

Primedia Outdoor's broad-based empowerment approach includes corporate social investment as one of its primary drivers. While meeting the needs of its clients and employees is crucial, Primedia Outdoor also recognises the importance of attending to the needs of the communities in which it functions. The company believes it should play a pivotal role in growing not only its own business, but society as well. It therefore initiates and sponsors social upliftment programmes within local communities and supports worthy causes, using its products such as billboards, retail signs and bus shelters to support these endeavours.

Primedia Outdoor's CSI currency is its bouquet of media platforms. Its social investment sponsorships take the form of free advertising space for selected charities, including Tswelopele, Door of Hope, Childline, the South African Guide-Dogs Association, the Cancer Association of South Africa and the Society for the Prevention of Cruelty to Animals.



A member of the Tswelopele project shows off some of the eye-catching products produced by this initiative, using recycled PVC material from Primedia Outdoor billboards.

Empowerment through Tswelopele

Five years ago, Primedia Outdoor and other partners started the Tswelopele project, an initiative which creates jobs and empowers a number of previously disadvantaged individuals.

Tswelopele (which means "to progress") recycles used PVC billboard flex faces supplied by Primedia Outdoor, turning this material into a range of durable products such as garden furniture covers, outdoor braai covers, travel and sports bags, and business folders. A percentage of the income derived from the sale of these products goes towards covering overhead costs and developing additional workstations, with the remainder being allocated to project members.

The initiative provides previously disadvantaged and unemployed women with the necessary training, skills and resources needed to overcome the constraints of poverty, allowing them to become self-sufficient and care for themselves and their families.

Tswelopele contributes towards employment and the economic upliftment of communities, and through the recycling of PVC material, also addresses the serious need in South Africa for environmental conservation. The value of Primedia Outdoor's total contribution to the Tswelopele initiative, including material donations and staff time, amounted to R1,515m.

Helping to train guide-dogs

Primedia Outdoor assisted the South African Guide-Dogs Association (SAGA) in its national advertising campaign. SAGA is a non-profit organisation funded entirely by public

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About the company: Primedia Outdoor is South Africa's leading outdoor media specialist, with a significant presence in six primary sectors of the outdoor market, including airports, spectacles, campaign outdoor, bus shelters, PrimeLites and Ad Lites.

The company specialises in outdoor advertising solutions, offering national exposure across a mix of media types, providing flexible coverage of the entire LSM spectrum.

Primedia Outdoor has developed an extensive network of prime sites in South Africa. Apart from this national footprint, Primedia Outdoor also operates in Lesotho, Swaziland, Namibia, Botswana, Mozambique and Zambia.

Number of employees: 120
BEE credentials: The company is the first outdoor media owner to be awarded an AA rating by EmpowerDEX.
Turnover: R229,4m

donations. The cost of training a guide-dog is R7 500, hence the need to raise public awareness, and through this, encourage donations.

The "See Me" campaign run by SAGA covered all media, including outdoor. Primedia Outdoor provided SAGA with outdoor inventory at no charge, to the value of R257 382.

Supporting Childline Gauteng

Childline provides long term, supportive, culturally sensitive and protective counselling to survivors of child abuse, a cause which Primedia Outdoor wholeheartedly supports.

Primedia Outdoor sponsored Childline Gauteng's awareness campaign by providing exposure on its PrimeLite and Consumer Ad products to the value of R557 875. The company has also offered to support a national campaign for Childline, providing national coverage on billboards.

Collections for Door of Hope

The Door of Hope is a concept adopted by a number of shelters for abandoned babies. These homes have an insulated box installed in their perimeter walls, where desperate mothers

can place babies rather than abandoning them to starvation and exposure on the streets.

Primedia Outdoor and its staff make regular donations of business and personal time, as well as collect food, clothing and other necessary baby products to assist with the maintenance of the homes. Donations with an approximate value of R21 000 were made during the 2006/7 year. This excludes the value of time given by Primedia Outdoor staff.

Bus shelters for the SPCA

Primedia Outdoor provides monthly outdoor exposure on bus shelters for the Society for the Prevention of Cruelty to Animals. A total of R60 000 was donated to the society in the 2006/7 financial year through bus stop exposure and staff time.

Spreading CANSA's message

The Cancer Association of South Africa (CANSA) is a non-profit organisation set up to fight cancer and offer support to cancer sufferers.

Primedia Outdoor supported the organisation by supplying free media exposure to the value of R21 072 on bus shelters, to assist

in the marketing of the organisation and the communication of some of its key cancer prevention messages.

The CSI bottom line

The total value of Primedia Outdoor's investment in CSI initiatives for the 2006/7 financial year was R2,372m.

While meeting the needs of its clients and employees is crucial, Primedia Outdoor also recognises the importance of attending to the needs of the communities in which it functions.



Primedia Outdoor provided the outdoor space needed to get the message of these aspiring guide-dogs across to the public.



Primedia Outdoor supports the fight against child abuse, displaying Childline Gauteng's ads at no charge.



One of the Primedia Outdoor employees who regularly visit the Door of Hope shelters in Jo'burg.



Primedia Outdoor helps CANSA communicate its "stop smoking" message.