

# OUR DIFFERENCE

Issue 4 – June 2012



Real Mining. Real People. Real Difference.



Abel Moeng (second from left) owner of Moeng Goroga Productions, and his green-fingered team of gardening assistants at Platinum's Bafokeng-Rasimone mine.

## WHEN THE GOING GETS TOUGH, THE TOUGH GO GARDENING

**What do you do if you're a trained opera singer and find there just aren't enough opportunities in the local opera scene to make ends meet? Well, if you're Abel Moeng, you resort to a family tradition – creating splendid gardens.**

Abel explains that throughout his childhood, his mother and her garden were an inspiration and an example when it came to planting with passion. "This is what I grew up with. My mother always had the best garden in the neighbourhood and she taught me everything I know," he says with pride. So when the going got tough, he knew he had to draw on one of his other talents and decided to put his gardening skills to good use. As a result, Abel and his wife Tebogo, a former computer technician, started their garden services company, Moeng Goroga Productions, about four years ago.

Their business exclusively services companies and they specialise in landscaping, tree planting and felling, bush clearing and general maintenance. Due to a growing awareness among their customers regarding water use and sustainable gardening, most of the trees they plant and species they use for landscaping are indigenous. All their clients are in the Rustenburg area, where the business is based. While Abel works on site, Tebogo takes care of the administration of the business – "but she also has a good eye for garden design," he concedes.

In November 2008, Moeng Goroga Productions received a low-interest loan from Zimele. With the cash that was made available to the company, they bought a Quantum, a truck, machinery and gardening equipment that allowed them to do more work in less time with a greater degree of professionalism. "This really took a load off me," says Abel. "It was so much better than going to the banks for funding, and the interest is very reasonable."

The company has a very busy schedule and currently employs 25 permanent workers, many of them previously unemployed. Abel is confident that the business will enlarge its client base as its reputation of being an excellent service provider continues to grow. He sees considerable opportunity and potential in the area of indigenous gardening, and the company will increase its focus on promoting the use of indigenous vegetation in new and existing gardens.

In this way, Moeng Goroga Productions is playing its part and adding to the steady progress of ensuring a more sustainable future for South Africa.

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## MESSAGE FROM GODFREY GOMWE



Godfrey Gomwe, executive director  
Anglo American South Africa Limited  
and chairman of Zimele

At Anglo American we are committed to the well being and prosperity of the communities within which we operate. We do this primarily through our corporate social responsibility efforts as well as our enterprise development initiatives.

Our Difference is a way to share the wonderful stories of the hard work being done by our Chairman's Fund and our enterprise development arm, Zimele. We also include interesting articles that relate to safety and transformation... basically wherever we make a real difference to people's lives.

Due to the overwhelmingly positive response of the first three issues, we have decided to include the publication as an insert into the A magazine moving forward, to extend its reach.

Our values of care and respect play a huge role in our drive to maximise the positive contributions we make towards building a more sustainable future for the communities around our operations and for labour sending areas.

With our continued focus on safety, I'd like to also draw your attention to the coverage of our Tripartite Initiative in this issue; a key element in our zero harm journey.

If this is the first contact you've had with Our Difference, then I hope you'll find the articles as heart-warming and uplifting as I do. If you've been a regular reader up until now, then thank you for your support of these remarkable South African stories and please enjoy the read.

*Godfrey Gomwe*  
Executive director  
Anglo American South Africa Limited  
Chairman of Zimele

*Godfrey Gomwe*



MEET PHUMLANE LEROBANE.  
HE IS JUST ONE OF 18 MILLION  
CHILDREN WHO WILL SOMEDAY  
LEAD OUR COUNTRY.

TO HELP PUT PHUMLANE AND OTHER  
VULNERABLE YOUTH ON THE RIGHT  
TRACK FOR A BETTER FUTURE,  
WE LOOKED FOR A PARTNER THAT  
UNDERSTOOD OUR VALUES. SO WE  
PARTNERED WITH THE FIELD BAND  
FOUNDATION IN 2004.

TOGETHER WE CAN GIVE PHUMLANE,  
AND ANOTHER 4 750 YOUNG PEOPLE,  
THE CHANCE TO DEVELOP VALUABLE  
LIFE SKILLS AND TO ACCESS  
POTENTIAL JOBS AND BURSARIES.  
ALL THROUGH THE JOY OF MUSIC.

IT IS A PARTNERSHIP THAT DOES  
US PROUD.

PHUMLANE LEROBANE  
eMalahleni Field Band

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[GETTHEFULLSTORY.CO.ZA](http://GETTHEFULLSTORY.CO.ZA)

# CHILDREN SHOULD BE SEEN AND HEARD



Real Mining. Real People. Real Difference.

# ONE TEACHER AT A TIME



Teachers work together in clusters, learning new skills.



Group work in action.



Sibusisiwe morning assembly.



Teachers learn the value of simple visual aids.

## Training teachers in classrooms across South Africa, St Mary's Interactive Learning Experience (SMILE), aims to improve the quality of teaching and learning in English as the foundation for improved proficiency in all school subjects.

"If you change the life of one teacher, who then has the ability to impact on her 400 pupils that year, now that's a wonderful thing," says Daniela Browne, national director of SMILE.

The South African education system is in crisis. Most rural and many urban schools still suffer under the odious legacy of the apartheid-era education system. With teachers who are the product of this poor education themselves, it's no wonder pupils are struggling. Many schools use English as the medium of instruction, yet English is by no means the home language of the majority of learners in South Africa. "One can only teach to one's own level of competence," says Daniela. "So how can we expect teachers to teach a subject in a language that they themselves are not fluent in?" Unskilled through no fault of their own, this is the crux of the issue that SMILE seeks to address.

Started 21 years ago as a reaction to this realisation, the programme now reaches 80 teachers nationally, who in turn reach a further 17,000 pupils a year at 140 schools. Teachers from both rural community- and urban schools participate in the programme, with SMILE trainers in classrooms every two weeks for 10 months. "Classrooms are critical. With all the

nuances and expression that a human teaches a class with, distance learning really can't compare," explains Daniela. "We conduct six demonstrative lessons, and then we observe the teacher. And the rewards are massive."

"Because we're a non-profit, we're able to go right into the classroom," says Daniela, "and that's a vital part of what we do. We're not there to judge the teachers; we're there to support and train them." Teachers are given real-time training, with their pupils, in their own classrooms, on how to teach their pupils to write an essay, use visual aids, how to get children to read, and work in groups – very basic, but essential stuff really. Daniela continues: "These are the skills that community teachers don't really have, and if a child can't write an essay in English, it doesn't really matter how good they are in geography or science, if they can't express that knowledge in the language of the essay or exam."

Anglo American's Chairman's Fund supports this project as part of our vision to make a real difference to real people. Training one teacher at a time, is the key to thousands of pupils' education.

# ONELOVE

***Soul City* is more than just a popular prime-time TV drama series. It's an organisation that aims to reduce new HIV infections in South Africa through health promotions. Within the broad scope of *Soul City's* work in the field, OneLove is a rather special campaign that aims to get people talking.**

To reduce vulnerability to HIV infection, OneLove creates awareness through community dialogue. It generates meaningful conversations with South African youth on issues such as male attitudes and behaviours, intergenerational sex, gender and sexual violence, stigma, lack of openness, untreated viral sexually transmitted infections (STIs), lack of consistent condom usage, and multiple concurrent partnerships.

Interventions are based on communication, advocacy and social mobilisation. "We need to challenge gender stereotypes and cultural norms that perpetuate this unsafe behaviour and to create debates around what needs to be done. Is it really manly to have many sexual partners, or in this time of HIV is it just an unnecessary risk?" says Sue Goldstein, *Soul City's* programme director.

Through the prime-time *Soul City* initiative which includes TV drama series, radio series, online discussion forums; over one million booklets distributed in four languages as well as facilitated community workshops, 61% of South Africa's adult population has been exposed to the OneLove messages. With an average audience of six million viewers per TV episode, *Soul City* is remarkably positioned to communicate to both youth and adults across sub-Saharan Africa.

"We've seen real impact at community level," says Sue. "Both men and women of all age groups from an area are invited to workshops where they watch an episode of *Soul City* and then have a group discussion on the issues presented. We've seen communities take the initiative to start their own door-to-door campaigns and weekly dialogues."

A young female workshop participant from rural Limpopo had this to say: "It has helped in this community as people no longer hide themselves; when a person is sick they come out. Before we had a dialogue, people were sick and their families hid them from the rest of the community, which led to their health deteriorating. With the help of door to door, it became possible to locate them and for others to come out to the community and disclose their status."

And that's when you know that people are really listening.

Anglo American's Chairman's Fund is incredibly proud to be part of this far-reaching and impactful initiative.



A scene from *Soul City's* 11th series dealing with the prevention of mother to child transmission.



## WASTE NOT, WANT NOT

**The quiet mining town of Kuruman in the Northern Cape may not be the most obvious inspiration for young entrepreneurs, but to the keen eye of Steven Kakora, there were opportunities everywhere. With funding from Zimele, he started his business, Masakhane Consulting and Projects, and immediately approached mines in the area with his proposal to collect and remove their waste material. He then sells it on to companies that have the facilities to process and recycle the waste into reusable products.**

Besides collecting recyclables from Kumba's Kolomela Mine and the Assmang Group's Black Rock Mine, Steven also collects in and around his community. He collects both ferrous (such as steel) and non-ferrous (such as copper and aluminium) waste metals, glass, paper and plastic – just about anything that can be used again and where its recycling results in a cleaner environment.

He wants to expand into holistic waste management by broadening his recycling capabilities to include paper processing.

He hopes that by growing his business, he will overcome the challenges the company is facing as well as create employment for more members of the Kuruman community. Masakhane employs three people at the moment and Steven is passionate about providing employment to more people, as he understands the difficulties of unemployment all too well. After 16 years as a correctional officer, Steven was retrenched and suddenly found himself among the vast and desperate ranks of South Africa's unemployed. A courageous and bold decision not to be a statistic encouraged Steven to write his own future, and start a business of his own.

One of the biggest challenges to most small businesses is stabilising cash flow. In an effort to address this, Steven approached Zimele for guidance and mentoring, as well as additional funding to keep his business in good working order, while taking advantage of new opportunities. And his long-term plans for Masakhane? "To do my own recycling," he says without any hesitation. It's thanks to people like Steven that the shift to reusing instead of discarding waste products will gain momentum and advance the well-being of communities where Anglo American operates.



Zimele Awards presented to Lia Vangelatos with Nick van Rensburg and Emmie Boshoff (The Greener Fertiliser) at the Local Procurement and Enterprise Development Trade Fair at the Sandton Convention Centre on 23 June 2011.

## GREENER GROWTH MADE SIMPLE

**Growing lush and rich potted plants has been made simple and environmentally friendly by an innovative company called The Greener Fertiliser Option. Its ingenious fertiliser stick is approximately the size of a regular match, and is simply inserted into the potting soil. When moisture makes contact with the stick, the nutrients, which are slow-release fertilisers, are extracted and continue feeding the roots for up to 100 days.**

Feeding plants in this way is not only convenient, it is also gentle on the environment – 68% of the ingredients are organic and due to the precise units of measurement, wastage and excessive fertilisation are entirely eliminated. An added advantage is that the PET blister packs that the sticks are packaged in are fully recyclable.

The Greener Fertiliser Option is operated by DreamHouse Workshop for the Blind. Until about ten years ago, they were only responsible for the packaging and when the original manufacturer retired, Ella Boshoff and Gert Botes took the opportunity and acquired the sole manufacturing and exporting rights for the fertiliser sticks. Today, they provide permanent employment for 38 blind and disabled workers, and during its busier months the company employs up to 100 people from the Silverton community in Pretoria where they are based – 40% of which are disabled.

They sell their product, which includes a fertiliser stick specifically developed for tomatoes, to

local wholesalers but most of their production is exported to Germany. As a result of the excellent quality and green credentials of their sticks and packaging, as well as superior service to clients, The Greener Fertiliser Option is firmly established as one of the three largest manufacturers of this product in the world.

"The funding helps enormously. This is a seasonal business and thanks to the support of Zimele we have been able to manage our cash flow during the quieter months, finance our larger orders upfront at the beginning of the busy months and, most importantly, secure stable employment conditions throughout the year for our permanent employees at Workshop for the Blind," Ella concludes.

With its significant contribution to employment opportunities and a greener way of growing gardens, Zimele is proud of The Greener Fertiliser Option's achievements and wishes its ongoing success into the future.

# DRILLING INTO OUR HEARTS AND MINDS



Anglo American's Tripartite Health and Safety Fatigue Workshop at the St George's Hotel on 29 July 2011 with Mashile Moema.

**When human lives are at stake, the phrase 'Zero Harm' needs to become a way of life, not just a catchy poster headline.**

The negative mindset about safety on our mines is still so prevalent in the mining industry that present that drastic measures need to be taken to ensure the eradication of this way of thinking. 'Mining is a dangerous industry.' 'It's normal for people to get hurt when they work on mines.' These assumptions are incredibly dangerous and affect the safety of all who work on and around our mines.

Anglo American's Tripartite Health and Safety Initiative is a collaborative effort between Anglo American, the Department of Mineral Resources and labour unions.

The initiative comprises five work streams – Stakeholder Engagement; Aligned Approach to Standards; Capacity Building; Extended Visible Felt Leadership; and Health and Wellness.

The Capacity Building work stream, founded in early 2009, is primarily concerned with training and skills development. With a key focus on positively influencing health and safety performance on mines, the team is working to identify gaps that adversely affect the safety of workers in and around Platinum's operations.

"A couple of years back when I joined the company everybody was talking the same language of zero harm. I was elected as a full-time representative in mid-2009 and attended the zero harm workshops, which have made a huge impact on my life," says Petrus Nhlapo, one of the delegates.

The flagship initiative of the Capacity Building team is the Train-The-Trainer (TTT) zero harm orientation programme, which is aimed at safety representatives. To date, 5,175 health and safety



representatives have been trained. Petrus took this process even further: "I felt very strongly that all my colleagues needed to benefit from what I received from the workshops, as we were originally supposed to coach the safety reps only. With the support of line management we successfully organised additional workshops for the whole work area. There was an excellent response from everyone and the relationship between myself and the rest of the workforce became very positive."

Anglo American's Platinum business was targeted as the location of the safety training pilot, where Wonder Kula, one of the initial trainees, had a wonderful anecdote that demonstrated the qualitative success of the TTT programme. He says: "I took a list of injuries and lost time due to injuries over the last 12 months and compared it to the attendance list at the training programme. Not a single person was on both lists. This tells me that the safety training we received really drilled into the hearts and minds of the attendees."

The feedback from participants in the programme spoke to a shared commitment to safety – a far cry from the initially wide range of definitions of what safety really means. Zero harm is a way of life. It's a heart-and-mind commitment that's possible and within our reach, and Wonder Kula and his colleagues at Bathopele mine are testament to that.

Petrus agrees that the goal of zero harm can be achieved: "When we include all workers by treating them politely, showing them we believe in them and acknowledging each team member's importance, we promote a positive attitude as well as trust and people begin to take ownership of everything they do."

"I realised that behind every able man there have to be other able men, so each and every worker needs to make a pact to achieve zero harm within the company," he concludes.

# GIVING CHILDREN A FAIR CHANCE



FARR employees Fumane, Yumna and Wilma, dressed up as pregnant mothers.

**\*Foetal Alcohol Syndrome (FAS) – the most common and completely preventable form of intellectual disability in the world – is a permanent and non-treatable condition. With no cure for the damage caused to unborn babies by their mothers' substance abuse, serious intervention is needed in impoverished communities to protect the futures of children at risk.**

South Africa has one of the highest incidences of FAS globally, with the greatest prevalence reported in the Northern Cape and the Western Cape.

The Foundation for Alcohol Related-Research (FARR) equips women in their child-bearing years to make informed choices, enabling them to protect their unborn babies from the devastating effects of alcohol consumption during pregnancy and, in so doing, to reduce the prevalence of FAS.

Alcohol abuse is often linked to unemployment, poverty, low educational level, disempowerment and lack of recreational activities. FAS is caused by maternal alcohol use during pregnancy and causes permanent brain and organ damage. It can seriously impair a child's ability to function in society and achieve their full potential.

When the only thing standing in the way of a generation of children being born healthy is education, the value of an organisation like FARR becomes apparent. A range of interventions offered by FARR ensure that mothers receive support and health education

during pregnancy. High-risk communities are also made aware of the effects of alcohol abuse during pregnancy.

Monica, a 20-year-old, first-time mother from Prince Alfred Hamlet in rural Western Cape, wrote a heartfelt letter to FARR programme directors in which she thanked them for their support during her pregnancy: "FARR takes you from week 1 to week 36, guiding you all of the way, showing you how the baby grows and what is important for mother and baby at each stage. With the help of FARR, we mothers do not have to give birth to underweight babies or babies with FAS. I am expecting my first child and I am very inexperienced, but FARR has kept me informed about the basics of pregnancy and about correct exercise and diet. And of course, most importantly, not to drink or take drugs."

Anglo American's Chairman's Fund is very proud to support this valuable programme.

\*Foetal Alcohol Syndrome falls under the broader category of Foetal Alcohol Spectrum Disorders (FASD).

# A PROUDLY SOUTH AFRICAN WATER-WISE INNOVATION



Claire Reid, founder of Reel Gardening.

**The Reel Gardening story started in 2002 when Claire Reid invented a unique way to grow vegetables, herbs and flowers from seeds. Her product, a biodegradable paper strip containing seeds and organic fertiliser, simplifies growing your own garden using a fraction of the water usually needed to sustain a garden.**

The seeds come packaged on a reel, correctly spaced with a clear line for the right planting depth and instructions in seven South African languages. The paper strip, which slowly decomposes to create mulch in the soil, shows what you've planted and where to water while simultaneously protecting sprouting seeds from the elements. There are no wasted seeds and no struggle to keep the seeds and fertiliser in the soil. Additional advantages are that this method of planting is cost-effective and saves up to 80% of water during the germination phase.

Her idea started taking shape when she tried to grow her own garden at age 16 and soon realised the many difficulties involved in successfully growing plants from seeds. In 2009 Claire was granted a loan from Zimele, which enabled her to start Reel Gardening and make her invention commercially available. "Without Zimele I wouldn't have a business," Claire says. "I would never have received this kind of financial support and guidance from a banking institution."

Claire has since received many awards for her innovative product, including the Shoprite Checkers Woman of the Year Award in the Science and Technology category and a bronze medal at the 2011 International Green Award. She was also the winner of the South African Breweries Foundation Innovation Awards.

While the company has its own online store and supplies chain stores and garden centres, Reel Gardening was specifically designed to make gardening possible in communities with limited resources. In partnership with the Independent Development Trust, a South African development agency, Reel Gardening has established a number of school gardens throughout the country. This includes the training of staff, pupils, parents and community members in how to plant, maintain and harvest their gardens. The gardens not only provide nutritious, organic food for the school but are also a potential source of income as excess produce can be sold to local communities. Reel Gardening also assists companies with their corporate social investment plans by initiating food gardens in communities surrounding business operations.

True to the company's motto of "rather teach a man to fish than give him a fish," Reel Gardening's extensive range of seed strips are handmade in Johannesburg by a team of previously unemployed mothers. Zimele applauds Claire and her team as they work towards their mission to provide a nutritious and sustainable product worldwide.

# COACHING FOR CHANGE

**With a firm belief that educational coaching can transform under-achieving schools into functional schools and good schools into great schools, Dinaledi Educational Coaching (DEC) was established by a passionate group of coaches, educators and engineers who are dedicated to a vision of academic excellence.**

DEC is a Section 21 company formed in 2007 to provide educational coaching at schools in disadvantaged communities. It is aimed specifically at developing the skills of maths and science teachers, as well as building management capacity to promote an all-round thriving school environment, even when the odds are stacked against this outcome.

The purpose of the coaching programme, which was jointly designed with the Western Cape Education Department, is to bring about personal and professional change in the individual lives of educators and ultimately to improve academic results. The programme offers individual and team coaching not only for maths and science educators, but also for members of a school's School Management Team (SMT) and the district officials responsible for these schools.

## **How does it work?**

The duration of the programme is one calendar year, with preparation and orientation before the year starts, and a final workshop after the year's results are released.

In terms of the coaching programme, the members of the SMT and the maths and science teachers, 10 in total, receive weekly coaching during the first half of the year and monthly coaching thereafter for the balance of the year. No teaching time is lost – in fact, schools reported an improvement in their 'time on task'. In addition, four times during the course of the year a wide range of stakeholders in the school community – all the educators, non-educating staff (including secretaries and cleaners), parents and members of the RCL – meet for a day of playing, thinking, sharing and planning. This helps to build and maintain momentum and also reinforces the goals of the transformation process.



Donald Grant, MEC for Education in the Western Cape with members of the SMT at New Eisleben High School in Crossroads.

## **Does the programme make a real difference?**

An independent year-long study found that the DEC programme was successful in achieving its goals, and positive transformation was seen at all the schools where the study was carried out. The results clearly demonstrate a convincing case for this type of coaching in schools; particularly schools in which the main obstacles to the best possible performance lie in problematic relationships, weak teamwork or leadership and management challenges. The report, which focussed on four schools in the disadvantaged areas of Crossroads and Delft in Cape Town, found that the schools which received coaching outperformed other schools in their area by 18% in their year-end matriculation results.

"There is now more open communication and commitment towards the common goal of improving the school. The managers concentrate on building relationships and applying different strategies to succeed in their work," the report says.

Anglo American supported this programme with funding for the first time in 2009 and has again awarded funds for DEC to continue their programme in Crossroads and Mfuleni in 2012. We are proud to be involved in a programme that results in the improved quality of teaching and the advancement of skilled school management. The added element of building district support, through the development of the district staff responsible for these schools, ensures sustainability as the programme includes all stakeholders in the welfare of the participating schools.

The results of this model prove the value of the programme; it shows that sustainable change is possible and is already happening in disadvantaged schools in high-risk environments.

# STRONGER THAN IRON: THE HUMAN WILL



JOSEPH KENTE  
Owner of Vukani Musa Construction

EACH PERSON HAS INDIVIDUAL STRENGTHS, AND IT IS OUR DUTY TO ENCOURAGE THEM.

TAKE JOSEPH KENTE. FORCED TO LEAVE SCHOOL EARLY, HE LATER JOINED KUMBA IRON ORE, A BUSINESS UNIT OF ANGLO AMERICAN, AS A GENERAL WORKER. WITH OUR SUPPORT, HE PASSED MATRIC AND STUDIED PROJECT MANAGEMENT.

WITH FUNDING FROM OUR ENTERPRISE DEVELOPMENT INITIATIVE, ZIMELE, JOSEPH STARTED VUKANI MUSA CONSTRUCTION IN 2008. TODAY HE EMPLOYS 54 PEOPLE WHO BUILD LOCAL MINE HOUSES AND SCHOOLS.

IT IS OUR PARTNERSHIPS WITH PEOPLE LIKE JOSEPH THAT DEMONSTRATE A MINE CAN SHAPE MUCH MORE THAN A LANDSCAPE.

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