

# CSRhub MAGAZINE

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# Editorial

Corporate Social Responsibility (CSR) and sustainability have become increasingly important topics in today's global business landscape. Companies are facing growing pressure to not only deliver financial performance but also to make a positive impact on society and the environment. In the context of Zambia, a country rich in natural resources but facing various social and environmental challenges, the role of CSR and sustainability practices takes on particular significance. This edition of the CSR Hub magazine showcases the efforts being made by companies to address social and environmental issues, underlining the importance of community engagement, environmental conservation, and ethical business practices in promoting sustainable development in Zambia.

The CSR Hub magazine serves as a valuable source of information, providing insights into the various CSR projects being undertaken by organizations across Zambia. By highlighting successful initiatives, the magazine inspires other businesses to take action and contribute to the social and environmental development of the country. Additionally, we strive to disseminate knowledge about innovative approaches and strategies, enabling companies to learn from one another and improve their own CSR practices.

Furthermore, the magazine is here to act as a catalyst for collaboration and partnership building. By featuring interviews, case studies and opinion pieces from key stakeholders in the CSR landscape, we can facilitate networking opportunities and encourage dialogue among different actors. This collaboration is essential for addressing complex social and environmental challenges, as it will allow for the pooling of resources, expertise and ideas. Ultimately, our goal is to see the CSR Network serving as a unifying platform, bringing together diverse stakeholders and fostering a collective effort towards sustainable development in Zambia.

As we begin preparations for the fifth edition of the Annual CSR Awards to be held on 17th February 2024, in Livingstone, we would like to encourage all organisations to participate in the conference and nominate projects for the

Awards. The Awards event will be preceded by a two-day conference on CSR and Sustainability.

Hosting the forthcoming fifth Annual CSR Awards and celebrating the fifth anniversary of the CSR Network Zambia (CSRNZ) marks a significant milestone in the history of the organization and the narrative of CSR and sustainability in Zambia. The Awards provide a platform to recognize and acknowledge the outstanding CSR initiatives and contributions of organizations in Zambia. This recognition can serve as a powerful incentive for businesses and other entities to engage in meaningful CSR activities. By showcasing successful CSR projects and initiatives, the awards inspire other organizations to get involved in similar endeavors. Our desire is to help align CSR efforts with national development goals and priorities, in order to contribute to the broader socio-economic development of Zambia.

CSR and corporate social investment (CSI) have evolved from being 'feel good' activities or mere concepts to ones rooted in the notion that they influence businesses' operating environments in a way that could determine their future. Core to this notion is the understanding that a business cannot function well in the long-term if society in which they operate is failing.

The CSRNZ Annual CSR Awards have become a highly anticipated event in the Zambian business community, showcasing innovative CSR initiatives and best practices that have positively impacted local communities. By acknowledging and celebrating these achievements, the event always aims to inspire other companies to embrace CSR and sustainability as an integral part of their business strategies. Additionally, the fifth anniversary of the CSR Network Zambia will highlight the growing commitment of the business sector to collaborate and address social and environmental challenges collectively. Through knowledge-sharing, networking and collaborative projects, the network continues to play a crucial role in fostering a culture of CSR and sustainability within the Zambian business landscape.



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## PachiPanda Innovation Challenge 2023: Driving Sustainable Innovation in Zambia

On 14<sup>th</sup> July 2023, the MTN Zambia Foundation (MTNZF) and the Worldwide Fund for Nature (WWF) Zambia jointly launched the second PachiPanda Innovation Challenge with the primary aim of empowering Zambian youth with technology entrepreneurial opportunities while addressing climate change challenges in line with SDG 13 and Zambia's 8th National Development Plan.

The PachiPanda Innovation Challenge provides a unique platform for young individuals, aspiring entrepreneurs, and established innovators to present groundbreaking ideas that generate positive environmental and societal impacts. This initiative strives to foster sustainable innovation and drive meaningful change across the nation, emphasizing the need for a holistic approach to tackle Zambia's environmental and social challenges.

Honourable Collins Nzovu, the Minister of Green Economy and Environment, highlighted the significance of scaling up climate and environmental solutions in African countries, with Zambia taking the lead in driving positive change.

Ms. Rose Sibisi, the MTNZF Chairperson, expressed enthusiasm for witnessing groundbreaking ideas from the Challenge and pledged the Foundation's unwavering support to the winning projects. *"The Foundation has a mandate on working on key national priorities like climate change mitigation and youth empowerment in the digital era,"* she added.

Ms. Nachilala Nkombo, the WWF Country Director, also expresses excitement about launching the PachiPanda Innovation Challenge in Zambia, a nation rich in natural resources, and emphasizes its potential to unleash true power through sustainable innovation.

An essential aspect of the PachiPanda Innovation Challenge is the mentorship and support provided to participants. Industry experts and mentors from partner organizations will guide and assist the participants throughout the challenge, helping refine their ideas and turn them into viable projects.

This year's edition of the PachiPanda Innovation Challenge offers even more significant rewards, with double the prize money compared to the previous edition. The winners will receive a grand prize of \$10,000, and the top 30 teams will receive continuous support until they become investment-ready. Last year's edition received an overwhelming response, with over 1100 entries, indicating the growing interest and participation of the youth in addressing critical environmental and societal issues in the country.

The MTN Zambia Foundation actively collaborates with like-minded institutions, such as WWF Zambia, to execute meaningful projects like the PachiPanda Innovation Challenge. Through these initiatives, they aim to empower the youth, drive climate action, and create a positive impact on both the environment and society.







**Interview with Lomthunzi Mbewe, Lubambe Copper Mine: “Reducing the food gaps, increasing food production and minimizing malnutrition.**

Lubambe Copper Mine (LCM) is located within the Greater Konkola Area of the Zambian Copperbelt and consists of a large-scale mining license covering an area of approximately 240 square kilometers. The mine is a modern, world-class facility with fully mechanized underground operations and is owned by EMR Capital of Australia (80%) and ZCCM-Investments Holdings (20%).

The agri-food sector plays a huge role in the sustainable development of our world. Food is considered as a basic amenity essential for the sustenance, development and growth of an individual. Recognizing that food production is critical in assuring availability of food, LCM launched a program to provide water pumps to farmers in Konkola township, Chililabombwe, in direct response to the United Nations’ Sustainable Development Goals (SDGs), not just goal number 2 on zero hunger, but also other notable goals such as goal number 8, on decent work and economic growth, and goal number 12 on responsible consumption and production. This intervention aligns seamlessly with LCM’s CSR programmes anchored on four pillars – education, health, agriculture and infrastructure. The company promotes community-driven programs which are in collaboration with the community and the government.

In this interview with the CSR Network, Lomthunzi Mbewe, the Community and Stakeholder Relations Manager, Lubambe Copper Mine delves into the details of this project and discusses every aspect including planning, execution, monitoring and impact. She also explains how their strategic partnership with communities is intended to amplify the reach and outcomes.

**Q. What motivated Lubambe Copper Mine to come up with the farmer support program for farmer groups in Konkola area? What were the key factors or insights that led to the identification of this specific need?**

**A:** *Our motivation to formulate and implement the LCM Agric support program is solely based the Mine introducing alternative livelihoods to farmers in our host communities, we note most farmers are subsistence farmers and practice mono-cropping year in year out, growing mostly maize. What this has led to is less and less yield every year due to damage in the soil ecology, reduction of soil nutrients etc. With this pattern we also noted that at a household level, most of our farming community have a very lean period after March- meaning less food in the homes which brings about numerous other complications such as malnutrition and stunting in children.*

*One important activity that we undertake are periodic surveys to not only assess the demographics but gain insight into the socio-economic aspects of our communities. This particular intervention was arrived at due to the fact that we noted fewer farming activities on our surface rights; the reasons are numerous and what stood out was climatic effects- we had dry spells and then the heavy downpours that didn't support Agric activities, this coupled with high cost of inputs and late distribution for 22/23 farming season gave us an indication of a very likely food insecurity crisis in our communities. We are currently working with a farmer group as pilot. We will monitor their activities throughout the process and are optimistic to scale it to more farmer groups for wider impact and benefit.*

**Q. Please provide an overview of Lubambe Copper Mine’s Farmer Support Program - what are the key components of the program and how has it been implemented?**

**A:** *LCM’s support to agric production in our host communities is well aligned with SDG 2; whose target is to achieve food security, improved nutrition and promote sustainable agric activities. We recognize the importance of all these components in our conceptualization and implementation plan.*

*We mostly work with farmer groups in a holistic manner in that we first begin with capacity building, trainings, and practicals. We are always aware of the need to equip farmers with knowledge alongside technical know-how. We also ensure we engage cooperating partners such as successful private farmers, seed marketing companies, the line Ministries, who have been a great help in implementation and monitoring. As our aim is to introduce alternative livelihoods, we have several groups on our support program that are in poultry production, egg production via incubators, fish farming, horticulture and*





*this year we introduced value-addition in poultry and fish farming by helping farmers with smokers.*

**Q. Please share some insights into the selection of farmers and the considerations taken to ensure they meet the requirements.**

*A: Lubambe has a long history with many farmer groups due to previous interventions in various empowerment projects. The selected groups need to demonstrate an ability to successfully grow cash crops ranging from leafy vegetables, tomatoes, legumes etc however, we note that these groups could be facing challenges in sustaining production due to adverse weather and various other unforeseeable factors. Another determining factor is obviously the ability to grasp and retain conservation farming methods and basic financial literacy. Our sustainability plan is to ensure these farmer groups play a big role in passing on the technique and know-how to other emerging farmers in the community.*

**Q. This initiative is in collaboration with the Ministry of Agriculture - how has this collaboration helped with the monitoring of activities and impact of the program?**

*A: We have been working alongside Ministry of Agriculture since inception of our agric interventions. The collaboration has helped to assess farmer readiness and provided a training and monitoring mechanism through the Ministries provision of extension and camp officer services.*

*What this does for the Mine is ensure continuous improvement in the farmers knowledge base, ensure improved technologies and practices. We have gone further to collaborate very closely with seed marketing companies who have been a tremendous help in providing inputs for improved crop variety, appropriate and innovative use of fertilizers, boosters and other chemicals.*

**Q. How will Lubambe Copper Mine assess the impact of the program? Could you give us an overview of how the company will assess the core food and agricultural indicators for measuring the company's contribution to the achievement of the SDGs.**

*A: As the provision of pumps to farmers is a pilot project, we have no baseline but we will develop monitoring mechanisms that will capture farm productivity, household income, access to markets and crop diversity. When we analyze the tenets of SDG 2, its clear that we need to be cognizant of how our interventions have improved*

*sustainable access to food, household income - which in turn allows for food variety at household level. We will also set in place mechanisms to promote and monitor crop diversity to avoid mono-cropping. We will go further and monitor beneficiary household's nutrition levels particularly in children under 5; this will obviously require the involvement of trained nutritionists.*

**Q. What are some of the major challenges or obstacles faced during the implementation of this program, and how has Lubambe Copper Mine addressed them? Are there any lessons learned that have influenced the program's strategies and implementation?**

*A: The biggest challenge in any empowerment program is ensuring sustainability. We are constantly dealing with continued dependability and consequently protracted wean-off undertakings. As a Mine, rationalizing agric interventions then becomes important because its only when a sustainable venture is set up, has access to market, can sustain demand and completely weaned off, that continues to run efficiently, that we can measure its absolute success. We address the dependability challenge by ensuring a continuous process of capacity building and monitoring.*

*The biggest lesson in this is that whichever parameters are set for empowerment interventions, the most important is for beneficiaries to have basic numeracy and literacy skills. This helps tremendously because grasping of concepts becomes easier for the recipients and the beneficiaries can then pass-on the knowledge and techniques to others.*

**Q. How does this farmer support program align with Lubambe Copper Mine's broader CSR vision and goals? Does the company have a specific focus on agriculture or community well-being within its CSR framework?**

*A: LCMs agric programs and all other areas of focus are aligned to the Vision 2030 as well as the SDGs. Our CSR vision is to be a responsible business and promote improved livelihoods in our host communities. Therefore, any intervention that is conceptualized and implemented works around the principles in the Vision 2030 and SDGs.*

*As we know agric is a focal area for the GRZ and therefore we have adopted it as an area of strategic interest both to the Mine and to our host communities.*







*I care about improving grower livelihoods*





# I WANT TO DO MORE TO ENSURE OUR GROWERS HAVE A DECENT STANDARD OF LIVING

We strive to safeguard economically sustainable returns for our growers and where possible encourage them to grow other, complementary income-generating crops through our Market Match program. We also focus on financial literacy training, improving access to quality education and clean drinking water to further improve the livelihoods of our growers, their families and the broader communities in which they live.

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## ADDRESSING ENVIRONMENTAL CONCERNS AND PROMOTING CYCLING SAFETY

(Mabiza Resources Limited)

Deforestation is a growing concern in Chikankata district, Zambia. The majority of the deforestation is caused by clearing of land for farming and charcoal production which pose a significant risk to both the environment and people living there. Mabiza Resources Limited is promoting reforestation initiatives, encouraging cycling safety and educating locals on sustainable practices. Not only will it help protect the environment but also create economic opportunities for local communities who often rely heavily on natural resources for their livelihoods.

On 18th August 2023, a community outreach programme in Chikani area of Chikankata district was facilitated and attended by staff from Mabiza Resources Limited, Corporate Social Responsibility (CSR) Network Zambia, Kumalundu Trails and World Vision Zambia.

The team took turns to share and demonstrate on the dangers of deforestation and the many negative effects, including damaging landscapes and ecosystems as well as increasing soil erosion and lessening biodiversity. It was highlighted that the increased levels of charcoal production to meet the demand has caused an uptick in deforestation around the area.

A key solution to reducing this destruction should involve educating people about reforestation's immense benefits such as providing oxygen and controlling temperature extremes – both of which are essential for life! Such campaigns can be organized within communities to initiate conversations about sustainable forestry management practices that could be beneficial for everyone involved rather than solely focusing on making money from cutting trees down at an alarming rate.

The following day, on 19th August 2023, the Mabiza Eco Fun Day and Exhibition was held at the Hippo View Waterfront along the banks of Kafue River in Kafue.

In his opening remarks, the CSRNZ Executive Director recognized the presence of the Council Chairperson for Chikankata District, Mr. Conrad Ngoma and his team, the General Manager of Mabiza Resources Limited, Mr. Michael Musonda accompanied by his wife, the organizing team from Mabiza Resources, led by Mr. Lloyd Moomba, the representative from Ministry of Green Economy and Environment, Mr. Frank Gwaba, and other representatives from exhibiting companies like Buffalo Bicycles, Green Fire, Green Belt Energy and Solidaridad, whose products/ services can be adopted to protect, preserve and enrich our environment.

He reminded the gathering that our environment is the most precious gift that God has given us. How we sustain it, is the key to the development of the future of mankind. It is the duty and responsibility of each one of us to protect, conserve and grow nature. The degradation of our environment is linked with the development process and the ignorance of people about retaining the ecological balance. He emphasized the importance of environmental education which increases public awareness and knowledge about environmental issues or problems, which in turn provides the public with the necessary skills to make informed decisions and take responsible actions.

In closing his remarks, Mr. Muzala thanked all for attending the event and took the opportunity to invite Mr. Musonda to give his remarks on behalf of the mine.

Mr. Musonda stressed the importance of the mine in tackling the effects of climate change for the sake of future generations. He acknowledged that Munali Nickel Mine was the second largest mine in the region if not the biggest, and by this the mine felt obliged to engage with outlying communities on how best to fight the climate change effects and empower communities in livelihoods and smart agricultural practices.



He expressed gratitude towards the commitment shown by community members in Chikani area, who exhibited willingness to work with the mine to combat deforestation in the area and engage in sustainable charcoal production. He disclosed that the mine has committed to planting ten-thousand trees. He further extended an open invitation to Chikankata District Council to seek an audience with the mine and explore areas of collaboration. He also thanked the various partners who supported the event financially – Lwenshi Limited, Alpha Tech, Siame Transport, Butlas Security, Jufona, Redpath, Fleetrec, Netweb, Ansultech Fire Systems and Ashaz Printing among others.

Chikankata Council Chairperson, Mr. Conrad Ngoma, in his keynote speech, called for concerted effort in addressing the causes of climate change and environmental degradation in the district and the country at large.

Mr. Ngoma stressed that in a world where environmental degradation is a growing concern, it has become more critical than ever to understand the importance of environmental awareness and the role that each individual can play to mitigate the effects. He further thanked the mining company on its efforts to address environmental concerns and promoting cycling safety among community members, to avoid unnecessary deaths on the roads.

The Council Chairperson has since commended Mabiza Resources for embarking on an initiative to plant ten thousand trees in the area and supporting activities that strengthen the conservation and protection of natural resources, advance ecology sustainability and foster harmony between communities and the environment.







## First Lady, Stanbic CE visit National Autism Centre in Kabwe.

**31 August 2023, Lusaka:** Stanbic Bank Zambia Limited in collaboration with the Office of the First Lady paid a visit to the National Centre for Autism construction site in Kabwe on August 29, 2023.

As Stanbic, we were delighted to join the Republican First Lady, Madam Mutinta Hichilema, among other stakeholders to check on progress made at the construction site since handing over a K600,000 cheque to the Office of the First Lady's Stay In School Initiative in June, this year.

Speaking during the site visit, Stanbic Bank Chief Executive, Mr. Mwindwa Siakalima, said: "As Stanbic Bank, we were excited and proud to align ourselves to this noble project. Firstly, our contribution towards the construction of the Centre was aligned with the Bank's Corporate Social Responsibility (CSR) focus. Children living with autism should be given a fair chance of succeeding in their academics."

"It is our hope that the construction of the National Centre for Autism will enable as many pupils as possible in Kabwe & surrounding areas to have access to quality educational facilities, which will enable them to have continuous learning opportunities and to develop their skills. It is in this vein that the Bank backed this initiative by contributing these funds to help make the Centre a reality."

Ms. Hichilema said: "Early last year, we interacted with the autistic children being managed by Caleb Centre in Kabwe, this visit to the Centre helped us understand the many challenges the children, care givers and mothers face in all the processes of diagnosis, education and recreation. This prompted us to come up with the idea of setting up a National Centre in Kabwe that will serve as a hub for all children with this disorder."

### Children with autism in Zambia

According to the Centre for Disease Control and Prevention, Autism Spectrum Disorder (ASD) is a developmental disability caused by differences in the brain. People with ASD often have problems with social communication and interaction, and restricted or repetitive behaviours or interests.

People with ASD may also have different ways of learning, moving, or paying attention.

In Zambia, finding suitable schools for autistic children is challenging, and as a result, they are typically placed in schools with other children, who have a variety of special needs.

In September 2022, the First Lady, Mrs. Mutinta Hichilema, was inspired to play a positive role in addressing this problem, and took part in initiating the development of the National Centre for Autism in Kabwe.







## MTN Zambia Foundation Launches Digital Skills Academy: Empowering Youth for the Digital Economy

In a transformative step towards a digitally empowered Africa, the MTN Zambia Foundation took a momentous leap with the launch of the Digital Skills Academy on April 25, 2023. This groundbreaking initiative aims to equip the country's youth with the essential training and expertise required to excel in the fast-paced digital economy. The Academy's comprehensive curriculum, encompassing digital and financial literacy, work readiness, mentorship, and job placement services, opens doors to world-class learning resources, empowering the next generation of digital leaders.

The launch event witnessed the presence of esteemed guests, including Hon. Elvis Nkandu, the Minister of Sports, Youth, and Art, who praised the initiative's significance for Zambia's digital development. "The MTN Digital Skills Academy aligns perfectly with the government's commitment to promoting science, technology, and innovation in education, underscoring Zambia's determination to equip its youth for a prosperous future in the digital era," He added.

The MTN Zambia Foundation Chairperson, Ms. Rose Sibisi, highlighted the Foundation's commitment to empowering Zambian youth with essential digital skills, as a core pillar of the Foundation's mission. This dedication extends to cultivating a sustainable future for Zambia's youth by offering economic opportunities and fostering growth in the digital economy.

Nompilo Morafo, MTN Group's Chief Sustainability and Corporate Affairs Officer, stressed the importance of digital proficiency in today's rapidly evolving world. She expressed her enthusiasm for bringing the MTN Skills Academy which is the first among all countries that MTN operates as part of MTN's Digital Skills for Digital Jobs program.

The Digital Skills Academy is a vital component of MTN Group's Ambition 2025 strategy, which aims to create shared value within the communities where it operates.

With a strong emphasis on digital inclusion, the platform is set to transform lives in Zambia and Africa as a whole by providing essential digital training to the youth.

With the MTN Zambia Foundation leading the charge, Zambia's youth are poised to embrace the opportunities of the digital era, equipped with the skills and knowledge necessary to thrive in an interconnected world. The Digital Skills Academy heralds a new era of empowerment, promising a brighter and digitally inclusive future for Zambia and beyond. As the nation ventures into uncharted digital territories, the MTN Zambia Foundation's visionary initiative sets the stage for a transformational journey towards a thriving digital future.

The MTN Zambia Foundation's Digital Skills Academy is not just a local initiative; it forms an integral part of a larger mission to empower one million youth across Africa with job readiness and entrepreneurial skills. By prioritizing the empowerment of the youth and women, the Foundation executes MTN Zambia's Corporate Social Investment (CSI) activities, driven by a commitment to sustainability and a shared vision of fostering growth and progress in Zambia's dynamic digital landscape.







## When literacy builds the community

“Preparing oneself through economic empowerment leads to self-sustainability.”

Literacy promotes lifelong learning and builds skills. As part of education, it is a fundamental human right. Literacy also plays an important role in uplifting people’s livelihoods through access and engagement with development processes at all levels of society. However, much of the adult population in Zambia is illiterate; unable to read, write and practice numeracy.

The majority of the illiterate adult population resides in rural areas. Rural life in Zambia is complex, characterised by higher levels of poverty and a lack of sufficient and quality basic services. This has made it extremely difficult for the majority of the rural-based population to access and afford decent education. As a result, children and young people, grow into adulthood not learning how to read and write.

In 2012, JTI Leaf Zambia in partnership with Caritas Zambia and the Archdiocese of Lusaka initiated a project aimed at addressing low adult literacy levels within the Eastern Province, where JTI works with over 2, 000 small-scale tobacco growers. The Ukazipalire Rural Literacy Project was conceptualized and launched in 2014 in Chipata District and later extended to Western Province where JTI works with over 4, 700 small-scale flue-cured Virginia growers. The objective of the project was to raise functional literacy and reading skills in the community. The program was open to both JTI contracted growers and other members of the communities.

Through the program, JTI was able to reach over 2,000 adult learners within the Eastern and Western Provinces of Zambia between 2014 and 2017.

In 2020, a grower livelihood assessment study commissioned by JTI, highlighted the importance of prioritizing financial literacy training to develop grower’s business acumen to run their farms as businesses.

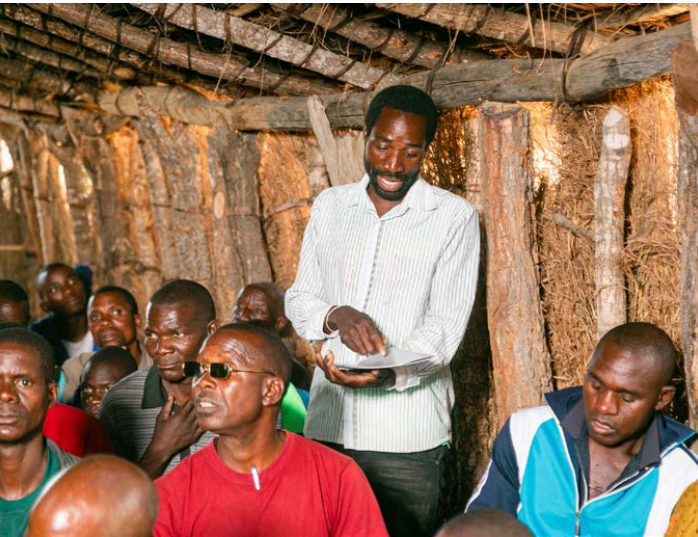
In response, JTI Leaf Zambia Limited revamped it’s adult literacy program to include financial literacy training in partnership with Kudu Consulting Limited. The program is aimed at improving the knowledge and skills of growers to manage money effectively through basic concepts of planning and budgeting, saving, borrowing, and investments. The training is designed to empower growers with key financial knowledge and skills to help with the day-to-day running of their business, thereby improving grower livelihood and economic opportunities.

To date, 60% (4521) growers have been trained in financial literacy and the program will continue to train more growers this year.

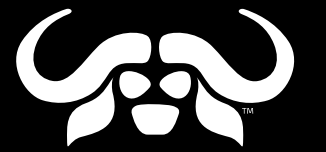
Pull out quote: **“I now know that tobacco farming is a business.”**- Davison Phiri, Burley Grower Eastern Province



# JTI Zambia - Financial Literacy Training in Photos



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# GROWING NEW OPPORTUNITIES – JTI'S MARKET MATCH PROGRAM

Lydes Malisheni, 58, was already a successful tobacco grower with over 10 years' experience in this field when she took her farming success to new heights – she began to grow groundnuts mainly to supplement her income, but the benefits have proven to be much more.

Lydes, who had been growing tobacco leaf since 2010 with Japan Tobacco International (JTI) Leaf Zambia, enrolled in the company's Market Match program. A grower-centric initiative that supports contracted growers to gain additional income from non-tobacco crops, aiming to guarantee food security and entrenched Good Agriculture Practices. The program links JTI tobacco growers to markets for selling non-tobacco commodity crops and, through crop rotation, this program enhances soil fertility.

The Market Match program was first implemented in Zambia in 2020 with 713 growers as a flagship JTI program. Since then, JTI Malawi has also adopted the program and there are plans to implement it in Bangladesh,

Ethiopia and Tanzania. There are now 2,629 growers in the 2023 season Market Match program in Zambia.

JTI growers are contracted to grow tobacco and supply JTI annually. With Market Match, growers receive inputs in the form of seed, gypsum and inoculants and are connected to off-takers who grade the groundnuts and export the crop for the international market. The off-taker also provides training to JTI's Agronomy Technicians (extension staff) who then train the growers to help ensure they grow a quality crop. The groundnuts are grown on a rotational basis, and fix nitrogen in the soil, thus increasing soil health and potentially increasing crop yields.

Market Match in Zambia has delivered an average additional income of \$439 per hectare. This means growers have increased their incomes leading to greater food security, improved quality of life and improved the sustainability of their main farming activity – tobacco growing,





While most farmers experience success in the Market Match program, it isn't always straightforward and easy. Lydes' first attempt was as she described it, challenging.

"During the first year I did not do very well due to a number of factors such as growing a different seed variety that's different from the traditional seeds and understanding the right number of labourers required to work on the field. The next year, I did not participate in the program because of the previous year's poor performance, but I noticed that the farmers who had entered the program in the second year produced better yields and earned good incomes from selling the groundnuts. After seeing this improvement, plus getting good feedback from some of my fellow farmers, I decided to give the Market Match program another try."

Lydes received seed and inoculants to plant half a hectare, which she grew alongside traditional varieties. Armed with the information she had gathered and her determination to succeed, Lydes was able to exceed her expectations. She produced over four tonnes of groundnuts. The highest in that year.

"The groundnut training has been useful in that we learned about inoculants, which are an important part of the growing process and something I never did when growing traditional varieties. I could see the difference across fields where I used inoculant and where I did not."

An additional benefit to this program that Lydes and other growers have experienced is the increased business and financial acumen through the customized trainings and knowledge of another crop. Market Match also helps to entrench good agricultural practices, such as crop rotation, pest and disease management, in the growers, thus ensuring the sustainability of the main crop – tobacco – and the additional crop. The farming methods practiced in Market Match also help growers become more resilient to climate change through multiple cropping.

"With the ever-increasing cost of production and climate change, it's critical that growers keep evolving and adopt new and sustainable farming practices to

improve productivity and ensure that they continue to make sustained profits in agriculture. Market Match is a critical program for JTI because the success our growers experience directly impacts the leaf supply to the business," says Shane Vincent, JTI's Agronomy Director.

Growers enrolled in Market Match can overcome a critical challenge for many farmers in this region – over-dependence on a single crop for their income and livelihoods. In the 2021/2022 growing season, JTI provided maize inputs to 6,511 contracted growers who planted about 1,628 hectares of maize for their food security in addition to 2,232 growers selling 132,245Kg of groundnuts for additional income.

The success of the crops in this program has strengthened JTI's resolve to expand the program not only into other countries but into other non-tobacco commodity crops. These crops will undergo trials at the JTI Agronomy Development and Extension Training (ADET) facility.







## GREENING THE FUTURE

The MTN Zambia Foundation's Tree Planting Project

In a momentous event on 30<sup>th</sup> December 2022, the MTN Zambia Foundation embarked on a noble initiative to combat climate change and foster sustainability by launching the Tree Planting Project. The project, in collaboration with the Lusaka City Council, set out to plant 800 trees in schools across Lusaka, leaving a lasting legacy for generations to come.

The Ceremonial Tree planting event took place at Foxdale Primary School in Lusaka, where esteemed guests, including Her Worship the Mayor of Lusaka City, Ms. Chilando Chitangala, Ms. Rose Sibisi, Chairperson of MTN Zambia Foundation, and the then MTN Zambia CEO, Mr. Bart Hofker, graced the occasion, along with other specially invited guests.

The Tree Planting Project unfolded in multiple phases. The Lusaka City Mayor and representatives from the MTN Zambia Foundation embarked on a journey to various primary and secondary schools within Lusaka. Before planting the trees, they took a moment to educate the young learners on the vital role trees play in mitigating climate change, nurturing a generation of environmentally conscious citizens.

This ambitious initiative was not confined to schools alone. The collaborative spirit extended beyond the boundaries of education, uniting the MTN Zambia Foundation, the Zambia National Commercial Bank Plc (ZANACO), the Lusaka City Council, and the University of Zambia. Together, they joined hands to plant trees at the prestigious University of Zambia's Ridgeway and Great East Road Campuses.

To mark the beginning of this momentous collaboration, a ceremonial tree planting event took place at the University of Zambia Ridgeway Campus on June 23<sup>rd</sup>, 2023. The event was attended by distinguished figures, including Her

Worship the Mayor of Lusaka, Ms. Chilando Chitangala, and Mrs. Annie Sikwibele, the Acting Vice Chancellor of the University, among others.

The partnership with ZANACO was deeply rooted in their shared commitment to sustainable development. As part of the bank's 'Plant a Million Trees' campaign, this collaboration underscored the Foundation's dedication to meaningful, long-term projects that align with the Sustainable Development Goal 13 and the Zambian government's 8th National Development Plan.

This joint initiative not only emphasized the significance of green initiatives but also showcased how partnerships can amplify the impact of such projects. Leveraging the University of Zambia's rich history and expertise in environmental matters, the Tree Planting Project gained greater momentum, inspiring the community, and encouraging more stakeholders to participate in creating a greener future.

The success of the Tree Planting Project would not have been possible without the concerted efforts of the MTN Zambia Foundation, the Lusaka City Council, ZANACO, and the University of Zambia. Together, they have sown the seeds of a sustainable future, setting an example for other organizations to follow suit and collaborate on initiatives that address pressing global challenges.

Through the unity and dedication of multiple stakeholders, the Tree Planting Project has set a profound example of how collective efforts can lead to tangible change in the face of climate change. The green legacy planted on the grounds of Lusaka's schools and university campuses will continue to thrive, serving as a constant reminder of the power of collaboration in safeguarding our planet's future.



# IN PICTURES







## Musangezhi Women's Cooperative - Rice Production

By Trident Foundation Ltd

Maggie Mubili serves as the Chairlady of the Musangezhi Rice Cooperative, which was initiated by local women residing in Musangezhi village within Kalumbila District. She has been an active member of this group since the year 2000, actively participating in various cooperative activities.

The cooperative was established in 1999 by 25 members of a local church whose primary objectives were twofold: to address their own financial challenges and to provide assistance to undernourished children in the Musangezhi community. The church organized a series of activities throughout the year aimed at generating funds for these purposes. Initially, they began by baking scones and making clothes, which they sold to the local community. As time progressed, they expanded their initiatives to include groundnut cultivation, both for sale and as part of feeding programs designed to combat malnutrition among the children in the area.

Upon realizing that their land was fertile and had enough water bodies with a favorable rain pattern, the cooperative decided to venture into rice farming in addition to groundnut farming. With the money realized from selling groundnuts, they bought rice seed and quickly launched rice farming.

In the year 2000, the cooperative embarked on rice cultivation on a one-hectare plot of land, which proved to be highly successful. Following the bountiful harvest, they faced the laborious task of processing the rice using traditional pounding mortars, a time-consuming and physically demanding process.

Between 2019 and 2020, the cooperative applied for a returnable grant, in the form of an equipment loan, from

the Trident Foundation Limited (TFL). This business loan, amounting to ZMW 42,000, was specifically intended for acquiring a rice polishing machine. The cooperative's application was approved, marking a pivotal moment in their operations.

The introduction of the rice polisher had transformative effects on their work. It not only made their processes easier but also made them significantly faster and more efficient. As a result, the cooperative witnessed an upsurge in profits, allowing them to repay the loan remarkably quickly, within a record-breaking nine (9) months.

Since obtaining the rice polishing equipment, the cooperative has consistently yielded approximately 20 to 25 bags of 50kg rice per hectare, resulting in an average monthly profit of ZMW18,000. Moreover, they have diversified their





income streams by providing rice polishing services to fellow farmers who are not affiliated with the cooperative. This dual approach has not only boosted their financial stability but has also extended their positive impact on the local agricultural community.

The rice polishing equipment has made a substantial contribution to elevating the rice's quality. With the guidance from Business and Entrepreneurship trainings facilitated by TFL, the cooperative has acquired the knowledge on how to package and brand their rice effectively thereby enhancing its competitiveness in the market. As a result, they have streamlined their operations, enabling quicker and more efficient customer deliveries.

In addition to meeting their essential needs, the cooperative has played a significant role in enhancing the overall quality of life for other members of the community. The women within the cooperative have now gained the means to generate income, enabling them to provide vital support to their own families.

This cooperative, which has now grown to encompass 43 members, consisting of 32 women and 19 men, is actively working on expanding the number of hectares dedicated to rice farming. This expansion is aimed at increasing production capacity and enabling nationwide distribution of their rice products.







## From Waste Wood to Honey

Lumwana Mining Company embarked on a biodiversity project to promote beekeeping among the youths in Lumwana Township. The purpose was twofold: not only could it provide an income generating activity that would help in securing a steady flow of needed resources for local beekeepers and honey farmers, but also offer sustainability solutions that ensure trees are preserved, by providing sustainable alternative sources of materials for building beehives from waste wood in the salvage yard. Rather than relying solely on forest products or tree barks, those accessing the waste wood can make their work more profitable while minimizing the negative impact on nature.

The Lumwana salvage yard serves as a repository for discarded waste materials, which the mining company no longer finds useful. Among these materials, you can find various-sized timber pieces that were once used for packaging various products delivered to the mine.

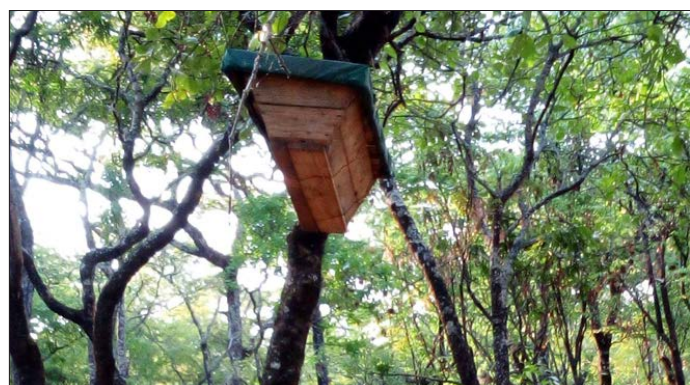
The youths actively engage in the project by organizing and categorizing the timber pieces. They subsequently transport these materials to local carpenters situated in a nearby market within the local community. The carpenters then utilize the timber to craft bee-hives.

The initiative has so far generated 3,800 hives, which have been dispersed across the chiefdoms of Mukumbi, Mumena, and Matebo. To establish a platform for honey selling in a shareholding structure with the producer cooperatives in the chiefdoms, Barrick Lumwana has teamed up with Mutanda Barn Enterprises.

This initiative will be expanded in an effort to enhance production and marketing while also exploring export possibilities.

Beehives crafted from reclaimed waste wood are renowned for their durability, often lasting through a minimum of five harvests. These hives also offer a substantial yield, averaging approximately 25 kilograms of honey. In contrast, traditional hives constructed using tree bark allow only a

single harvest, producing less than 19 kilograms of honey. The use of tree bark in crafting these conventional hives contributes significantly to deforestation.







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## Securing a Sustainable food secure generation through Climate-Smart Build-its

Climate change is a global challenge that requires innovative solutions and collective efforts, especially among the youth who have largely been affected. Much as it is a challenge, especially in Zambia, it also presents opportunities for young people to participate in addressing the impact of climate change. These opportunities are seldom explored by young people. In line with this, AgriEn Network, a social enterprise based in Lusaka, focusing on building sustainable food systems, hosted a four-day Build-It Master class themed "Climate Smart Agri-Technologies for Sustainable Food Security".

AgriEn partnered with Salesians of Don Bosco in Zambia and Kafue Innovation Centre (KIC) with the aim of promoting youth participation in Climate change interventions, by encouraging the use of low-cost materials in the development of climate-smart Agri-Technologies in food production.

The training session hosted 25 participants affiliated to the Salesian Brothers of Don Bosco, including unemployed individuals and out-of-school youth. These young participants aimed to tackle urban agriculture challenges that hinder their ability to produce food locally. The challenges they sought

to address encompassed the global issue of climate change, which demands innovative solutions and collective action, particularly from the youth who bear a significant brunt of its impact. Additionally, the limited availability of land for food production, inadequate access to water, and fluctuating temperatures have forced communities to spend more on food that could otherwise be grown in their own homes.

Over the course of four days, a group of young participants engaged in three pivotal sessions aimed at enhancing their skills. These sessions covered various aspects, including proficiency in using hand tools for woodworking, metalworking, and plastic handling. The objective was to equip them with the necessary skills to construct a range of climate-smart technologies.

During these sessions, the participants demonstrated their newfound skills by crafting essential items. They created corn shellers from metal, fashioned flower pots using plastics, and designed a charcoal press for manufacturing briquettes, skillfully combining both wood and metal components.



Charcoal Press



Briquettes



Working with plastic



Handheld Corn Sheller

During the review of the first session, a participant, Martha Chikasa, summarised her experience as follows - "I have learnt that technology can ease a lot of processes and save time. Like for this corn sheller I made, I know my mother would be very excited to have such a hand tool because she takes up a lot of time shelling maize."

Another participant, Royd Mwila, explained how he now looks at waste plastic containers differently, knowing he can convert them into beautiful planters.

The training in tool-handling skills paved the way for the participants to embark on a session dedicated to crafting technological solutions aimed at mitigating the effects of climate change. This session followed an engaging interactive discussion that vividly illustrated the profound impact of climate change on food production and the lives of the youth.

In particular, the planned projects were tailored to tackle the challenges posed by rising temperatures and the growing scarcity of land and water resources, all of which significantly affect food production. In light of these pressing issues, the participants collaborated to establish and assign names to their project groups as follows:

- **Agri-Fit** which focuses on greenhouse technology to address extreme temperatures
- **Earth-Lovers**, an acronym for Entrepreneurship in Agriculture that builds Relationships that Teach for Health

focusing on vermicompost production as an alternative solution for chemical fertilizer which contributes to greenhouse gases.

- **Kambazako**, which looked at making a compost bin for compost manure and also works as a feed mixer.
- **Crop Lovers** were focused on making use of the most minimal land resource to grow food plants. They used vertical agriculture and recycling materials as smart planters to show how small places can be to maximise space
- **BAFT Rain Makers**, which looked at precision irrigation using a drip system.

In most skills training programmes, the discussion on the application of the skills is left to the participants after they leave the training and have since moved on. However, for this training, the final session allowed the participants to conceptualise the monetizing of the skills learnt using the Business Canvas. Among the opportunities identified were the construction of backyard greenhouses for urban communities, selling of greenhouse materials for assembly, sale of worms, sale of vermicompost, construction of worm farms, installation and sale of smart irrigation equipment, sale of the tumbler Bin, selling of smart planters, among others. On average, each group was able to come up with five business opportunities from the skills gained. It was noted that most could actually start a business with amounts between K3,500 to K6,000 based on the business model adopted.





Photo: STEAMEngine Training in George Compound

## Corporate Strategies for Green Growth

By Jane Nakasamu, CEO and Founder of Greenbelt Energy; CLEWS Energy Modeller | Carbon Auditor | Energy Expert

COVID-19 shook the world in so many irreversible ways that has redefined how to do business, research shows that climate change is reshaping the world and forward-thinking businesses will thrive in this new environment.

This year, Greenbelt Energy embarked on a journey to lead sustainability in Zambia by investing in innovation. On 1st May, 2023, Greenbelt Energy partnered with Meyana Foundation to launch STEAMEngine, an innovation challenge designed to shape the next generation of climate champions through STEAM (Science, Technology, Engineering, Arts and Mathematics) Education. Since its launch, the project has conducted 8 workshops targeted at 100 beneficiaries from George Compound, Bright Christian Academy in Lusaka; Chiwala Boys Secondary School Makers Lab in Ndola; women from Madzi Odhika Multipurpose Cooperative in Lusaka and Climate Change Ambassadors.

We took the training route, a slight detour from our core business, having realized that our core business is dependent on innovation. Innovation hinges on the cultivation of knowledge, making training and the involvement of young individuals, who are the stewards of innovation, absolutely essential. Within the framework of our green reskilling initiative, our objective extends beyond equipping young people with green skills; it also encompasses facilitating the transition of corporations into environmentally sustainable businesses.

Greenbelt Energy is promoting access to renewable energy solutions in Zambia we sell biogas and support companies to plan, develop, manage and gain value from renewable energy projects, as well as carbon market advisory. Introducing a product like biogas into a market very reliant on charcoal and firewood, requires innovation in service delivery, one might add you need a whole army to push the market to adopt the product and army was exactly what we got from training over 100 youths in energy and the environment







## Chilanga Cement Celebrates the Success of the “Beating Plastic Pollution” Campaign at Chilanga Primary School

Chilanga Cement Plc, a leading cement manufacturing company, hosted an award-giving ceremony at Chilanga Primary School to celebrate the remarkable success of its Plastic Pollution Campaign in schools. This joint initiative between the company’s Eco Unit Department and Chilanga Primary School is aimed to combat plastic pollution and promote responsible waste management practices.

The campaign, themed “Beating Plastic Pollution by Saying No to Mixing Waste,” spanned an entire month and symbolized a collaborative effort to educate, inspire, and effect tangible change within the community.

In his speech read by the Executive Assistance Ms. Ma Yuqui at the award-giving ceremony held today to recognize and celebrate the outstanding contributions made during the month-long campaign, Chilanga Cement Chief Executive Officer (CEO), Mr. Chai Jiaping highlighted the importance of collective action in addressing the threat of plastic pollution to our environment and the future of our planet.

The CEO emphasized that while the campaign may have come to a close, the responsibility of protecting the environment continues, and that the “Beating Plastic Pollution” campaign was just the beginning of a larger journey. The CEO called upon everyone present to continue striving towards a world where plastic pollution was no longer a threat, where the environment flourishes, and future generations thrive. Present at the award ceremony was the Chilanga District Council Chairperson Mr. Champion Tembo.

He applauded the Company for the initiative adding that it marked the beginning of a change in mindset within the community. “Such initiatives place us on the right track towards achieving sustainable waste management, not only in our district but also in our nation as a whole.

Once people are made aware of the importance and benefits that come with waste segregation, we will be able to manage our waste in a much more environmentally friendly manner,” he said.

The Company’s Eco-Unit Sustainability Specialist Mrs. Bwalya Ndhlovu Chisanga emphasized that through an environmentally friendly co-processing approach, 700kg of plastic waste that would have otherwise contributed to pollution and landfill accumulation had been responsibly managed. The “Beating Plastic Pollution” campaign, launched on June 28, 2023, witnessed enthusiastic participation from the pupils of Chilanga Primary School, who demonstrated unwavering commitment and great passion throughout the initiative. The engagement of the young minds in this campaign sets a strong foundation for investing in a change of mindset that will shape future decision-making processes.

Plastic pollution remains a critical challenge that demands immediate attention. Chilanga Cement remains dedicated to combating environmental and climate change issues by reducing energy consumption, and CO<sub>2</sub> emissions, and implementing sustainable waste management solutions.

The Company issued various awards and contributed various learning materials to the learners and Chilanga Primary School to keep them encouraged and dedicated to continuing with the initiative.

**#WeAreChilangaCement #buildingtomorrowtoday**





## Help us change lives in Zambia

Namene is a business that believes people and planet should come first.

Without ever compromising on quality, we make sure our products are always affordable and accessible to all by enabling our customers to buy what they need when they are able to, and by using their carbon-saving value to minimise prices through the sale of high-integrity carbon credits.

In addition to solar lights, we also offer sun-powered portable chargers, and will soon start distributing other utility products such as energy-efficient cookstoves. By offering single, modular and affordable products, we enable our customers to free up income to buy other clean devices when they can afford them.

*But with your help, we can reach more Zambian families faster.*

You can fund lights and chargers to be distributed directly to families, or support our Namene Connects programme.

Namene Connects offers a fun two-part learning experience - which you can either sponsor for school children or offer to your employees for enlightening team-building sessions.

1. Designed to inspire curiosity and action, our **learning modules** range from the history of light to climate injustice, innovative design, and opportunities and challenges in the solar industry.
2. Our **Build Kit** allows students or employees to assemble, and keep, a Namene 'Watu' light – a practical and memorable demonstration of how big problems can be tackled through small but impactful acts.

Please email us at [tairo.karira@namenensolar.com](mailto:tairo.karira@namenensolar.com) to find out more. You can also find out more about our work, values and mission by visiting [namenensolar.com](http://namenensolar.com).



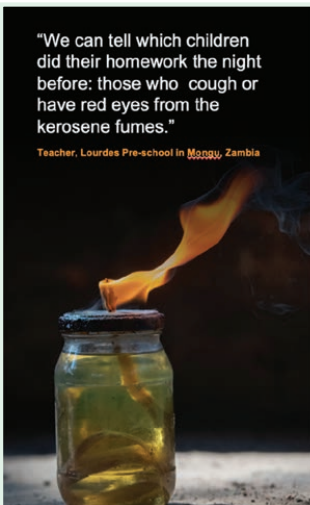
## Namene Solar: Harnessing solar energy to transform lives

Namene's purpose is to empower every community through clean technology.

In Zambia, we are working to end energy poverty by providing durable and affordable solar lights to families with no access to electricity, and help eradicate dangerous and toxic sources of lighting such as kerosene lamps and candles.

Our lights are currently distributed to rural households across seven provinces in Zambia (Southern, Western, Eastern, Lusaka, Central, Copperbelt and North Western - with work to extend to the last three (Muchinga, Northern and Luapula) in the coming months. Our lights are life-changing: providing clean and reliable lighting that supports work and education, safeguards health, and frees up precious income previously spent on fossil fuels.

We have so far distributed 600,000 lights in Zambia since 2021 – and every week 10,000 new families receive a Namene solar light in Africa. Our goal is to distribute up to 2,000,000 lights over the next 10 years.



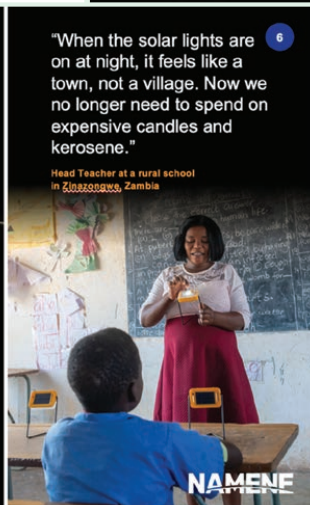
"We can tell which children did their homework the night before: those who cough or have red eyes from the kerosene fumes."

Teacher, Lourdes Pre-school in Mongu, Zambia



"Our Namene light has improved our life so much. I've seen improvements in my brother's education, and he has just graduated."

Namene customer and sales agent, Zambia



"When the solar lights are on at night, it feels like a town, not a village. Now we no longer need to spend on expensive candles and kerosene."

Head Teacher at a rural school in Zizoborwe, Zambia





## Chilanga Cement Showcases Inclusive Economic Transformation at The 95<sup>th</sup> Commercial and Agricultural Show

We are thrilled to announce our successful participation as Zambia’s leading cement manufacturer at the 95<sup>th</sup> Commercial and Agricultural Show, a grand event celebrating inclusive economic transformation.

This year the show was commemorated under the theme of **“Inclusive Economic Transformation,”** and brought together more than 500 companies from various industries and sectors to exhibit their products and work. As Chilanga Cement, a part of Huaxin Cement, we were excited to showcase how this theme aligns with our operations and values.

The Commercial and Agricultural Show, ran from 2nd August to 7th August, offering six complete days of exceptional high-profile business interaction across all sectors. It served as a premier platform for fostering business ideas, promoting investments, forging trade relations, and establishing strategic partnerships.

The pinnacle of our participation in this year’s show comes in the form of two prestigious awards: **the Best Commercial Exhibit and the Best Environmental Awareness Exhibit.** These accolades not only validate our commitment to excellence but also highlight our role as a trailblazer in merging commercial success with environmental stewardship. The Best Commercial Exhibit award recognizes our ability to effectively showcase our products and services, conveying their value to the audience. Simultaneously, the Best Environmental Awareness Exhibit award acknowledges our endeavours to raise awareness about sustainable practices in the cement industry and beyond.

Chilanga Cement Chief Executive Officer and Managing Director Mr. Chai Jianping, showed leadership by visiting the Chilanga Cement stand and intersected with customers and patrons who visited the stand.

Mr Chai also said, participating at the show was Chilanga Cement under Huaxin Cement’s opportunity to showcase our range of high-quality cement products and demonstrated

Huaxin’s commitment to inclusive economic transformation.

As a forward-thinking company, Chilanga Cement under Huaxin Cement will continue to believe in sustainable development that benefits all stakeholders, from our valued employees to the communities in which we operate.







## Atlas Mara's Dedication to Quality Education in Zambia

Atlas Mara's commitment to the Zambian community has always been steadfast. Our journey of engagement with educational projects, especially those directed at rural and disadvantaged communities, is an attestation of our commitment.

Recently, we extended our hand to the Sefula School for the Visually Impaired in Mongu, Western Province, an esteemed institution that has been imparting quality education for the past 68 years. This school, under commendable and responsible supervision, has been a beacon of hope for students from grades 1 to 12 from all across Zambia.

Atlas Mara's involvement with Sefula School was ignited during our CSR fundraising golf tournaments held at Nkana Golf Club and Lusaka Golf Club last year. These events, besides fostering a sense of community amongst our customers, aimed at raising funds for deserving educational projects. And Sefula School, with its dedication and resilience, emerged as a prime recipient.

Addressing some immediate challenges, the school faces, we ensured the donation of Ten (10) bunk beds, twenty (20) mattresses, Six (6) boxes each of continuous Braille paper tractor feed and A4 Braille paper, alongside various food commodities.

Our hope is that this contribution will elevate the comfort and well-being of the students, while also streamlining the school's operational efficiency. Sefula's importance in offering specialized educational services is undeniable. We are excited by the opportunity to play a role in their journey.

The dedication of the school staff also deserves a special mention. Their unyielding commitment to excellence and the future of their students is not only inspiring but also aligns perfectly with our vision. To the young scholars at Sefula, we once again send our best wishes for a bright academic future.

Our engagement with the education sector does not stop at Sefula. We have also collaborated with institutions like Kabulonga Boys School for Boys with Physical Disabilities, Njobvu Community Centre in Chibolya township, and Mambilima Special School in Luapula Province, to name a few.

Our aim remains consistent: to uplift the quality of education and expand access to learning opportunities for Zambian children as we continue to make success.

**By Katongo Chilufya - Public Relations, Communications and CSI Manager - Atlas Mara Bank**





# WeSEPO: Pioneering Waste Management and Shaping a Sustainable Future.



In the heart of Lusaka, a startup with a big vision is making waves in the realm of waste management. WeSEPO, an acronym for “We, Sustainable Eco-Friendly Products Organisation” is carving a path toward a cleaner, more sustainable future. With a mission centered on maximizing the recovery of recyclable materials, this enterprising startup has swiftly become a frontrunner in the industry.

WeSEPO’s approach is simple yet revolutionary: they collect waste, meticulously separate it and sell the recyclable materials. This initiative initially took root in notable establishments such as Mosi-oo-Tunya Shopping and Recreational Centre, Foxdale Court and East Park Mall, extending to a few private offices and households. Their dedicated efforts have seen a staggering growth of 240% in a mere six months.

However, the sky is the limit for WeSEPO. They are eyeing a potential partnership with the Lusaka City Council to establish ‘transfer stations.’ These strategic hubs will streamline the collection and sorting processes, enhancing their operational capacity and reach.

As with any burgeoning enterprise, WeSEPO faces its share of challenges. The limitations in space to independently operate pose a hurdle, especially as malls cannot accept waste from external sources for separation. The lack of adequate space to store large quantities of recyclable waste further complicates their expansion plans. Another crucial challenge lies in the non-compliance of waste separation by individuals and establishments, hindering the smooth flow of waste management processes.

Notably, the team at WeSEPO remains determined. They are actively planning initiatives set to unfold in the coming six months. These strategies, if implemented, hold the promise of exponentially increasing the quantities of waste collected, thereby addressing the present shortfall in meeting the demand of large consumers like Chilanga Cement, for the co-processing in cement production.

## The Significance of Waste Management: A Call to Action

WeSEPO’s journey embodies more than just a business venture; it is a call to action for households, establishments and the community at large. Waste management is not solely the responsibility of dedicated organizations like WeSEPO; it’s a collective duty we all must share.

One of the most remarkable aspects of WeSEPO’s work is its attention on the entire lifecycle of waste. Beyond mere

separation, the organization actively promotes the re-use and re-purposing of materials. By establishing recycling centers within the malls, they facilitate the transformation of waste into valuable resources. Whether it is upcycling plastic into new products or converting organic waste into compost for gardens, WeSEPO champions the ethos of “waste as a resource.”

Efficient waste separation at the source is the linchpin of a sustainable ecosystem. It starts at home, in our offices and in public spaces and in the schools. By embracing the practice of segregating waste into recyclable and non-recyclable components, we contribute significantly to the ease of waste management.

Understanding the importance of waste management extends beyond environmental preservation. It impacts resource conservation, energy savings and even economic growth. Recycling is not merely a process; it’s a transformation of waste into valuable resources.

WeSEPO’s growth trajectory is both inspiring and a testament to the possibilities within the realm of waste management. Their unwavering commitment to sustainable practices and innovative solutions positions them as pioneers in the field.

The challenges they face are not insurmountable. The collaboration with people and institutions is fundamental. The potential for growth and positive change in waste management practices lies in the collective efforts of individuals, establishments and supportive collaborations with organizations like WeSEPO.

Together, we have the power to shape a cleaner, more sustainable future. It begins with understanding the significance of waste management, implementing responsible waste separation practices and supporting initiatives like WeSEPO that are catalysts for positive change. The strides made by WeSEPO in Lusaka’s malls serve as a beacon of hope and inspiration, showcasing the potential for positive change in waste management practices, not just in Zambia but worldwide.

In essence, WeSEPO is not just managing waste; they are architecting a more sustainable world — one recycled material at a time.

*By Lee Muzala*





# Digital Marketing Agency

## Who We Are?

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