

Tsogo Sun and Miss Earth take another step to nurture our planet

Thursday 4 September 2014 marks yet another significant date on the environmental calendar, with the announcement of the 2014 Miss Earth South Africa. The Miss Earth leadership and development programme is supported by Tsogo Sun and forms part of a collaborative partnership aimed at raising environmental consciousness for a greener future.

"Miss Earth's commitment to developing awareness among South Africans for environmentally sustainable communities through tree-planting, recycling, energy efficiency and carbon-conscious lifestyle choices dovetails perfectly with that of Tsogo Sun's Environmental Management Programme," comments Marcel von Aulock, CEO of Tsogo Sun. The programme has seen Tsogo Sun reduce its energy consumption by 6% and its water usage by 3% during the last year.

Commenting on the partnership, Tsogo Sun's Group HR Director, Vusi Dlamini says, "We are delighted to support the young women who dedicate their time and passion for the environment to initiatives that reach communities across the country." Tsogo Sun will continue its support of Miss Earth throughout the year's activities, all of which are aimed at raising environmental awareness.

"We strive to create awareness in local communities to encourage a responsible attitude towards the use of electricity and water and the management of waste. We also champion opportunities to educate people about reducing their impact on the environment through tree-planting, food security and conserving our natural heritage. Our partnership with Generation Earth and the Miss Earth SA leadership development programme, both of which instil awareness and provide education about environmental issues among young South Africans, form part of our focus on environmental education," explains Candy Tothill, who heads up the partnership within Tsogo Sun.

Tsogo Sun has introduced far-reaching initiatives that reduce the impact that the business has on the environment and encourage guests to embrace greener behaviour. "The sustainability of our business practices and our communities is core to our strategy. There is no doubt that the next generation of consumers are more aware of the impact that their behaviour has on the environment. Through our partnership with Miss Earth we aim to further educate and change the behaviour of the youth, by profiling the environmental awareness of their peers, who are credible subject-matter ambassadors," says Vusi Dlamini.

The Miss Earth finalists were hosted in style at Montecasino, leading up to the Ambassador announcement on Thursday 4 September at the Palazzo Hotel. The ambassador announcement saw Klerksdorp-resident Ilze Saunders, who is currently studying at the North-West University Campus in Potchefstroom, being crowned the 2014 Miss Earth South

Africa. “We look forward to working closely with Ilze as we continue to collaborate on initiatives that create positive and lasting changes in our environment. The crowning of a Miss Earth ambassador represents a significant commitment towards actively pursuing an environmentally sustainable future for generations to come, and we’re pleased to be part of something so meaningful,” says Candy Tothill.

“Through the Miss Earth SA programme, we actively drive sustainable policy development from municipal level through to National government. We inspire people to look at environmental issues through new eyes, understanding each individual has a role to play. Our programme strives to breed a culture of respect and mutual passion for the environment that we live in. Aligning with Tsogo Sun is a natural progression in achieving this goal, with the complimentary programme’s creating a partnership that ensures compound efficacy and growth. It is this collaboration that makes Miss Earth SA proud to call Tsogo Sun home,” concludes Catherine Constantinides, National Director of Miss Earth South Africa.