



# Corporate social investment

*Blue is committed to transformation, and firmly holds the belief that CSI in the African context plays a pivotal role in transformation on the continent.*

Blue has a wonderful CSI legacy and, over the last ten years, we have been dedicated to contributing to communities from all over Africa. As part of the integration of Blue into the Mayibuye Group, at the beginning of 2011 we were pleased to expand and realign our CSI programme to incorporate Mayibuye's social responsibility initiatives. Our brand new CSI mission statement of 'Helping Hope Return' now sits at the heart of all of our CSI activities.



We believe that the most important gift we can give to those less fortunate is to help bring hope back into their lives and to inspire them to dream about a brighter future. Without hope, life is barren and pointless. With hope, there can be a better life. Fostering new hope in the hearts and minds of everyone, young and old, is what adding value to people's lives is all about.

As a responsible pan-African corporate citizen, Blue is committed to using its resources for the social benefit and upliftment of all peoples throughout the African continent. Through our CSI programme, we constantly work towards uplifting and instilling hope in the communities where we operate – particularly those living in adverse circumstances which have made them almost forget how to hope and to have worthwhile aspirations for themselves and their lives.

Blue is passionate about bringing hope to those who need it most, helping them to identify their aspirations, to dream their dreams and to work towards achieving them.

*"Whatever enlarges hope will also exalt courage."  
Samuel Johnson*



## Helping hope return through our CSI projects and activities

In 2011 we will roll out and integrate the Helping Hope Return CSI programme at all of Blue's subsidiaries. It is our vision to extend the Helping Hope Return initiatives to every country in which we operate across the continent.

The Helping Hope Return programme consists of a variety of annual activities, each of which helps bring hope in some way to underprivileged communities.

Our CSI programme comprises four focus areas, namely:

- Turning Dreams into Reality – an annual menu of events at important times of the year designed to improve living conditions and uplift the spirits of those living at the homes in the communities we serve
- Future Focus for Young People™ – a youth career-development initiative
- Environmental initiatives – a drive to protect and conserve the environment for future generations
- Community development across Africa – implementing elements of the above projects across our pan-African footprint.

*“Hope sees the invisible, feels the intangible and achieves the impossible.”*

*Author unknown, sometimes attributed to Helen Keller.*

## Turning Dreams Into Reality

Blue has chosen to support a number of orphanages and day-care centres through a dedicated programme of activities themed 'Turning Dreams into Reality'. In line with our CSI statement, our activities aim to foster hope in the hearts and minds of people who have almost forgotten its meaning. This programme includes:

- Winter Warmers drive
- Christmas celebrations
- Christmas Card design competition
- Easter parties

## Future Focus for Young People™

Helping Hope Return takes many forms. Central to our philosophy is the nurturing of young people while still at school to help them develop aspirations for their future, and to open up ways for them to create fulfilling lives.

Our programme will take the form of two initiatives: Our Work Day Experience, in which young people spend time in the work environment experiencing the opportunities available to them, and Our Work Aptitude, in which we engage external experts to conduct career aptitude testing to assist young people in their choices of future careers.

## Protecting and conserving the environment

As an organisation and as individuals we have an obligation to commit ourselves to the protection and conservation of the environment for the benefit of all future generations.

We have adopted two environmental initiatives, War on Waste and Energy Conservation, which will commence in 2011, and which are designed to contribute materially to the conservation of forests and the planet's energy resources.

*“When it's all over, it's not who you were;  
it's whether you made a difference.”*

*Bob Dole*

## Community development throughout Africa

Blue has traditionally run CSI programmes across Africa, helping hope return to communities where we operate throughout the continent. In the past year, Blue has run a number of successful CSI projects, which include Partnership with the Action for the Rights of Children Orphanage in Uganda, a Food and Clothing Drive in Botswana, Orphanage Donations in Kenya, and a Children's Hostel Party in Namibia.

## In closing

In 2011, Blue will continue its corporate responsibility legacy by rolling out suitable elements from its new CSI programme across our pan-African footprint, with the goal of helping hope to return to more and more people as it gains momentum.

*“Alone we can do so little; together we can do so much.”*

*Helen Keller*