomass and ocean currents, wave, waste, biomass and promote energy efficiencies on behalf of our planet, our people and our investors.

CSR and Broad-Based Black Economic Empowerment

In South Africa, companies need to comply with Broad-Based Black Economic Empowerment (B-BBEE) in order to secure contracts with parastatal organizations. B-BBEE Agenda (Scorecard, Equity Equivalent). B-BBEE purpose is an attempt to redress the inequality caused by colonization and apartheid. It focuses on the majority of South Africans whom were historically disadvantaged.

Today there is much criticism over the implementation of this and how there are many ways to achieve the highest degree of compliance without making much of an impact on reducing poverty in South Africa.

The new scorecard is based on ownership, management, skills, equitable representation of the workforce. The preferential procurement regulations of 2009 and state investment requires a level 4 or above unless the organization turns over less than 5 million Rand, in addition, the combined sub contractors may not have more than 25% unless they are of the same status or higher. Points for preferential procurement regulations are awarded by the achieved BEE status and depend on procurement class and value.

As you can see that doing business in South Africa means that Corporate Social Investment must be embedded in Strategy. Being part of South Africa’s Economic Transformation needs alignment between Strategy and CSR strategies.

We have identified 6 areas where we can make a difference, our company structure and ownership, skills development and awareness, access to jobs, access to electricity, an enabler of clean energy development and enabling investment in clean energy.

1. Ownership and Structure

To address equality in South Africa, we will seek to manage and maintain that at least 50 percent of the companies’ ownership, management, and equitable representation of the workforce are South Africans that qualify as historically disadvantaged. To ensure that we reduce inequality in our society we shall only provide opportunities to individuals that share our passions and contribute to our vision.

2. Skills development and energy efficiency awareness

For each local community where we have a footprint we will help to facilitate the use of low-carbon renewable energy. We will conduct market and community surveys of energy use and help form local committees, NGOs to assist with education and awareness of energy efficiencies. Through our technology partners we commit to the knowledge transfer of skills and training for the operation and maintenance of our clean energy power plants.

3. Access to Jobs

We prospect, secure investments, operate and create jobs at sustainable energy locations for clean energy power generation. We continue to working hard to find people that are passionate about our business. Our geographical locations are often rural locations where we offer new job opportunities. In addition where there is opportunity for supplementary energy generation such as biomass and waste we train local operators and establish a local operation and maintenance center.

4. Access to electricity

We provide access to electricity through supplementary energy generation power plant such as biomass and waste in off grid locations.

5. Enabler of clean energy investments (Energy Security and the planet)

Climate Peace helps communities and financiers to jointly engage through creating public-private alliances that together share the investment and lower the barriers to sustainable energy investment and the investment into sustainable social responsibility initiatives. We measure our impact on the planet and pledge to be mindful of any impact our technologies may have on bio-diversity. We work with like minded companies like ourselves that have long term sustainable business models that respect our planet, our people and our sustainability.

6. Enabling investment in clean energy

With our partners will help to find innovative financial engineering that enables sustainable clean energy development to increasingly meet the formidable global energy security challenge. We will act to reduce your risks in clean energy development by our passions for this business and by continuing to building sound capabilities and resources to do so. We believe that some of our natural investment partners will be pension funds and other investors that require these long term cash flow returns. We believe that long term vision is the key to sustainability. We know that our asset class provides excellent sustainable long term returns to our investors. Three or more cash flows are plausible for these asset classes. The 1st being the electricity sold, the 2nd the carbon credits that are traded in the carbon markets and the 3rd is the development clean energy certificates that we can help to market.

Benefits for all

We the people of our planet need to look after the health of our only home, and the sustainable future for our people. As a Corporate Citizen, our activities will continue to be re-aligned to ensure that we are able to responsible actions for our planet, our people and our sustainable business. We work hard to understand the needs and priorities of our stakeholders including the environment, government, partners, investors, employees and local communities and adapt into our business and CSR activities and policies.

Finally, we will be transparent in our operations to our investors via reporting that measures our contribution to our CSP policies for our contribution to our Planet, our People and Profits.
The company’s Philosophy and Vision are achieved by:

- Developing the people from rural and urban communities into becoming socially responsible entrepreneurs & leaders of the world, guided by Cometsa Vision, Mission, Philosophy, Values and “RELEASE” Concept, the universally accepted social enterprise development philosophies, social entrepreneurship movement and networks;

- Embracing the social entrepreneurship and renewable energy practices, forging national and international alliances (and associates) in implementing our marketing models and ensuring strong Cometsa presence at national and international public forums that are relevant to our businesses; and Volunteering Cometsa expert knowledge when required by public and private institutions that are charged with formulating and revising policies and legislations.

The Cometsa “RELEASE” Concept

R = Recreation. At Cometsa we believe in the slogan “Body, Mind and Soul”. That means that a healthy mind in a healthy body will results in a healthy soul.

E = Entertainment Cometsa Mafrika Development Agency develops talent in modern, traditional, and global entertainment and music.

L = Leisure. Our country, South Africa, has got the best weather in the world. As a result the leisure industry holds great future for the country.

E = Education. All our projects and programmes are done to support the education of our staff, members and the people of South Africa. Education is the central part of our programmes. We have realized that the level of literacy in our country is not sufficient to improve our competitiveness level in the world. It cannot be ignored. Our staff, members and clients need education to be able to participate in global economic and social activities.
A = Arts Africans are naturally gifted in art. We would like to make sure that this gift is enhanced and preserved. We also believe in exchanging our cultural heritage with the rest of the world.

S = Sport. Cometsa was founded through sport, soccer to be specific, and grew into areas of the RELEASE concept. Sport will remain key mobilization instrument for our organization.

E = Environment We teach and motivate our staff, members and clients to take care of their environment and use renewable and environmentally friendly sources of energy. Participation in the development projects of their local communities is a requirement by the management of Cometsa.

The lasting achievements of our CSR Programme are:

• Cometsa Sports Development Agency (registration nr. 2001/005048/08)
• Type: an association incorporated under section 21 with the main focus on sports development, mostly in rural communities.

Vision: to be the most preferred sports development agency that channels development resources to needy sports development and community projects for and by sports organisations.

Mission: identify sports and community development projects, programmes, activities, and events. Source and channel the funds to their implementation and ensure that the development of all sporting codes for the selected communities is sustainable over a long term.

Main objective: to conceptualize, design and deploy programmes, services and solutions through the following Business Units, at the national, provincial and global levels: Cometsa Sport Academy, Cometsa Sport Research Institute, Cometsa Sport Forum, Cometsa Sport Facilities, Cometsa Sport Consultants, Cometsa Olympia Development Sport Clubs, and Cometsa Sport Fund.

Our voluntary Human Capital Development Programmes in the communities resulted in our organization reaching out to the following vulnerable communities

• Klopper Park and Elandsfontein
• Hillbrow, Parktown and Johannesburg Inner City (Gauteng Province)
• Hammanskraal, and surroundings (Northwest Province)
• Jane Furse in Greater Sekhukhune (Limpopo Province)
• Dennilton (Mpumalanga Province)
• Katlehong and Spruitview (Gauteng Province)
• The following events bring together the beneficiaries of our CSR programmes

• Annual Anniversary Celebrations (1st August) at Cometsa Club House, Klopper park, Isando
• Annual Dinner Dance in October (this year it will be on the 30th October 2010)
• Cometsa Nexus Live Music & Poetry Shows
• Cometsa Nexus Monthly Bring & Braai Networks
• The formation of Cometsa Mafrika Music
• Cometsa Mafrika Band
• Cometsa Mafrika Poets Club
• Cometsa Mafrika DJs Club
• Cometsa Mafrika Studio

Cometsa Group’s CSR Programme is successful due to our adherence to the following values of the organization:

Promotion of diversity: Our organization is made up of people of different cultures, backgrounds, ethnic groups, religions, genders, and beliefs. As a nationwide organization, we value and appreciate our diversity.

Creation of harmony: It is imperative for us to create the environment that is harmonious to our members, staff, management and leadership. We believe that we are productive, due to the friendly and harmonious environment that we have created for ourselves.

Inter-cultural understanding: As Africans, our cultures and traditional beliefs and practices form the corner stone’s of our beings. Each of us is free to promote and practice his or her culture at Cometsa, as long as this is done without undermining other colleagues’ cultures. We actually encourage the teaching of each other’s cultures to benefit the organization.

Entrenchment of professionalism: Everything we do, we do with absolute professionalism. We do not believe in mediocrity. We teach all our staff and associates to practice this value in everything they do.

Encouragement of creativity: In order to ensure that our organization and its staff continue to grow, we encourage the practice of coming up with the new ways of doing things, on an ongoing basis. We challenge each other to come up with new methods, tactics and thinking patterns.

Commitment to efficiency: We do not believe in performing tasks just to meet the deadlines or just to complete them. We believe in being economical in performing our tasks.

Cometsa is the Product of Mr Sam Tsimas voluntary and personal CSR initiative, over the years: The Formation of Cometsa from development football to a multiple development and commercial organization as per “RELEASE” Concept presents uniqueness in the South African business landscape. This gave the organization its culture.
During her 35 years at the helm of DAV Professional Placement Group, Ingrid Kast has instilled a culture rich in values, generosity and warmth. This is personified through the people of DAV who all have a strong sense of family and believe in helping those around them with an open heart while being grateful for the blessings in their own life.

Deutsche Arbeitsvermittlung, or DAV as it is known today, was founded in 1975 and began by placing professionals in the German business world in South Africa. DAV has since grown, developing partnerships with most of the top South African blue chip companies, and is now benchmarked against top international recruitment agencies. DAV is passionate about people which is one of the reasons clients have chosen to remain valued partners throughout the 35 years of operation, and top quality candidates trust DAV with every step of their careers. DAV consultants believe in what they do and their enthusiasm for having a positive impact on society is what drives them.

At one of the regular breakfasts held by DAV for its clients, Dr Van Zyl Slabbert, retired chairman of Adcorp Holdings and well known political analyst, urged business and society to step up and take responsibility for children who have fallen victim to the AIDS crisis, namely the child headed homes in South Africa. This ministry really tugged at the heart of DAV, and its leaders immediately committed to playing a fundamental role in ensuring that at least some children were not left abandoned. Help them feel secure knowing they’re not alone in the world; there are people who care about them and their future.

All people at DAV felt a strong desire to get involved with this ministry and the decision was taken to “adopt”
a family. The DAV EE (Employment Equity) committee was tasked with gathering more information on how DAV as a company could make a difference. This committee comprises a group of people within DAV from various demographics, cultures, genders and occupational categories who give freely of their time to assist the company in meeting the requirements for employment equity. The group is committed to educating employees on cultural differences and diversity; setting and reviewing the progress of the company's employment equity goals and plans, assessing policies and procedures and making recommendations on these as well as feeding back information, progress and initiatives to the company.

During their investigation, the committee came across the Ikageng Itireleng AIDS Ministry and the remarkable work they do. The ministry currently cares for over 2000 orphaned and vulnerable children in Soweto coming from more than 330 households. Through Ikageng in 2009 a family of four young girls, the “Ntobela girls” aged between twelve and seventeen who had been orphaned as a result of HIV/AIDS, were lovingly welcomed into the DAV family. DAV provides for all their schooling and living expenses, taking care of their basic needs such as food, transportation, education and rent allowing them to focus on the things that children should be doing such as school work and sport relieving some of the pressures of taking on adult roles at a very young age.

Philsiswa (12), Zandile (13), Zanele (16) and Nokulunga (17), affectionately known as “our girls” really won the hearts of everyone at DAV. Everyone feels an overwhelming sense of affection and responsibility towards the girls, and within days of being introduced to the family donations of clothing, groceries, toiletries, books, toys, bed linen and furniture began to pour in for the girls and continues to do so. This is in addition to DAV’s corporate support.

One of the eight much loved and lived DAV values is “the DAV spirit of belonging and loyalty”. The company feels a sense of loyalty towards the girls and a responsibility to ensure that they are cared for financially, physically and emotionally, while Ikageng provides mentoring, life skills and counseling on a regular basis to help the children grow into well-developed adults. It is a real treat for the people of DAV to spend time with the girls on weekends, taking them on outings, delivering donations from the office and even celebrating their birthdays with them.

At the end of each year the various teams in DAV select a charity to support in their own private capacity donating various items including money, food, and gifts as well as spending time with their chosen charity. In 2009 Carol Dyanti, the founder and project director of Ikageng, came to DAV and shared the uplifting story of all the lives she has touched through the inspiring work she does. Her story had an immense impact on DAV's people. It was unanimous; the various teams within DAV would all support some of the other children from Ikageng.

The donations and pledges poured in from all divisions who gave freely and generously raising a total of R21,000 over and above DAV’s regular monthly contributions to the Ntobela girls. The funds raised enabled DAV to support ten child headed homes and touch thirty three children’s lives, spreading joy during the festive season. The needs of each family varied from clothing and toys to stationary and household items. Even roof repairs and freshly painted walls.

In true DAV style the troops banded together to purchase the necessary supplies, wrap gifts, deliver items and even give some of houses a much needed coat of paint. DAV's HR Manager Julie Wood said, “The visits to the children’s homes were touching, humbling and rewarding. The smiles, laughs and tears of joy made every moment and every cent more than worthwhile. Time spent with the children painting their homes, fixing their roofs and watching them open their gifts will remain in our hearts for a long time to come.”

Adcorp, DAV's holding company, annually commits an amount in excess of 1% of its annual profits to CSI projects. These initiatives include the community-based vegetable garden project which equips unskilled, unemployed people in disadvantaged communities with the basic know-how for growing vegetables whilst providing them with the opportunity to earn a living. Adcorp also believes in empowering the youth of South Africa through their bursary program. To date a total of 36 bursaries have been awarded to various learners from the Western Cape, KwaZulu-Natal and Gauteng. DAV is always available to offer support and assistance to Adcorp’s CSI initiatives whenever needed.

The leaders and staff members of DAV are always overjoyed to be able to contribute to the development of society. The DAV pledge to South Africa, which the entire company wrote together, is testament to this: “I pledge my loyalty to the flag of South Africa. My heart belongs to the magnificent people for which it stands”. Often it's not just about the financial contributions; sometimes the gift of time is more satisfying and more valuable. As Carol Dyanti from Ikageng wisely said, “While we don't all have the same amount of money, we do have access to the same 24 hours in every day.”
At Dräger Medical South Africa (PTY) Ltd, we believe in clear values recognizing the needs of the community. We have identified a number of local communities and projects in line with our business for involvement and funding.

Last year, 2009, Dräger Medical SA (PTY) Ltd donated various medical equipment in support of Bethel-Haven, an NPO and also an orphanage that takes care of street kids from Ficksburg, Marieta & Clocolan as part of the ongoing Clocolan Project. This is one of many ways that Dräger demonstrates the power to do well and give back to the community.

**Cotlands – Wendy House Donation**

An enthusiastic team of staff at our Dräger head office (JHB) took part in building wendy houses that were donated to the Cotlands Care Centre, an organization offering shelter for abused, abandoned, HIV-positive, orphaned and terminally ill children. This project also included a donation of garden tools, toys & other items to the centre. The wendy houses were later delivered to the centre by the Elephants on Main Organization after facilitating the whole project.

**Ventilation Workshops & Internships**

Every year Dräger provides ongoing ventilation workshops to nurses and young doctors free of charge at our Johannesburg head office. The workshops focus on basic education in the field of ventilation and how to handle modern technology.

Our Service Department has also introduced a 6 month practical internship to engineering students from various learning institutions, where we give them practical experience in their field of study.
In 2007, Eurocopter Southern Africa Pty Ltd (ESAL) was privileged to be introduced to the Inkanyezi orphanage based in Orange Farm, Gauteng. The orphanage was run by Father Guido, a French priest who had lived in South Africa for over twenty-five years. Father Guido along with other dedicated caregivers took care of orphans and adults whose lives had been affected by HIV and AIDS. In 2007, the Inkanyezi orphanage was in a critical position as the only delivery van used to deliver food and medication to ill people was in serious need of replacement. ESAL’s CEO, Mr Fabrice Cagnat came to know of the plight of the orphanage and decided that this was a cause that ESAL would like to support. A delivery van was purchased and in order to make the delivery of the van a special occasion, an art competition with helicopters as the theme was held. The participants were children of ESAL staff. The drawings were judged and the best drawings were emblazoned onto the van, making it an occasion blessed by the spirit and creative imaginations of children. The delivery of the van was a very special occasion as ESAL held a children’s party for approximately 20-25 children from the Inkanyezi orphanage and the van was officially handed over at this function along with food purchased from sponsorships. ESAL’s staff were directly involved in getting these sponsorships from suppliers who they conducted business with on a daily basis. Below are pictures of the van along with the children from the orphanage and the children who participated in the drawing competition.

ESAL’s association with Inkanyezi does not stop there. Every month since, ESAL pays for the fuel and maintenance of the delivery vehicle in order to ensure that Father Guido can continue to provide counseling to the community, deliver food and medication. The Marketing and Human Resource departments along with staff continue to work on getting donations and sponsorships for food and toys for the orphanage and each year at Easter and Christmas, Easter eggs and Christmas hampers are sent to the orphanage for the children to enjoy.

**Enterprise Development**

South Africa’s policy of black economic empowerment (BEE) is not simply a moral initiative but is a growth strategy that aims to realize the country’s full economic potential. ESAL, having conducted business in South Africa for many years recognizes the need for all businesses to make a positive contribution to realizing this objective. As an example to the industry and its employees, in early 2008, ESAL embarked on a project to achieve its first official BEE rating. A strong rating would ensure that ESAL would be complying with legislation and would strengthen its position with regard to tenders. In order to send out a strong message about the company’s commitment to this objective, a level 5 contribution was identified as the appropriate contribution level to achieve for a first time rating. This was sure to be a challenge as achieving this level was not just dependent on the management but also critical suppliers who are also required to be compliant.

Since then, ESAL has in all earnestness worked toward achieving this objective via recruitment of staff who were both skilled and representative of all race groups, training and development, corporate social responsibility (ie Inkanyezi orphanage) etc.

In line with the BBBEE initiative ESAL, has embarked on its first enterprise development project. The beneficiaries of this project are three ladies who were previously employed by an external service provider but who will now jointly manage their very own cleaning service supported by ESAL. The intention of this project is that the cleaning service in the short to medium term will provide a service solely for ESAL, it will be run as any other business with its own set of accounting records, equipment and payroll, the beneficiaries will receive the full support of the company through training to provide them with the skills necessary to run their own business ie drawing up a business plan,
budget planning, in the long term, the business may grow to accommodate more staff who could potentially provide a cleaning service to company's based in and around Lanseria airport.

In essence, ESAL would be supporting and developing individuals from previously disadvantaged backgrounds while ensuring that they acquire the correct skill set to enable them to manage a sustainable business. The enterprise development project is at present, in the process of being finalized. ESAL is very proud of this initiative that is a very important step in our commitment to BBBEE.

LOCAL SCHOOL

Recently, ESAL has decided to donate six desktop computers and first aid kits to a local school that was in need of equipment for the children. The computers will be used to teach basic computer skills to children who have never had the opportunity of using a computer to complete their daily tasks or to do research on the internet. It is envisioned that apart from the donation of the equipment, staff will volunteer some of their time to go to the school and teach the children basic computer skills.

ESAL acknowledges the need for organizations to be involved in Corporate Social Responsibility projects and will continue to identify ways and means to uplift communities requiring assistance and provide opportunities for development for children from these communities. This is the first chapter of our story.
One of the major challenges facing South Africa is the lack of skills. Festo sees itself as a learning organisation, focussing strongly on the development of its own employees. However, Festo is also stepping into the breach, promoting external skills development in the industry it serves and in the educational institutions that provide the manpower for this industry, through a mix of technology and training.

Festo’s philosophy of marrying practice and theory is nowhere more evident in its support of student competitions, such as the Cyber Junkyard and PneuDrive Challenges. These competitions encourage students, from various engineering disciplines, to utilise what they have learned by designing, developing and building projects that have a practical application. Students are guided by industry experts, and components are donated by various sponsors.

Festo’s educational department teaches practical technology in a wide range of short courses for industrial participants. It also sponsors and supports the skills of Mechatronics and Mobile Robotics on the global stage of the WorldSkills competition.

**Cyber Junkyard Challenge**

This team event is aimed at getting students to develop innovative engineering solutions. They are given a high-tech “junkyard” of industrial automation components and compete to build an attractive, practical application according to a project brief. It is a mechatronics competition that requires the incorporation of a multitude of mechanical, electrical and IT skills to achieve a competitive entry.

Mechatronics has become a highly sought after qualification in the industry. Machines have become so integrated that traditionally separate disciplines are converging to form the systems-thinking approach of a single mechatronics specialist. The Cyber Junkyard competition effectively presents competitors with challenges similar to those faced in real-world applications. Competing teams are required to use a variety of skills and expertise to integrate various cutting-edge components from multiple manufacturers. The inherent challenge is to ensure that these technologies work together seamlessly. Each team is required to amalgamate electro-mechanical designs with motion algorithms and Programmable Logic Controllers (PLC) control to achieve a unified working system.

These types of competitions have proved to be instrumental in developing awareness around the discipline of mechatronics and its benefits to industry. The competitions also serve to increase the educational capacity of competing institutions.

This year’s challenge sees a number of sub-Saharan universities competing, thus raising the standard across the region. The theme this year is Play the game. Save the planet, a tie-in to the FIFA World Cup Soccer Tournament. It also has a focus on sustainable energy – a highly topical issue for industry and the country at large.

Teams will be required to construct a high-tech, mobile soccer game. It needs to precisely, but quickly, dribble a ball across a tilted, obstacle laden, table mounted soccer field, and into a goal, using high-speed stepper motors and linear drives. The demonstration unit will draw power from the mains supply, as well as a solar panel and buffered batteries. The contestants will be measured on the speed, playability, and energy efficiency of their units.

Festo is a co-sponsor of the event together with Siemens and Lappkabel, donating prize money, equipment and expertise. The Festo mechatronic kit includes linear belt drives, stepper motors, motion controllers and software, as well as training and ongoing technical support to the eleven competing institutions.

**PneuDrive Challenge**

The PneuDrive Challenge is jointly sponsored by Festo and SEW Eurodrive and endorsed by the The SAIEE (South African Institute of Electrical Engineers) and SAIMechE (The South African Institution of Mechanical Engineering). This competition brings together the most promising mechanical, electronics and mechatronic engineering students to compete in a collaborative environment. The challenge enables students to experience real-world problems and project issues with a focus on using engineering theory, the latest technology in drive engineering and pneumatics and business practice.

The aim of the competition is to expose young engineers to business practices by including judges who are currently active in business – something especially helpful in addressing the gap that exists between the learning environment and the corporate world.

The 2010 competition launched early November 2009 and information is available on the website www.pneudrive.co.za. The winners receive an all expenses paid trip to Germany.

**Festo Didactic**

Festo’s Training & Consulting division offers the industrial market a range of training programmes throughout the year and throughout the country. The courses cover technology topics from Basic Pneumatics, Hydraulics and Instrumentation to PLC Programming and Mechatronics, also organisational topics such as Total Preventative
Maintenance and Lean Manufacturing. The focus of these courses is knowledge transfer to the workplace by integrating theory with hands-on practical applications.

Festo’s Learning Systems division serves the educational market with specialised training equipment, ranging from panels for fundamental technologies such as pneumatics and hydraulics, to complex computer integrated manufacturing cells. This industrially-oriented equipment brings technology to the classroom in a practical, learning-by-doing manner. It is supplied to colleges, universities and industrial training centres across South Africa and the Southern and Eastern African countries.

For over 30 years, Festo Didactic SA has been dedicated to developing leading solutions that result in more successful training programmes for the future. Making learning more efficient and orientated towards the evolving technological needs of the industry. Efficient learning means being able to put knowledge into practice, it also means learning more in less time. Festo achieves this through integrated learning systems with innovative technology, hands-on industrial components, and harmonised learning media.

WORLDSKILLS

Festo supported a team of South African students at the biennial WorldSkills International competition, recently held in Canada. Festo, a founding global partner of WorldSkills, sponsored equipment and logistics to student competitors and the industry expertise necessary for creating challenging, real-life competition tasks at this prestigious competition.

The competition is a platform designed to bring skills up to a global standard of excellence. It elevates the image and relevance of vocational education to allow the youth of today to become aware of the opportunities that are present in the vocational sphere. The competition, on a local scale, provides a sustained boost to training while motivating youngsters, families, teachers and employees to tap into the societal wealth that is embodied in technical skills and apprenticeships.

For the competition in Canada, Festo supported a Mechatronic team that utilised skills in mechanics, pneumatics, programming and system trouble-shooting to design, build and repair automated equipment. The team used a Festo MPS® modular production system to perform all of these tasks.

Festo also supported a Mobile Robotics team, by comparison, who used a Festo Robotino® platform, to which they added a self-built radio control arm and gripper. The team combined skills in mobile robot system design, assembling, programming, testing and commissioning, to get the robot up and running and execute a series of practical operational challenges.

Festo will continue to support regional, national and national international competitions, contributing successfully and meaningfully to the skills base that is the foundation of the South African economy.

ABOUT FESTO

Festo is a worldwide leading supplier of pneumatic and electrical automation technology, with its headquarters in Esslingen, Germany. Festo South Africa boasts over 35 years of success in supplying cutting-edge control solutions for small, medium and high technology requirements to the South and Southern African manufacturing industries.

Festo is a name synonymous with quality excellence, from quality products, equipment and systems to service excellence and professional training courses. Dedication to quality is evident in the ISO 9001:2000 accreditation for equipment design and manufacture. All operations at the head office in Isando, Gauteng, are controlled to these high quality standards, together with seven branch offices strategically located and a comprehensive network of dealers and agents serve industry throughout Southern and East Africa and neighbouring countries.
As the first foreign investment in the local service centre industry in Cape Town, Lufthansa Global Telesales (GTS) remains committed and proud supporter of South Africa and the Western Cape.

We are a people focused company and believe it is important to give back to the communities we operate and live in.

Therefore we formulated the iThemba School Concept, which aims to create and sustain a healthy and safe learning environment for disadvantaged children. Sustainable and needed support is given not only by providing the children with a head start into their future, but also by creating additional jobs within the community.

For GTS Cape Town, Corporate Social Responsibility is an imperative pillar of our business. The iThemba school project is important to and actively driven by our staff, who also come from diverse cultural and social backgrounds and represent the rainbow nation so unique to South Africa.

With a South African mother and a German father I embrace both cultures and truly love South Africa and its diverse people. I feel privileged to collaborate with like-minded people on this meaningful venture.

Why iThemba School Concept?

South Africa is a young democracy coming to terms with the inequalities of the past. Economic and social deprivation has resulted in children falling 2-3 years behind their appropriate age levels.

Many children are only exposed to ethnic languages such as Xhosa, Zulu, Sotho or Afrikaans. iThemba Pre-Primary School focuses mainly on teaching basic English in order to prepare the children for their entry into the better state school system, which mainly uses English as a medium of instruction.

Corporate Responsibility - Lufthansa Global Telesales’ Mission Statement

A project was conceptualized that eliminates some of the country’s educational disparities by improving the quality of education.

By establishing and supporting an English Pre-Primary School in an impoverished area of Cape Town, disadvantaged children will be taught numeracy, literacy and will be given good nutrition. Teaching English to children at an early stage equips and empowers them to further their education and build a brighter future. GTS develops and nurtures a future where education is a human right for all and the children receive an educational head start. The project is named “iThemba” which means hope.

Phase One – iThemba School Philippi

GTS Cape Town in cooperation with Help Alliance - a non profit organization run by Lufthansa German Airline employees – launched the iThemba school concept by opening a pre-primary school in Philippi, Cape Town in 2006.

50 children were educated and 25 successfully entered English speaking primary schools. The success of the project confirmed the need for safe, educational facilities and was rewarded with the “Community Spirit Award 2006” for the Western Cape & South Africa.

Since the Philippi school set-up was not conducive for the planned expansion it was transferred and integrated into the local Lutheran Community centre, which is running the school under its own auspices.

Phase Two – iThemba School Capricorn

In Vrygrond on the False Bay coast near Muizenberg about 20 km from central Cape Town, suitable premises to establish a new pre-primary school were found. Vrygrond is a socially and economically deprived informal settlement of more than 12 000 people. Half of the population is Black and the other “Coloured” with the number of children estimated at 2 500. With an unemployment rate of around 70% and only 2 respectable pre-primary schools in the area the need for pre-primary education was paramount.

GTS CPT signed a 20-year lease agreement – free of charge – with the Vrygrond Community Development Trust to build and independently operate a community facility.

The iThemba School Capricorn

Over a period of just 8 months plans were drawn up, approved and a school building consisting of pre-built mobile units including utilities, sewage and fencing was constructed. The school has 3 x 50sqm classrooms, a kitchen, staff room, storage and bathrooms. It is equipped with furniture, books, learning material and educational toys.

During October and November 2009 the curriculum for the school was reviewed and finalized and the first group of learners was registered.
In total 7 positions were created at the school for the local community including kitchen staff, a cleaner and security person.

The school is outlined for children between the ages of 3-6 years. Under the guidance of the Principal the classes receive three years full-day education to facilitate entry into a primary school. The curriculum has a strong emphasis on teaching and learning the English language, however soft skills such as values, attitudes, tenacity and school readiness will also be taught.

The school provides a secure learning environment to play and learn with the stimulation of cognitive processes. It also establishes a set routine in the lives of the children who are not exposed to structural routine, due to their social circumstances and backgrounds. After 3 years the learners will emerge ready to enter primary school educational.

The children also receive 3 balanced, healthy and nutritional meals per day – a lot of parents struggling to provide on a regular basis - an aftercare facility and basic medical support.

**THE FIRST DAY OF SCHOOL**

On 13 January 2010 iThemba School Capricorn opened its doors. There was great excitement amongst the school staff, GTS team members, volunteers and their guests, who welcomed the 50 new learners on their first day at school.

They were split up in two classes with a manageable 25 children each. The initial insecurity soon disappeared once the children saw their uniforms, the swings and jungle gym in the playground. There is much to learn when you are under 5 years old, but the kids quickly adapted to their new environment, rules and routine.

Initial feedback from the parents and children is extremely positive.

**ONGOING SUPPORT**

GTS has committed to supporting the iThemba School Capricorn and relies largely on the generous support of 3rd party donors. There are many ways sponsors can get involved, e.g. either by contributing to the running costs of the school via a monthly donation or by supporting any of the invaluable items each kid needs. The importance of these items was learnt during the pilot project, where for example full attendance was finally reached when a ‘school uniform’ was distributed. For the price of two movie tickets, a child can receive the tools they need to learn their ABCs. A full summer school uniform costs less than a tank of petrol.

Donations and investments pay for expenses directly related to running the school, such as teacher salaries and the children’s expenses. 100% of these donations go to the iThemba School Capricorn Project. This is possible due to the fact that the whole project management is done free of charge and in a professional manner by the Global Telesales Cape Town project team. They guarantee that all donations received will be invested safely and wisely and are controlled by independent auditors regularly.

Contact: Carola Blendermann, Project Manager, iThemba School Project, +27 (0)21 415 6909, carola@ithembaschool.co.za
The task of ensuring socially balanced economic development is a major challenge for society and those who shape it. In the context of Henkel’s business activities and the associated value creation, our policy of doing business in an ethical and legal manner is inseparably linked with respect for human rights, the customs, traditions and the social values of the countries in which we operate; making an important contribution to society as a whole. Jobs are created with fair conditions of employment, and training is provided for employees and customers. In this way, the company contributes to economic development and social equality and progress, recognising the need to harmonise economic, ecological and social goals.

We also believe that sustainable development is a shared responsibility of the world-wide community. Acting on this conviction, Henkel has declared its support of the International Chamber of Commerce’s Business Charter for Sustainable Development and the United Nations’ Global Compact. Henkel’s strategic belief is that economically strong and successful enterprises are essential when it comes to achieving effective protection of the environment and social progress. Aligning our operations to the rules of the Code of Corporate Sustainability, allows us to further secure and develop the strong positions we hold in each respective market.

Every day, millions of customers and consumers around the world choose Henkel brands and Henkel quality. Our products and technologies are our core contribution to society. Through them, we support climate protection, resource conservation, and social progress. We are convinced that our continued focus on sustainability will help grow the long-term value of Henkel. All new products from Henkel contribute to sustainable development in at least one of our focal areas: energy and climate, water and wastewater, materials and waste, health and safety and social progress.

Our activities in 2009 were aimed at the continued implementation of sustainability in our operating businesses and in customer-and consumer-relevant concepts.

We have systematically anchored our focal areas in our company-wide standardised innovation process, because we know that Henkel can only fulfil our commitment if our focal areas are integrated into our innovation process from the very beginning. All new products contribute to...
sustainable development in at least one focal area.

Under the heading Black Economic Empowerment ("BEE"), the South African government has, since 2004, been pursuing the objective of redressing equality issues and encouraging active participation of the once disadvantaged black majority in the economic life of the country. Under this spotlight, Henkel sold 26 percent of the shares in its South African business to the investor group Vuya! Investments in January 2006. This involvement of a BEE partner serves to strengthen our standing both in relation to state interests and in the eyes of our customers, as companies satisfying the regulatory guidelines officially enjoy the status of preferred supplier.

The visible results of our work include the launch of Tamaho Kindergarten in the informal settlement outside Katlehong in Johannesburg, in close proximity to the Henkel plant. This crèche accommodates 60 children between the ages of two to six, which is fully staffed with teachers, support staff and a principal. The children are well looked after and are provided with three square meals per day, based on a menu which is reviewed regularly by the Henkel Clinic. Henkel is responsible for the full operational costs of the centre and carries out the maintenance thereof.

In 2009, Henkel South Africa decided to build a second crèche as part of its CSR programme in the country. The facility currently being built in Hamlet, part of the Witzenberg Municipality, in Ceres (Western Cape), is constructed by 30 German students from the University of Aachen (Architecture and Design) as part of their practical studies and supervised by Prof Bernadette Heiermann. Funding for the kindergarten project is kindly supplied by Dr Jochen Krautter (retired Board member of the Henkel Group in Germany), the Henkel MIT Initiative (CSR projects for children worldwide) and Vuya! Investments. Dr Michael Zipp, Managing Director of Henkel South Africa comments: “The Hamlet project is part of Henkel’s CSR activities which are specifically targeting areas where no child care facilities are available.”

“We appreciate Henkel’s commitment towards the vulnerable children in our area,” adds David Nasson, Manager of Witzenberg Municipality. “The need for a crèche has been raised in several Integrated Development Planning meetings of the Witzenberg Municipality.”

As part of the company’s CSI initiatives, the 2010 school year saw Pritt - the leading glue stick in South Africa - and the Road Traffic Management Corporation (RTMC) host a media and stakeholder event to announce the commencement of a constructive partnership at the Orlando 7th Day Adventist Primary School in Orlando West Soweto for the Scholar Patrol project. Conceptualised by Henkel South Africa, the project, (which is operated by learners, under the supervision of adults) undertakes to increase the visibility of scholar patrols to motorists and ensure that learners cross the road safely. The first phase of this initiative will begin in the Gauteng region and based on the learnings of this initial phase, it is expected that the project will be implemented on a national level.

David Berman, Director of Marketing and Sales Consumer Adhesives South Africa and Sub-Saharan Africa at Henkel South Africa provides some insight; “In acknowledgement of the popularity and support that Pritt enjoys in the schooling environment, Henkel wanted to be able to give something back that would have an impact on learners’ lives, beyond the classroom.”

Pritt Create–A-Collage is another Pritt initiative that provides educators with additional knowledge and skills at no cost to themselves. This massive added value opportunity recognises the educator’s commitment to developing the talents and capabilities of our country’s future generations, and allows teachers to attend a variety of Excite & Educate lectures. The programme is designed to ensure that the Pritt brand is recognised for giving back to the scholastic environment, which has been the basis of our brand success over the past 38 years. It benefits the educators who play a very influential role in getting our products speci-
fied on school stationery requirement lists each year. These forums also provide us with an opportunity to showcase our new Pritt range of products to the educators, whilst highlighting the exact motor-skills development considerations which have gone into the design of these products.

2010 will represent the fourth year in which Henkel South Africa lends its support as the main event sponsor of the annual Pritt IronKids aquathlon. The Pritt IronKids goes hand in hand with the Ironman and is a wonderful way for the younger set to showcase their talents in a non-competitive way. The Ironman, held in 21 countries worldwide, is seen as the ultimate test of fitness and endurance. The decision to sponsor this event was very easy, Vivienne Murray, Marketing manager Henkel South Africa comments: “it fits perfectly with our strategy to build positive relationships with our consumers and it coincides with our Pritt brand back-to-school theme which is ‘I can do it’ and features Mr. Pritt participating in a number of team and individual sporting events. Physical wellbeing is also one of the key educational themes being addressed in South African schools.” All participating kids receive an exclusive Pritt IronKids t-shirt and swimming cap, and all who complete the event are awarded with a medal and certificate. The big benefit offered to the kids through Pritt’s sponsorship is that their entry fee of ZAR50 goes directly to the Ironman 4 the Kidz Charity - thereby allowing children to help other children who are not as fortunate as them to have a better life.

Through these various initiatives, Henkel is taking a step further to expand our sustainability leadership. In particular, we will be concentrating on the areas of education, and sustainable consumption. We wish to inform our customers and consumers even more effectively in the future about the added value resulting from the combination of quality and responsibility. One of the top priorities will be continued improvement in transparency throughout the supply and value chains.

Henkel aims to set and exceed industry standards in the field of corporate social responsible and has succeeded by being listed as one of the world’s 100 most sustainable companies at the last World Economic Forum in Davos.
Giving back is about a real depth of understanding, commitment and leadership. KPMG’s Corporate Citizenship is spread across a variety of areas where we feel we can make a positive impact. We believe we should use our skills and resources to become fully involved in finding sustainable solutions to global and local issues, working alongside governments, civil society groups and international agencies.

**ENTERPRISE DEVELOPMENT**

KPMG believes we are best able to make a sustainable difference by applying our core skills in community upliftment projects – is doing what we do best. This concept of ‘putting our skills to work’ is evidenced through projects such as the KPMG Enterprise Development Initiative (EDI) in South Africa.

KPMG, in proud association with Absa, introduced the KPMG EDI in 2008, which is centred on skill and knowledge transfer for medium enterprises, specifically targeting entrepreneurs in South Africa that are more than 50% black-owned with a turnover of up to R35 million per year.

The initiative was the first of its kind locally and is geared towards achieving long-term, sustainable enterprise development. The ultimate goal of this intervention is not only to make an immediate impact on these businesses but also to make a sustainable, long-term difference.

**EDUCATION AND SKILLS DEVELOPMENT**

We believe that knowledge and skills development are an essential element to uplifting our communities. This is also something that we can do best by allowing our experienced people to apply their knowledge, skill and experience directly in helping others grow.

**STUDENTS IN FREE ENTERPRISE**

Students in Free Enterprise (SIFE) is a global non-profit organisation active in more than 45 countries involving more than 30 000 students across 1 500 universities. SIFE mobilises university students to make a difference in their communities while developing their business leadership skills.

KPMG has been involved in SIFE since 1996, and has played a pivotal role in helping SIFE go global. KPMG in South Africa is one of the founding sponsors of SIFE in the country and has remained an active supporter since its establishment in 2002. We feel privileged to help the future’s business leaders through this innovative and exciting vehicle.

In addition to our financial sponsorship, we serve on the Board of SIFE in South Africa, have provided honorary professional advisory services and notable marketing and communication support, creating networking opportunities, advising on strategy and issue resolution, and actively taking part in the National Championships in various ways.

SIFE is a unique programme, which gives KPMG firms the opportunity to support educational institutions around the world that aim to create responsible business leaders for the future; and through these young leaders make an impact on the communities we work within.

**KPMG’S GROWTH ACCELERATION PROGRAMME (GAP)**

KPMG’s GAP is a practical example of skills development. The programme was launched to address South Africa’s paradox of a skills shortage on the one hand but with increasing numbers of unemployed graduates on the other. GAP is aimed at providing valuable work experience and soft skills training to previously unemployed graduates through a 12-month development course.

A customised programme is run for the students over the year and includes mentoring, soft skills as well as technical and professional skills development to effectively groom the students for the workplace. In addition, each student is exposed to specific professional training in terms of the Business Unit they are assigned to. KPMG has already run this programme over two consecutive years.
LIVING GREEN
Climate change is one of the most serious challenges facing the world today. KPMG’s core values call for us to care for the communities where we live and work. As global citizens, we have responsibilities to do what we can to improve our impact on the environment.

To help combat the effects of climate change, we have developed the KPMG Global Green Initiative – a global approach to help address the challenges of climate change – which includes our ambition to reduce our combined member firms’ global carbon footprint by 25% by 2010 off a 2007 baseline. We are also encouraging KPMG people to reduce their own impact on the environment.

Our first step was to understand our carbon footprint by measuring and reporting on our global footprint and assisting employees and clients in doing the same. We are also providing our employees with the information and tools that they need to improve their own climate impact, in the workplace and at home.

Some examples of ‘green’ projects KPMG in South Africa has implemented:

- Double-sided printing, dramatically reducing the amount of paper we use
- Replacement of all paper and polystyrene cups in the pause areas with re-usable mugs (we save approximately 40 000 cups a month)
- A waste management system has been implemented which allows for the sorting and recycling of waste on the premises
- Purchasing energy efficient equipment and monitoring server rooms to improve efficiency
- Motion sensor lighting in some buildings, which impacts the amount of electricity we use
- Moving to electronic communication where possible, significantly reducing our printed materials.

CORPORATE PHILANTHROPY
Corporate philanthropy is an important part of our business model as it directly benefits those in immediate need.

KPMG ‘Make A Difference’ Fund
The KPMG ‘Make A Difference’ (MAD) Fund, established in 2005, enables KPMG to undertake significant charitable projects in our communities. Every person at KPMG is invited to play a key role, by donating money and/or volunteering their time.

KPMG ‘Make A Difference Day’
Every year, KPMG firms take part in the Europe, Middle East and Africa MAD Day. Each Business Unit or office is encouraged to plan activities with an organisation, charity, school, etc. they regularly support or, alternatively, identify a new project especially for MAD Day.
Winter Charity Drive
For our annual Winter Charity Drive, KPMG people donate blankets, clothing and food to those in need. Every year the various KPMG offices support this charity drive to warm up the lives of those less fortunate.

Christmas Card Project
KPMG sponsors an annual competition aimed at primary school learners from previously disadvantaged areas to design a Christmas card for KPMG’s clients. This allows us to share the vision of our youth with top business leaders while creating a sense of pride for the learners themselves and their schools. Recognition of the individual and a cash donation to the school are included in the prize.

Christmas Tree Project
Our annual Christmas Tree Project is aimed at the young and old, people with disabilities or terminal illnesses, and others in need. During the festive season, trees are put up around the KPMG offices. Attached to these trees are tags with a person’s name, gender and age from selected charities across the country. Every person from the identified charity receives a gift that is personally selected, wrapped and labelled. The presents are distributed at once, often with a party to add to the cheer.

Disaster Relief
Fighting xenophobia
In 2008, South Africa was rocked by the outbreak of xenophobic violence across the country. The violent attacks displaced more than 200 000 refugees and immigrants that had come to South Africa looking for a better future. KPMG sent out an urgent plea for help and almost R100 000 was raised for the purchase of needed supplies. In association with Pep Stores, Makro and Rennies, we collected 125 bags of clothing, 55 bags of food and 20 bags of blankets, and transported them to where they were needed most. In addition, many of our Business Units and offices made further donations to the national effort.

Help for Haiti
In January 2010 the devastating 7.0 magnitude earthquake in Haiti left tens of thousands dead and affected millions of people. Internationally, KPMG member firms and our Partners and staff raised over US$2 million to aid Haiti. KPMG in South Africa donated US$10 000 to the relief efforts. KPMG people in South Africa were also encouraged to make a contribution in their personal capacities and we collected an additional US$20 000. These funds will be allocated to the restoration and rebuilding of Haiti, working closely with key global NGOs.

Conclusion
Corporate Citizenship is indeed an important part of our business model. Through developing and sustaining the world around us, we ultimately enhance our bottom line. Whether it is planting a vegetable garden for a school or providing business coaching to entrepreneurs, we continually strive to ensure that KPMG remains an undisputed leader in outstanding Corporate Citizenship.

Everyday, in some way, KPMG is proudly giving back to the communities in which we serve.

For more information, please visit www.kpmg.co.za.
Since 2003 the South African government has made efforts to promote a greater representation and participation of the black and coloured population majority in the public administration and the private sector of the economy. In support of this initiative, in December 2008 Kuehne + Nagel transferred a 27 per cent holding in its subsidiary KN Tsepisa Logistics (Pty) Ltd. to the South African investor CIDA Empowerment. This is a public benefit organization which uses the dividend revenue from its various corporate holdings to fund the tertiary education of financially disadvantaged young people. The most important of these projects is the CIDA City Campus in Johannesburg, a private, non-profit education institute that provides students, mainly from rural areas, with free tuition for higher educational qualifications. For Kuehne + Nagel South Africa the partnership between KN Tsepisa and CIDA is an example of the successful implementation of the broad-based Black Empowerment transformation process that brings long-term benefits to all participants. By its commitment, Kuehne + Nagel actively helps to achieve authentic and sustainable empowerment by providing South Africa’s youth with the opportunity to transcend poverty through education - a goal that will enable the logistics provider to recruit local graduates with a sound professional training as members of its staff.

Kuehne + Nagel is the first company to have implemented an apprenticeship based on the dual learning system in South Africa. Thirteen young people, who successfully completed their matric, were given a two year employment contract with KN in Longmeadow (Edenvale). During the latter period each of the apprentices will rotate through different operational departments in order to get a basic knowledge of all the separate functions that comprise a forwarding company. In addition they have
twice weekly four hours of theoretical lessons. This is effected by using a blended training method, meaning computer based learning accompanied by a teacher or mentor. The combination of the rotation within the company being the 'practical part' as well as the theoretical background provides each of the learners a broad knowledge related to the various business fields. This gives the company the chance to employ young people who already know the foundation of the daily work and are identifying with the company.

The apprentices first of all get a very good education not only in the forwarding sector, but also obtain a general business attitude and ethic, leaving them able to decide whether the transport sector will be the right path for their future career.

Kuehne + Nagel in South Africa started the programme in 2008 and in the position to employ all of the successful candidates who wanted to stay with the company, which was the vast majority, once the apprenticeship programme was completed at the end of 2009, regardless of the difficult business environment. Subsequent to this, two further groups of each thirteen young people started the apprenticeship in 2009 and 2010 with the idea to implement the system nationwide also in the other offices of Kuehne + Nagel in South Africa.
Our company

Kurus English, is an English Language school which offers a range of English language programmes, whilst embracing a socio-economic business model. International English Language competency is developed and improved by providing experiential learning through a unique angle and set of socially and culturally diverse learning opportunities. Kurus English aims to provide our students with a broadening social perspective relating to the multi-cultural and multi-ethnic world in which we live and work; this while they are immersed in the city of Cape Town and its communities and are also in touch with its individual people.

Our significant distinction from other reputable schools, is that in addition to the General Intensive English classes in the morning, we offer practical, afternoon, out-of-class Language Excursions. Our Language Excursions embody social, cultural and historic learning opportunities, and our students are ably accompanied and supported by our experienced language teachers. Our Excursions provide our students with a range of opportunities to meet and engage with the people of Cape Town, where they are able to practice their English in authentic, real-life contexts. We combine the learning of English and improvement of language competency together with building meaningful awareness of cultural diversity; simultaneously, we support previously-disadvantaged communities and people in Cape Town and its environs.

Our name "Kurus English"

"Kurus" is a word in Nama, the language of the Khoi, one of the ancient and indigenous people of Africa. In English, Kurus means ‘creation’ and furthermore, “things made, especially by means of skill or intelligence; out of nothing, only from inside”. Humankind, as far as we know, has its roots and origins in Africa. Our roots lead back to the Khoi and the San. The South African motto is “Unity in Diversity” written in a Khoisan language |Xam: “!ke e: |xarra ||ke”. The Khoisan languages are not included as one of the eleven official languages of South Africa. Having chosen our company's name in the Nama language, however, Kurus English pays linguistic tribute to the indigenous people of southern and South Africa, and so bridges this ancient African Language with English, our modern and international language, which needs no introduction.

Corporate Social Responsibility

Kurus English remains committed to enhancing the positive, social, environmental and economic impacts we enjoy in local communities, and indeed wherever we may conduct business. We endeavour to create opportunities where previously there may not have been many, or, alas, only very few. In the same way, Kurus English is committed to doing business responsibly and conducting ourselves in ways that earn the trust and respect of our team, our clients and partners, and very importantly, the people of Cape Town with whom we live and work.
Our Corporate social responsibility programmes and activities are concentrated mainly around our previously-outlined English Language Excursions, integral to our unique concept of Language Culture and Discovery. Through the agency of our partner, Coffeebeans Routes, we accompany our students out from their normal classroom environment, to meet, engage and communicate with local people, such as musicians, artists, project coordinators of NGO’s and many more. Besides employing these opportunities to create unique and powerful whole-learning environments for our students, we also ensure our Language Excursion Hosts are fairly remunerated for their services. We can confidently claim that in 80% of our Language Excursions we support previously disadvantaged communities and people. In this way, the development of language and cultural competence work together hand in glove.

To this end, two chief examples of projects we support are: the Ambitious Youth of Khayelitsha (AYK) and the Cape Town Composers’ Workshop.

AYK - THE AMBITIOUS YOUTH OF KHYEELITSHA

The Ambitious Youth of Khayelitsha (AYK) mission statement says: “our passion for soccer and love for our community to create a financially stable business focused on alleviating crime and alcohol abuse in Khayelitsha”.

The AYK are a group of 12 motivated young men between the ages of 20 and 28, who grew up together in Khayelitsha. After leaving school they struggled to further their studies or find a sustainable income. In 2008 while sitting outside a Medical Knowledge Institute in their area, they were invited to participate in a workshop on HIV/AIDS by an Institute’s facilitator. On completion of the course, they realised that with innovation they could become more responsible for their livelihoods by looking at creative ways to earn an income and, by so doing, develop their community. For many years while playing soccer on street corners, these young men would see tourists pass by on buses and found it strange that these tourists seemingly never engaged in, nor were given opportunities to engage more interactively with local people. The idea was born to create a platform enabling tourists and visitors to interact with the community in a way that is adventurous and fun.
whilst at the same time exposing them to township culture and experiences which are both meaningful and authentic. The AYK Tours develop a sustainable income from the tour operation which creates jobs and provides an income for its members. The tour gives guests insight into education, housing, health, sport and recreation, and the manner in which all this is experienced by the youth of Khayelitsha.

This Kurus English AYK partnering combines to form a profoundly effective complement to our school’s core Language, Culture and Discovery aim, whilst supporting local grassroots’ initiatives. Our interactive and communicative Language Excursions enter into the very fabric of Cape Town and its society, providing opportunities for learning English whilst also expanding cultural competence as an ever more important soft, social skill.

**CAPE TOWN COMPOSERS’ WORKSHOP**

Another project supported and promoted by Kurus English is the Cape Town Composers’ Workshop founded by well known Cape Town Jazz icon Mac McKenzie. This open-ended project consists of the establishment of a fund through which projects in Cape Town are brought to realisation. Such projects are to contribute to the creation and promotion of musical works by Jazz composers from Cape Town, and the training as well as advancement of young musicians.

The aims of this Not for Profit Organisation (NPO) are, firstly, to promote and enhance the creation of musical works by Jazz composers from Cape Town, especially Athlone and Bridgetown. Secondly, to further the performance of jazz in the disadvantaged communities. Thirdly, to train young talents both as composers and musicians by the masters, providing them with a space in which to bring their skills to fruition. Finally, to uplift and empower the youth of disadvantaged communities.

The overall goal is to “hand over to new leaders”: students need to be equipped with knowledge to take over leadership roles. In this way, the Cape Town Composers’ Workshop Fund can assist in improving a particular set of circumstances in Athlone, through the sharing of opportunities for education in music.

Besides our Language Excursions, Kurus English supports the Cape Town Composers’ Workshop, providing essential resources and support for the establishment of this newly-founded organisation. In addition, the Director of Kurus English Johannes Kraus, has provided his extensive network in Germany to raise funds and to organise fundraising music performances in Europe.
Leschaco (Pty) Ltd. in South Africa is very much participating in Corporate Social Responsibility. For the past two years we have been supporting and contributing towards Children's Home, Changing Lives Ministries, situated in Johannesburg.

Changing Lives Ministries is a children's home that is providing shelter for 12 abused, abandoned, neglected and orphaned children. These children are between the ages of 1 year to 14 years. They are being looked after by the Founder and Chairperson Milly Jarvis. This home is a non-profitable organization that is relying on the support of organizations such as Leschaco and private individuals and any other donations made to them.

Leschaco endeavored themselves to help improve the circumstances and the quality of live for each of these children. Leschaco provided the home with cupboards for the children to pack and hang their clothes in when they moved into their new premises. Some other repair work had to be done to the property which we also took upon us to have done.

Our mother company in Germany, Lexzau, Scharbau GMBH & Co KG, who is also very much on board with this project donated some second hand computers, bicycles and toys to the children which are still in good working order and Leschaco paid to have same imported to South Africa and to have it delivered and installed at the home. Ever since we are also maintaining and keeping the computers in good running order.

The vehicle of the home also had to go in for emergency repairs and because of the amount of children that needed to be carted around from home to school and back the car loaned to them by the service station was not sufficient for their needs. Leschaco then made available one of their commercial vehicles so that the children could be carted around safely and without any inconvenience.

In December 2009 Leschaco decided to change the spirit of Christmas from a business perspective to a personal perspective and to dedicate same to those in need of love, care and trust. Leschaco honored the Children's Home in their Christmas card and also donated the funds meant for Christmas presents to our clients to the home.

Peter Diekmeyer
Managing Director
Leschaco (Pty) Ltd
The Linde Group is a world leading gases and engineering company with almost 48,000 employees working in more than 100 countries worldwide. In the 2009 financial year it achieved sales of EUR 11.2 billion. The Group’s strategy is geared towards sustainable earnings-based growth and focuses on the expansion of its international business with forward-looking products services.

Linde today earns around 90 per cent of its revenue outside Germany and more than 50 per cent beyond Europe. This fact also makes us aware that corporate responsibility crosses national boundaries and goes beyond pure profit maximisation. We are evaluated not just as an industrial gas and engineering company, but also as part of the society or culture in which we are active. Corporate responsibility strengthens our identity and serves to align our stakeholders and employees.

With clear and consistent communication, Linde achieves a uniform understanding of its corporate responsibility. We sum up this commitment under the concept of Corporate Responsibility and have established five fields of action for which we formulate concrete goals: Employees, Safety Health Environment and Quality (SHEQ), Corporate Citizenship, Ethics and Compliance, and Socially Responsible Investments.


As part of The Linde Group, African Oxygen Limited is committed to giving back to the communities in which we operate. Recognised by the United Nations as a benchmark in Corporate Social Responsibility, Bumbanani Day is a singularly special event. Thousands of underprivileged, abused and sick youngsters get to have fun, laugh and play, albeit for just a day. Each year, this ‘let’s build together’ event is held in countries across Africa, wherever Afrox does business. However, this day is just a small part of our CSR commitment – one day out of 365. For the other 364 days, these same youngsters, in the homes and shelters where they find refuge, are supported and nurtured by Afrox employees.

Our people give freely of their time and compassion to support some 8,000 young people in South Africa,
Botswana, Democratic Republic of Congo, Kenya, Lesotho, Malawi, Mozambique, Namibia, Nigeria, Swaziland, Uganda, Zambia and Zimbabwe. Community Involvement Programme (CIP Projects) are financially supported by Afrox as a company, is actually driven by our employees, who volunteer time and effort to make a difference to these young lives. Without the dedication of these unselfish and caring people, Bumbanani Day just wouldn’t happen. In fact, in most cases, the plight of the young people they care so much about would probably go unnoticed.

Sometimes, it is the smallest things in life, the little gesture, the helping hand, which has the most impact. Young people are our future and not all are born into the security of a loving family. Many don’t have enough to eat and many more don’t even have their health. Displaying Corporate Social Responsibility, Afrox makes donations, ranging from R20,000 to R1-million, to projects run by organisations like Africa Food for Thought, the Grahamstown Hospice (Child Support Group) and the Endangered Wildlife Trust, to name but a few.

Linde Process Plants in South Africa, a subsidiary of Linde Engineering, follows the same path. Recently it donated 30 computers to the Deutsche Internationale Schule in Johannesburg (DSJ). The equipment is for use by fourth graders from Soweto, who are taught every Saturday at the DSJ. Some of the brightest children in the grade will be given the chance to attend DSJ full-time from the fifth grade, and should they qualify will also receive a German diploma.

Afrox takes seriously the influence and impact its business has on society, the economy and the environment. This is reflected by the company’s selection as one of 67 companies in 2009 to be included in the JSE’s Socially Responsible Investment (SRI) index.

Corporate social investment (CSI) is an inherent part of how Afrox does business. Economically and socially strong communities enhance Afrox’s success, and its CSI strategy is aligned to long-term business objectives. Afrox programmes include:

- community involvement programme (CIP) – the highlight being Bumbanani Day;
- donations programme; and
- educational support for underprivileged learners.

### Projects 2009

<table>
<thead>
<tr>
<th>Projects</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orphanage/place of safety/care centre for orphaned, abandoned, abused or destitute children, many of whom are living with HIV/AIDS</td>
<td>41</td>
</tr>
<tr>
<td>School/creche/aftercare facility</td>
<td>18</td>
</tr>
<tr>
<td>Centre for physically and/or mentally disabled children</td>
<td>7</td>
</tr>
<tr>
<td>Youth sports club</td>
<td>2</td>
</tr>
<tr>
<td>Health/medical/children's ward in local hospital/eye testing &amp; drug rehabilitation centre for teenagers</td>
<td>3</td>
</tr>
<tr>
<td>Children’s feeding scheme</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>74</strong></td>
</tr>
</tbody>
</table>

A list of homes supported by Afrox can be viewed on www.afrox.com under “Corporate Reporting – CIP institutions supported”.  

### Donations

Afrox donates 1% of its after-tax earnings. In this financial year donations amounted to more than R4 million. Donations are governed by a formal policy that has as its theme “investing in the future” with emphasis on “our children, their education and their environment”. Afrox’s managing director chairs a committee that meets quarterly to allocate funds to charitable institutions. As in previous years, no donations were made to any political party either in South Africa or the African countries in which we operate.
ERINVALE
ESTATE HOTEL & SPA

THE GIVING ROOM
Erinvale Estate Hotel & Spa together with Preferred Hotel Group invites you to make a difference in our community by choosing to stay in “The Giving Room”. The Giving Room is an initiative of Preferred Hotel Group’s GIFTTS (Great Initiatives for Today’s [Tomorrow’s] Society) programme. For every night occupied in the designated Giving Room, Room 40, 10 per cent of the room’s revenue will be donated to ECHO. This initiative is a great way to make your stay not only memorable but also beneficial to the underprivileged in the immediate community.

ECHO
Erinvale Care and Help Organisation embraces and enriches the lives of less privileged members of our society and strives to create unity amongst all in the Helderberg Basin. The Echo Development Programme aims to guide tertiary students to grow to their full potential for the professional environment.

EDUCATION
ECHO offers educational opportunities across a wide range of activities:
• Individual sponsorships – R17,000 per year
• Extra-curricular tuition
• “Life Skills” workshops
• Sports development
• Life coaching and mentoring

SUPPORT
We support the following organisations through recycling of clothes and household goods as well as financial assistance:
• Rape Crisis
• PATCH
• Emmanuel’s Haven
• Child Witness Protection
• Chris Nissen Park
• Macassar
• Animal Welfare

FEEDING
Our philosophy is “Build the soil, grow the plants, heal the people, feed the planet” for life. The following are our community feeding projects:
• Garden Village Soup Kitchen
• Garden Village Soup Packs
• Chris Nissen Vegetable Garden
• Chris Nissen Park “Love Packs”
• Child Witness Protection “Comfort Packs”

ECO-FRIENDLY HABITS AT ERINVALE ESTATE HOTEL & SPA
• Continuously recycling waste – glass, tin, plastic and cardboard – ensuring reduction of landfill waste.
• Water saving notices in bathrooms.
• Borehole water used for irrigation.
• Energy-saving light fixtures wherever possible.
THE GIVING ROOM
The Devon Valley Hotel together with Preferred Hotel Group invites you to make a difference in our community by choosing to stay in “The Giving Room”. The Giving Room is an initiative of Preferred Hotel Group’s GIFTTS (Great Initiatives for Today’s [Tomorrow’s] Society) programme. For every night occupied in the designated Giving Room, Room 53, 10 per cent of the room’s revenue will be donated to Graceland Pre-Primary School. This initiative is a great way to make your stay not only memorable but also beneficial to the underprivileged in the immediate community.

GRACELAND PRE-PRIMARY SCHOOL
Thembalitsha Foundation, in consultation with the local community, has established a pre-school and creche in Devon Valley called Graceland. Its aim is to enable children to reach their full potential. The foundation has funded the training of four teachers through the Department of Education. The Devon Valley Hotel together with neighbouring vintners support this initiative and are honoured to be involved with such a committed team of care-givers. At the moment four teachers and helpers from the community take care of 65 children between the ages of two and seven years.

ECO-FRIENDLY HABITS AT THE DEVON VALLEY HOTEL
• Water saving notices in bathrooms
• All glass, paper, newspapers and cardboard are recycled.
• All new Vineyard Rooms (20) are equipped with an energy-saving device that automatically switches off all lights and air conditioners when guests leave their rooms.
• A R350k investment has been made to date installing two separate solar heating systems at the hotel to ensure clean and renewable energy.
• Energy-saving lighting has been installed wherever possible (including new LED lighting), currently reducing our power consumption by 27%; our goal is to achieve a 55% saving.
• Both our hairdryers and our safes in the new rooms are RoHS compliant (Restriction of Hazardous Substances Directive). This directive restricts the use of six hazardous materials in the manufacture of various types of electronic and electrical equipment.
• Bamboo flooring was installed for ten of the new Vineyard bedrooms and all major public areas (restaurant, reception and bar). Bamboo is a quality, sustainable and renewable resource.
• All maintenance staff attended the FEDHASA energy saving and efficiency seminar.
• Earth Hour campaign: The hotel encouraged all guests and employees to sign up for this initiative and to join in a candlelit dinner during the time all power was switched off in the public areas.
MAN Truck & Bus Africa’s Corporate Social Responsibility projects are providing real help and real action to South Africa’s local communities.

MAN Truck & Bus Africa (MAN) is involved in a host of corporate social responsibility (CSR) projects throughout South Africa. The projects are all geared at supporting and uplifting the communities in which it operates and see the company donating funds, individuals their time, or the provision of skills training.

**COMMUNITY UPLIFTMENT**

**HABITAT FOR HUMANITY**

*KwaZulu-Natal*

Habitat for Humanity South Africa is a non-profit organisation that assists and supports HIV/AIDS orphans and those affected by the disease by providing homes.

MAN staff from KwaZulu-Natal, specifically MAN Pinetown, MAN Pietermaritzburg and the MAN Assembly Plant, donated R150,000 towards this initiative. Ten staff members also gave six weeks of their time and literally got their hands dirty when they worked alongside community builders to construct new homes.

Each house has an open plan kitchen, a lounge, three bedrooms and a bathroom and can accommodate up to six children and their house parents. The house parents are both women and they undertake long-term commitments to look after the orphans placed in their care.

**SOS CHILDREN’S VILLAGES**

*Ennerdale, Johannesburg*

MAN has also donated R100,000 to the SOS Children’s Village in Ennerdale, Johannesburg. The funds were used to provide care to 10 children housed in one of the Village’s homes for a year. The staff of MAN also renovated the home that it sponsors.

The SOS Children’s Village is a private, charitable and social organisation that looks after orphaned, abandoned and vulnerable children of all races and religions. There are eight SOS Children’s Villages throughout South Africa which collectively house around 4,000 children. Each of the homes at the Villages houses eight to 10 children who are looked after by an SOS-appointed house mother.

**SIYAZIGABISA CHILDREN’S HOME**

*Tembisa, Johannesburg*

MAN Financial Services (MFS), the financial service provider for the MAN Group, and its staff supported Siyazigabisa as part of its CSR initiative for 2009.

Siyazigabisa, Home of Hope in Tembisa, Johannesburg, provides shelter to children between the ages of one and 18 years in the area. The house takes care of an additional 30 underprivileged children who come to the house after school and over weekends for meals and to do their homework.

MFS staff members each made a personal contribution towards gifts in the form of clothes that they presented to the children during a special Christmas function. MAN-branded gifts such as pencil cases filled with stationery for the children attending school, as well as much needed cooking utensils for the home, were given to staff.

**DRIVER EDUCATION AND TRAINING**

**SKILLS TRAINING**

*North West Province*

In 2009 MAN and Atamelang Bus Transport sponsored an initiative of the North West Department of Public Safety designed to reduce road accidents involving buses, taxis and other commercial vehicles. Earlier in the year the department ran a recruitment drive for its road safety driver’s skills enhancement programme targeted at heavy motor vehicle drivers.

The objective of the programme, which is in its second year, is to enhance the driving skills of public driving permit holders and to promote driver education in the province. It also serves as an incentive to the business sector to invest in advanced driver training to obtain excellent return on investment in the form of reduced maintenance costs and improved productivity.
Through this programme drivers of heavy motor vehicles, buses, rigid trucks (with and without trailer), articulated trucks and panel/delivery vans will not only be able to improve the standard of their driving but also enhance the image of professional drivers and be recognised as provincial road safety ambassadors.

The programme culminated in a provincial competition in August in Mafikeng. These winners then went on to represent the province at the National Driver of the Year competition which was held in October 2009 in Limpopo.

**Owner-Driver programme with South African Breweries**

MFS also sponsored an empowerment initiative to the tune of R80-million run in conjunction with South African Breweries (SAB). This owner-driver programme was designed to empower SAB’s employees to become independent business people.

The operators are usually former SAB or ABI drivers who are given an opportunity to establish and run their own business. They start off with Phase 1 contracts whereby they rent a truck from SAB and undergo solid comprehensive business training for a year. They learn all the skills they need to run their own companies before acquiring their own vehicles.

SAB appoints a business manager for the new companies (with their approval) who will assist with administration and finances. Once the drivers have passed an SAB examination, they are awarded Phase 2 contracts and empowered to purchase their first vehicles.

Key to SAB’s continued success over many years is its logistics network. It is one of only a few companies that can deliver product anywhere in South Africa in a very short space of time. A top priority in this empowerment scheme has been to protect that delivery record without compromise. A great deal of thought, time and money has been invested in the programme to ensure its success and MAN is proud to be part of this formula.

To date, 35 MAN trucks have been financed by MFS in this scheme. R36.7-million has been deployed from the facility, which will be reviewed on an annual basis to ensure compliance with SAB’s own policies and goals.

**Skills Development and Support for Technical Training**

**TECHNICAL HIGH SCHOOL TOM NAUDÉ**

Polokwane

An exciting joint venture between MAN, Polokwane’s United Truck Centre (UTC), Technical High School Tom Naudé and Potchefstroom’s North West University is playing its part in addressing South Africa’s technical skills shortage.

Recognising that promising young people needed to be targeted at high school level, MAN has identified Technical High School Tom Naudé as an ideal pilot school.

The school is not only looking at training the students but also at training teachers – a school-based training programme is on the cards through which teachers will receive practical training provided by the school and overseen by the North West University. UTC will assist by providing bursaries.

The programme will be a source from which the high school can supply qualified technicians to MAN and establish a mutually beneficial relationship.

**MOTHEO KOLLEGE**

Bloemfontein

MAN is currently sponsoring the studies of 10 technical students at the Motheo Kollege in Bloemfontein. The initiative is designed to help alleviate the shortage of skilled diesel technicians in the country. MAN is sponsoring their studies for the next three years. ■
The Corporate Social Investment (CSI) strategy of MBSA is driven by two core overarching pillars, reiterating the company’s commitment to make a sustainable difference in region-specific and industry-related projects while retaining the flexibility to focus necessary support when strategic challenges are faced.

Firstly, through our long-standing support of nation-building public/private partnerships like the Business Trust, Business Against Crime, National Business Initiative, Business Leadership SA and Business Unity SA, we are addressing the challenges facing corporate South Africa by leveraging the combined skills and resources of government and the corporate sector.

Secondly, through the introduction of a number of long-term CSI projects in four key focus areas, MBSA has created national and regional opportunities for investment in initiatives that are designed to deliver progressively positive results in the fields of education, safer communities, HIV and Aids, and the environment. Overall, 74% of this annual CSI budget is divided equally between industry-focused education and HIV and Aids projects, and 20% to supporting campaigns which are aimed at creating safer communities. Of the total annual CSI budget, 47% is committed to projects local to the Eastern Cape, home of the Mercedes-Benz SA assembly plant.

The four key focus areas of Mercedes-Benz SA CSI initiatives are:

**EDUCATION**

Improving education is a key target for MBSA, currently investing significantly in education projects in the Eastern Cape. Through strong partnerships with regional government and locally based NGOs, the company is now making a sustainable impact on young learners’ lives. Projects include the School Transformation & Empowerment Programme (STEP) which aims to capacitate school managers, teachers, governors and parents to engage in activities that deliver effective and sustainable learning and teaching practices. The programme further aims to equip learners with skills, knowledge and values to live economically active lives.

**HIV AND AIDS**

MBSA has been a supporter in the fight against HIV and Aids in our workplace and our communities for twenty years, maintaining a high level of intervention and support in both employee and external projects. With many communities now fighting hard against the impact of HIV and Aids, Mercedes-Benz remains committed to these causes by
funding a wide range of projects that provide home-based care, nutrition and life skills as well as counselling. Ekukhanyeni, an HIV and AIDS focused project targeting vulnerable children in the impoverished communities of Lawley and Finetown, south of Johannesburg, is a flagship project in this domain. Eight backroom créches, set up by previously unemployed women, accommodate approximately 400 pre-school children, providing development and basic daily care. The project also trains unemployed members of the community as gardeners and vendors as part of a perma-culture, organic, vegetable gardening initiative.

SAFER COMMUNITIES

MBSA is involved in a number of community based initiatives that tackle South Africa’s serious crime problem. Through these programmes, the company’s objective is to make our communities safer places to attend school, live and work. The Peace and Development project for example, is a community based crime prevention initiative that focuses on street patrolling and conflict mediation by unemployed youth who are trained as Community Peace Workers, impacting on 30 schools in Atteridgeville, north of Pretoria.

ENVIRONMENT

Environmental protection, innovation, and safety underpin MBSA’s strategic approach towards achieving sustainable mobility. In recognition of our impact on the environment we strive to protect and conserve natural resources, while educating a new generation of South Africans regarding the conservation of the environment.

Beyond the four key focus areas is an overall employee volunteerism drive that encourages MBSA staff to share their skills and talents on a voluntary basis. Staff members are encouraged to visit and engage in development at NGO projects on a regular basis.

MBSA CSI projects also ensure that all age groups are considered, from children through early childhood development programmes to skills development and job creation for unemployed adults in rural areas.

CASE STUDY – FLAGSHIP CSI PROJECT

The long-term flagship partnership between MBSA and the Ekukhanyeni Relief Project continues the company’s commitment to combating the socio-economic impact of HIV and AIDS amongst the vulnerable communities of South Africa. This pioneering project supports over 450 orphaned, abandoned and abused pre-school children in impoverished communities through a network of eight créches, empowering community members with a holistic programme that trains them in perma-culture and early childhood development.

The partnership between the two organisations, instigated in May 2009 with an initial investment from MBSA, was marked during an official launch event on Friday 29 January 2010 in Lawley, south of Johannesburg, attended by government and community representatives.

In line with the focus of MBSA’s social responsibility strategy, Ekukhanyeni takes a holistic approach to HIV and AIDS, education, food security and job creation. MBSA’s social upliftment initiatives place particular emphasis on better health and developing self-sufficient communities, safeguarding the future of South Africa’s underprivileged vulnerable communities.

The project has been praised as a sustainable, replicable initiative that successfully addresses early childhood development and food security. Ekukhanyeni is not based on a ‘handout’ philosophy, but strives to empower community members with practical skills and knowledge aimed at addressing the impact of the HIV and AIDS crisis in these communities.

Known as Action Kids, the early childhood development programme takes an integrated approach to child care through interactive activities designed to improve fine and gross motor skills. Trained care-givers and community members supervise activities while providing training for the house mothers. With this year’s investment from MBSA, further equipment will be purchased and the intake of children increased significantly.

A community resource centre built by Ekukhanyeni currently provides 200 children with nutrient-rich vegetables on a daily basis and supplies six of the créches in the project with herb and vegetable seedlings for their own gardens. Principals and care-givers from these créches have received training in nutrition and cooking skills. The project also runs intensive ten-day courses in perma-culture design, plant-based healthcare and sustainable farming practices for community members.

The programme has been so successful in addressing food shortages that plans are underway to replicate this model across other communities. Results are very encouraging with improvements in the mental, social and emotional wellbeing of the children in this area.

As a business committed to sustainable growth in South Africa, MBSA projects continually strive to respond to key issues in our society, with emphasis on responsibility, accountability and action, and a focus driven approach towards significant, long-term results.

As an automotive pioneer in South Africa, MBSA is committed to building not just cars, but communities too.

ABOUT MERCEDES-BENZ SOUTH AFRICA

Mercedes-Benz South Africa (MBSA) is a subsidiary of the global company, Daimler AG. MBSA manufactures Mercedes-Benz and Mitsubishi vehicles at its manufacturing plant in East London. The company’s headquarters are located in Zwartkop, Gauteng, from where the Mercedes-Benz, smart, Mitsubishi Motors, Freightliner, Western Star and Mitsubishi FUSO brands are marketed and financed.
Moratiwa Tours is committed to the principle of responsible tourism and therefore supports various community projects in Gauteng. Our Soweto Tour is accredited by Fair Trade in Tourism and is an excellent example of what we do.

A visit to the Soweto Area, a Soweto township tour is a must-see for the visitor wanting to understand the freedom struggle. Matters for black people had been complicated by the discovery of diamonds and gold in the late 19th century. Prior to 1870 most South African blacks lived in independent chiefdoms; by 1899 none did and as a consequence they lost their freedom, lands and ability to support themselves independently. A township tour of Soweto explains the history of how many black people gravitated to the cities, especially Johannesburg, where they were housed in single-sex hostels attached to mines and factories. Or they were left to fend for themselves in multi-racial slums just north of Fordsburg, infamous for their poor living conditions. By law, no blacks were permitted to live in Johannesburg after the founding of this South Western Township (Soweto), situated in the bowl of the municipal sewage works (cynically chosen because it was the one piece of land that would be of no interest to whites). It expanded rapidly, attracting a range of people from the displaced. Over the next 90 years it became the focal point of black urban culture and the struggle for freedom. To better understand and appreciate all Soweto has to offer, Moratiwa developed the Fairtrade Soweto tour. On this tour you can experience the vibe and history in a safe way. Accompanied by passionate accredited guides who know the area, you participate in daily life. Part of the tour is at your own pace on bicycle, accompanied by your guide. You visit famous historical and struggle sites and a selection of the various uplifting community projects Moratiwa supports. You have time to meet and share with the locals. The tour includes lunch and a taste of the local brew, supporting local business.

Moratiwa avoids waste and over-consumption; we minimise the use of water, energy and materials to reduce future environmental costs. Moratiwa inform guests of methods on how to diminish your footprint and offset CO2 emissions locally. We collect and recycle cans and bottles used in the vehicles. Part of the tour is conducted in an eco friendly way travelling on bicycles. We explain to guests the Soweto greening project; the history of apartheid has left its legacy in Soweto, with dry, dusty streets and little greening. The barren townships, lack of trees, high pollution and low biodiversity have led to a serious lack of environmental awareness and appreciation. We promote Food and Trees, coordinating planting of these 200 000 trees. Moratiwa support the Soweto Greening project; donates seeds and organizes planting of trees.

Moratiwa has a policy on non-employment of children; Moratiwa Tours does not employ a child under the age of
15, following international ILO convention 138 & 182 considering minimum age & child labour and South African Department of Labour Amended Act 2002 chapter six prohibition of employment of children and forced labour. Appropriate measurements and caution are taken with the schools and crèches visited, to ensure an adequate protection of child performers for guest entertainment purposes. Guest entertainment by means of song and dance is incorporated in daily activities, by children perceived as fun and culture sharing activity. Appropriate visiting times are acknowledged diminishing disturbance of lessons and activities.

Moratiwa provides clients with appropriate information so that they can make informed decisions about the destinations they are visiting. We inform clients on what not to buy, which souvenirs are made locally to encourage local business. We inform guests on how they can support local charities or join community projects and how they can support. Moratiwa’s guides brief the visitors on the cooperation between Moratiwa and the different community projects, en route to the projects.

Guest donations to the different projects are facilitated by informing visitors on the different needs of the projects visited. Guest can give financial contributions to the appointed people directly, with our guide witnessing. Prizes can be given on graduation in the case of kindergarten.

With soccer guests can sponsor incentives for man of the match, top goal scorer, professionalism etc. Alternatively, guests can give financial contributions via the liaised non profit organisation Abang Africa Trust.

Moratiwa ensures the communities are involved in the tour and benefit from tourism we bring. We work closely with local communities to assist them in identifying and developing their (tourism) potential, involving them in planning and decision making. The crèche receives quarterly donations of essential goods and services, the Soccer project receives quarterly supply of sports equipment, and for the school the annual heritage day project is sponsored. Our guides regularly sit down with the project coordinators, to draw a list of basic (financial) needs. On basis of these needs assessment extra (financial) support is allocated.

Moratiwa is marketing tourism that is responsible, respecting local, natural and cultural environments. With the Fairtrade Soweto tour, Moratiwa uses the opportunity to advertise local attractions and other products and services offered by local communities. We use small, local and black-owned suppliers for tour-related purchases. In the Fairtrade Soweto tour we incorporated a lunch in a local restaurant and a taste of a local brew in a shebeen, supporting local business. We actively encourage visitors to try out local bars and restaurants and to participate in tours to local areas, bringing business to local communities.
A global strategy on corporate responsibility has helped to shape PricewaterhouseCoopers Southern Africa's approach to its corporate social investment interventions, placing a renewed focus on sustainability and the need to deliver measurable impact. Existing projects have benefited from this strategy and many of them have been extended.

The people of PwC are committed to playing a leading role in achieving a sustainable future: PwC takes responsibility for its actions and promotes responsible business practices; supports the growth and development of its people and communities; and seeks to minimise their impact on the environment.

EMBRACING A GLOBAL STRATEGY

As part of the global PwC network, PricewaterhouseCoopers Southern Africa has embraced the global strategy, which necessarily affects the way it approaches its own CR projects. With a greater focus on delivering sustainable impact, the firm uses its CR interventions to build the capacity of its beneficiaries and thereby free them from future dependency. PwC's objective is to establish projects that will enable communities to reap ongoing rewards, even while it looks for other areas in which it can add value to these beneficiaries.

Throughout the year, PwC Southern Africa leveraged existing relationships to identify areas where it can make a sustainable contribution and have a positive impact on key social issues that affect the communities in which it operates. This involved the expansion of many existing projects.

EXTENDING THE eSCHOOLS INITIATIVE

Recognising that the development of ICT skills and a more computer-literate population has a direct impact on its own sustainability as a business, PwC has extended its flagship NEPAD-linked eSchool initiative. Having completed the roll-out of a full e-learning solution at the pilot site Silver Oaks Secondary School, the company has partnered with the Gauteng Department of Education in identifying ten of the most under-resourced schools in Soweto to deliver the same ICT programme over a three-year period. Currently, PwC are working with the Gauteng Department of Educa-

tion to install a computer laboratory at Mafoni Mphahlele Comprehensive School which is due to launch in March 2010. Additionally, Mindset (curriculum aligned educational software) will be included in this laboratory which will assist both the teachers and the learners.

PROVIDING RESOURCES TO ASSIST LEARNERS WITH MATHEMATICS

In order to assist learners in Grade 10, 11 and 12 with Mathematics, PwC has identified a need to provide learners with scientific calculators in under-privileged areas. As most of these learners cannot afford scientific calculators, Mathematics is virtually impossible to pass, leading to few taking it as a subject or passing it when they do. To help alleviate this problem, PwC donated 530 scientific calculators to Diepsloot Combined in February 2010 and arranged for Casio to provide training to both the teachers and the students on how to operate and use the functions of the calculator. This project will be rolled out nationally over a period of time, to the other senior classes comprising of Grade 10, 11 and 12 in the schools PwC currently sponsor.

BURSARIES

To ensure the sustainability of the firm and the accounting profession, PwC have a strong commitment to bursary sponsorship. In 2009, PwC had offered 825 student bursaries, of which 66% were granted to those from previously disadvantaged communities.

THE FARANANI PROGRAMME

The senior partners of PwC established the Business Skills for South Africa Foundation (BSSA) in 1992, of which the Faranani programme is just one initiative whose objective is to empower women by providing them with business skills.

To date, BSSA has successfully trained in excess of 20 000 entrepreneurs. According to an independent survey, 68% have increased their profits and 49% have increased their wages as a result of this training. In 2006, the firm extended this initiative to rural women in business through a project called Faranani Rural Women Training Initiative. The objective of this project is to train women from rural communities in business skills. PwC is committed to the upliftment of women in South Africa and firmly believes that by inculcating a culture of entrepreneurship amongst women, it can help to empower them to generate their own income and become meaningful contributors to the South African economy.
Employee involvement is a hallmark of many of PwC’s CR projects. Staff members regularly contribute time, money and professional skills to the upliftment of communities through the Umbono employee volunteer programme. Operation Snowball and Toys for Joy are annual projects where employees collect clothes and blankets for distribution during winter, and toys for children over the festive season.

Umbono (meaning ‘vision’) enables PwC to make contributions to worthy causes that would ordinarily fall outside of its strategic CR focus areas. In some cases, worthwhile projects have been escalated from Umbono to become firm-run strategic CR initiatives. The People Opposed to Women Abuse (POWA) partnership is one such example, where PwC through the BSSA provides training programmes to these women ensuring that they are empowered and independent once leaving the shelter.

PwC Staff are also involved in many of the company’s mainstream CR projects. PwC’s partnership with Habitat for Humanity enables employees to get their hands dirty in making a contribution to meeting the country’s critical housing shortage. This year, employees helped build two new houses in Orange Farm and Ivory Park that will provide shelter for families in need, bringing the total number of houses built by staff to ten.

Ordinarily these building projects only involve the construction of the basic structure of the house. However, PwC recognises that beneficiaries are often unable to pay for finishes like electricity, plumbing, ceilings, flooring, windows and doors, and therefore includes these elements in its Habitat for Humanity housing projects. In many instances, the firm has also donated gifts of stoves and other household equipment to the beneficiaries.

In January 2010, PwC sponsored a Financial Assistant to work onsite at the United Nation’s World Food Programme in Johannesburg, for a period of 6 months. The WFP have a reach extending into the far corners of Africa and PwC are proud to be able to assist in this regard.

Currently, PwC is working on a green community upliftment project by providing a wind turbine, solar panelling and water tanks with filtration, to a community drop off centre in rural Rorkes Drift, KwaZulu-Natal. At present, the village does not have access to electricity and water, therefore making this green project crucial to supply basic needs to the community.

Although underpinned by a global strategic intent for corporate responsibility, PwC will continue to use its future CR projects to make a meaningful difference to the communities of Southern Africa. By tailoring the broad intents of a global strategy to meet the specific needs of these local communities, and through the provision of sustainable solutions to social challenges, PricewaterhouseCoopers seeks to remain socially relevant to all the people with whom it interacts.

“At PwC, our values of teamwork, leadership and excellence are embedded into our CR strategy and programmes. Ultimately we position ourselves not only as a firm of choice, but as a corporate citizen of choice.” Thabani Jali, Executive Chairman, PwC Southern Africa.

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Siemens Southern Africa believes that contributing to the country's socio-economic development, beyond being a good corporate citizen, is inextricably linked with its long-term business success. Through its youth-focused CSI programme, the company aims to deliver meaningful and long-term impact in the areas of education, arts and culture, and public welfare.

With a strong heritage of 150 years behind the Siemens brand of providing innovative technology solutions across several industry sectors, Siemens understands how creativity and the expression of unique ideas can lead to success. It is this spirit of originality, innovation and a perpetual focus on the needs of future generations, which informs the company's CSI activities. Through its focus on public welfare, education and the arts, Siemens Southern Africa's CSI programme addresses the technology divide and the social challenges of the region.

Supporting the Creative Arts

As a committed supporter of the arts, Siemens supports the SA Ballet Theatre as well as the Funda Community College's fine arts programme. Based in Soweto, Funda is the only alternative, academic institution teaching fine arts, technology and life skills to close on 800 previously disadvantaged children.

Of the 800 learners attending the college, close on 40 learners participate in the fine arts programme. Siemens not only provides full bursaries to 11 students, covering both tuition and the cost of art supplies, but has also supported several opportunities for the school to gain exposure on an international platform.

Exhibiting for the second time at the Joburg Art Fair this year, Funda College once again stood out for being the only learning institution exhibiting alongside 28 professional galleries. While the 2009 showing did not garner the economic success enjoyed in the first year, where all 40 exhibited artworks were sold, the networking opportunities have begun to reap benefits. Commissions have since materialised from Switzerland and for the first time, government's Department of Arts and Culture showcased the group at a recent cultural exchange programme in Argentina. Siemens has also raised the profile of the 11 bursary recipients by inviting them to produce artworks for the company's annual calendar and the original artworks hang proudly in the company's head office.

Generation 21 Partner School Programme

Siemens Generation 21’ sums up the worldwide activities and initiatives of Siemens to promote education. The focus is placed on children, youths and young adults. Siemens Generation 21 Partner School programme aims to generate interest in maths and science among disadvantaged learners, and to encourage students to pursue technology-related careers. Since the programme's inception in 2007, Siemens has supported 1,600 learners at Ingqayizivele High School in Tembisa to improve maths and science performance. It has also provided bursaries for those wanting to pursue tertiary education in the fields of electrical and electronic engineering, and a R20-million grant given over two years to the Lephalale FET College which has produced 570 graduates equipped with vital artisan skills.

Reaching More Children

One of the benefits of developing such relationships through the Partner School programme is that Siemens becomes a trusted partner in the broader community and is therefore in a position to offer additional educational support. In addition to improving school facilities and learner environments, the Partner School programme also aims to encourage child- and teacher-friendly access to science and technology, particularly at the primary school level. By generating an early interest in the sciences, the company hopes to encourage more learners to pursue technology-related careers later on in life. This is typical of Siemens’ alignment of CSI not only with its own core business, but with national development imperatives as well.

In line with its technology education focus, and thanks to its already established relationship with the Ingqayizivele High School, the company expanded its Partner School relationship in 2008 to include two primary schools that

“Being a good corporate citizen means a company recognises that it exists only because it is an integral part of society and with that comes an obligation to give something back to communities to create a brighter future.”

Stuart Clarkson, CEO, Siemens Southern Africa
Isekelo and Sedibeng Primary Schools each received Siemens’ Discovery boxes. Developed in Germany, the Discovery boxes are part of a complete educational concept that includes experiment sets for investigation into everyday phenomena such as water, air, colour, sound and electricity, as well as a DVD with instructions for educators. For many of the 1,840 children at these primary schools, the boxes will provide a first taste of science experienced first-hand. Together with educators, they will be able to conduct practical experiments, so important to making science a fun, living subject.

LOOKING TO THE FUTURE

The Partner School programme is still in its early stages and the year ahead will see the company growing its partnerships with three schools in Tembisa, and possibly forging relationships with more primary schools in the area. Siemens recognises the replication potential inherent in the programme model and hopes to leverage this to benefit other communities in which it operates.

In the coming year, however, it aims to deepen its relationship with its partner schools in Tembisa, and plans to incorporate suitable grade 12 candidates from Ingqayizivele High School into its Commercial Advanced Training programme, a two-year workplace course that provides learners with practical and theoretical training in the financial aspects of Siemens’ business. The fact that the company can meet its own skills needs by drawing from the community, while helping to advance the opportunities of individual learners with whom it has an established connection, is further proof of the sustainability of its corporate social investment approach and the measurable impact that this project is having, both in its business and in the beneficiary community.

SHARING THE LESSONS

One of Siemens’ key learnings arising out of its involvement in the Partner School programme is that the chance for real sustainability is greatly improved when a project is based on a two-way equal partnership. Inasmuch as the corporate partner needs to have commitment that goes beyond the mere signing of a cheque, so too should the beneficiary commit to being a strategic partner instead of simply a recipient of funding. In this regard, the commitment of the Ingqayizivele High School principal, governing body and broader community has been integral to the success of the programme.

THE YOUTHSPACE PROJECT

Through its global Caring Hands programme, in South Africa, Siemens South Africa creates partnerships with welfare and non-profit organisations and encourages its employees to engage as volunteers. The Youthspace programme provides ongoing support to five safe houses in major cities around the country where the most vulnerable children affected by poverty and disease are cared for.

Contact: Emily Molefe, Corporate Communications – CSR Manager, 011 652 2900, emily.molefe@siemens.com

act as ‘feeder schools’ for the high school. Children from these schools will eventually end up at the partner high school, and Siemens views an investment in their education as part of its long-term commitment to the Tembisa community and as a means to ensuring sustainable impact.
Solarzone (Pty) Ltd is a company based in Cape Town, which specializes in planning and selling of high quality solar water heating and photovoltaic systems (solar electric). Solarzone (Pty) Ltd was established in 2006.

The southern African market offers a great business opportunity for solar energy technology; it has the advantage of abundant solar radiation and an underdeveloped and underestimated consumer potential. There has been a very positive response to the new standard of technology that we have brought to southern Africa since Solarzone (Pty) Ltd was established.

The vision of Solarzone is to establish partnerships with companies from a wide variety of business sectors in southern Africa in order to realize solar projects together. Our target market is very wide, but the main focus is large scale applications in the commercial, industrial and hospitality sector. The focus is to supply solar installations to hotels, schools, hospitals, stadiums, residential buildings and housing developments.

Our team continues to grow and we have extended our distribution network in Durban and Johannesburg. Clients are trained by us to install and maintain our products. We intend to work very closely together with local government on realizing key projects. Solarzone (Pty) Ltd aims to supply the whole range of solar systems, but also to increase and transfer the knowledge of solar energy and its benefits to all people in southern Africa.

One of our future plans is to establish a local solar water heater manufacturing line with German manufacturing technology. We are continually searching for local suppliers who can meet the same quality standards here in southern Africa.

As a result Solarzone (Pty) Ltd will create local employment opportunities and also contribute to the development of skills in solar technology.

Solarzone (Pty) Ltd participated in CSR for South Africa and in 2009 installed four solar water heater systems at the Village of Hope, Grabouw. The Project Manager Tim Walker spoke of our work as follows:

“Village of Hope is a 9-bed facility for children infected with HIV and AIDS. We sit within a wider foundation called Thembalitsha (www.thembalitsha.org.za) which works with disadvantaged people all over the western Cape. As a charity we need to make our funding stretch as far as we can and therefore we are looking to make this project, situated on 6 hectares of land in Grabouw, as self-sustaining as possible. We had the opportunity, via some UK-based funding, to look at solar power and especially solar water heating as a way of saving much-needed cash to put towards our main calling – the care of the children who live on our project.

“Whilst we were looking around for suitable companies, Solar Zone came onto our radar. What with their European technology, and me being an Englishman, their system seemed to fit with my high standards. We were very pleased with the service we received, the standard of workman and workmanship was of a high quality and any issues we have had have been dealt with in a very professional manner.

“We are now saving money with our new system which has been working very well during the summer months and is proving to be very effective”.

For more information about our company or our CSR activities please visit our website www.solarzone.co.za
Responsibility first

As a responsible corporate citizen, Steinhoff is committed to seek out the opportunities that promote and support financial, social and environmental sustainability and continues to add value, while building a legacy that all Steinhoff stakeholders can share in for decades to come.

Steinhoff International has its roots in Germany where Bruno Steinhoff started the company in Westerstede 46 years ago. Many years later he partnered with GommaGomma in South Africa, which led to the incorporation of Steinhoff Africa and the listing of Steinhoff International Holdings Limited in 1998 on the Johannesburg Stock Exchange.

Today Steinhoff is a fully diversified company and operates across 4 continents and employs approximately 41 000 people. Steinhoff has implemented a strategy of vertical integration throughout the value chain that includes manufacturing and sourcing, logistics and retail operations. This strategy has given Steinhoff the ability, and flexibility, to adjust and grow in such a way that proved sustainable and profitable.

Steinhoff management teams from across the world are tasked to maintain our businesses’ achievements in a responsible way. We operate in a dynamic global environment that is subject to constant change. During the past year, amidst a rapidly changing economic environment, the Steinhoff group continued to grow the business. The resilience of the group can in part, be attributed to our ability to react to changing conditions through an understanding of our risks and our ability to react in a responsible way, all of which are supported by a solid foundation of governance and responsibility structures and policies.

Being a responsible corporate citizen we subscribe to the King recommendations on corporate governance and have done so for many years. At a group level certain risks are identified and managed and addresses issues of skills retention, sustainable supply of raw materials, environmental management, health, safety and environmental and ethical risks and corporate governance guidelines aim to protect the group’s corporate reputation.

Due to the diverse operations in the Steinhoff group, each division and operational entity has the freedom to concentrate on additional sustainability concerns pertinent to their business. The divisions remain cognisant of the requirements of the communities they serve and it’s because of this that certain operations are at the centre of many of the groups’ sustainability efforts and where development and legislation requires a higher level of involvement. It is also at operational level where risks control initiatives include safety management, security, fire defence and quality control initiatives.
People: Together we make a difference

Steinhoff is sensitive to recognize the needs of the people whose lives we touch. People are our primary asset throughout all the operations and receive many opportunities for training, development and social advancement. Employee development include issues of human rights, retention, education and training, equal opportunities and broadbased black economic empowerment. Health and safety is also key to every business and operation in the group.

Group efforts concentrate on areas that need the most assistance to ensure that the initiatives provide long-term benefit. South Africa remains the main area of focus where many challenges still exist. These activities include community based training, sport sponsorships, health projects with a special focus on HIV/AIDS and community specific programmes.

Planet: Taking care of our environment

Steinhoff is committed to responsible stewardship of resources and to identify, assess and, where applicable, reduce the environmental impact by implementing sound environmental practices in all the operations. We do not only look at our own impacts, but as sourcing is such an integrated part of our value chain, we also have a policy in place that requires a certain minimum standard of compliance for all suppliers, goods and services.

Environmental initiatives, specific to individual operations, address and include the carbon disclosure project, energy conservation, staff training, waste management, emission reporting, and on an indirect level water, noise, air and wildlife conservation. Through the newly formed corporate responsibility committee, in co-operation with the divisional risk committees, environmental issues remain an important agenda item going forward.

Profit: Sound business practices

Corporate governance at Steinhoff is a way of life. All the group’s businesses share this commitment. The adoption of, and adherence to, sound corporate governance policies, is a business imperative. Our focus remains on what we do, how we do business and on creating value for all our stakeholders. A culture of responsible corporate citizenship has been established in each jurisdiction in which we operate and has played a key role in securing sustainable returns, providing the assurance that the businesses and the group is being managed appropriately. With our governance structures and policies in place we have been able to earn the trust of our business partners, our suppliers, our employees, our customers and stakeholder groups – contributing to more than ten years of consistent shareholder value and revenue growth.

For more information
visit www.steinhoffinternational.co.za
or contact corporate communications on +27 11 445 3000
SAP was established in 1972, when Dietmar Hopp, Hans-Werner Hector, Hasso Plattner, Klaus Tschira and Claus Wellenreuther left their various positions at IBM to launch Systems Applications and Products in Data Processing. SAP's founding vision was to develop standard application software for real-time business processing. The company was based in Mannheim, Germany. Today SAP is listed on the Frankfurt Stock Exchange and New York Stock Exchange (NYSE) under the symbol “SAP.” SAP currently employs more than 49,000 people at sales and development locations in more than 50 countries worldwide in Europe, Middle East, and Africa (EMEA), North Americas, South Americas and Asia Pacific Japan regions.

As the world's leading provider of business software, SAP delivers products and services that help accelerate business innovation for our customers. SAP believes that doing so will unleash growth and create significant new value – for our customers, SAP, and ultimately, entire industries and the economy at large. Today, over 95,000 customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and mid-size companies to suite offerings for global organizations. SAP and its ecosystem provide an unmatched portfolio of software and services to support companies in more than 25 industries worldwide. SAP helps organisations to address critical business challenges such as preserve cash and profitability, reduce operational costs, protect value in the customer base, anticipate and mitigate risks, support sustainability goals, as well as utilize talent effectively.

As a global business leader, SAP recognizes our corporate responsibility to helping businesses become more accountable and transparent to their stakeholders and to the world at large. We believe the private sector plays a vital role in generating strong economies, creating a level playing field, and building an environment that embraces education, technology, and innovation. As a multinational company engaged with customers and partners all over the globe, SAP delivers products and services that accelerate business innovation worldwide. We are committed to initiatives that work towards a sustainable world in which transparency and integrity are the building blocks of its foundation. SAP continually looks for ways to improve our own practices while simultaneously leveraging our technology offerings and role as business partner. As a result, we help our $6-trillion customer base improve their business development and governance systems to manage the transformation and keep pace with the changing enterprise and the surrounding social infrastructure and governing institutions.

Our CSR Focus Areas are:
- CSR and Sustainability Stakeholder Management
- CSR and Sustainability Communications and Thought Leadership
- CSR and Sustainability Ratings and Reporting
- Corporate Giving (Cash)
- In-Kind Giving (Technology)
- Employee Engagement Under the Clear Purpose umbrella

The Clear Purpose program is based on four pillars:
- Education
- Transparency and Good Governance
- Bridging the Digital Divide
- Environmental Stewardship

**Education**

This includes mathematics, science, information technology, and youth entrepreneurship as well as literacy as a basic prerequisite for education. We do this through programmes such as the University ALLiances programme, ERP4 schools and through other activities like the Nelson Mandela Annual Lecture, Telkom Centres of Excellence, Our collaboration and partnership with the Sci-Bono Science Discovery Centre, CIDA ICT Academy, and IT Business Learnership Programme (ITBLP).
TRANSPARENCY AND GOOD GOVERNANCE

Our Good Governance practices ensure that institutions conduct public affairs, manage public resources, and guarantee the realization of human rights. Good governance accomplishes this in a manner essentially free of abuse and corruption, and with due regard for the rule of law. SAP is one of the first signatories of the UN Global Compact in 2000 and participates on the 10th principle working group to support the global effort to control corruption and ease associated poverty and injustice. SAP built the UN Global Compact Portal (2002; it was replaced later on), was a supporter of the study “Gearing Up” (2004) and a member of the advisory group for the 2005 Global Compact Summit in Shanghai. We have also signed the UN Global Compact Statement “Caring for Climate” in 2007. SAP is also a supporter of a number of other anti-corruption initiatives such as the Convention on Business Integrity (CBI) in Nigeria as well as the Responsible Business Initiative (RBI) in the Democratic Republic of Congo in partnership with the GTZ. We are actively engaged with supporting the Extractive Industry Transparency Initiative (EITI). SAP is the foundation partner of the New Partnership for Africa’s Development (NEPAD), Information Society Partnership for Africa’s development (ISPAD). SAP is also working in close partnership with the James Trust in Africa to enable transparency and governance among virtual donors to AIDS orphans across Africa and the World.

BRIDGING THE DIGITAL DIVIDE

Here our activities and programmes focus on addressing the unequal access by some members of society to information and communications technology, and the unequal acquisition of related skills. We are doing this through our global First Lego League programme focusing on children between the ages of 9 and 16 years as well as other programmes such as the Siyafunda Community Technology Centres, our Graduate recruitment programme, Africa Drive programme as well as the Master and Doctoral programme in Africa.

ENVIRONMENTAL STEWARDSHIP

Stewardship is an ethic that embodies cooperative planning and management of environmental resources with organizations, communities and others to actively engage in the prevention of loss of habitat and facilitate its recovery in the interest of long-term sustainability. SAP has a dual strategy of being both an exemplar of sustainability and helping our customers to become more sustainable organisations. SAP Africa recently was adjudged one of the top performers at the second Annual Africa Energy Awards. In addition SAP’s worldwide emissions of CO2 emissions for 2009 totalled 425 kilotons, a 16% decrease from 505 kilotons level of 2008 and well ahead of the established 2009 target. This equated to a monetary saving of 90 million Euros. The emissions decrease was achieved directly and without the application of offsets. This reporting was enabled through the SAP Carbon Impact on-demand solution.

Ultimately SAP recognises the value of skills development as a key driving force for innovation and revitalisation of communities and economies. Access to education builds intellectual capital and is vital in creating flourishing economies. We believe it is critical that people have the opportunity to reach their full potential and create their own future. A global company, SAP needs both an educated workforce and stable open economies. These factors make education one of the cornerstones of our engagement with society and in the countries we do business in. SAP is dedicated to educating today’s students so they can play an active role in tomorrow’s economies.

With several successful years of delivering value to customers of all sizes, SAP Africa is set to continue being partner in development in Africa whilst undergoing further expansion and rapid growth in Sub Saharan Africa in the years to come.

Contact: Sunil Geness, Corporate Affairs Executive, Systems Applications Products (Africa) (Pty) Ltd, +2711235 6000, sunil.geness@sap.com, www.sap.co.za
There is an ancient saying which states that “if you want to plan for a year, grow crops. If you want to plan for a century, grow trees. But if you want to plan for the future, grow children.”

The Volkswagen Community Trust recognises that the future lies in the hands of the children, and if we want it to be a prosperous future, we need to be investing in the education and upbringing of the youth. It is therefore the Trust’s aim to instill a culture of learning in society.

“If we want to achieve any level of progress in our communities, on every single level, we have to begin with education. It truly is the foundation of a well-functioning and self-sufficient society,” says Weza Moss, VW’s Corporate and Government Affairs Manager.

Education has been the key area in which the Trust has focused over the past 21 years - ranging from pre-school development, to high school mathematics and science interventions, and from bursaries to teacher development.

In 2010, R6.2 million, or nearly 70 percent of the Trust’s budgeted R9 million will go towards skills development/education and related interventions such as bursaries and life skills training.

The bulk of its education budget will be spent on infrastructure development – the construction of a brand new pre-school in Uitenhage to accommodate 100 children. “Through community stakeholder consultation, a need was identified to consolidate some of the local pre-schools that are operating within the KwaLanga area - which looks after abandoned, abused, HIV infected and affected children - into one pre-school,” says Moss. The school will be named Ikhwezi Lomso, which, translated, means “Morning Star”.

Of the project’s budgeted R4.5 million, R3.6 million will come directly from the Trust. The other R900 000 is the fruits of the company’s “One Hour for the Future” campaign.

The “One Hour for the Future” campaign was initiated by the workforce of the international Volkswagen Group to raise funds for Aids orphans and vulnerable children in countries home to Volkswagen factories across the globe.

The campaign involves the donation of one hour of every
employee’s salary or wage per month. These generous donations have resulted in millions of Euro’s being raised and spent on children’s projects in Germany, Mexico, Brazil, Argentina and South Africa. In total over R15-million has been donated to local projects since the campaign’s inception in 1999, including HIV/AIDS projects involving these orphans and vulnerable children.

VW of SA employees started participating in the One Hour campaign in June 2005, with the entire amount of money (R900 000) raised so far going towards the new pre-school.

Ikhwezi Lomso will not only serve as an educare centre, but will also double up as a community centre to accommodate various community related activities.

Construction on the centre is expected to commence during the course of the first quarter of 2010, and is due for completion by the third quarter of the year.

“By building this facility for the children, we are providing them with a solid foundation for their future. We want to instill in them a sense of pride, dignity and humanity – which is the VW Way,” says Moss.

Added to Ikhwezi’s R4.5 million, a further R1.7 million will be spent on further education and related interventions.

These community-based programmes span from preschool education, to secondary education and to tertiary education. In the tertiary education arena, bursaries are high on the agenda. The Trust has contributed more than R15-million to bursaries over the past 20 years, enabling deserving learners from disadvantaged backgrounds to forge a brighter future.

Over the past five years more than 600 bursary recipients have studied towards qualifications in key skills demanded in areas such as Engineering, Finance, Commerce, Computer Studies, Science, Technology and Business Studies. Per annum, more than 50 percent of these bursars are awarded to Black females.

“The bursary programme will continue to be treated as a priority investment area due to the huge potential for impacting positively on the future workforce in South Africa,” says Moss.

**Youth in Sport**

In 2008, the Volkswagen Group Works Council in cooperation with its partner, the child rights organisation terre des hommes Germany, launched a special programme called “A Chance to Play” in the Eastern Cape. Under the banner of “A Chance to Play”, projects are promoted with the common goal of empowering children and youth in poor residential areas, thus enabling them to better cope with the challenges they face. This programme also links into the excitement anticipated from the Soccer World Cup in 2010 in South Africa to create and influence sporting and recreational development for children.

It also promotes play in general as an essential component for the healthy development of a child, thereby emphasising a basic right enshrined in the United Nations Convention on the Rights of the Child (article 31).

“A Chance to Play” is implemented in partnership with five local non-governmental organisations: Masambane African Action Group (Port Elizabeth), Oosterland Youth Centre (Despatch), Sophakama Community Development Care and Support Organisation (Port Elizabeth, Ubuntu Education Fund (Port Elizabeth) and Umzingisi Foundation (Port Elizabeth).

Activities in support of children are mainly carried out in the following areas:

- **KwaLanga (Uitenhage)**, **KwaNobuhle (Uitenhage)**, **Rosedale (Uitenhage)**, **Daleview (Despatch)**, **Motherwell (PE)**, **KwaZakhele (PE)**, **Joe Slovo (PE)**, **Zwide (PE)**, **New Brighton (PE)** and **Peddie (Amathole District)**

Outside the Eastern Cape “A chance to Play” also runs in the provinces of Limpopo and Gauteng.

Since its kick-off in April 2008 A Chance to Play has made some meaningful contributions to the lives of children in the area through:

- Regular coaching clinics in various sport codes (mainly soccer, netball, rugby, cricket)
- Well-organised regular tournaments for boys and girls
- Teaching and practicing traditional African games
- Life skills training that accompany sports and play activities (touching on issues such as HIV and Aids, children’s rights, personal development, career guidance etc)

Furthermore some investment in the improvement of infrastructure has been made: five sports fields and six recreational centres were upgraded, one theatre in a community centre was newly built, two playgrounds were upgraded, and six daycares received refurbishment and/or play equipment (toys, jungle gyms).

To date, over 20 000 children have been reached with these forms of support in the Eastern Cape alone.
Winchester Mansions, one of Cape Town’s leading sea front hotels, boasts breathtaking mountain and ocean views complemented by a personal and professional service. It promises guests an unforgettable South African experience. This family owned hotel has seen many great successes over the years and is not just profit driven but takes great interest in its stakeholders. In this regard, Winchester Mansions is involved in many social projects, ranging from community development to environmental awareness.

“We have been involved in various local projects, to which we contribute in many ways, ranging from financial to material as well as direct physical help. Should one attach a monetary value to our CSR investments over the past few years, the value would amount to hundreds of thousands of Rands,” says Nils Heckscher, Managing Director of Winchester Mansions.

Winchester Mansions are involved in the following projects:

**Community development**

All the complimentary cookies that we place into our guests’ rooms are bought exclusively from the Khayelitsha Cookie Company (KCC). The KCC employs formerly unemployed ladies who survived on a small state grant, KCC provides them with full time employment and training in baking, packing, labelling and customer service, remarkably improving their quality of life, self esteem and career prospects.

In an effort to help relieve the chronic housing shortage in South Africa, Winchester Mansions is part of the Hotels Housing Trust. This Trust collects money from guests staying at participating hotels. The funds raised are used as revolving credits assisting people from poorer communities to build their own homes. With the expertise from Habitat for Humanity, the Trust has financed more than 20 homes, some of which were built by management and staff of the contributing hotels.
CORPORATE SOCIAL RESPONSIBILITY IN SOUTH AFRICA

YOUTH DEVELOPMENT

Street children are a sad, but regular occurrence in our cities. Funding of charities who look after the plight of street children is always an issue; this prompted the establishment of StreetSmart South Africa. This conduit fundraising initiative contributes directly towards enabling street children to live a viable life in society. Winchester Mansions supports this charitable cause by adding a R5.00 donation to, among others, Harveys restaurant patrons’ bills. They, of course, have a choice to donate more, or not at all. Funds are also raised through an auction at the monthly Grapes Gourmet and Gallery evenings and all proceedings are donated to StreetSmart. Additionally, Winchester Mansions staff were so touched by StreetSmart’s efforts that many donate money to the organisation on a monthly basis.

Through the donation of used uniforms and linen, Winchester Mansions supports Ons Plek, whose core function is to wean female children from street life, resettling them in the community and preparing them for employment. Ons Plek is the only shelter for girls in Cape Town where their basic needs for food, clothing, shelter, education and nurturing are provided. The organisation strives to secure Cape Town’s invisible street children with a new place in society.

In a bid to contribute toward the elimination of the skills gap in South Africa, Winchester Mansions has proudly been supporting the Nosithembele Training Academy in Langa, as well as JobStart in Green Point. Both institutions educate learners with theoretical and practical application of food preparation, cooking-, waitron- and housekeeping skills. “We are pro-development especially at grassroots level and want to give back to the community where most of our staff reside. One trainee at a time, and through our efforts to make a tangible difference, we strive to address the skills gap in our country,” says Wendy Isaacs, the hotel’s HR Manager.

ENVIRONMENTAL

Through recycling programmes, such as that coordinated by the Oasis Association, a contribution towards conserving the environment is made, while at the same time, creating work for the intellectually disabled in their care. Water saving initiatives, lowering electricity consumption and the constant search for alternative cleaning materials and bio degradable guest amenities are part of daily environmental management at Winchester Mansions.

Winchester Mansions uses innovative gifting products manufactured by Streetwires. Through this initiative, the hotel makes a direct financial contribution to the upliftment of local artists producing contemporary African wire and bead craft that blend First World resources with traditional Third World craft skills. This Proudly South African project provides training, support and the raw materials necessary to enable formerly unemployed men and women to focus their creative energies on a vibrant art form that generates employment and income.

OTHER PROJECTS

Winchester Mansions has assisted the following organisations to generate funds by providing them with vouchers:

Reach for a Dream Foundation, Animal Rescue Organisation, De Heide Children’s Special Care Unit, KFM 94.5 Christmas Wish, The Homestead, St. Luke’s Hospice, Somerset Hospital, Rotary Club, Community Chest, Business Against Crime.

Winchester Mansions, situated along the Sea Point Promenade and facing the Atlantic Ocean, earned a reputation among local and international guests for the unique lifestyle services and events such as the weekly Sunday Jazz Brunches, monthly Grapes Gourmet and Gallery evenings and the Ginkgo Health and Wellness Spa. On completion of the recent extensive construction at the hotel, it now boasts the new Harvey Presidential Suite, a stylish home away from home; and the revamped Harveys bar, currently the trendiest spot on the Atlantic Seaboard.

Winchester Mansions is proud to announce that it received accredited verification of its Broad-Based Black Economic Empowerment (BBBEE) status. After a successful audit, the hotel has been accredited as a top BEE contributor with the highest possible BEE score of 100+ achieved and a Level One Contributor status with a 101% Recognition Level.

For more information visit www.winchester.co.za.
Social Responsibility Initiatives

of the Southern African – German Chamber of Commerce and Industry
Social Responsibility Initiatives
Southern African – German Chamber of Commerce and Industry

On 1 January 2008, the SA-German Training Services was established. The three separate entities, CATS, BTC and PROFIBUS, have been combined into one “Association incorporated in terms of Section 21”.

Commercial Advancement Training Scheme (CATS)

CATS is a vocational training course, an adaptation of the German dual training system. Students are trained in all departments of a company and receive theoretical training at the school once a week. They are taught in all subjects of business administration. The two-year training programme has been operational in South Africa since 1985 and was founded by the Chamber. CATS is a hands-on approach for basic business skills within the new South African Skills Development Act. To date CATS has trained 1700 young South Africans and many of the graduates continue with further studies at Unisa. Member companies of CATS are actively involved in the selection of students.
BUILDERS TRAINING CENTRE (BTC)

The BTC in Soweto is a training project which provides young adults with basic skills in bricklaying, plastering/tiling, roof carpentry and plumbing. The one year training programme has operated successfully since 1992 in South Africa and was founded by the Chamber. The BTC is accredited with the Construction Education Training Authority and has a close working relationship with the Department of Labour and the Department of Public Works. In addition BTC undertakes special training projects for communities in various townships but also for companies with specialised training needs in the field of construction, such as the Bombela consortium.

SOLAR WATER HEATER INSTALLATION AND MAINTENANCE TRAINING CENTRE

A solar water heater (SWH) installation and maintenance training centre was launched in December 2009 in Soweto at the Builders Training Centre, with the ambition of increasing local capacity for solar energy installation. The project is part of a German public-private partnership. It is partially funded by German Development Bank ‘Deutsche Investitions und Entwicklungs-gesellschaft’ (DEG). The other participants in the programme include: KwaZulu-Natal based aluminium manufacturing facility Alltube’s solar division Allsolar, which manages the training component of the programme; and German solar solutions manufacturer Schuco, which provided the SWH module equipment and expertise.
The first 16 participants in the pilot project have completed the first phase of their training – the plumbing module. The second component of the course includes a general course on solar energy, focusing on the basics of solar heating and installation. The third session will be conducted by an expert trainer from Schüco, focusing on specially designed Schüco SWH modules, as well as an engineer from Allsolar. A further two groups would be trained at the centre by July 2010, which would ensure transfer of skills to 48 people – many of whom were previously unemployed, and 50% of whom would be women.

**Contact Details**

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<th>BTC</th>
<th>PROFIBUS</th>
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<tr>
<td><strong>Physical Address</strong></td>
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<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.commercialtraining.co.za">www.commercialtraining.co.za</a></td>
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### Contact Details
Southern African – German Chamber of Commerce and Industry

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**CSR Links**

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<td>African Institute of Corporate Citizenship (AICC)</td>
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<tr>
<td>Department of Social Development</td>
<td><a href="http://www.dsd.gov.za">www.dsd.gov.za</a></td>
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<tr>
<td>Centre for Corporate Citizenship at the University of South Africa</td>
<td><a href="http://www.unisa.ac.za/ccc">www.unisa.ac.za/ccc</a></td>
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<td>Southern African–German Chamber of Commerce and Industry</td>
<td><a href="http://www.germanchamber.co.za">www.germanchamber.co.za</a></td>
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<td><a href="http://www.deinternational.co.za">www.deinternational.co.za</a></td>
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<td><strong>WORLDWIDE</strong></td>
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<td>CSR WeltWeit – German Business Global Citizen</td>
<td>www csr-weltweit.de</td>
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<tr>
<td>German Technical Cooperation</td>
<td><a href="http://www.gtzccps.org">www.gtzccps.org</a></td>
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<td><a href="http://www.gtz.de">www.gtz.de</a></td>
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<td>National Business Initiative</td>
<td><a href="http://www.nbi.org.za">www.nbi.org.za</a></td>
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<tr>
<td>United Nations Global Compact</td>
<td><a href="http://www.unglobalcompact.org">www.unglobalcompact.org</a></td>
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