

# Demonstrating social value: supporting communities



## Our approach

*Our community initiatives deepen our relationships with our stakeholders by addressing the socioeconomic needs of the communities in which we operate. Our initiatives are more mature in our home base, South Africa, and receive focus in line with their importance to national priorities.*

We deliver financial and social value through our own commercially structured projects (Unjani Clinics network) and community investment programmes (Imperial and Ukhamba Community Development Trust and the Imperial Road Safety programme), as well as through donations to charities, community initiatives and non-governmental organisations.

Our divisions determine their own CSI spend and the contribution from individual businesses is based on their capacity to support projects and on the specific needs of their local communities.

Our flagship projects continue to support road safety, access to primary healthcare and education. Going forward, Imperial Logistics will take ownership of the Unjani Clinics network, Motus will support the Imperial and Ukhamba Community Development Trust and projects linked to road safety will be managed within both divisions. However, we will combine funding where this will maximise the impact of our BBBEE commitments.

## Unjani Clinics network

### 2017 HIGHLIGHTS

**R27 million  
invested since 2013**

**TO ESTABLISH 25 CLINICS AND  
IN 2017 TO FUND THEIR  
OPERATIONAL COSTS**

(2017: R2,8 million).

**31 clinics creating  
employment for  
over 90 people**

**AND PROVIDING A QUALITY,  
AFFORDABLE HEALTHCARE  
SERVICE TO OVER 250 000  
PATIENTS TO DATE.**

**Two pilot  
clinics graduated  
to independent  
nursing practices**

**THEY ARE NO LONGER PART OF  
THE UNJANI CLINICS NETWORK  
HAVING PROVEN THAT THEIR  
FOUR-YEAR-OLD BUSINESSES ARE  
MORE SUSTAINABLE IF PATIENTS  
ARE CHARGED ABOVE THE AGREED  
NETWORK PRICES.**

The Unjani Clinics network empowers black women professional nurses to own their own primary healthcare container clinic in their township or rural community. With over 80% of South Africa's population dependent on government-funded healthcare, these facilities are overcrowded and understaffed. The clinics offer an alternative to those who are uninsured but able to pay something towards their healthcare needs, providing them with a quality, affordable primary healthcare service while relieving some of the pressure on government facilities.

In addition to the 25 Imperial Group clinics, three are funded by Johnson & Johnson, two by Rand Mutual Assurance and one by Pfizer South Africa. Our application for funding from the Jobs Fund to expand the network to 70 clinics by December 2019, has met all the required conditions and we await the first tranche of funding.

Clinics are staffed with a professional nurse, and depending on their size, a clinic assistant and a security and maintenance provider. The nurses and clinic assistants receive an operating manual, five days of training on basic business management and mentoring guidance to ensure their success. We apply strict criteria to the selection of nurses who must comply with our five-year enterprise development agreement which covers patient confidentiality, compliance with health regulations and legislation, and the responsible use of products. Compliance is monitored through operational and financial audits. It takes personal sacrifice and hard work to successfully run a clinic, and nurses that succeed can increase their earning capacity above what they would have earned in the private or public healthcare sector.

In December 2016, we moved away from manual spreadsheet reporting and implemented a patient management

system. This is improving administrative reporting efficiency, patient data tracking and measurement of healthcare outcomes. Real-time dashboards enable us to manage the clinics from a central point and more effectively deal with operational issues.

As the network's capacity increases and the patient base grows, the investment per patient decreases, and today the investment per patient equals R111 compared to R216 in 2015.

Imperial Logistics has committed R5 million to the project for 2018 and Johnson & Johnson have provided funding for another two years. Several funding applications are in the pipeline which could boost investment in the project by a further R11 million in the short to medium term. Clinics are located in Gauteng, Limpopo, Mpumalanga and North West Province and we hope to extend the network to more provinces in future.



## Imperial and Ukhamba Community Development Trust

### 2017 HIGHLIGHTS

**R62 million total investment to date**

**WITH R6 MILLION INVESTED IN 2017**  
(2016: R14 million).

**Touched the lives of around 29 000 learners**

**AND ASSISTED OVER 1 000 TEACHERS THROUGH 27 SCHOOL LIBRARIES, SIX OF WHICH WERE ADDED TO THE PORTFOLIO IN 2017.**

**70 people are employed by the Trust**

**AND IT HAS SUPPORTED MORE THAN 10 SMALL AND MEDIUM ENTERPRISES.**

Established in 2003, the Imperial and Ukhamba Community Development Trust (the Trust) is dedicated to advancing education by investing in fully resourced libraries for public schools primarily in under-privileged communities south of Johannesburg. We work together with the National Department of Basic Education and select the schools we support based on a recommendation from the department, a good school management structure (committed educators and a supportive school governing body) and the availability of suitable premises which can be rehabilitated for use as libraries.

We invest in the books and renovations required to convert the school premises into a library. The libraries are open daily until 4pm as well as on three Saturdays of every month. They are managed by library assistants from the local community and are unemployed people who have completed matric. Two qualified and experienced teachers employed by the Trust train the library assistants, whose performance is constantly monitored. Library assistants studying education through correspondence receive financial support.

Each child from Grade 1 to Grade 3 must attend two compulsory reading periods every week. We test reading levels every two years and results show that the programme and related activities such as book clubs, book quizzes and general knowledge competitions are contributing to better than average reading, comprehension and numeracy scores. A further benefit is that the project helps us to identify bright children and find better opportunities for them in different schools.

To be truly sustainable we provide support to the schools' teachers to ensure they are able to build on the foundation set by the programme. Teachers are upskilled to use the resource centres and the equipment.

Through private donations, we upgrade school feeding stations and Grade R classrooms, provide Saturday sports and holiday programmes, and host Christmas celebrations for preschool learners and awards ceremonies to recognise top-performing learners and sports achievers.

During July 2017, we officially opened our 27th library at Thjaba-Tsatsi Primary School in Zone 11, Sebokeng, and with the financial assistance from investment company 27-Four, we renovated four of the school's Grade R classrooms.

To celebrate Mandela Day, together with our sponsors and partners, we undertook a number of successful events. Pleasingly, we experienced a surge in the number of companies wanting to participate in the Trust's ventures as part of their contribution to this national initiative.

Imperial Logistics' employees added the final touches to the renovated Grade R classrooms at Zitha Primary in Small Farms, Evaton, and employees from LiquidCapital embarked on a makeover project for the school's pre-Grade R class, equipping it with learning resources. In addition, as part of our Imperial Road Safety programme, children in Grades 1, 2 and 3 participated in a road safety demonstration, and employees treated older learners to obstacle races on the sports field.





## The Next Generation Scholarship programme

### 2017 HIGHLIGHTS

**86 students supported**

**DURING THE YEAR AT A COST OF R3,7 MILLION**

(2016: 98 recipients costing R3,6 million).

**64% of the students supported are black**

**AND 59% ARE WOMEN**

(2016: 64% and 69% respectively).

**OF THE 70 NEW APPLICANTS THAT MET THE CRITERIA FOR FUNDING,**

**66 were awarded bursaries.**

In 2015, we started the Next Generation Scholarship programme which extends our investment in the training and development of our employees to their dependents. We provide bursaries to the children or legal dependants of employees that have worked for Imperial for more than five years and who earn less than R600 000 a year.

We award bursaries to applicants in their second year of study and upwards at a South African university registered with the Department of Higher Education.

Our bursaries cover the student's full tuition costs as well as an annual stipend of R10 000 for books and sundry expenses. Bursaries are automatically continued until the student has

completed their qualification and provided that they have passed all the subjects they are registered for in that given year. The programme runs annually and there is no limit on the number of children supported per employee. Funding for the programme will end in 2019.



## Imperial Road Safety programme

### 2017 HIGHLIGHT

**R43 million invested**

**IN RAISING ROAD SAFETY AWARENESS SINCE NOVEMBER 2011 WITH R4 MILLION INVESTED IN 2017** (2016: R4 million).

South Africa has one of the highest per capita road death rates globally and according to Arrive Alive and the Draft Green Paper: Roads Policy for South Africa, more than 15 500 people die on South Africa's roads each year. Children are 20 times more likely to die on our roads than anywhere else in the world.

Given the nature of our businesses and as a leader in the mobility sector, road safety is a key priority for us both in terms of ensuring the safety of our drivers and their potential impact on other road users, as well as on raising public awareness around road safety through various campaigns. We also partner with Arrive Alive, an information portal for road safety in South Africa which is funded through cooperation with the private sector. We provide Arrive Alive with critical road safety information for its readers, and in return, Arrive Alive covers all our safety events in its publications, enabling us to reach large audiences.

### Car Seats for Kids campaign

- > **8 000 car seats collected since 2012 and 6 650 redistributed to families in need.**

Our Car Seats for Kids campaign educates the public on how to choose, install and strap young passengers into car seats and encourages people to collect and donate used car seats to Wheel Well, a non-profit organisation that focuses exclusively on road safety for children. Wheel Well restores, cleans and safety checks donated car seats and then distributes them to less privileged families in return for an affordable donation. Wheel Well also contributes to legislature relating to the safety of children in vehicles and was awarded the Prince Michael International Road Safety Award 2016.

### Safe Scholars Campaign

- > **Since 2012, over one million learners reached in over 1 220 schools.**
- > **Over 60 000 reflective sashes handed out to learners.**

We use our brand mascot – Bongie, Buckle Up Buddy – to create an active, fun and memorable experience that resonates with children and helps them to connect with our road safety messages. Talks cover how and when to buckle up, how to cross the road and the basics of safe road usage. We deliver these talks during school time and are the only organisation that has been granted this privilege. As part of the learning, each child is given a reflective sash to wear while walking along roads. The programme is endorsed by the Department of Basic Education.

### Highway Patrol programme

- > **Sponsored over 28 vehicles during holiday seasons over the past four years.**
- > **The rate of fatal incidents on the N1/N4 toll route remains significantly lower than other major routes in South Africa.**

The Highway Patrol programme assists Road Incident Management Services (RIMS) attend to and report on incidents along the N1/N4 toll routes, the busiest toll routes in South Africa during the Easter and December holiday seasons. We provide RIMS with patrol vehicles to assist the concessionaire with 24-hour route surveillance and emergency support, including post-crash care and breakdown assistance. In return, the concessionaire provides Imperial with reliable road crash statistics.

### Fleetwatch Brake and Tyre watch

- > **707 trucks inspected with 482 non-roadworthy vehicles impounded and removed from the road.**

We collaborate with FleetWatch Magazine’s very successful Brake and Tyre Watch project which checks the roadworthiness of trucks travelling along selected routes. The project impounds trucks that do not pass a roadworthy inspection which covers brakes, tyres, lighting and reflectors. Owners have to pay a large fee to have their trucks released and can only put the vehicle back on the road once it has gone through a roadworthy check. The project also upskills traffic officials to effectively inspect the trucks and aims to raise transport operator awareness around efficient braking and tyre checks as part of regular truck maintenance.



*CSI; more information on all Imperial’s CSI projects.*



*SDW: Imperial Logistics review; more information on our driver safety initiatives (page 22).*



### UNJANI CLINICS NETWORK

"I have always wanted to start a business in what I am passionate about which is clinical work and to assist my community with access to healthcare. The clinic is situated in the area where I was born in Sharpeville and it feels good to give back to my township and people are so grateful!" – Sister Pat Mgwexelwa, Unjani Clinic Sharpeville, opened April 2016



### IMPERIAL AND UKHAMBAMBA COMMUNITY DEVELOPMENT TRUST

"Most of my learners come from disadvantaged backgrounds and I have always wanted them to grow and develop into adults who will aspire to bring about a change in their communities. The library has helped me to become a better leader and manager of my school by awarding me an opportunity to meet other principals of well managed schools and to share good practices. Our overall school results show improvement in subjects like English, Social Sciences, Natural Science and Technology, Mathematics and Technology. My learners are exposed to a series of activities which assist their learning and the quality of our Grade 7 learners going into local high schools will eventually help to improve the Matric results of our district." – Mrs Macheli Principal, Letshego Primary, Evaton



### NEXT GENERATION SCHOLARSHIP PROGRAMME

"We hope that these scholarships provide motivation to the recipients and financial relief to their parents whose loyal service we acknowledge through this assistance with their child's education." – Mark Lamberti, group CEO of Imperial



### CAR SEATS FOR KIDS CAMPAIGN

"Our goal is to see every kid in every car in a car seat. New car seats are expensive and many families cannot afford them. This is also a way to make sure that used car seats serve a purpose instead of being discarded." – Peggy Mars, Wheel Well



### SAFE SCHOLARS CAMPAIGN

"We want to educate young children in whom behaviours can still be learnt. Instilling these behaviours at a high school level is more difficult as teenagers are more image conscious. Our assessments show that the number of pedestrian incidents have reduced since we started the scholars campaign." – Niki Cronje, group marketing at Imperial