

BUSINESSES FOR A BETTER TOMORROW

SOUTH AFRICA'S TOP COMMUNITY CHAMPIONS

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Representatives from Governments across the globe have all convened in Durban today, for the commencement of the 17th UN Climate Change Conference (COP 17). The Department of Social Development welcomes all delegates to our country and it's hoped that within the demanding schedule ahead, they are also able to enjoy our beautiful diverse nation.

The topics of discussion this conference will yield great relevance to the South African people and indeed all communities globally. South Africa's vulnerability to climate change is a serious matter, if not adequately addressed lives will be severely impacted on, even threatened.

Many involved in the advancement of developing nations find "Climate Change" a difficult topic to digest, particularly in a nation like South Africa where resources such as coal are abundant. But it must be acknowledged; "Climate change" will significantly impact our agricultural industry in terms of both revenue to the economy and worryingly our own national food supply. As if we didn't have enough problems already concerning access to fresh drinking water, severe droughts and increased levels of water shortages are also looming and already occurring.

Are you sufficiently aware of how 'climate change' will affect you? and Are communities preparing themselves for these effects in a way that can be sustained?

The Department of Social Development spends each day focusing on ways and means to further communities and raise the standard of living for those suffering in poverty. Each citizen needs to listen closely and make every effort to be informed and get involved in adapting and preparing for the approaching change. Majority of predictions hailing from the scientific community point towards Africa being one of the continents that will be hardest hit. To overcome this global threat, addressing "climate change" must become priority, we'll need to advance with cohesion, taking the needs of all communities into account first.

South Africa is an Annex 2 country in terms of the Kyoto Protocol and as such many of our businesses are eligible for Clean Development Mechanism (CMD) project funding, primarily for fossil fuel replacement projects. One can look at an inspirational project by SAPPI for good example of CMD use in South Africa. In 2007 Sappi converted a 53,000ton coal intensive boiler to now use cleaner biomass at its Tugela Mill. CMD doesn't apply to individuals, but there are many ways you can make a difference, find conservation initiatives which are best



aligned to you where you live.

The latest social engagement of South African consumers indicates a demand for organisations to clearly identify their relationship to the communities they service. This information must be freely available and easily accessible.

Expectancy of businesses to be transparent and accountable must remain rigid, use businesses verified as Community Contributors to better tomorrow's potential today. No longer does only a competitive price secure trade, all businesses must conform to addressing their impact on society and publicly illustrate how they contribute towards benefitting the lives of the faces they want to see walking through their doors.

Organisations already committed to this extent have distinct advantages when engaging consumers. Over the last few years and at present a strong message is being voiced to the world's leaders...this message by people the world over, participating in the "Occupy Wall Street Movement" is clear: "Our rights are being sacrificed for financial gain. We have had enough".

It was inevitable that people would come back to what's really important: the more and more they were pushed away from it. Doing what is right is what matters now and ceasing to tolerate the misuse and manipulation of people's lives for profit; profiteering is a good start. The world has indeed changed and business needs to change along-side it. To this end the Department of Social Development encourages businesses to use platforms like The NCSIR, to update public awareness regularly of their social development activities, become sustainable and be a business for a better tomorrow.

The Department of Social Development would especially like to convey its thanks and recommendation to the Community Contributor businesses listed alongside. They have been identified as champions of society for their commitment to developing communities and furthering aid to those South Africans most in need. Millions look forward to a brighter tomorrow thanks to the investment and selfless efforts of these businesses. In the interests of development and to overcome the challenges still ahead, informed consumers will make use of these businesses as their preferred good and service providers. To all Community Contributors we salute you!

Platinum Community Contributors

Platinum community contributors are the leaders and pace-setters within all business sectors regarding our nation's progress in development. Their unrivalled dedication to enriching South African lives stands as testament to their commitment to the betterment of South Africa.

Bowman Gilfillan is widely regarded as one of the premier corporate law firms in Africa. As one of South Africa's biggest and oldest commercial law firms, Bowman Gilfillan draws from a wealth of knowledge of the local business environment and an in-depth understanding of the country's complex socio-political climate.

Tel: 011 669 9000 website: www.bowman.co.za

Commonly located close to the community we serve, Clinix Health Group strives to see that our patients receive quality of life. Dedicated to leading our communities, our primary focus is to provide the best medical care available and our further goal is to ensure that our patients receive the best possible quality of life.

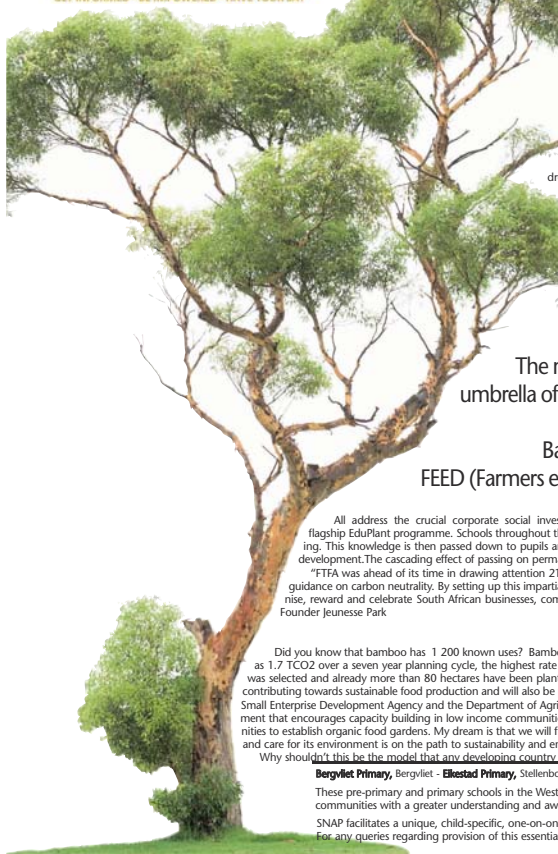
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africa's largest law firm

Gold Community Contributors

NCSIR awards this prestigious status to those businesses that surpass the legislative requirements set by government. In doing so they stand as role models within the economy. Their consistent generosity and impact on society advances millions to a better tomorrow.

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| <p>Capespan (Pty) Ltd Global Fruit Trading</p> <p>The Capespan focuses on adding value to the lives of rural agricultural communities in which we operate through implementing various food and social business health and education programmes.</p> <p>Tel: 021 917 2600 website: www.capespan.com</p> | <p>Deutsche Bank Financial Services</p> <p>Deutsche Bank are committed to Social Investment. With our involvement in art, we foster creativity.</p> <p>Tel: 011 777 07 website: www.db.com/southafrica</p> | <p>Independent Newspapers Holdings Limited Print Media</p> <p>Independent Newspapers recognizes the importance of nurturing and developing our youth through our seaside holiday camps and bursary funds.</p> <p>Tel: (021) 838 8111 website: www.inh.co.za</p> |
| <p>Murray & Roberts Ltd</p> <p>Murray & Roberts is integrated with its society and its business activities have an impact on the communities in which they are undertaken. The Group is committed to managing this impact responsibly and accepts that its obligations extend beyond statutory requirements to the well-being of society as a whole.</p> <p>Tel: 011 464 4200 www.murrrol.com</p> | <p>Old Mutual SA Limited Financial Services</p> <p>Old Mutual financial services group provides leading investment and savings solutions.</p> <p>Tel: (012) 509 9111 website: www.oldmutual.co.za</p> | <p>PetroSA National Oil Company</p> <p>PetroSA seeks to encourage understanding, support and increased contributions made in affecting positive change in the daily lives of communities in which it operates.</p> <p>Tel: (012) 929 3000 website: www.petrosa.co.za</p> |
| <p>Pretoria Portland Cement Cement, Lime, Aggregates</p> <p>CSI at PPC focuses on projects that are relevant to the community, empowering the people, and are having lasting sustainability.</p> <p>Tel: 011 388 7000 Email: kshah@ppc.co.za</p> | <p>Sappi Limited</p> <p>Our social responsibility focuses on the communities where we operate; building literacy and protecting biodiversity and our natural environment.</p> <p>Inspired by life Tel: +27 (0) 11 407 8111 e-Mail: sap@res@ sappi.com website: www.sappi.com</p> | <p>Telkom SA Limited Telecommunications</p> <p>The core of our social development approach is to demystify Maths, Science and Technology.</p> <p>Tel: (012) 211 1111 website: www.telkom.co.za</p> |
| <p>Tongaat Hulett Limited</p> <p>Tongaat Hulett is an agricultural and agri-processing business which includes integrated components of land management and property development.</p> <p>Tel: (022) 439 4019 website: www.tongaat.co.za</p> | <p>Transnet Foundation National Transport, Freight & Ports</p> <p>There are so many people out there in need of help. Reaching out is something that should be ongoing for us in order to be the kind of Transnet Foundation was built on this idea.</p> <p>011 388 3771 or www.transnetfoundation.co.za</p> | <p>PLEASE NOTE:</p> <p>All businesses not listed here fall into another grading category, are ungraded, non-disclosing and/or non-participating.</p> |



FFTA wants to especially thank the committed Community Contributors for standing together for social change as you have herein. Your selfless effort and ongoing investment uplifts and saves lives. Additionally Community Contributors make the work FFTA does and every other essential cause of worth possible. Thank you for making it possible for us to continue supporting communities and doing what we are passionate about. If all corporates would come to the table as you have in this Proclamation and stand alongside the Department of Social Development in working together with the NPO sector, then a lot more people would be waking up excited for the day ahead rather than hungry from a day ago. Support Community Contributors, they are businesses for a better tomorrow...

Jenneuse Park FFTA Founder

When you're poor, cold and hungry, the last thing on your mind is climate change and how your actions may be affecting Earth's atmosphere each and every day...Food & Trees for Africa is regarded to be in the vanguard of social enterprise organisations. Recently presented with the SEED Award (Supporting Entrepreneurs in Sustainable Development) by the United Nations, the third international accolade FFTA has received from the UN, FFTA's 21 years dedicated to the protection and facilitation of food safety, sovereignty and security whilst educating hundreds of thousands of South Africans about environmental awareness and how they can help conserve our fragile planet has been recognised across the globe.

FFTA's founder, Jenneuse Park states, "I think our sustained success over the past 21 years is because we remain innovative and we constantly refine processes and procedures to effectively meet the needs of both sponsors and the communities we serve..."

"Climate change and food insecurity are reaching crisis proportions. 1 billion people on the planet go to bed hungry - Every Day..."

The majority of FFTA's projects fall under the umbrella of six major programmes: Food Gardens for Africa; Trees for Homes; Bamboo for Africa; Trees for All; FEED (Farmers eco Enterprise Development); EduPlant

All address the crucial corporate social investment areas of enterprise development, black economic empowerment and climate change response. FFTA's hands-on and practical approach is best represented by its flagship EduPlant programme. Schools throughout the country are given free annual permaculture workshops, educating thousands of educators each year about climate change, starting food gardens, planting trees and water harvesting. This knowledge is then passed down to pupils and community members, resulting in one of the most rewarding and long-term benefits of this remarkable program; witnessing a community develop the capacity to drive its own development. The cascading effect of passing on permaculture gardening knowledge, with minimal financial investment, has ensured this programme's viability.

"FFTA was ahead of its time in drawing attention 21 years ago to the very real threat of climate change. As part of creating awareness we were founders of the Carbon Protocol, a not-for-profit advocacy group monitoring and giving guidance on carbon neutrality. By setting up this impartial protocol FFTA intends it to become a legacy for South Africa. FFTA also founded the first Climate Change Leadership and Climate Hero Awards, now in their third year; these recognise, reward and celebrate South African businesses, community-based organisations and/or individuals who are taking the lead through positive voluntary action in implementing activities related to combating global warming." - FFTA Founder Jenneuse Park

Bamboo for Africa

Did you know that bamboo has 1 200 known uses? Bamboo is one of the most productive and fastest growing plants on the planet (the fastest-growing species may grow up to 1.2 m a day). A single bamboo clump can accumulate as much as 1.7 TCO2 over a seven year planning cycle, the highest rate of carbon sequestration for any soil grown plant. For all these reasons, FFTA's Programme, Bamboo for Africa, was launched a year ago. The non-invasive species Bambusa balcooa, was selected and already more than 80 hectares have been planted. The largest project undertaken to date is an integrated bio-energy plantation of 60 hectares, intercropped with cash crops. The project is offsetting their carbon footprint whilst contributing towards sustainable food production and will also be producing a bio-diesel fuel replacement. In addition, 60 previously unemployed community members are receiving training and are taking ownership of the project, supported by the Small Enterprise Development Agency and the Department of Agriculture. Bamboo for Africa thus offers huge opportunities for greening, climate change response, corporate social investment, enterprise development and black economic empowerment that encourages capacity building in low income communities. FFTA Founder Jenneuse Park adds, "It's amazing to think that as one organisation, we have been responsible for planting over 4.1 million trees and helping thousands of communities to establish organic food gardens. My dream is that we will find more funders who will help us to continue creating a climate of hope and success - one of the greatest gifts to bestow is hope and dignity. A community that is able to grow food and care for its environment is on the path to sustainability and empowering itself. FFTA has the trust of the communities it serves. With additional funding, we can help those communities to soar to new heights.

Why shouldn't this be the model that any development country can adopt?"

Bergvliet Primary, Bergvliet - Ekstead Primary, Stellenbosch - Kenridge Primary, Kenridge - Miko Primary, Kullisrivier - Rosencaste Preschool, Bellville.

These pre-primary and primary schools in the Western Cape selflessly partook in the Wippa Snappa Button initiative; thereby providing their communities with a greater understanding and awareness of children diagnosed with autism. Funds raised in the process went to:

SNAP facilitates a unique, child-specific, one-on-one, integrated program to children with special needs. For any queries regarding provision of this essential service or if you wish to assist SNAP

Western Cape 021 975 7224 - Gauteng Branch 012 658 5448 - www.snapp.org.za



From left to right: David Everard, Divisional Environmental Manager Sappi Forests; Michelle Naudé, Marketing Manager Volvo South Africa and Hendrik de Jongh Managing Director Sappi Forests, seen at the Sappi Sandiso Invelo and Volvo Green for Blue tree planting, where 10,000 trees were planted. "Let us as citizens do likewise" - Department of Social Development.

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