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MAGAZINE

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ISSUE 01



CSR IN THE ZAMBIAN CONTEXT
COMMUNITY SOCIAL RESPONSIBILITY - THE
PEOPLE, THE PLANET, PROFITS PIVOT

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THE CONTENT



PROMOTING QUALITY EDUCATION THROUGH PRE-USED CRATING TIMBER

P6 - P7



P15 - P17

QUALITY CONSERVATION-BASED JEWELLERY MAKES A MARK



MAAMBA COLLIERIES - MAKING A DIFFERENCE

P20 - P21



P26 - P27

NATURAL VALLEY'S ENVIRONMENTAL- FRIENDLY PRODUCTION PROCESS

COMMUNITY SOCIAL RESPONSIBILITY - THE PEOPLE, THE PLANET, PROFITS PIVOT



NAWA MUTUMWENO
EDITOR IN CHIEF

Genuine Corporate Social Responsibility can be summed up in four policies: good governance, environmental integrity, economic development and stakeholder participation.

In a nutshell, it is described as the triple bottom line of people, planet and profits.

Socially responsible companies operate in a manner that benefits their staff and customers, the community and environments within which they operate, as much as their profits.

Proponents of CSR further contend that such responsibility benefits commercial considerations rather than detracting from them.

In its true form, CSR goes far beyond discerning public relations formulated to make a company seem “caring”. It can transform



societies, change lives for the better and, ultimately, generate more profit and goodwill for the company engaged in genuine CSR.

It goes without saying that people living next to a mine, factory, oil rig or plantation should benefit from employment within the company. It is a worthwhile plus where a company intends to have a long-term relationship with local people.

Genuine CSR should encompass avoiding harmful practices and promoting good influences. For instance, factories can endeavour to avoid pollution of the air, soil and water on the one hand and also extend their rubbish disposal services to the community.

Undeniably, some CSR values are inherent in the existing operations of many companies. e.g.,

renewable energy firms could promote low-carbon technologies that help tackle climate change, while mobile phone companies may venture into improving access to information in rural areas.

It is good practice for companies in all sectors to act as good corporate citizens by paying taxes as required, not avoiding tax, and not paying bribes. This is the sure and smooth route to creating a more transparent relationship between companies and governments, and propping up those governments’ financial muscle to improve living standards of citizens.

The ultimate aim of CSR is to create a genuine, realistic and workable CSR strategy that enables a business to incorporate social and environmental benefits in its core strategy.



Secondly, motivated workers are likely to be more effective and efficient, whether through feeling part of something worthwhile or being able to undertake voluntary work on behalf of their company. Lastly, constructive engagement with host communities reduces the risk of sabotage attacks and vandalism, by giving local people a sense of belonging to the success of the venture at hand.

While the concept has become well entrenched in advanced economies, it has not yet gained similar hold in emerging markets such as Africa, where the need for good CSR is most necessary. However, it is heartening to note that there is ray of light on the CSR horizon, with a number of companies embracing the progressive concept. Still, a lot more needs to be done to make CSR a top agenda item for businesses.

Recent surveys indicate that

many companies are coming on board and are subscribing to the principle that successful business goes beyond figures. It is also premised on what a company 'injects' in the 'veins' of the community.

Commercial interaction should go beyond profit, by synchronising the financial element of the corporate world with the empathy of the charity sector. Only then, would business thrive sustainably.



2020 CSR AWARDS WILL BE HOSTED ON FRIDAY, 4TH DECEMBER, GOLDEN PEACOCK HOTEL, LUSAKA ZAMBIA.

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G11 Chizungu Stand, Chongwe Road, Showgrounds, Lusaka, Zambia
+260 211 252396 / +260 977 843926
www.csrzambia.org | info@csrzambia.org

EDITORIAL TEAM**BOARD CHAIRPERSON**
Oliver Kanene**EXECUTIVE DIRECTOR**
Lee Muzala**EDITOR-IN-CHIEF**
Nawa Mutumweno**SUPPORT STAFF**
Michael Ndambo
Kameli Kaingu**CSRNZ GUEST AUTHOR**
Kiss Abraham**DESIGN & LAYOUT**
Andrew-Knox B. Kaniki
CURSORLINKS**CONTACT US**
CSRNZ / CSR HUB Magazine
G11 Chitungu Road, Chongwe
Stand, Showgrounds.
Lusaka Zambia.T. +260 211 252 396
T. +260 977 843 926
E. info@csrzambia.org
W. www.csrzambia.org**ZAMBIA ANNUAL CORPORATE SOCIAL RESPONSIBILITY AWARDS LAUNCHED**

MR. SHADRECK MUNGALABA, DIRECTOR - COOPERATIVES MCTI, PRESENTS AN AWARD TO MS. MWEEMBE SIKALU, WHO RECEIVED IT ON BEHALF OF ZAFL AS MR. LEE MUZALA, EXECUTIVE DIRECTOR - CSRNZ (FAR RIGHT) AND MR. OLIVER KANENE, BOARD CHAIRPERSON - CSRNZ, LEFT LOOK ON

The Annual Corporate Social Responsibility Awards are tailored to be the country's prestigious CSR and Sustainability accolades, illuminating community development initiatives by individuals, private and public sectors.

The Corporate Social Responsibility Network Zambia (CSRNZ) hosted the inaugural Corporate Social Responsibility Awards on November 29th 2019, at the Golden Peacock Hotel in Lusaka, Zambia.

The Annual CSR Awards are tailored to be the country's prestigious CSR and Sustainability accolades, illuminating community development initiatives by individuals, private and public sectors.

"If we empower our communities and uplift people's livelihoods, that will have ripple effects both to our businesses and our people. If our businesses grow, our communities benefit and that will lead to economic development," Commerce, Trade & Industry Minister Christopher Yaluma said as he was officiating at the event,

Corporate Social Responsibility Network Zambia (CSRNZ) Executive Director Lee Muzala said the awards should not be regarded as competition awards, but awards of appreciation, premised on challenging and encouraging companies and corporates to invest in the communities they derive their labour and customers from.

"As the CSRNZ, we are challenging Zambia to unleash the full potential of CSR and not only focus on a common understanding of CSR to minimise risk, compliance and transparency but also to support companies to take advantage of opportunities to innovate products and services that create shared value and sustainable living for all," he pointed out.



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Lusaka, Zambia
+260 211 252396 / +260 977 843926
www.csrzambia.org | info@csrzambia.org

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2019 CSR AWARDS WINNERS



VISION CARE APPASAMY EYE HOSPITAL & VISION CARE OPTICIAN



THE SMARTPHONE NETWORK



THE 2019 CORPORATE SOCIAL RESPONSIBILITY AWARD WINNERS WERE ALL PRESENTED A CERTIFICATE OF RECOGNITION IN THEIR RESPECTIVE CATEGORIES. PLAQUES WERE ALSO PRESENTED TO ALL DESERVING WINNERS. KINDLY BE INFORMED THAT THE 2020 CSR AWARDS WILL BE HOSTED ON FRIDAY, 4TH DECEMBER, GOLDEN PEACOCK HOTEL, LUSAKA TO PARTICIPATE PLEASE CALL +260 977 843 926



PROMOTING QUALITY EDUCATION THROUGH PRE-USED CRATING TIMBER



DR. ONWARD S. MANDEBVU
HEAD OF EDUCATION
CSR DEPARTMENT
KANSANSHI MINING PLC.

“PRE-USED!” What comes to your mind the moment you read this word? Perhaps thoughts such as “used and of lower value,” “throw away stuff,” “old and pretty much useless.” Not at Kansanshi Foundation! Pre-used crating timber is literal gold.

In the true spirit of minimising our environmental footprint, we observe the 3Rs of nature conservation—Re-use, Re-cycle and Reduce.

In this case, we re-cycle pre-used crating timber to make a huge difference in the lives of school children who would otherwise be sitting on all manner of ‘desks’—from sitting right on the dirty floor, sitting on bricks or sitting on some ingenious constructions the schools called ‘benches’ that were made from

bricks and planks of wood! To make the bad situation worse, classrooms in most of these schools have heavily potholed floors. Sitting on such floors was far from comfortable!

Since 2017 Kansanshi’s re-cycling of pre-used crating timber has been a God-sent solution to the daily cry of over 5,000 school children who had no proper desks. We have provided at least 2,500 two-seater desks made from pre-used wood to 30 schools to help alleviate the serious shortage of desks in the schools. You need to have seen the situation before for you to fully appreciate the difference these desks have made to the lives of the school children! This has been a case of more than half a loaf is better than nothing! In the eyes of the pupils this has been a gift from above!

And the contribution of these desks to the improvement of the quality of education in the beneficiary schools is incalculable! Imagine the discomfort and

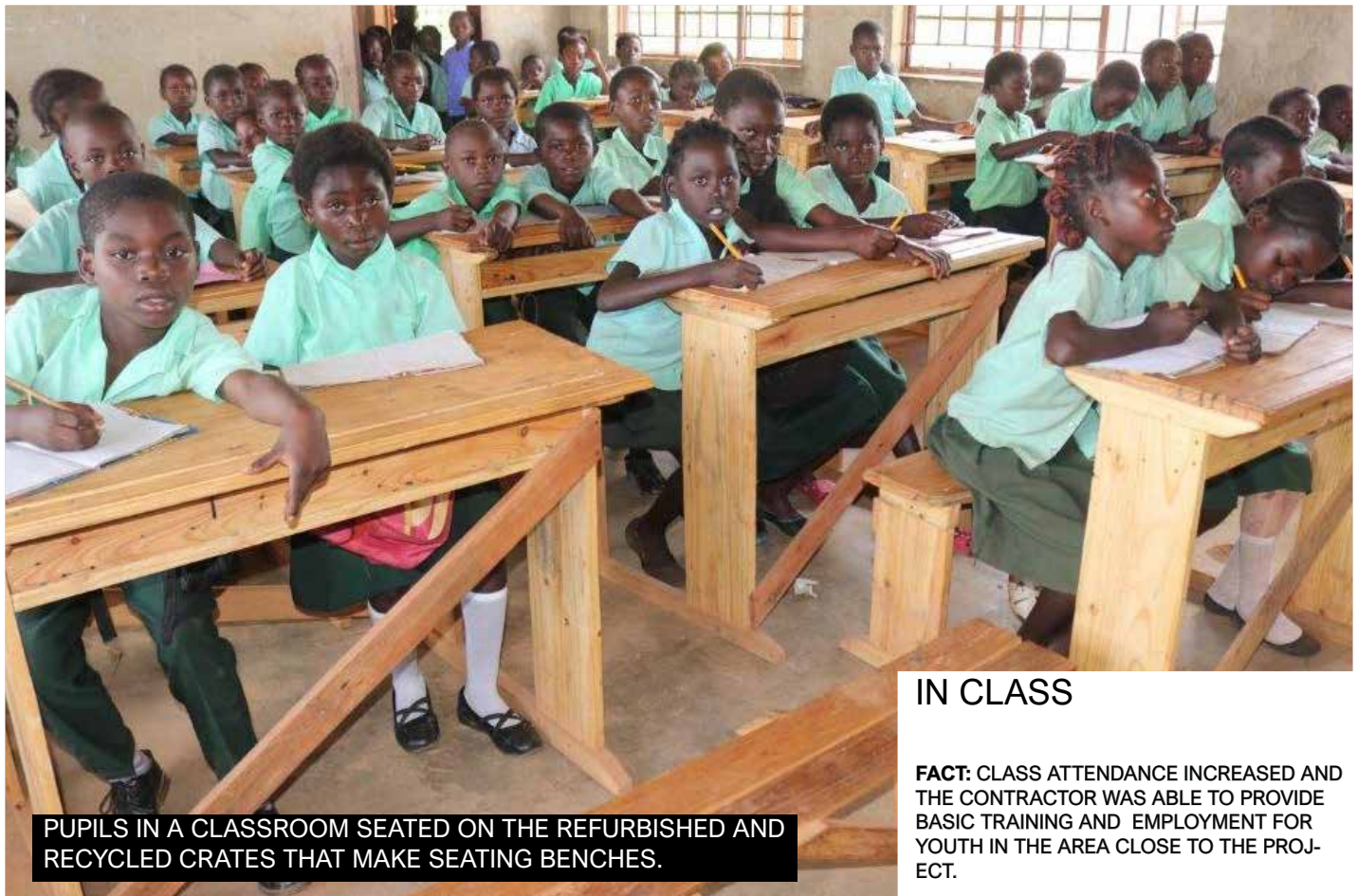
therefore the lack of attention to learning that school children used to experience when they sat on their old contraptions of desks, not to mention the effect on children’s development of handwriting skills.

Now this is history!

But the benefits have not been to the school children only. Through this initiative, Kansanshi Foundation has helped to remove some youths from the streets and create fulltime employment for them.

The Foundation contracted a young enterprising graduate of the Northern Technical College (Nortec) in Ndola, who had started a fledgling carpentry company, to make the desks. With pre-used timber provided by the Environment Department of Kansanshi Mining Plc., the young man was initially given a contract to supply 50 desks a month.

He was assisted with start-up down payment to help him buy



PUPILS IN A CLASSROOM SEATED ON THE REFURBISHED AND RECYCLED CRATES THAT MAKE SEATING BENCHES.

IN CLASS

FACT: CLASS ATTENDANCE INCREASED AND THE CONTRACTOR WAS ABLE TO PROVIDE BASIC TRAINING AND EMPLOYMENT FOR YOUTH IN THE AREA CLOSE TO THE PROJECT.

essential tools. And today his company employs not less than five local young men and one young lady on a fulltime basis, all engaged in the making of desks. The young lady, who is the quality assurance and administration manager, is herself a graduate of one of First Quantum Minerals' investments in the local community – the Kwambula skills training programme.

The contractor, Cave Carpentry and Joinery Pvt. Limited, has since grown in terms of production capacity. This means increased prospects of employment for local youths as well as greater job security for those who are currently employed by the company, with all the social and economic benefits that come with it—not to mention the

higher number of school children who will now have a chance to sit on proper desks and focus on learning in class! To maximize the pre-used timber and quicken the provision of desks to schools in our host community, Kansanshi Mining Plc changed the mode of delivery of desks from 100% wood desks to a programme of rehabilitating

broken down steel desks supplied by the schools themselves. In this programme schools supply the carpenter with their broken down desks and the carpenter restores the steel frame of the desk before providing the desk with new seater and writing table both made from the pre-owned timber.



FIRST QUANTUM
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FROM RIGHT: DANGOTE DCP PLANT DIRECTOR INSPECTS THE CLINIC, ACCOMPANIED BY LUPIYA CLINIC OFFICER IN-CHARGE. THIS WAS DURING A ROUTINE VISIT TO LUPIYA VILLAGE, AS PART OF THE DANGOTE CEMENT PLANT ZAMBIA COMMUNITY ENGAGEMENT PROGRAM

DANGOTE TAKES THEIR CSR TO LUPIYA CLINIC AS RENOVATIONS PROGRESS

During a visit to Lupiya Village, as part of the Dangote Cement Plant Zambia Community Engagement Program, Environmental and Social officers inspected Lupiya Clinic.

The inspection revealed that the clinic was in a very poor state with the maternity room roof infested with bees while being occupied by an expectant mother. The clinic had no water, electricity, bathing room and with limited furniture. Patient attendants and medical personnel were forced to fetch water from a well at a nearby school.



ARTICLE WRITTEN BY
DANGOTE CEMENT PLANT
COMMUNICATIONS AND CSR
DEPARTMENT

presented with the findings and quickly approved for funds and labor from DCP – Zambia Civil and Electrical departments to renovate and refurbish the clinic. The following were done;

1. Fumigation of the clinic with bee repellent,
2. Replacement of damaged ceiling board with new material,
3. Installation of solar power and fluorescent bulbs for lighting and security,
4. Painting of the inside and outside of the clinic,



DANGOTE STAFF INSPECT PATIENTS TOILET AT THE CLINIC BEFORE PROCEEDING WITH RENOVATIONS AND REFURBISHMENT.

5. Installation of a submersible water pump for the borehole to supply water to the clinic and staff houses,

6. Bathroom fitted with a showerhead for patients especially mothers who had a big challenge in terms of bathing after delivery,

7. Furniture for waiting patients. The second project was done in June, 2019 and involved the supply of clean water by way of a water point in Chingwele village.

The community was facing water problems with the drying up of wells attributed to poor rainfall experienced for two consecutive seasons. DCP – Zambia stepped in and made an extension to provide treated water to the community. The water point services over 100 households with others driving/cycling from nearby villages to fetch water from the water point namely Longwani, Kapala, Maliko, Chimpeta and Chisoboya villages of Snr. Chief Chiwala area.

Other initiative implemented in 2019 included the Dangote Sustainability Week with the theme: ‘Our Community, Our Passion’. This was the second sustainability week with the first one being in 2018. The sustainability week involves engagement activities between Dangote staff and the community. The 2019 Sustainability Week was held at Lupiya Secondary School in Snr. Chief Chiwala area, Masaiti.

The following activities were carried out; Cleaning of the school surroundings, classrooms, ablu-



tions and donation of cleaning agents, donation of netballs and footballs, career/health talks and environmental talk on climate change and sustainable agriculture, and an educational tour of

Dangote Cement Plant. DCP – Zambia will continue supplementing government’s efforts towards the attainment of the Sustainable Development Goals (SDGs).

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AIRTEL CROSS-CUTTING CSR ENGAGEMENT

Airtel Networks Zambia Plc. is committed to changing the lives of the less privileged people in society through its' various Corporate Social Responsibility (CSR) interventions. Since we began operations in Zambia, Airtel has not only strived to create a reliable Mobile telecommunication service but has also invested heavily in changing lives.

Our CSR focus is about empowering, enabling and un-

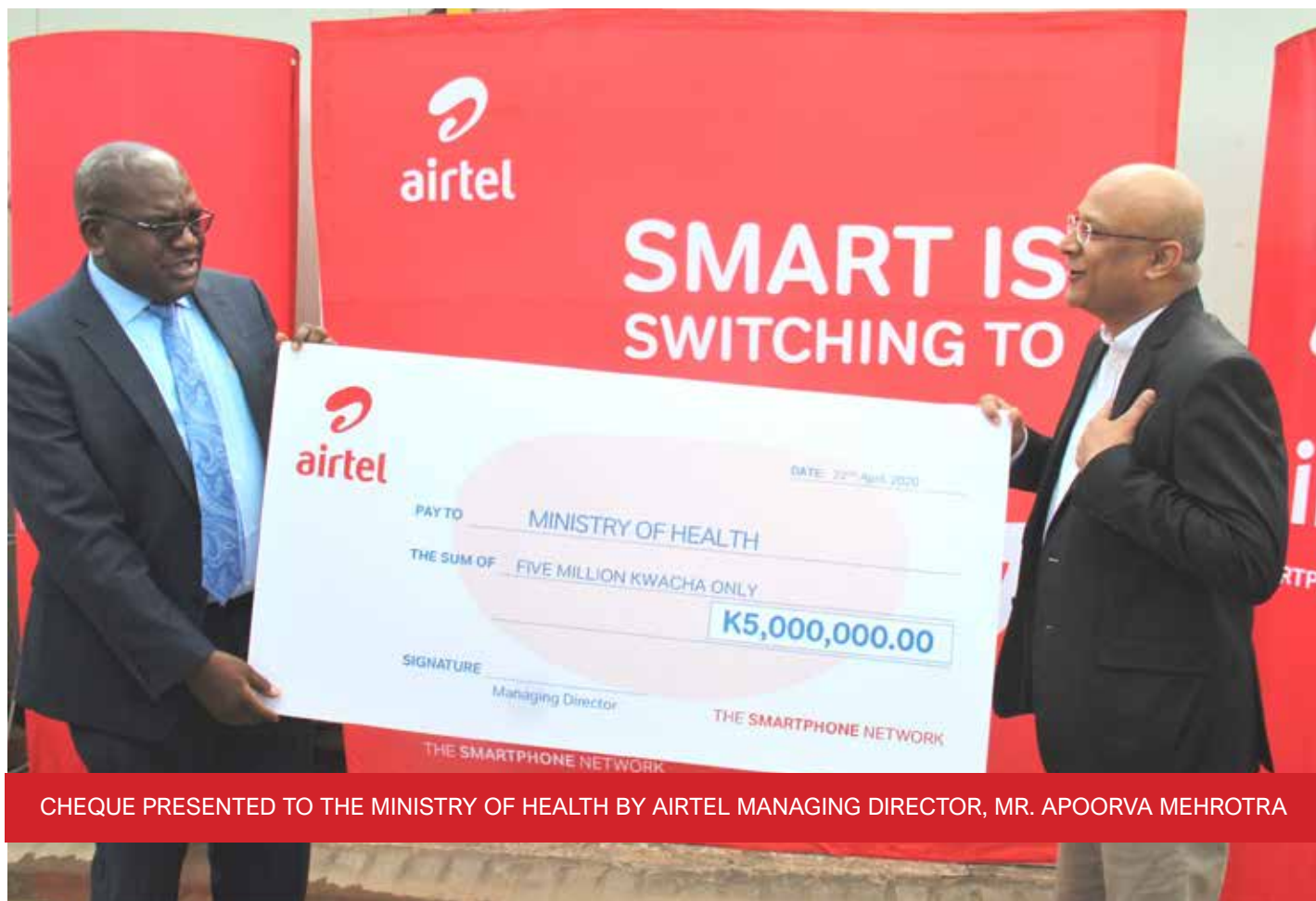
locking the potential of future generations to help them succeed and create wealth, socially and financially. We specifically invest in four key areas of Education, Maternal and Child Health, Youth Entrepreneurship and the Environment.

In the past few months, Airtel has continued changing lives in various areas which include some activities in Ndola and Kitwe. Education has always been a focus pillar for Airtel and as such, we partnered with the Ndola City Council to donate educational books and a router to the Ndola City Library. In Kitwe, members of staff visited the Vision of

Hope Orphanage as part of their engagement with the less privileged communities. They interacted with the children who comprised mainly of orphans and donated assorted food and groceries.



THE SMARTPHONE NETWORK



CHEQUE PRESENTED TO THE MINISTRY OF HEALTH BY AIRTEL MANAGING DIRECTOR, MR. APOORVA MEHROTRA

Our health impacts everything from how much we enjoy life to what work we can perform. One of Airtel Africa's CSR focus is to ensure that under the Airtel Healthy Women programs, women, whether employees or in the communities that the company serves are healthy. It is for this reason to commemorate the Cancer month recently, Airtel decided to do an internal introspection by bringing the cervical and breast cancer screening to the Airtel staff that ordinarily would not have time to go and be checked. Over 60 women underwent screening. Cervical cancer kills more women in Africa than any other

Cancer, and primarily strikes women aged 25 to 45 years which is the age group of our workforce.

In the spirit of the giving season, as well as Employee Volunteerism, Airtel in December and January, 2020 donated assorted gifts to 11 Orphanages across the 10 Provinces with staff dedicating an hour in each zone to socialise with vulnerable children. The whole idea of the initiative was to make vulnerable children feel loved and accepted by the community at large. We are a company that values inclusivity and thus, this was one of the ways members of

staff could participate in enriching the lives of the less privileged. Over 400 children were reached across the 10 provinces with each receiving either a book or toy and members of staff spending an hour at each location to sing, dance and play with the children. Assorted grocery items were also donated with staff buying all the toys, books and groceries with their own money.

We will continue to harness the power of our network of customers, employees and partners to deliver relevant and innovative programmes for social change.

SUSTAINABLE AGRICULTURE PROJECT FOR KONKOLA COMMUNITY

Lubambe Copper Mine has initiated a sustainable agriculture project focusing on conservation farming as a means to uplift the standard of living for communities around the mine.

As part of the project, the Mine, working in collaboration with Premier Greenview, an agricultural consultancy firm, has trained and empowered some Konkola community members with horticulture farming and financial literacy skills.

The aim of the project is to encourage participants to take up farming as a profitable business that can positively contribute to their livelihoods.

Lubambe's Community and Stakeholder Relations Manager Lomthunzi Mbewe has said that the project is premised on LCM's aim to contribute positively to Sustainable Development Goal (SDG) two, whose focus is on zero hunger, attainment of food security and promotion of sustainable agriculture. The main purpose of the project is to produce horticulture yield for commercial purposes. Production of various cash crops will be done on a 142-hectare piece of land.



ARTICLE WRITTEN BY
LUBAMBE COPPER MINE
COMMUNICATIONS
DEPARTMENT

The target groups are cooperatives with available land. Currently, over 30 people from seven cooperative groups have been trained in agri-business entrepreneurship.

Ms. Mbewe added that the project was anchored on profit-making. Selected marketable and financially viable crops such as leafy vegetables, carrots, eggplants, onions, beans, tomatoes, amongst others, would be grown.

Tilitonse Cooperative Chairperson Josephine Mwale said the agricultural project introduced by Lubambe has enabled members of the group to sustain their livelihoods as the farm yields are being sold to other community members and the Lubambe canteen.

She said because of this project, members of the cooperative are now knowledgeable and are able to apply the horticulture and financial literacy skills in their day-to-day activities.

Ms. Mwale expressed gratitude to Lubambe for coming up with projects that are relevant to the community and urged the mine to continue consulting and including community members in

the identification of projects so that the community can appreciate the efforts being made by the mine.

Currently, the project team has planted 6,500 tomato seedlings, 250 heads of cabbage, as well as 4x30 metre beds of Chinese cabbage and 4x30 metre beds of rape leaf.



“With the envisioned success of this pilot horticulture project, we intend to train more cooperatives in other modern farming methods like poultry management, and we will continue the training in fingerling production.” Ms Mbewe said.

Lubambe, through its CSR Department is currently working with four (4) cooperatives with



FIELD DAY: TILITONSE COOPERATIVE MEMBERS IN KONKOLA PRUNING OF TOMATOES AND CABBAGE WEEDING



17 earthen fish ponds and plans are underway to jointly construct five (5) more ponds to increase food production in the community to curb hunger and under-nutrition.

The hands-on-training is expected to end in June, after which the

farmers will be expected to run a business entity with minimal support from the mine.

Agriculture is one of the four focus areas of Lubambe Mine under its Corporate Social Responsibility (CSR) Programmes.

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0

Wet hands with water;

1

Apply enough soap to cover all hand surfaces;

2

Rub hands palm to palm;

3

Right palm over left dorsum with interlaced fingers and vice versa;

4

Palm to palm with fingers interlaced;

5

Backs of fingers to opposing palms with fingers interlocked;

6

Rotational rubbing of left thumb clasped in right palm and vice versa;

7

Rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa;

8

Rinse hands with water;

Adapted from World Health Organisation Guidelines on Hand Hygiene in Health Care 2009.

Scan the QR Code and watch Roberto's message to you!





QUALITY CONSERVATION-BASED JEWELLERY MAKES A MARK

Mulberry Mongoose is a group of 7 courageous ladies and 1 gentleman in rural Zambia who hand craft extraordinary jewelry with a strong conservation purpose. Their workshop is located on a well-worn elephant path in the South Luangwa, a world-renowned safari national park. They hand craft jewelry that reflects the grace and ruggedness of the unique South Luangwa valley in each piece they make.

They have won attention from celebrities and leading publications including National Geographic, Marie Claire and Departures because they transform brutal poachers' snare wire, collected in by anti-snare patrols, into jewelry. This process requires innovation, strength and tenacity and their creations are a testament to the team's work ethic and commitment. They believe in creating jewelry from local materials such as hand-crafted wooden beads mixing these with semi-precious stones to create a sophisticated African look that puts money back into the local economy. With every piece of jewelry sold they donate back towards anti snare patrols and have contributed over \$100,000 to conservation since they started in 2013. Why are they called Mulberry Mongoose?



ARTICLE WRITTEN BY
MULBERRY MONGOOSE

Their name captures the business purpose. The banded mongoose is a wonderful animal found in the bush. They survive in the bush by being a community, one mongoose keeps watch while the others feed or babysit their young. Similarly, Mulberry Mongoose grows as a business by creating invaluable employment in rural Africa and by helping to protect iconic African wildlife. Mulberry is a British colour and the founder, Kate, grew up in England with a Mulberry tree in her garden. As a business they strive to be as professional and efficient as any other Western business despite facing the very real challenges of working in a remote corner of rural Africa;

'Mulberry' symbolises that drive.

WHAT IS SNARE POACHING?

Poachers take crude metal wire (often stolen from metal fencing) and create rough nooses with it. They lay it down by water wholes or any area that is dense with wildlife. Their aim is to capture bush meat to trade it on a national and international level. Tragically it is an indiscriminate tool and captures anything that walks into the trap. The wire tightens and strangles or maims wildlife – death is slow and painful, or the animal is painfully maimed. Snare poaching is the biggest killer of our iconic wildlife.

Luckily, brave Rangers of the The Department of National Parks & Wildlife (DNPW) patrol the parks to collect in the awful wire before it harms our wildlife. These Rangers risk their lives on up to 10-day patrols, they may be killed by the very wildlife they try to protect or by the poachers who are often armed. They collect the wire which then must be stored for safe keeping.

Mulberry Mongoose decided to take this wire and take it out of circulation by turning it into something positive. Their jewelers transform the wire, through strength and ingenuity and they donate back to anti snare patrols with each sale helping the Rangers keep up their brave work.

Mulberry Mongoose donate to Conservation South Luangwa <https://cslzambia.org/>,
Zambian Carnivore Programme <https://www.zambiacarnivores.org/> and Conservation Lower Zambezi <https://www.conservationlowerzambezi.org/>

These not for profits work in partnership with DNPW to patrol and keep Zambia's wildlife safe. They not only run patrols but have community initiatives to help communities invest in their wildlife.







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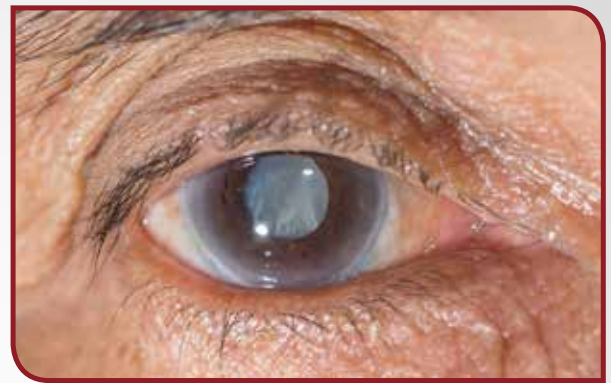
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CHACHACHA ROAD, OPPOSITE KARIBA HOUSE.
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GLAUCOMA

- A SNEAK THIEF OF SIGHT

Glaucoma is a leading cause of blindness in Zambia. Any person more than 40 years of age has a risk of having or developing glaucoma.

Glaucoma is a disease in the eye where the eye pressure is higher than normal. Like blood pressure eye also has a particular pressure and it is supposed to be less than 21mm Hg. When the pressure in the eye is higher than the normal value it tends to damage the nerve of the eye (optic nerve).

Unfortunately, the damage is irreversible and the treatment to control the eye pressure aims at maintaining the existing vision. In other words the disease can be prevented by appropriate eye checkup and treatment by an ophthalmologist (eye doctor). Treatment includes eye drops or sometimes surgery to control the eye pressure.

Many causes are postulated, the important one being hereditary or genetic cause. Others include inadvertent use of steroids in any form, injury, complicated eye surgery, etc. Once a year eye checkup for any person more than 40 years of age is recommended to find this silent thief of sight and treat it at early stage.

The author is a Consultant Ophthalmologist & Cornea Surgeon at Vision Care Appasamy Eye Hospital.



MAAMBA COLLIERIES - MAKING A DIFFERENCE

ZAMBIA'S LARGEST INDEPENDENT POWER PRODUCER IS TRANSFORMING THE FACE OF MAAMBA



On the education front, MCL runs the Maamba Private School with over 500 local students and a Nursery for around 160 toddlers, while also providing regular support to the GRZ-run school for differently abled children.

Towards improving health facilities, MCL partnering with the Ministry of Health, is setting up a state-of-the-art eye care unit at Maamba General Hospital to provide eye care to the needy in the district and beyond. MCL is also in the final stages of building a clinic near Lake Kariba which will provide access to medical facilities for around 10 remote villages and fishing camps.

As part of its COVID-19 preparedness initiative, the company has helped district authorities in upgrading facilities to convert a government secondary school at Maamba into a 10-bed quarantine centre in Sinazongwe District. Works included installation of electrical fittings and other requirements as well as donation of

Contributing around 10% of the nation's electricity generation capacity has a huge impact on the nation's energy security and the economy in general, but for Maamba Collieries Limited (MCL), its endeavours do not stop there.

The sponsors and management of MCL understand that no business can be successful unless the community around it shares in that success. Towards this vision, the company has set up the Maamba Development Trust (MDT), whose motto is, "Making a Dif-

ference...".

The objective is to spearhead social and economic development in Maamba, Sinazongwe District, and in other areas where Maamba Collieries operates. MCL's Corporate Social Responsibility initiatives are part of the company's social investment policy, centered on community development and improving the living conditions of the people. The initiative is built on four pillars - education, health, infrastructure development and sports, apart from conserving the environment as well as assisting with other needs of the community.

items including PPE and hygiene materials to help health workers deliver quality services and to make the centre more conducive for patients. The company also donated a state-of-the-art ventilator to the Minister of Health for Maamba General Hospital, to help augment the facility’s critical care capability.

Maamba Collieries is also empowering the local church organisation’s sewing centre to manufacture reusable cloth masks as part of community support programme.

A cornerstone of MCL’s CSR interventions has been laying new roads in the Maamba Township – roads which had not seen any work for over four decades – thereby providing dust free and safe roads to travel.

On the sports and fitness front, the company sponsors

the First Division Maamba Energy Stars F.C., and provides access to the sporting facilities including golf, tennis, squash, and badminton to the local community of Maamba Township.

Meanwhile, the Company has also been contributing to the development of the youth and less privileged by running TEVETA approved welding & metal fabrication & power electric courses in its modern, well-equipped Training Centre. Towards sustaining the livelihood needs of the people, the Company runs tailoring and carpentry classes for the local women and menfolk, skills which they can use for supplementing their meagre income.

“In order for us to mitigate the impact of mining and thermal power generation operations, environmental conservation remains a key focus area. We

endeavor to plant over 30,000 trees every year and continuously undertake rehabilitation of waste dumps for us to preserve our environment,” said Head Corporate Affairs PJ Sudhir. Meanwhile, MDT Manager, Mr. Jethro Sikalunda highlights that, “MCL also provides much needed access to water for the people of Sinazongwe, by pumping water through a 28-km pipeline from Lake Kariba to SWASCO - to meet the community needs for potable water”. He added that, “The company also provides support to the three chiefs in its area of operations”.

With the support of all stakeholders, MCL has been transforming the face of Maamba, bringing much-needed social and economic empowerment, and essentially, MAKING A DIFFERENCE by improving the lives of the community in Maamba and the district of Sinazongwe.

COMPANY PROFILE

Maamba Collieries Limited (MCL), in Sinazongwe District in Southern Province, is Zambia’s largest coal mine and the nation’s biggest Independent Power Producer (IPP) with Zambia’s only coal-fired Thermal Power Plant (TPP).

The company operates a 300 MW (2 X 150 MW units) modern, eco-friendly coal-fired power plant - the only one of its kind in Zambia – with the capacity to supply 10 percent of the country’s current installed electricity generation capacity.

MCL is owned 65 percent by Nava Bharat Singapore Pte and 35 percent by ZCCM-IH, with some US\$919 million invested since 2010.

The plant provides diversity in the nation’s energy mix and contributes to the nation’s base load electricity demand with high-availability power that is independent of climate change, thereby augmenting energy security of Zambia.



CSR GAINING WIND IN ZAMBIA AS ZAMBIA AIRPORTS TAKES THE PILOT SEAT

The practice of corporate social responsibility (CSR) has been a staple in many companies around the world for years and continues to gain traction in Zambia. According to financial analyst James Chen, corporate social responsibility is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders and the public.

By practicing corporate social responsibility, also called cor-



CHIFWANTI ZULU
ZAMBIA AIRPORTS
CORPORATION LIMITED



porate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society including economic, social and environmental.

There is more than one way an organisation can show corporate social responsibility including volunteering in communities, adopting corporate policies that benefit the environment or donations to charities. The mere fact that companies are willing

to spend on activities that are not exactly in their scope of operation, especially those that do not guarantee profit is an indication of the importance of CSR.

In an age where brand perception means everything, CSR demonstrates that a business takes interest in far reaching social issues rather than just those that impact profit margins; this in turn attracts customers who share the same values. CSR thus acts as a tool for brand consolidation and a buy in for potential clients and entire communities. Therefore, it's not just communities that gain from CSR, companies reap huge benefit too.

The presence of CSR in Zambia cannot be denied. Environmental and social issues awareness has grown rapidly in recent years and this is continually compounded by every community's wish to attain a harmonious society. CSR is businesses' pledge to weigh the impact its activities have on a societal level.

Throughout the one party state era, the government was the key actor in forming the social development narrative in Zambia. When the state nationalised foreign owned firms, the parastatals then became the main players in the area of social investment.

The broad, all embracing driving force of CSR in these years was simply the creation of employment.

Since the 1990's and the emergence of public private partnerships, the starting point for

most CSR activities in Zambia has been the community. For some organisations, it is simply activities such as organising and volunteering in environmental clean-up efforts for example or yearly donations to charities. Even as there is little consensus on what exactly the term CSR means or the lack of clear legislative framework guiding it, it's usefulness to organisation is only growing popular. Companies have figured out that society's perception of their business practices is just as important as all other business strategies.

Elsewhere in the world governments are working to formalise the legal framework surrounding CSR. Indonesia was the first country to legislate CSR in 2007 while India in 2014 became the first country in the world to make CSR mandatory. Under Indian law, businesses above a certain size are required to spend at least 2 percent of annual profit on CSR. As highlighted by many critics, this law takes away the inspirational and voluntary nature of CSR yet this is the best example of the juggernaut it is becoming and one has to wonder if these laws are going to have a snowball effect in the foreseeable future.

With the continual growth of its influence in different sectors of society, corporations like BMW have made CSR an essential part of their business strategy over the years. According to Involvement Marketing, BMW has set the bar high with a goal of helping over one million people by 2020. They plan to do this by creating programs such as 'The Schools



Environmental Education Development Project' to help raise awareness of social and environmental issues. BMW's key to CSR success has always been alignment. They're a great example of corporate social responsibility because of their balance between a good business model and helping social causes.

From the examples above, the success of CSR can be measured by the way the responsible behaviour is perceived by the community of stakeholders and how impacts are felt by them. CSR fosters closer ties between corporations and communities whether its sharing the costs society has to pay due to environmental degradation or the benefit both parties would stand to gain from the transfer of technology

from a multinational corporation to a community especially in a developing country. Though one thing is certain, sustainable CSR solutions at any level are based on partnerships between civil society and business.

It can therefore be said without a doubt that CSR has taken its place in today's corporate world and is gaining wind in Zambia. Businesses that want to stay relevant as well as seek to attain a more harmonious relationship with society need to invest in CSR while those who ignore it do so at their own peril. Furthermore, in an ever changing business environment, companies usually tailor CSR in their business mix in order to possess a competitive edge and be successful in the long run.

PROTECT THE FUTURE. CONSERVE ZAMBIA'S BIO-DIVERSITY

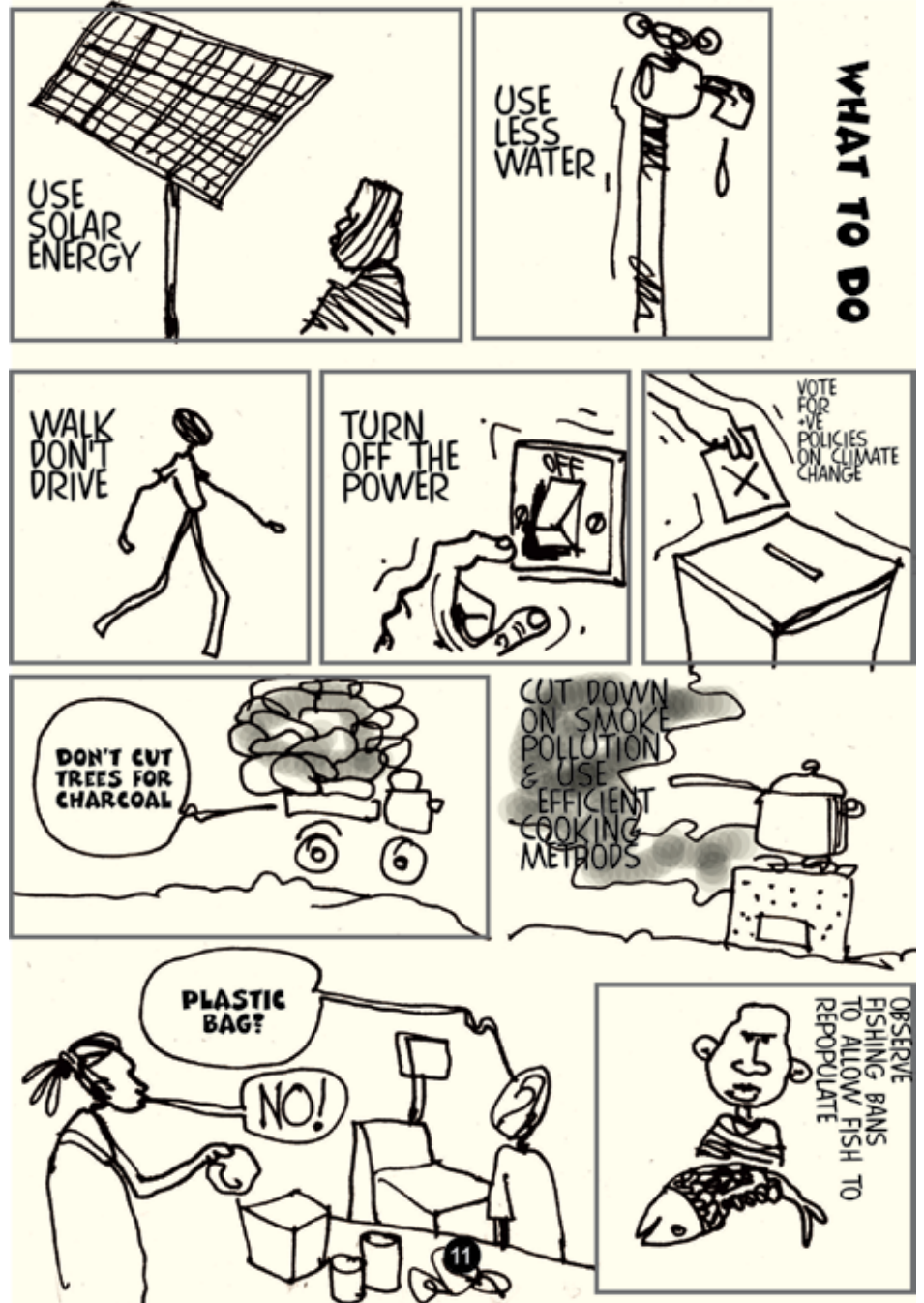


KISS ABRAHAM
CSRNZ GUEST AUTHOR AND
ENVIRONMENTAL
ACTIVIST

Zambia ranks as one of the most deforested countries on earth. Deforestation in Zambia has cost the country 250, 000 hectares of forest per year. According to a 2003 report on forests in Zambia by Mbindo Keddy published by the Food and Agricultural Organisation (FAO), forests in Zambia are being cut or destroyed by people without a clear knowledge of all the consequences and without a commitment to sustainable use – “it’s a great concern that forests in many parts of the country are disappearing” states the report.

Environmental degradation is not unique to Zambia, it is a global problem but if we do not change our ways, it will harm our future.

On the 5th of June, 2020, the world observed World Environment Day. The theme this year was Biodiversity. Biodiversity is the foundation that supports all life on land and below water. It



affects every aspect of human health, providing clean air and water, nutritious foods, scientific understanding and medicine sources, natural disease resistance, and climate change mit-

igation. Changing or removing one element of this web affects the entire life system and can produce negative consequences. With the depletion of trees follows

the negative cycle on biodiversity - animal and plant life suffers, recedes or disappears, ecosystems change with rainfall reducing and groundwater depleting due to lack of rain. Ultimately this contributes to climate change.

Industrialisation and massive urbanisation are major driving factors in the depletion of forests in Zambia. Expansion of urban towns results in clearing of forests. The charcoal industry is one major cause for the cutting down of trees for fuel to meet the cooking needs of most Zambian homes. Large charcoal laden trucks roam the streets of urban towns on a daily basis transporting the charcoal to markets across the country. Without new solutions to society's insatiable hunger for charcoal, the future looks bleak for Zambia's forests.

I grew up in Chelstone and for adventures; we would venture into a forest north of Kamanga compound early in the morning with our dogs. In the evening we would return home with a variety of wild fruits and rabbits. That vast forest is now gone and replaced with the new dusty Obama and Meanwood Kwamwena neighborhoods. Indigenous trees cut and replaced with concrete constructions and groundwater boreholes sucking the underground water to meet the consumer needs of the new inhabitants of the dry surface.

With the biodiversity all but vanquished, most corners of Lusaka are now housing construction sites with forest 27 a recharge area for Chalimbana and Chon-

gwe rivers in Lusaka's Mikango and Ibex Hill areas being the current frontier for a war between the advancing human occupation and nature.

On a visit to Samfya in 2019, I stood by waiting anxiously on the edge of the lake in the evening as a couple of fishermen pulled their net out of Lake Bangweulu which they and their ancestors have fished for generations. It took the fishermen 5 minutes to reign in the net which they had cast long and wide early that morning. Their yield from the catch was juvenile breams- hardly palm size which didn't even fill a bucket. For dinner that night, I asked the chef for fish and he served us bream sourced from Lusaka. "The fish we have here in Samfya is not big enough" he said adding that they source fish from Nchelenge District 6 hours away and Lusaka because Lake Bangweulu in Luapula Province is overfished and stocks are depleting fast.

Elsewhere in Central Province Greenford Nyota a 70 year old peasant farmer in Mungule Chiefdom tells me that he has left his field for another plot in Liteta after farming it for 30 years. The surrounding forests are depleted by charcoal burners. The rainfall pattern is unpredictable. "I can no longer afford farming in Mungule, we don't have enough rain and I'm losing my crop" Mr. Nyota says.

In 2019, President Edgar Lungu in a speech to the 74th United Nations General Assembly in New York said that Climate change is frustrating efforts to raise stan-

dards of living for the world's poor. "There is need for global collaborative efforts and capacity to adapt to climate change" he also said that appropriate technology to help cope with climate change and scaling up efforts to combat climate change was essential in meeting the United Nations 2030 agenda for Sustainable Development.

People around the world and in Zambia want to reverse the negative impact of humans on the environment by innovating new ways of doing things. "My organisation has partnered with a Greenway project to discourage people from using charcoal and preserve Zambian forests" Says CSR Director Lee Muzala who adds that the Greenway Jumbo mbaula which is a single-burner, high efficiency cook-stove that works on all solid biomass fuels such as wood, dry dung, crop waste, bamboo does not require any fuel processing/cutting or charcoal the way most traditional braziers do.

The first thing to do in contributing to efforts to counter environmental degradation is to be informed about how to protect the environment and biodiversity. The Call to action against Climate Change is incumbent on all citizens of the world. When it comes to protection of the environment and securing our future, we should all work together across the globe as individuals, organisations and nation states because the threat of climate change and degradation of biodiversity affects everyone.



NATURAL VALLEY WETLAND INTERVENTIONS

Natural Valley Limited, Zambia's oldest bottled water manufacturer, is a family-owned business founded in 2000.

From its inception, Natural Valley Ltd has evolved around the supply of its brand of **MANZIVALLEY®** bottled water whose main products are **MANZIVALLEY®** Natural Mineral Water and **MANZIVALLEY®** Reverse Osmosis Water, packaged sizes ranging from 100ml to 18.9L bottles.

It has grown through commitment to delivering exceptional quality products, services and prides itself on being an industry trendsetter, believing in total customer satisfaction. Natural Valley is at the forefront of ensuring the industry maintains water quality standards, meeting Zambia's ZS 388 Standards on bottled water quality.

The company, through its good governance, engages its community and partners with many charitable, social, sport-



ing and environmental organizations, thus contributing to the promotion and development of National Health and the environment. It also celebrates and promotes Zambia's diverse cultures and contributes to most of Zambia's traditional ceremonies and other cultural events.

Natural Valley's 100ml to 9.5L products primary packaging is PET (Polyethylene Terephthalate) bottle with its 11L and 18.9L products packaged in PC (Poly Carbonate). Currently 78% of the company's output is made up of the 11L and 18.9L bottled water being an increase from 25% in 2014.

The firm is aware of its impact on the environment and has adopted an approach that dra-

matically minimizes its use of packaging, thus reducing its potential contribution to waste generation. This is achieved by increasing its output in reusable and recyclable 18.9L and 11L packaging and reducing output in single serve portions. The result is a high grade reusable Polycarbonate bottle that can withstand heat sterilization and a stringent cleaning process. This practice has helped to substantially reduce its waste plastic entering into the environment. The PC bottles are reused and at end of life, Natural Valley recycles the plastic 100% in-house and uses it to make new bottles. Thus, the environmental impact as a result of packaging in these bottles is reduced by 95%.

Damaged, defective and returned plastic such as PET, HDPE (High Density Polyethylene) caps and handles and LDPE (Low-density polyethylene) film plastic are collected and reground ready for reuse in its future environmental projects such as road making. The Reuse, Reclaim and Recycle method of material utilization is one of the most important actions a production company can use and represents sustainable waste management in the bottle water sector today.

A key CSR initiative is that every last Saturday of the month, Natural Valley staff dedicate their early morning to do a community clean up engagement in an effort to keep Zambia Clean, green and healthy.

WETLAND

The waste water accumulated during the day to day MANZIVALLEY® production activities is held in storage tanks. This water is sustainably managed by redirecting it to water the surrounding gardens and also feeds into one of Lusaka's last inner-city wetlands, on the property, supporting a habitat for various plant, animal and bird life.

The Wetland is also fed by urban drain water that flows in with plastic, glass, aluminium and other waste thrown into these drains. Countless hours are spent cleaning the wet-



land of this waste.

Natural Valley would like to enhance and conserve the biodiversity in this Wetland Area, develop Nature Conservation educational green design features and activities with a learning centre for children and communities, a space where individuals can connect with nature and protect the ground water.

We all need to understand the importance of Nature, why we must conserve it and understand the damage we cause to the planet and ourselves if we don't.

On the 3rd February, 2020, this Wetland hosted the commemoration of the 2020 World Wetlands Day graced by The Minister of Lands and Natural Resources, Hon. Jean Kapata, the Permanent Secretary Minister of Lands and Natural Resources, the Director Climate Change and Natural Resources, representatives from Zambia Environmental Management Agency, Water Resources Management Authority, World Wide Fund for Nature, Birdwatch Zambia, Zambia Crane And Wetland Conservation Program, Lusaka Water Security Initiative (LuWSI), Wildlife and Environmental Conservation Society of Zambia and the Chipembele Club from Twin Palm Secondary School.



COMPANY STATEMENT
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IHS Towers is one of the world's largest independent owners, operators and developers of shared telecommunications infrastructure with over 27,000 towers. In Zambia, its subsidiary, IHS Zambia, is the country's largest provider of telecommunications tower infrastructure with over 1,700 towers in its portfolio.

Innovation is at the very heart of development in Zambia and IHS plays a key role in providing the appropriate telecommunications infrastructure across the country. By improving its quality and availability, IHS strives to make a positive impact in the communities in which it operates. By investing in telecommunications infrastructure, IHS helps connect individuals, businesses and governments to each other. As telecoms connectivity gradually reaches more and more people, it creates more jobs, and more opportunities for people to thrive and prosper.

However, IHS also seeks to make a positive impact beyond simply the benefits of connectivity through its four-pillar sustainability strategy: Ethics and governance; Our people and communities; Environment and climate change; and Education and economic growth. The initiatives, programs and part-

nerships that sit under each pillar are designed to contribute to the long-term betterment of local communities.

Through this robust sustainability strategy, in its six years in Zambia, IHS has implemented a wide range of projects including school renovations, borehole drilling in rural communities and the donation of over 50 refurbished generators to schools, orphanages and medical centers under its Group Recycling Program.

This year, IHS has responded to the unprecedented challenges brought by the COVID-19 pandemic by supporting vital relief efforts across all countries in which it operates. The company believes it shares a collective responsibility to help fight the COVID-19 virus and, as such, is working tirelessly to most effectively lend support and help protect its local communities.

Across its five African markets, IHS has provided funding to international prevention and relief schemes; to local government and NGO initiatives; and sourced critical personal protective equipment (PPE) equipment for front-line staff.

In Zambia, to reduce COVID-19 transmission at the country's borders, IHS has worked with the local authorities to help safely quarantine incoming residents and other travelers. To ensure quarantine centers were well prepared, IHS donated various items in the Provincial District Administrations of the Copperbelt Province and Kazungula District. IHS has also supported the COVID-19 prevention efforts of Lunte District in the Northern Province through the

donation of blankets, mattresses, face masks and hygiene equipment for use in their quarantine centers.

To help raise awareness of COVID-19 and the importance of sanitation, IHS has sponsored the recording of a music video, in multiple languages, featuring prominent Zambian artists highlighting the severity of the COVID-19 pandemic. In addition, the company supported an advertisement with prominent Zambian actors promoting the health and safety measures that should be practiced during the pandemic.

When schools officially opened for examination classes in June, as directed by the Republican President, IHS Zambia donated hygiene materials to schools in the Chongwe District. IHS also donated ventilators, PPE and oxygen concentrators to the Ministry of Health and hygiene items, including face masks, handwash soap, handwash buckets and hand sanitizers to the Ronal Ross Hospital in Mufulira.

IHS Zambia remains committed to supporting vital national and local government initiatives. The company will continue to use its infrastructure and resources to not only help deliver critical supplies for the most vulnerable members of its communities, but also remain at the forefront of providing world class telecommunications infrastructure across the country.





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Clean Cooking for Rural Communities

Healthier, Happier Meals with Greenway Stoves.
Programmatic project for Environment, Health & Rural Development



Globally, 3 billion people including over 80% of households in Zambia rely on solid biomass fuels & traditional open fires or crude stoves for everyday cooking. Smoke from burning firewood and charcoal in these crude devices leads to over 4 million premature deaths every year and is a significant contributor to air pollution & climate change.

The healthier, Happy Meals with Greenway Stoves is a large scale project approach to enable and record the impact of clean cooking amongst rural communities & carbon emissions at large. The project provides for one high quality, efficient wood-burning stove per family and tracks its usage via a network of organisations that are already serving local communities. In addition, the project aims to further in-country conservation, health, gender and rural development efforts being undertaken by Zambia based organisations through programmatic synergies.



For more information:

www.greenwayappliances.com

Email: saanaee.naik@greenwayappliances.com

Facebook: www.facebook.com/greenwaygrameeninfra

Twitter: [@greenwaygrameen](https://twitter.com/greenwaygrameen)