

KEMKLEAN'S APPROACH TO SUSTAINABILITY AND SOCIAL UPLIFTMENT

For many of us, other than those in management responsible to report on such matters, the issue of sustainability and social upliftment has no apparent consequence in our general lives, or has it? In this quarter's article I will endeavour to explain why both topics are actually very important to us all, and also what we, as the Kemklean family, are doing to assist in meeting the requirements.

To begin with, I include a brief synopsis of the concept of Sustainability which gives an idea of what 'powers that be' are thinking these activities will achieve.

The word "sustainability" is thrown around increasingly at present – sustainable companies and reports, planet, vehicles and almost anything else that you can imagine. It is now a very 'hip' buzzword! This resume is to put the word sustainability and its importance specifically to our business into perspective.

Wikipedia states: **"Sustainability is the capacity to endure"**.

The Free Dictionary describes it as: **"To keep in existence; maintain"**.

Kemklean has the following understanding of sustainability – to conduct all facets of our business operations being mindful of the fact that all activities need to be undertaken in a manner that will ensure that, as a company, we will still be thriving in 50 or 100 years' time. This obviously, most importantly, requires that operations are conducted with utmost care and respect to the environment (mankind is very dependent on this planet – it is the only one we have!), much of which is spoken about today. For instance, we as employees all need to be continually mindful of wastage as resources are becoming scarce, the use of electricity and water, the replacement of products with those more environmentally acceptable – fast growing plant based paper items instead of the traditional tree pulp items, and environmentally non-hazardous chemical based products.

However, to still be a successful operation in 100 years from now, we will also need to nurture our staff and to ensure that we conduct business according to the ever-changing legislation.

As our customers' perception is very important in the whole issue of "sustainability", we need to clearly spread our understanding to them. In order to complete this task, we all need to have a clear knowledge and consistent voice in this regard.

Operationally we have introduced measurements to track our levels of improvement. Firstly we are monitoring our Carbon Footprint – in other words we are assessing how much electricity we are using, how much fuel is used in delivery and sales operations, how much water is used. We are recording the number of airline trips that are being undertaken and various other criteria that then get put into a mathematical formula that spits out a result in tons of Carbon Dioxide. The ratio of this to the quantity of product produced then gives us a meaningful number that we can use. Our initial baseline for the 2014 year was 217.6 kg/1000kg of product produced. Thanks to committed work by the Operations team, this number has reduced for the 2015 year to 207.8 kg/1000 kg produced (a 4,5% reduction which is GOOD!). We will strive to continue to reduce this measurement annually. Products like the concentrates that we sell to the supermarkets help in this regard – less water is used and less product is transported for the same end result. Remember that the drums and cardboard packaging is also reduced!

Annually we send questionnaires to our customers whereby we measure their perceived satisfaction of our service and product quality and again, we can report that this measurement has been steadily rising over the last five years.

From what has been written, I believe that the Kemklean management team has done much to ensure that the company is run with ethical outlooks and controls in place to ensure that corrupt business practice is not entertained or condoned. We have further checks and balances in place for this, which is monitored bi-annually and reported on in our annual Sustainability Report. I am pleased to report that in this area too, Kemklean is showing steady improvement, with over 85% of the different areas that are assessed being compliant.

Kemklean has realised that it needs to give back to the community – we as employees are in a fortunate position to all have employment and health. To this end we have a group of charities that we regularly sponsor.

Presently they are:



A National organisation that provides residential services to youth who face insurmountable challenges; community outreach and strength-based services and training to families, educators and professionals; and evaluative and research programmes that ensure the best practice models of service and intervention for youth and all those who impact on their lives.



Bringing Hope, Breaking Despair

- To spread the good news of Jesus Christ in a life changing way and to encourage people to follow Him.
- To play a vital role in the prevention, care, treatment and support of people infected and affected by HIV and AIDS and other chronic illnesses.
- To undertake community development, inter alia through education, social and health related programs.

ABLE



To provide care support services that empower Persons with Disabilities.



We aim to restore the self-worth and self-esteem of the adult homeless person by addressing their spiritual, physical and emotional needs. In doing so, we aim to help rehabilitate them back into society.



Acting Angels

Our primary aim is to diminish poverty and make a difference in thousands of South African lives and also establish a culture of caring and giving. We raise funds for local welfare needs and community upliftment. We concentrate on the very young, the elderly and animals - the most vulnerable in our society.



NAZARETH
HOUSE
CAPE TOWN

Nazareth House aims to provide a loving, stable and secure home environment for abandoned, neglected, disabled and orphaned children as well as a last resting place for children with terminal conditions who are unable to return home due to sociable ills. Many are the victims of poverty and abusive homes.

Compared to childcare, caring for the elderly is not a priority for most people. However, similarly to orphans, the elderly are often abused and abandoned or have no financial resources. Nazareth House provides residential care for frail aged men and women in desperate need.



Passionate, driven conservation efforts to save endangered species through captive breeding and awareness.

From the above one can see that we are doing our little bit to alleviate some of the issues that so many in our country face on a daily basis and it is our commitment to continue to assist where we can.