

# GREEN BUSINESS

GAZETTE

ISSUE 1 2020 DIGITAL

## GREENING THE ECONOMY

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CLIMATE NEGOTIATION  
STALEMATES

TOWARDS A CLIMATE  
CHANGE BILL

PANGOLINS UNDER  
THREAT OF EXTINCTION



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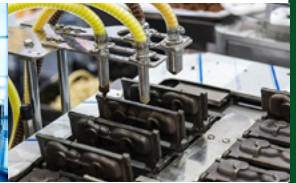
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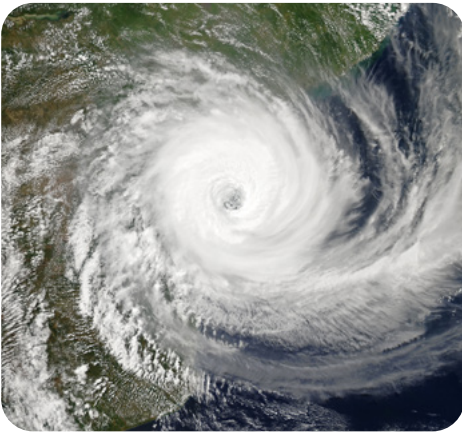
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G A Z E T T E

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# G

REETINGS TO ALL OUR READERS!  
I am happy to reach out to you in this inaugural edition of the brand new Magazine – Green Business Gazette. This magazine will focus on environmental sustainability at corporate level including issues related to climate change, energy efficiency, renewable energy, waste management,

water, sustainable consumption and production. We aim to give our readers cutting edge information concerning developments around green growth, green economy and green industry. It is my hope that all of you are staying safe from the COVID-19 global health crisis. Wherever you are, continue to practice social distancing, washing hands with alcohol based sanitizers as per the recommendations of the World Health Organisation (WHO) and wearing masks in public places. As the pandemic ravages the world, we are still aware of the need to protect the environment from anthropogenic damage. Therefore the idea to moot the Green Business Gazette.

It is very clear that the world is currently faced with a plethora of challenges including climate change, waste generation, global warming, high chemical usage, effluent disposal and biodiversity loss. Business has a key role to play in order to deal with these challenges. It is high time that companies take responsibility for the environmental aspects and impacts from their operations. Since the setting up of the Sustainable Development Goals (SDGs) we have seen progress in different parts of the world towards attaining a sustainable future.

In this First Issue we focus on the climate negotiation processes and unending stalemates which continue to draw us back in our pursuit of sustainable development. The issue calls for raised ambition on climate change. Furthermore we delve into sustainability as a license to operate, the rise of renewable energy as well as update on international discussions on sustainability. The issue goes on to call for collaborative efforts to rebuild after the Cyclone Idai which left trails of devastation in the Southern Hemisphere including countries like Mozambique and Zimbabwe. Most importantly, alluding to the recovery and rebuilding efforts. We also take the chance to encourage Chief Executive Officers (CEOs), Managing Directors and General Managers of companies to take a lead on issues to do with sustainable development in their own companies.



Through this issue, we awaken the giant in the CEO and encourage the corporate leaders to lead from the front and not to be backbenchers in their own companies when sustainability issues arise.

Greening the aviation sector is featured in this inaugural issue and strategies for greening the hospitality sector through hotels are explored in the same issue. We unpack the role of Geographical Information Systems in strengthening decision making. In our special feature on endangered species we flag the most widely trafficked mammal – the pangolin. The inaugural issue of the magazine points to the need for fast-tracking pangolin conservation as it is under threat of extinction. The issue also features strategies of greening hotels and hospitality sector.

In order for this new green baby to survive the hands of time, we call for corporates, government departments, parastatals, SMEs, NGOs and development partners to come on board for partnerships, advertising, feature stories, subscriptions and financing articles and distribution of the tabloid. You can also share your Sustainability Reports, Corporate Social Responsibility (CSR) success stories and case studies through our publication.

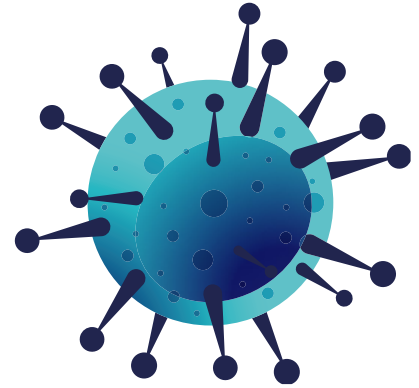
I have no doubt that attaining a Green Economy is possible in our generation. In order to do that, we must start transforming the way we produce goods and services as well as the way we consume. Lifestyles must change in order to reflect wise choices. Transforming our thinking as well as our practices at corporate and individual levels is an imperative.

On behalf of the editorial team, I would like to wish you a memorable reading experience.

**Tawanda Collins Muzamwese**  
Editor



# COVID-19 PANDEMIC



FROM THE  
EDITOR'S  
DESK

## — A THORN IN THE FLESH FOR GREEN BUSINESS AND SDGs

**Can CEOs afford to continue globetrotting and flying for business deals whilst generating air emissions and at the same time fight for their health during the COVID-19 pandemic?**

Emergence of the new novel COVID-19 virus in Wuhan, China remains one of the leading complexities that humanity has faced this century. The first half of the year 2020 has seen the casualties and the infection increasing in many different parts of the world. Most countries have experienced lockdowns, social distancing, severe illness in populace and subdued economic development. At the beginning of the year many companies had planned to achieve many goals and strategies. This has been impossible due to the subdued business activity caused by the novel COVID-19 virus. Amongst some of the projects that were earmarked to be undertaken include environmental projects. These range from pollution prevention, waste management, recycling and renewable energy projects. How could these projects be implemented when public health is at risk? Slowly companies are trying to pick themselves up in the context of their countries emergency response plans.

New solar plants could not take off even in areas where sunshine is abundant. Waste heaps of garbage also accumulated in many countries which used to be well organised in waste management. Business profitability has also been affected by the pandemic, leading to millions filing for unemployment benefits. As governments work out rescue packages, new business models are required in order for companies to understand that virtual working will become part of us for a long time to come. A paradox of the situation is the fact that global emission levels started to go down in some parts of the world due to reduced industrial level. Although we don't celebrate the low economic activity during the pandemic, the struggle has taught us that we can forge a New Green Deal. The New Green Deal should be based on a low emission development strategy and a carbon based economy. Some of the lessons drawn from the lockdown phase e.g. teleworking, virtual board meetings and sourcing locally-made raw materials; could be scaled up beyond the COVID-19 pandemic. An interrupted international supply chain should teach us lessons that sustainable local procurement is possible. Can CEOs afford to continue globetrotting and flying for business deals whilst generating air emissions in the context of COVID-19? New models of

business partnership will be necessary to broker business deals in the wake of COVID-19 to be both profitable and safe.

An ambitious global village also set the Sustainable Development Goals (SDGs) in 2015, setting the framework for achieving 17 Goals and 169 targets by the year 2030. The year 2020 has severely dented the prospects of attaining the SDGs. How will it be possible to attain the SDGs when social distancing is a new norm? When the SDGs were crafted, did they consider this prospect? The year 2020 has shown us lessons that as the world plans for the future, the whim of uncertainty is always there to confirm that we are mortal beings. The orientation of Sustainable Development Goals (SDGs) should take a closer look at the unfolding COVID-19 crisis and adjustments will have to be made at global level. New realistic targets may need to be looked at in the context of a socially distanced community. Business leaders must begin to see the prospects of renewed hope and put the safety of employees first. With a fragile health prospect at global level due to the COVID-19 crisis, there is need to get serious on environmental protection to avoid a double jeopardy of development problems.

# RECOVERING FROM A DISASTER - CYCLONE IDAI

OUR MEMORIES CAN NEVER FORGET THAT FATEFUL DAY IN THE EASTERN HIGHLANDS WHEN A THICK CLOUD OF GRIEF GRIPPED THE CHIMANIMANI COMMUNITY DUE TO THE RAVAGING EFFECTS OF CYCLONE IDAI IN THE YEAR 2019. THEREAFTER, GOVERNMENT, DEVELOPMENT PARTNERS, COMPANIES AND WELL-WISHERS HAVE BEEN WORKING TOGETHER TO FACILITATE DISASTER RECOVERY EFFORTS.

At the time of its occurrence, the natural disaster shattered the hopes of the community destroying infrastructure and also claiming human life. It is considered by scientists as the most devastating cyclone to ever affect the Southern Hemisphere. Zimbabwe and Mozambique, the countries seriously affected, have both been making steady progress and strides to ensure recovery.

Although cyclones occur naturally in geographical time and manifest themselves in heavy rainfall and extreme and violent winds; it is proven that the recent cyclones can be attributed to climate change. Infrastructure and vegetation can be seriously compromised whereas human life is lost during cyclones.

The Government of Zimbabwe, Civil Protection Unit, United Nations, Development partners, private companies and other key stakeholders were present to assist in the vicinity of the cyclone in order to facilitate rescue operations and now the focus is on the rebuilding. Furthermore,

a collaborative approach was adopted by stakeholders to ensure that affected families got relief, food, shelter and clothing at the time of emergency. In recent months focus has also been put to step up reconstruction of the affected areas and bring the community back to normalcy.

Disasters come and go and as a nation what is now key is to see how to rebuild and recover from the catastrophe. It is recommended that as a country we strengthen infrastructure towards resilient infrastructure that can withstand the extreme events. There are times of course where infrastructure will succumb whether strong or not, but there is opportunity for improving existing frameworks. This may entail strengthening existing building codes to enhance climate resilient infrastructure. Partnerships and collaborations will also enhance our resilience to disasters. Investment and research in early warning systems is also an opportunity that can be pursued to strengthen disaster preparedness at community level.

At an international level there is the Sendai Framework on Disaster Preparedness. The Sendai Framework replaced the Hyogo Framework. These frameworks are very useful in the face of potential and imminent disasters. As we recover from the debilitating effects of the cyclone, let us also adopt some of the strategies that have been proposed in the global frameworks as we deal with the natural disasters in an ever changing climate. The path to recovery is possible through multi-stakeholder partnerships.



# CLIMATE NEGOTIATION STALEMATES COULD COST THE PLANET TRILLIONS OF DOLLARS

“We have sleepwalked past the place of no return, jeopardising the health and safety of everyone on this planet. Do we really want to be remembered as the generation that buried its head in the sand that fiddled while the planet burnt?” - Antonio Guterres



By Tawanda Collins Muzamwese

MADRID, SPAIN WAS THE VENUE OF THE 25TH CONFERENCE OF PARTIES (COP) MEETING OF THE SIGNATORIES OF THE UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE (UNFCCC). HIGHLY EXPECTED TO DELIVER GREATER COMMITMENTS ON GREENHOUSE GAS EMISSIONS REDUCTIONS; THE COP 25 MEETING ENDED IN A STALEMATE AS PARTIES COULD NOT AGREE ON GREATER COMMITMENTS TO REDUCING EMISSIONS. THIS WAS A MISSED OPPORTUNITY DUE TO THE FACT THAT SEVERAL COUNTRIES ARE ALREADY BEARING THE BRUNT OF CLIMATE CHANGE.

In his remarks, the United Nations Secretary General Mr Antonio Guterres, mentioned that the world had reached a place of no return as far as climate change is concerned, “We have sleepwalked past the place of no return, jeopardising the health and safety of everyone on this planet. Do we really want to be remembered as the generation that buried its head in the sand that fiddled while the planet burnt?”

The world is trying to limit temperature rise to below 1.5 degrees Celsius when

compared to pre-industrial levels, but with the outcome of COP 25 in Madrid in December 2019, it is not clear whether this will be achieved or the world will further plummet into deeper effects of climate change.

The European Union has pledged to achieve carbon neutrality by the year 2050 in a move that looks promising but should be followed by concrete actions to reduce emissions. The mixed feelings and reactions from the COP 25 meeting in Madrid underline the fact that the world is at the crossroads. Reduced food security, threatened livelihoods, low rainfall, extreme weather events, rising temperatures and health complications continue to worsen due to the burgeoning climate crisis.

Thorny issues remain as far as climate change is concerned including regulation of carbon markets and prices of carbon as stipulated in Article 6 and these will be discussed and carried forward to future negotiations. Unfortunately due to the COVID-19 pandemic, the COP-26 which was scheduled for Glasgow, Scotland has been postponed until further notice.

Zimbabwe is a signatory of the United Nations Framework Convention on Climate and sent a high powered

delegation to the COP 25 event including Honourable Minister of Environment, Climate, Tourism and Hospitality Industry, (Hon) Nqobizitha Mangaliso Ndlovu. The Climate Change Management Department (CCMD) directed by Mr Washington Zhakata also represented the country exceptionally well at this global event including showcasing the efforts being done by stakeholders in mitigating and adapting to climate change. Side events were also coordinated by stakeholders such as Environmental Management Agency, UNDP and Youth Groups.

As the climate discussions continue, it is necessary to act locally by stepping up work on Nationally Determined Contributions (NDCs) and promoting a Low Emission Development Strategy (LEDS). As we enter the new decade starting in this year 2020, raising ambition on climate mitigation and adaptation is the only way to save humanity from the non-reversible effects of climate change. Recurrent droughts, floods and heat waves experienced in some parts of Southern Africa demonstrate the fact that climate change is a reality. Action must happen today as we may have no tomorrow. The COVID-19 pandemic also presents new intricacies in how we should fight climate change in a socially distanced society.



## ZIMBABWE HEADING TOWARDS A CLIMATE CHANGE BILL

STILL RECOVERING FROM THE RAVAGING EFFECTS OF CYCLONE IDAI, ZIMBABWE IS IN THE PROCESS OF FINALISING A CLIMATE CHANGE BILL to operationalise the National Climate Change Policy for enhanced climate change resilience. Speaking at the National Consultative Workshop on the National Climate Change Bill, Mr Nesbert Samu representing the Parliament of Zimbabwe reiterated Government's commitment to meeting the Nationally Determined Contribution (NDC) Target of 33% by 2030.

This process is in line with Zimbabwe meeting its international obligations under the United National Framework Convention

on Climate Change (UNFCCC) and the Paris Agreements. A Compliance Committee has been set up to monitor the NDC commitments that are made by countries.

Green Industries offer an opportunity for Zimbabwe to adopt a low-carbon and resource efficient technologies thereby reduce the generation of greenhouse gas emissions. The process of developing the Bill is a matter of urgency especially in the context of the endemic environmental challenges including climate change, droughts and extreme weather events. Stakeholders gathered in Harare to provide inputs into the proposed bill before it is tabled to Parliamentarians.

## ZIMBABWE AVIATION AUTHORITIES TO GREEN AIRPORT FACILITIES

By Wallace Mawire

THE CIVIL AVIATION AUTHORITY OF ZIMBABWE (CAAZ) IS CONSIDERING MAKING CALLS FOR EXPRESSION OF INTEREST FROM INTERESTED COMPANIES AND ORGANIZATIONS TO PARTNER WITH THEM TO DEVELOP PROJECTS TO GREEN THE COUNTRY'S AIRPORT FACILITIES.

Tawanda Gusha, CAAZ Director of Airports told participants at an aviation stakeholders meeting held in Harare recently that the authority was courting potential investors to develop solar farms within the airports.

It is reported that the initial project is

expected to be implemented at Robert Gabriel Mugabe International Airport. "This would in future see us limiting our dependence on hydro-electric and thermal power use at the airport facilities," Gusha said.

He said that investors were welcome to develop the country's airports to world-class standards.

Gusha added that airports worldwide were adopting the concept of the aerotropolis model, where facilities found in major cities were being developed around airports. An aerotropolis is a metropolitan sub-region whose infrastructure, land use, and economy

are centered on an airport. It fuses the terms "aero-" (aviation) and "metropolis". He said that Zimbabwe was not an exception and needed to move with such global trends in infrastructure development.

Solar farms are large scale solar installations where photovoltaic (PV) panels, referred to as solar panels, or other means of collecting solar energy, like concentrated solar systems are used to harvest the energy from the sun. Solar farms are also known as solar parks and solar power stations. Increased adoption of renewable energy has the potential to increase energy security, save costs and create green jobs.





# PANGOLINS UNDER THREAT OF EXTINCTION – AS ILLICIT TRADE RISES

By Wadzanai Diana Manyame

ONE OF THE RARE ANIMAL SPECIES IN THE WORLD, THE PANGOLIN, IS UNDER SEVERE THREAT SUCH THAT FUTURE GENERATIONS MAY NOT BE ABLE TO HAVE A GLIMPSE OF IT IN YEARS TO COME. THESE ARE TIMES WHEN MOTHER EARTH CRIES WONDERING WHETHER OR NOT SHE WILL BE ABLE TO SERVE OUR GRANDCHILDREN WITH ECOSYSTEM SERVICES.

Pangolins exist in different parts of the world including Africa and Asia. In these areas pangolins prefer a natural habitat but mostly travel at night looking for food. However, threats are emerging from poaching and trafficking of pangolins for their special perceived and other qualities. In the African context, pangolins are poached for game meat whilst in the Asian context they are believed to possess mysterious magical powers, particularly through their scales. Another unproven notion claims that pangolins have a penchant of providing good luck fortunes.

Solitude is the lifestyle of pangolins and they thrive on eating insects. Although they roll up in a defensive posture, this has not deterred the trafficking of pangolins. It has only been useful in the wild against predators.





The pangolin gained popularity due to its rare appearance, character and perceived uses – some of which are unsubstantiated. Therefore due to this popularity it has been hunted for many decades across the world, to the extent where it is now classified under the vulnerable, threatened and critically endangered species. It is time to act now in order to stop the illegal exploitation and trafficking of pangolins.

Innocently believing that it is protecting itself, the shy, strange looking, nocturnal mammal when threatened curls into a tight ball of scales, rather than running or climbing to safety. How can this rare mammal save itself and its offspring from demise?

Curled up in one place, the scaly from tip to tail mammal with its full armor of scales awaits readily for its predator prepared to lash out its sharp scaled tail in defense. Unfortunately, this works only against fellow wild animals, as for the poachers the job would have been made easy. With just one scoop the poor pangolin is bagged, and its fate now lies in the hands of the poacher.

Poachers have proved to be a dire threat to the life of all eight species of pangolins across Africa and Asia. Pangolins are currently the most trafficked mammal in the world and have been envisaged to be at the brink of extinction.

According to National Geographic's Rachael Bale; Dan Challender, the chair of the pangolin specialist group with the International Union for Conservation of Nature (IUCN) infer that in the last decade there has been a massive growth in the intercontinental trade of pangolins.

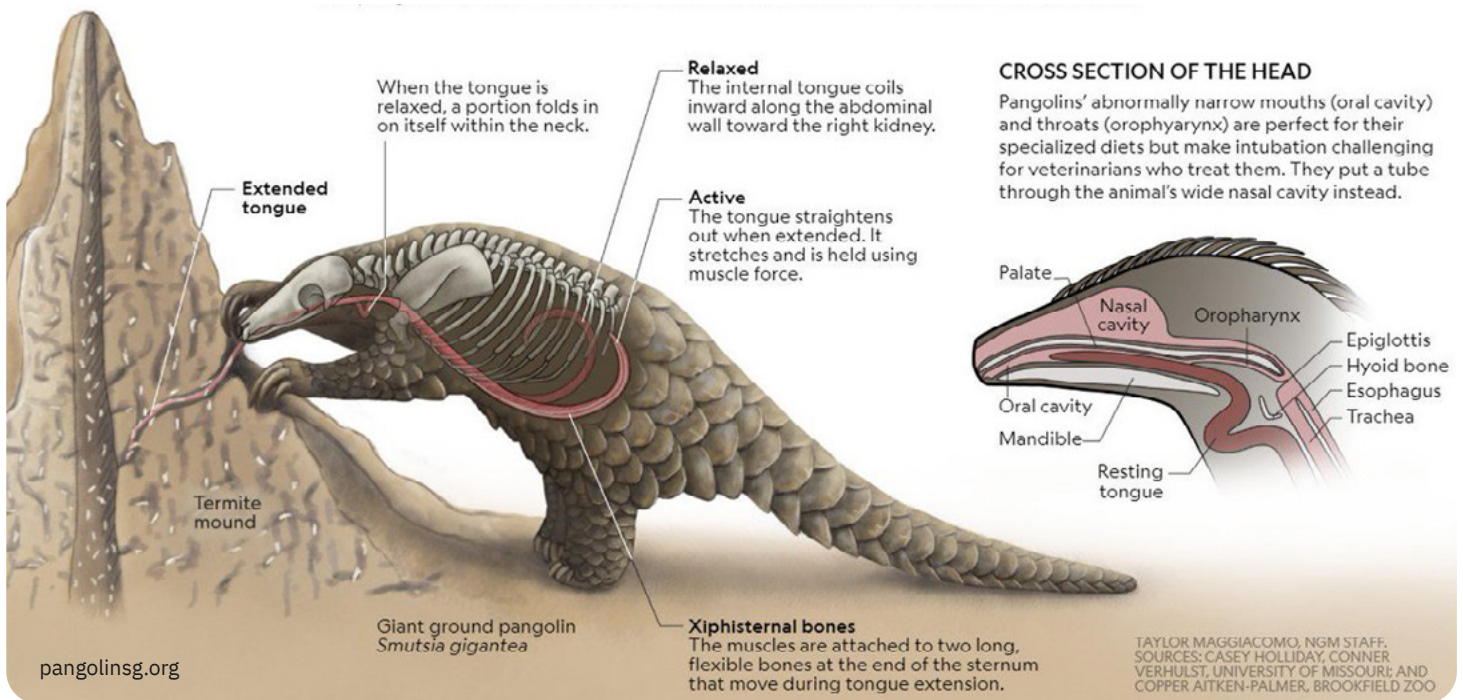
Traditional healers in Ghana, Nigeria, South Africa, Zimbabwe and the whole of Sub Saharan Africa believe that pangolin scales can cure any ailment from asthma, rheumatism to arthritis and that they can also be used in rituals to chase away evil spirits.

Burning the scales of pangolins is also controversially believed to cure nose bleeding. The question that this generation should answer is how far true the claims are, if not myths. The growth of mythology and theoretically unproven beliefs of the capabilities of biodiversity is one of the key issues that is driving extinction of species in the wild.

In Zimbabwe, despite the custodial sentence and mandatory jail term of 9 years for anyone found in possession of pangolins, some Zimbabweans continue to have an affinity of dealing with pangolins.

Although pangolins have been controlled by the Convention on the International Trade in Endangered Species of Flora and Fauna (CITES); there has been limited curtailment of the demise of pangolin populations in Africa.





This persistently high demand for pangolin constituting products has seen some companies continuously producing pangolin containing medicines. Some countries have been making medicines with constituents made from pangolin scales and the unfortunate part is that some of these pangolins are coming from Zimbabwean forests.

Despite national laws and international conventions, trafficking remains a major threat to pangolin survival and requires a more integrated approach from all stakeholders including communities, governmental bodies, non-governmental bodies as well as ministries to curb this problem which threatens to obliterate an entire species.

Nature lovers who like to marvel at the uniqueness of different species will be disenfranchised by a total annihilation of pangolins and it will be a big loss to those countries where they are endemic. Communities that thrive on tourism may end up bearing the brunt of low tourist arrivals and reduced income.



Will we be able to live to show our children, grandchildren, great grandchildren the real pangolins or will it be a sad folk tale with only pictures and videos as evidence? The current generation is already missing the Western Black Rhino which was hunted to extinction for its horns.

According to Save the Rhino Organisation the Western Black Rhino was officially declared extinct in 2011 by the IUCN after the last sightings had been done in 2003.

As the human wildlife conflict escalates, tough choices have to be made in order to ensure that endangered species are protected from extinction and unsustainable utilization.



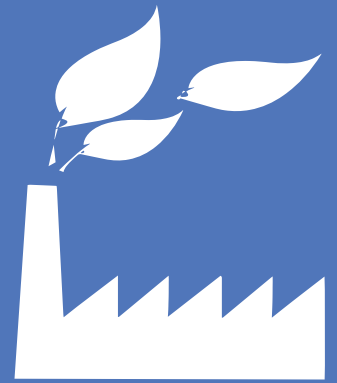
# SAY NO TO WASTE

**REDUCE**

**REUSE -**

**RECYCLE**

# BOARDS OF DIRECTORS BEGIN TO EMBRACE SUSTAINABILITY



By Tawanda Collins Muzamwese

Traditionally, in most organisations the Board of Directors focuses on the governance, viability, survival, strategy and financial status of the organisation. For many years Boards have ignored sustainability as a secondary issue to the financial performance of the business. However, in the past decade there has been a paradigm shift towards environmentally and socially sensitive Boards.

Pressure from regulators, investors and civil society has made Boards think twice about their governance role. In order to achieve the highest level of commitment and execution, modern Boards are beginning to establish specific committees that focus on sustainable development. The fear of share prices tumbling due to reputational issues caused by spillages of hazardous chemicals and other environmental catastrophes makes board oversight on sustainability an imperative.

Dented reputation, mounting pressures from stakeholders and high operational costs have resulted in Boards beginning to take sustainable development seriously. CEOs must therefore be

prepared to share with their Boards the progress being made at operational level to promote sustainability within the operations of the organisation. Gone are the days where environmental, safety, health, water, energy, stakeholder relations, social accountability and waste management issues were swept under the carpet by corporate leaders.

Environmental issues and social governance topics have become make or break for companies, such that there is an increased interest in managing them. Boards have started to realise that the company reputation can be destroyed in one day simply because there is breaking news about the organisation's pollution endeavours.

The rise of environmental activism, puts companies which are not socially responsible on the spotlight for public shame. Trust lost may never be recovered from key stakeholders. Knowing that successful business hinges on good relations and managing stakeholder interests, Boards of Directors have tightened the noose. Consequently greater demands are being put on CEOs, Managing Directors, General Managers and Executives to prove to the Board that sustainability is being effectively managed.





# SUSTAINABLE TOURISM: HOTELS START ADOPTING GREEN MEASURES

by Ruvimbo Patience Muzamwese

TOURISM IS A TOOL FOR SOCIO-ECONOMIC DEVELOPMENT IN AFRICA. DUE TO ENVIRONMENTAL AND SOCIAL IMPACTS ASSOCIATED WITH TOURISM, THERE IS AN URGENT NEED TO EMBRACE THE CONCEPT OF SUSTAINABLE TOURISM. SUSTAINABILITY ISSUES UNDOUBTEDLY HAVE GAINED ASCENDANCY OVER THE PAST FEW YEARS GIVEN THE INCREASED AWARENESS OF THE IMPORTANCE OF ENVIRONMENTAL MANAGEMENT. MORE TOURISTS WORLDWIDE NOW PREFER STAYING IN GREEN HOTELS.

According to the Sustainable Tourism for Development DEVCO, sustainable tourism can be defined as tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, private sector, environment and host communities. Tourism has to be sustainable in all the three pillars of sustainability namely - economic, social and environmental.

Hotels are an important player in attaining sustainable tourism as they offer accommodation for the tourists or visitors. "A visitor is someone who is making a visit to a main destination outside his or her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure" (UNWTO, 2010). Globally some hotels have started adopting sustainability practices in their day to day activities.

Regarding energy conservation; hotels are now encouraged to use renewable energy sources such as solar, wind and mini-hydroelectricity sources. In some remote locations some hotels rely on mini-hydro projects which generate less than 10 Megawatts and have minimal environmental impact. Clean energy can help offset the carbon footprint of hotel guests. Hotels like Portola Hotel & Spa at Monterey Bay has been able to significantly reduce its energy consumption and at the same time reduce environmental footprint by adopting solar energy.

Zimbabwean hotels can benefit from this concept as Zimbabwe is endowed with a lot of sunlight throughout the year.

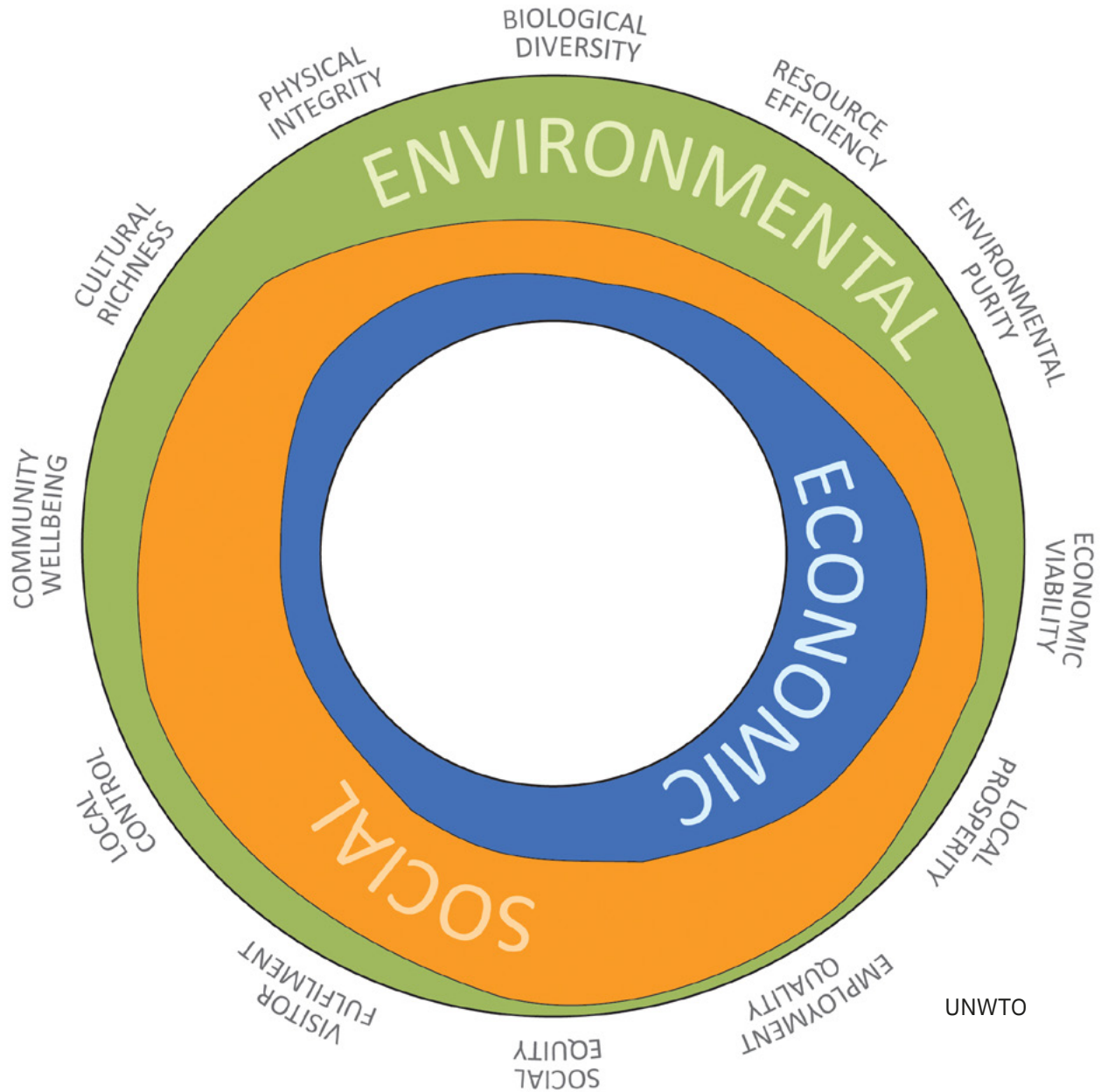
There is also an opportunity for hotels to save energy by using energy efficient lighting, motion sensor lights and solar geysers. The Manor Hotel, Amsterdam has motion sensor lights which automatically switch off when the guests leave the hotel rooms with access keys to their rooms. The hotel is also a proud winner of a "Green Key" green hotel certificate.

Global best practice is now discouraging use of single-use plastic as it takes more than 400 years to degrade. In this view, hotels can use glass instead of single-use plastic packaging. Glass can be recycled and hence save the environment from the detrimental effects of single-use plastic. The use of paper and bamboo straws is encouraged instead of plastic straws. Green hotels can also adopt recycled paper including toilet paper, print paper and paper used for advertising material.

Green transportation is another sustainable practice that can be embraced by hotels through use of electric mobility, bikes and buses that use clean fuels to ferry their guests from one point to the other. Water saving is also a critical sustainability practice that can be adopted by hotels to promote sustainable tourism. Hotel guests can be encouraged to have a choice to reuse towels and minimise water usage from the bathrooms through controlling the flow of showers and faucets. This has a potential of reducing water usage by as much as 30%.

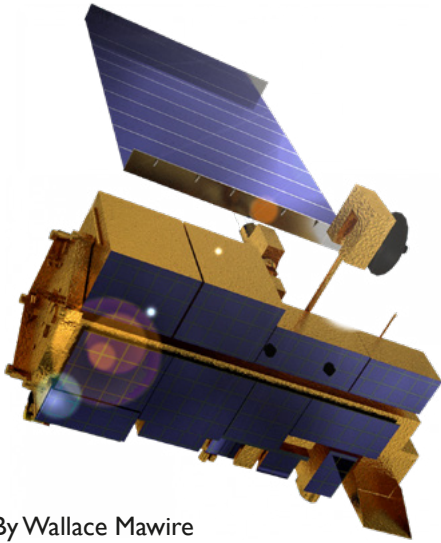
Every economic sector has a pivotal role to play in sustainability and gone are the days where all focus would be on manufacturing industries only. The service sector can also contribute to sustainable development, hence the emergence of sustainable tourism.





Zimbabwe has a number of tourist destinations such as Victoria Falls, Hwange National Park, Gonarezhou National Park, Nyanga Mountains, Vumba and Mutarazi Falls which attract a lot international tourists. Hotels in these destinations can benefit from implementing cutting-edge green measures as tourists take this into consideration when choosing a hotel.

Hotels in metropolitan cities of the country such as Harare, Bulawayo, Gweru and Mutare should lead the way in adopting sustainability measures. As we head into the new decade beyond 2020, many tourists will demand sustainability at the destinations they want to visit. Through greening the economy, the tourism sector can soar high in the echelons of sustainable socio-economic development. Such a transition will help to drive a low-carbon, resource efficient and sustainable green economy.



# ZIMBABWE'S CIVIL PROTECTION DEPARTMENT TO SET UP EARTH OBSERVATION SATELLITE SYSTEM TO DETECT PENDING DISASTERS

By Wallace Mawire

ZIMBABWE'S DEPARTMENT OF CIVIL PROTECTION IS TO SET UP AN EARTH OBSERVATION SATELLITE SYSTEM, A FACILITY WHICH IS EXPECTED TO HOUSE A MULTI-HAZARD OR INTEGRATED EARLY WARNING SYSTEM FOR IMPENDING DISASTERS IN THE COUNTRY.

A spokesperson of the department, Meliqiniso Sibanda said that all early warning systems should be under one roof instead of operating in silos in the country.

"So early warning systems for fire, epidemics and meteorological hazards should be integrated for prompt response to emergencies," she said.

She added that the space technology also known as earth observation satellite technology is for use in collecting real time data in areas affected by flooding.

She added that for example, during the Tokwe-Mukosi dam flooding, Professor Amon Murwira, while at the University of Zimbabwe (UZ) activated the system and was viewing the disaster and was also taking images. Professor Murwira is the current Minister of Higher Education, Science and Technology Development.

"So there is need to have the system installed at all the 10 provinces in the country," Sibanda said.

She added that the facility is in line with international best practice.

She said that the Meteorological Services department have their own satellite

technology for early warning in Belvedere.

She also said that the Environmental Management Agency (EMA) also has systems for detection of fire outbreaks, Zimbabwe National Water Authority (ZINWA) and the Ministry of Health and Child Care have systems that are useful in disaster preparedness.

Sibanda said that their mandate as the department of Civil Protection (DCP) according to the Civil Protection Act of 1989, is overall coordination of stakeholders involved in disaster risk management.

She said that when collaboration in early warning systems happens, early warning information is quickly shared for early action to enhance prompt response to emergencies.

Sibanda said that Japan, China, USA and most disaster management authorities in developed countries operate in that way.

"We need the system to be installed in provinces as well, to be manned by Provincial Development Coordinators. The system uses earth observation satellite technology," Sibanda said.

UNSPIDER the United Nations agency specializing in space technology, provides

"We need the system to be installed in provinces as well, to be manned by Provincial Development Coordinators. The system uses earth observation satellite technology."

technical advice to countries that request to be capacitated on the use of space technology in pre-disaster situations, during disaster events and in post-disaster situations.

"Through the country UNDP Office, DCP requested to be a member of the UNSPIDER system. So, the equipment to be installed should be recommended by UNSPIDER as it should be in sync with their equipment. In case of a disaster, UNSPIDER will reactivate the relevant charter so that we record and collect real time data," Sibanda said.

She said the system is expected to cost at least US\$300 000.

# CLIMATE CHANGE IS REAL

**GREEN  
BUSINESS**  
GAZETTE



# WORLD STEPS UP GREEN ENERGY

By Tawanda Collins Muzamwese  
Photos: Green Records Company

WITH THE PRICE OF ENERGY EVER FLUCTUATING AND SECURITY OF SUPPLY NEVER GUARANTEED IN MOST COUNTRIES, THERE IS AN IMPERATIVE TO MOVE TOWARDS RENEWABLE ENERGY TECHNOLOGIES. NOT ONLY IS RENEWABLE ENERGY AFFORDABLE IN THE LONG RUN, IT IS ALSO CLEANER TO THE ENVIRONMENT. THIS IS SWEET MUSIC TO NATURE ENTHUSIASTS AS THE WORLD STRUGGLES WITH EMERGING CHALLENGES SUCH AS CLIMATE CHANGE AND GLOBAL WARMING.

For business, renewable energy offers a profitable solution to companies because they can free-up themselves from depending on purchased power. Renewable energy can even make companies be able to sell excess power to the grid through net metering mechanisms. There is a general agreement that reliance on fossil fuels will make the world vulnerable as this source exists in finite quantities which may deplete in future.

Leading applications of renewable energy have been demonstrated in different parts of the world. Globally it has been clearly demonstrated that solar, wind, biomass, geothermal and wave power will usher the world into a cleaner future. Germany, Sweden and Netherlands have made strides to be amongst the leading countries in the renewable energy supply sector.

National targets have seen ambitious plans to power economies tapping into renewable energy sources. Schiphol International Airport in Netherlands has succeeded to become the greenest airport in the world and it implements various green initiatives. These range from effective waste segregation systems at source, solar buses for mobility at the airport and getting energy supplies from wind farms. This shows the ability of renewable energy to stretch beyond the limits of humanity. Renewable energy has the potential to boost economic growth, create green jobs and increase revenue generating potential.

The challenge is how to get governments across the globe to prioritise investments in renewable energy. Governments can implement Renewable Energy Policies, provide financing for renewable energy, duty rebates and economic incentives to steer potential investments in renewable energy.

Renewable Energy Feed in Tariffs (REFIT) have been successful in Kenya, Netherlands and India amongst other countries. The REFIT policy instruments help to define the tariffs that any investors will receive upon feeding energy into the grid. The traditional model where power utilities had the sole mandate of generating and supplying energy to the population is well past its time. Independent Power Producers (IPPs) can help to complement power supply in both developing and developed countries.



GREEN RECORDS COMPANY

In Zimbabwe, registration of IPPs is carried out by the Zimbabwe Energy Regulatory Authority (ZERA). This is the case in several other countries and may vary slightly in a case where an Energy Commission exists or registration carried out through the relevant ministry. In March 2020, Zimbabwe launched the National Renewable Energy Policy to provide guidance and policy direction in the renewable energy sector. The National Biofuels Policy was also launched.

Zimbabwe has already witnessed companies like Econet investing massively in renewable energy technology specifically solar for rooftop installation in order to supply power for their offices. In addition leading beverages firm Schweppes Zimbabwe Limited launched a 1 Megawatt solar energy project at its industrial premises – the largest of its kind in Sub-Saharan Africa outside South Africa. This project was commissioned by the Minister of Energy and Power Development – Advocate (Hon) Fortune Chasi and Minister of Industry and Commerce – (Hon) Sekai Nzenza. These emerging case studies are a true demonstration of the potential for renewable energy to drive socio-economic development in Zimbabwe.

Key considerations when planning renewable energy include the availability of equipment, quality of equipment, competence of installers and a clear plan of operation and maintenance.

With renewable energy consumption set to increase exponentially across the world, it is becoming increasingly possible to build a low-carbon-resource efficient and resilient economy. The transformation must begin now!





**A GREEN  
FUTURE**

**A BETTER  
FUTURE**

**GREEN  
BUSINESS**  
GAZETTE

# MORE CEOs WAKE UP TO SUSTAINABILITY!

By Tawanda Collins Muzamwese

## CEO's wake-up call – changing business landscape heading to sustainability

TRANSFORMATION IS THE ORDER OF THE DAY IN THE BUSINESS WORLD. TAKE A NAP AND YOUR COMPETITOR TAKES OVER FROM YOU! MOST PROBLEMS THAT COMPANIES ARE FACING TODAY ARE DUE TO THE PEOPLE WHO ARE LEADING THE ORGANISATIONS INCLUDING THE CHIEF EXECUTIVE OFFICER, MANAGING DIRECTOR OR GENERAL MANAGER HAVING LIMITED KNOWLEDGE OF THE EMERGING OPPORTUNITIES AND THREATS OF ENVIRONMENTAL AND SOCIAL SUSTAINABILITY. This is also coupled with Executive Team's operating without ideas on how to rescue the company's strategy when faced with international requirements for sustainability standards. Many business leaders have presided over the collapse of companies due to lack of fresh ideas to steer the company forward and not sure where the world's developmental issues are headed to.

The rise of sustainability requirements for business has left many business leaders asleep in their wake especially on the international

arena where many companies often wonder why their products do not end up in the shelves of other countries. These sleeping business giants need to be awakened to the realities of globalisation in order to help them to facilitate transformation and growth in sustainable development.

## CEOs arise to embrace international standards

If you want your business to be taken seriously both at local and international level, the adoption of standards is imperative. Customers are increasing their demands and are pushing for companies to be sustainable in their processes. The Chief Executive Officer should lead the way in promoting good practices and eliminate sub-standard products. A wide range of international standards can be implemented including the following:

- ISO 14001:2015 Environmental Management Systems
- ISO 45001:2018 Occupational Safety and Health Management Systems
- ISO 9001:2015 Quality Management Systems
- ISO 50001:2018 Energy Management
- ISO 26000 Social Responsibility

These standards have proven that they can assist companies to:

- Reduce resource intensity
- Save water
- Reduce chemical usage
- Reduce energy consumption
- Improve product quality
- Enhance stakeholder relationships
- Build trust
- Enhance competitiveness
- Prevent injuries and fatalities

CEOs have come to realise that it is suicidal for a business to operate without consideration of quality, safety, health and environmental considerations. With customers being spoilt for choice, it is therefore up to a given company to wake up from the slumber and join the international bandwagon of sustainable business enterprises.

Resisting international standards can be retrogressive to an organisation and can result in product boycotts as well as an increased cost on reworks. It is essential to note that the Global Survey of CEOs on Sustainability by McKinsey shows that 36% of the world's leading firms and their CEOs have come to appreciate sustainability and have actually gone on to come up with specific programmes within their businesses.

## CEOs aspire to be leading voices in sustainability

Traditionally, environmental protection was mainly done by technocrats and specialists in the area without demystifying the concepts. Moreover, corporate leaders would stand in the terraces whilst the relevant Environmental Manager, Sustainability Manager or Safety, Health and Environmental (SHE) Officer runs the show. However, more CEOs are aspiring to be leaders in sustainability and making their voices heard on the issue.





Once the CEO takes a lead and also speaks to the significance of energy efficiency, water efficiency, occupational safety and health as well as sustainability disclosures you then see everyone in the organisation taking it seriously.

The Former CEO of Unilever Paul Polman and the CEO of Olam International Sunny Varghese have taken active leadership in sustainability. Both have been Chairs of the World Business Council for Sustainable Development (WBCSD) – a leading private sector organisation anchored on sustainability. Their work and ambassadorial role on the principles of sustainability of companies have been a marvel to watch. The Unilever Sustainable Living Plan remains one of the best in the world in terms of promoting business sustainability. This has also endeared the companies well with the customers in order to increase uptake of products and services.

**CEO’s nightmare – waking up to stakeholder complaints in public**

Stakeholders are important to the success of a business. They come in different forms such as the customers, shareholders, employees, regulators, suppliers and other key stakeholder groups. In order to achieve social sustainability, companies must not ignore stakeholder concerns, suggestions and public issues as these may have a material effect on the image of the company. It is the CEO’s role to ensure that business is proactive rather than reactive and that the business engages stakeholders with sincerity.

It is necessary that companies fully

consider Corporate Social Responsibility (CSR) as part of their business strategy. However, some companies believe that CSR is philanthropy, whilst this is not the case. True CSR goes beyond just dishing out gifts in the community and it requires a holistic approach to stakeholder engagement including facilitating sustainable solutions to stakeholder needs.

It may be useful to formulate a Stakeholder Engagement Plan or a CSR Strategy. Once a company manages this issue, it can prevent the risk of being involved in damning stakeholder conflicts and public humiliation.

The CEO should always be reminded that the image of company takes many years to build such that any dent in the reputation can have far reaching effects including reduction of the value of the company’s share prices, product boycotts and resentment on the market.

**CEOs opportunity – Wake up to access green financing options**

Due to the green industrial revolution and the world’s fast track commitment

to deal with environmental challenges; a lot of money has been thrown onto the fray. Companies that wake up early to implement sustainability projects in their operations can get this financing at concessionary terms, favourable interest rates or no cost.

Do you know that it is possible to finance a factory or plant upgrade using climate finance? Do you know that you can set up a solar energy project at your company supported by international developmental finance such as the Green Climate Fund? Do you know that you can get finance by offsetting your greenhouse gas emissions?

These opportunities are seized by those business leaders who are able to see beyond the present and wake up from their dreams earlier than others. Business can no longer operate in the old ways of archaic production technologies. In addition the days where sub-standard products are pumped on the market in large quantities are gone as customers are demanding more and more each day. The CEO who takes the sustainable path early, guarantees success of his or her own business for many years to come.





# ELECTRICAL MOBILITY

## GAINS GROUND – IS AFRICA READY?

By Tawanda Collins Muzamwese



MOBILITY IS KEY FOR SOCIO-ECONOMIC DEVELOPMENT OF BOTH DEVELOPED AND DEVELOPING COUNTRIES. IT IS WIDELY RECOGNISED AND DOCUMENTED THAT THE TRANSPORT SECTOR IS A KEY CONTRIBUTOR TO GREENHOUSE GAS EMISSIONS DUE TO THE RELIANCE ON FOSSIL FUELS.

Electric Vehicles (EV) offer an opportunity for reducing emissions attributable to the transport sector. Leading vehicle manufacturer Volvo has made strides to develop innovative transport products such as electric buses. Tesla has made strides towards developing electric cars. With the significant developments in battery and power storage technologies such as lithium batteries, the potential for electrical mobility is soaring high. Although early success has been made in developed countries, the key question is

whether developing countries are ready for this transition. There is a perception that EVs are expensive, but prices are becoming more affordable to people of all walks of life. The promotion of Electric vehicles in different parts of the world will enable local socio-economic development whilst at the same time protecting the environment.

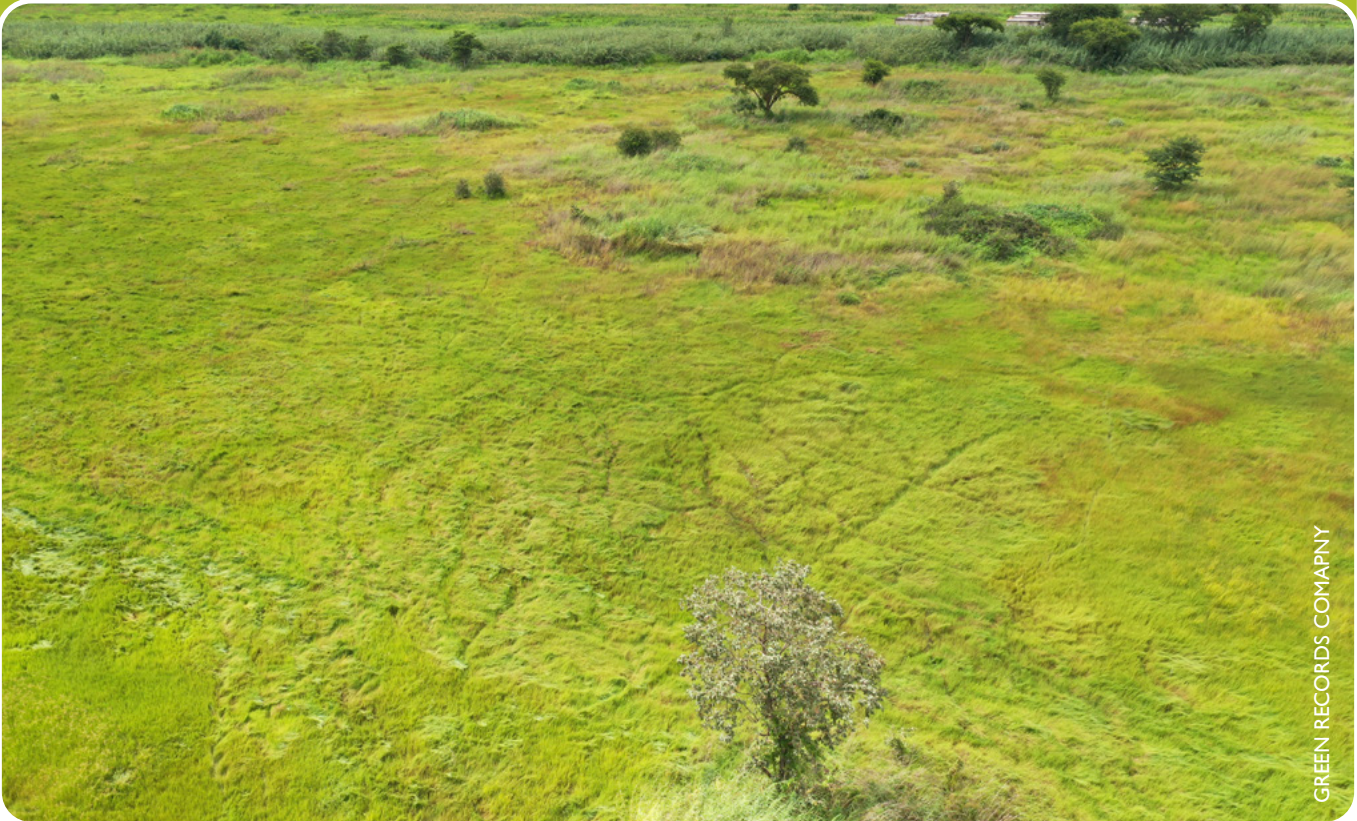
According to the International Energy Agency (IEA) the population of electric cars will increase from 3 million to 125 million. It is expected that these will be distributed in different parts of the world including Africa. It is necessary for Africa to capture the opportunity and enable a low-carbon development pathway. In order to transition to electric mobility, Africa would need to develop infrastructure that will allow electrical mobility. Although this will take time, there is a need to harness climate finance as a mechanism for financing the technology transfer.



# WATER IS LIFE

**GREEN  
BUSINESS**  
GAZETTE

# ZIMBABWE WETLANDS GUIDELINES BEING FINALISED



GREEN RECORDS COMPANY

WETLANDS ARE ECOLOGICALLY SENSITIVE AREAS WHICH ARE A HAVEN TO MANY SPECIES - FLORA AND FAUNA. MANY COUNTRIES ARE STEPPING UP EFFORTS IN ORDER TO ENSURE THAT DEGRADATION OF WETLANDS IS PREVENTED. Zimbabwe is in the process of developing National Guidelines on the Sustainable Management of Wetlands. Speaking at a recent consultative workshop, the Environmental Management Agency (EMA) indicated that the guidelines would be necessary in order to address challenges the country is facing with regards to the wetlands.

**I**N recent years Zimbabwe has seen the emergence of housing developments on wetlands and this has also caused dire consequences in

the receiving ecosystems. Environmentalists and developers have been at loggerheads as to whether priority should be placed on “preservation” or “conservation”.

Die-hard environmental experts and nature-focused organisations believe that wetlands must not be disturbed at all costs, whereas development practitioners propose a balanced and sustainable utilisation approach. The debate is never ending and therefore, it is necessary to come up with guidance as to how wetlands should be managed.

The position on how wetlands are managed varies from country to country and there is no one size fits all. As countries discuss the interactions of humans with wetlands, it is necessary to consider the economic value of wetlands and the services that they offer.

Furthermore, it is necessary to check whether resilient infrastructure is available. Local authorities have a key role to play in stopping approval of developments that encroach into wetlands. Stakeholders drawn from government, civil society, private sector, local authorities and research institutions concur that wetlands are key for ecosystem balance. The Environmental Management Act 20:27 recognises wetlands as ecologically sensitive areas.

At the international level the Ramsar Convention provides a framework of protecting wetlands across the world. As a result some wetlands are gazetted in the Ramsar Conventions and signatories of the convention are bound to respect the areas classified as wetlands by the convention.

# HOW GREEN IS YOUR WORKPLACE?

THE MODERN DAY SURVIVAL IN THE 21ST CENTURY IS DOMINATED BY A FASTER TUNNEL OF LIFE WHERE MANY PEOPLE ARE WORKING TO ENSURE THEIR PROSPERITY. BURIED IN THIS EQUATION OF SEEKING LIVELIHOODS LIES THE WORKPLACE WHERE MANY PEOPLE SPEND A SIGNIFICANT PORTION OF THEIR LIVES.

According to Cassandra Vaughn, an individual spends an average of 90000 hours of their lifetime in the workplace and this is about one third of our time. Therefore a lot of time is spend in the workplace. We must not neglect the greening of the workplace. The workplace is also filled with major environmental issues that require proper management.

Lots of ideas can be adopted towards greening the workplace and these range from using natural lighting where possible during the day instead of using light unnecessarily. The printing of emails is not always necessary as it results in unnecessary paper usage and generation of waste. Many companies are moving towards paperless systems to eliminate high paper usage. Creative ideas can be made in the management of waste including waste segregation at workplaces. Workplaces today should be designed in a manner that allows waste to be disposed in an environmentally sound manner. After all, a clean work environment presents a great springboard for generating good ideas. Energy efficiency can also be implemented in the workplace through measures such as installing energy efficient lighting as well as switching off gadgets not in use.



What would be the impact if we prioritised greening the workplace? Considering sustainability when making purchasing decisions is a low hanging fruit to greening the workplace. When companies make purchases, there is a very high likelihood of inheriting environmental problems from the supply chain. It is therefore necessary to start looking at the environmental impact of a product before purchasing it.



## Tips for a Green Workplace

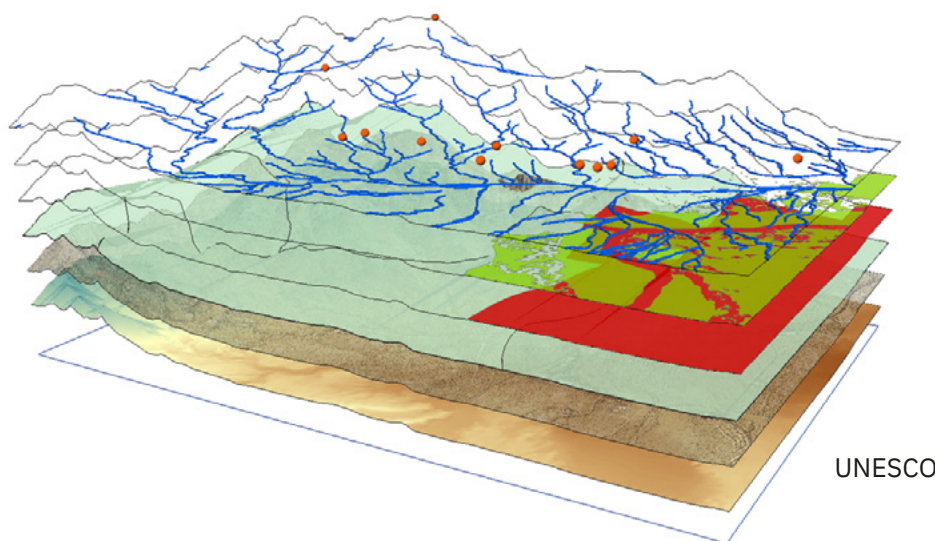
- Avoid printing emails unnecessarily
- Switch off lights not in use
- Open curtains and blinds to use natural light during the day
- Purchase energy efficient office equipment
- Use back to back printing if you need to print
- Separate waste at source
- Use solar energy for your offices where practicable
- Adopt energy efficient LED bulbs
- Avoid leaving gadgets switched on when not in use.

# THE STATE OF GIS TECHNOLOGY

## IN SUPPORTING DECISION-MAKING

By Bright Chituu

MAKING DECISIONS SINGLE-MINDEDLY LOOKING AT ONE DIMENSION CAN BE MISLEADING, BUT A COMPOSITE DECISION IS NECESSARY AS A MEANS OF LOOKING AT THE BIGGER PICTURE.



Better informed decision making is considered vital in assisting individuals, organizations, societies and nations to solve real-world problems. Decision making is the process that leads one to make a choice between a set of alternatives to meet specific objectives. The capabilities of Geographical Information Systems (GIS) technologies in problem identification, real time data acquisition, management and analysis of data and the visualization of the results makes it useful for decision making.

Geographic Information Systems is sometimes used interchangeably with the other terms, namely “geographic information science” and “geospatial systems”. GIS is broadly defined as

an integrated collection of computer hardware, software and procedures designed to capture, store, retrieve, manipulate, analyze and display a particular geographic feature or landscape in order to support decision making for planning, management of land use, natural resources, environment, transportation, urban facilities, and other administrative records.

The history and development of GIS can be traced back to period of 1830s when the outbreak of cholera in Paris led Charles Picquet to create a map which showed how the disease was spatially distributed across 48 districts. This was the first application of spatial analysis which ignited the interest of John Snow the British Physician. In 1854

following the outbreak of cholera in London, John Snow created a cholera map and discovered that the ailment was commonly found close to water sources. In the age of 1950s maps became commonly used for car navigation, locating houses and streets as well as in new development planning.

However this was not considered to be GIS because these maps were just drawings without database linked to them. Since this was found on paper design which was very arduous in measuring and calculating distances, between 1960 to 1975 computer mapping was introduced. This is the period where the concept of GIS was initiated by Roger Tomlinson well known as the father of GIS.

In the history of GIS, Roger Tomlinson is renowned for developing the Canada Geographic Information system (CGIS). The CGIS was used by the Canadian Government to collect, store, analyze and manipulate geographic data for the Canada Land Inventory which was meant to map the soil, drainage and climate characteristics to determine land capability for crop types and forested areas in the Canadian rural areas at a scale of 1:50 000. This was key in advancing GIS technology in computer mapping applications namely digitizing, measurement, overlay analysis, inter alia. This was followed by the Commercialization of GIS software in during the period 1975-1990 which was marked by the rise of ESRI the largest GIS software company in the world.

From 1990 to date the history of GIS is known for people as well as companies across the world adopting GIS software (QGIS, ArcView and ArcGis) among others, launching of satellites in the space and the integration of remote sensing technology. The launching of satellite paved way for the use of the Global Positioning System (GPS) - a radio navigation system developed by the US Department of Defense that provides geolocation and time information to a GPS receiver anywhere on or near the Earth. Today the system is used in navigation, mapping, surveying, and other uses in which accurate positioning is required. In the world facing problems as a result of climate change, growing population, severe environmental degradation, and biodiversity loss, the evolution of GIS will play a part in how we understand and address these problems.

What distinguishes GIS from other information systems is its ability to integrate spatial data, maps and data from several sources, thus users can create information and knowledge that can be used in planning, problem solving and decision making. Apart from being able to integrate large amounts of spatial and non-spatial data, GIS is flexible, fast, accurate and cost effective.

GIS has been used in a number of arenas because it works as a comprehensive system in planning, implementing and assisting strategic decisions. If one can visualize the potential of a system in which



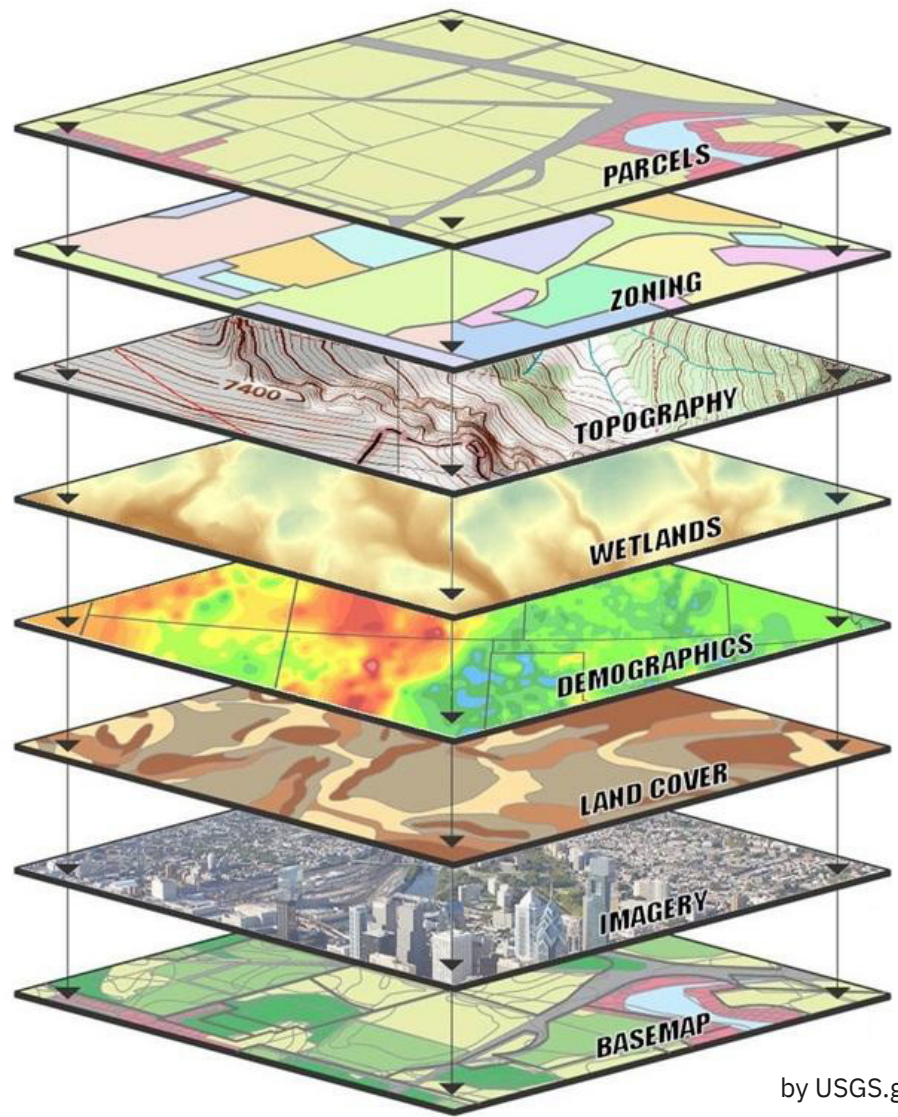
several map layers are arranged to display data on population characteristics, drainage and relief features, transportation networks, economic activity, political jurisdiction and other characteristics of the social and natural environment then it is possible to carry out multi-criteria analysis.

Making decisions single mindedly looking at one dimension can be misleading, but a composite decision is necessary as a means of looking at the bigger picture.

GIS is a powerful tool that can play a role in Environmental and Natural Resource Management. As the world faces serious land degradation due to human pressure natural resources GIS offers the potential for solving these problems by providing ways of generating information, regular monitoring and

analysis as well as prediction of future events. Further, recording and assessment of the availability as well as the condition of natural resources can be done with the aid of GIS as this will help in formulating effective legislation, policies and conservation programs. Suitability analysis which involves determining the fitness of a landscape condition to support a well-defined activity or land use can be done with the help of geospatial tools. Through GIS it is possible to determine whether a site is suitable for landfilling, agricultural activities and even habitation in the face of natural disasters.

Geographic information systems can also be used in carrying out Environmental Impact Assessment (EIA) projects. An EIA is a decision making process which aims to identify the future consequences of a



by USGS.gov

current or proposed development. In all stages of the EIA, because of the spatial nature of the environmental impacts,

In the context of ecology and wildlife management, GIS plays an important role in wildlife distribution, movement and habitat use patterns and processes to be mapped and analyzed, which can provide valuable information for the development of management strategies. In urban planning, the municipalities integrate GIS in managing their amenities for example locating electric cables and water reticulation pipes, detecting water leakages and this will help in planning for facility maintenance.

Every year records the occurrence of natural disasters such as floods, earthquakes, hurricanes, droughts,

volcanoes. Zimbabwe recently experienced Cyclone Idai in the year 2019. GIS can be used to map the flooding patterns and formulate flood hazard maps to inform evacuation efforts. Natural disasters are unavoidable, causing significant deaths and loss of property. GIS is one of the technologies essential in disaster management.

GIS can help in the preparation and mitigation of these catastrophic events through capabilities of visualizing the areas exposed, assessing vulnerability and prioritizing sites prone to damage consequences. Apart from that, it can also be utilized in formulating risk assessment measures, mitigation capacity assessment and modelling future occurrences. The commercial sectors have benefited from incorporating GIS in business service

planning as it proves to be capable for distribution planning, routing and market analysis to mention a few. For market and revenue predictions, GIS uses buffer and overlay tools to produce information with regards to existing performance and to calculate the impact of the changing distribution network.

GIS is not limited to big institutions but at individual level one can make use of the technology given that the mobile phones nowadays either in Android, Microsoft and other versions can be installed with mobile GIS software. Taking for example Google Map (apk) that can be accessed at Google play store, one might find it useful for car navigation, locating houses, streets, food outlets, service stations, accommodation sites, health services and transport route planning purposes.

# GREEN BUSINESS – A LICENSE TO OPERATE

By Tawanda Collins Muzamwese | Photos: Green Records Comapny

COMMUNITIES AND KEY STAKEHOLDERS ARE BECOMING MORE AWARE OF THE ENVIRONMENTAL EFFECTS OF PRODUCTION PROCESSES AND CAN LEGALLY CHALLENGE THE BEHAVIOUR OF FIRMS THROUGH WELL-ORGANISED CLASS ACTIONS.

Global concern on environmental challenges has been on the increase especially in the last three decades. Companies cannot remain inactive given that the burgeoning challenges affecting the world can also in some way have an impact on their productivity and business continuity. Sustainable development is the development that meets the needs of the present without compromising the needs of future generation to meet their needs.

Green business relates to how processes, products and

services are delivered in a manner that has minimal impact to the environment and society whilst at the same time helping companies to generate profits. It is well known that businesses use natural resources such as water, energy, minerals and chemicals for their production processes. Furthermore, waste and residuals are generated from The production processes.

Environment and industrial development are interdependent of each other such that the dwindling environmental resource base may have an effect on the ability of some companies to access raw materials and process inputs. Companies which require water as a process input may find it difficult to access it in the next decade due to climate change induced water scarcity. This unfolding reality means that green growth and green industry are everyone's responsibility. The private sector should take a lead in championing green industry.







The world is currently faced with a raft of sustainability challenges such as climate change, energy crises, waste generation, hazardous chemicals as well as the generation of electronic waste. Some of the challenges have been as a result of the growth and development of industrialisation in many parts of the world since the Industrial Revolution. Climate change is amongst some of the greatest challenges facing humankind today.

In order to solve these challenges, business should adopt sustainable business models. Communities and key stakeholders are becoming more aware of the environmental effects of production processes and hence can legally challenge the behaviour of companies through well-organised class action.

Adopting sustainability at company level has become an imperative. The leading brands in the world have started implementing sustainability initiatives such as ISO 14001:2015 Environmental Management Systems, ISO 9001:2015 Quality Management Systems, ISO 45001:2018 Occupational Safety and Health Management Systems, sustainability reporting, energy efficiency, renewable energy technologies, waste recycling amongst other globally acceptable activities. An organisation that only focuses on profit generation without considering the stakeholder needs is bound to fail and its future is capricious and uncertain. Implementing sustainability is a license to operate that is informally given by stakeholders such as customers, shareholders, regulators and investors

Any organisation which aspires to conquer international markets should be reminded that the adoption of sustainability within its corporate strategy is a pre-requisite to facilitate global dominance and increased export capabilities. There is an increased demand for products that have a less ecological footprint and that release less carbon emissions. The emergence of conscious consumers who demand certification of companies and products makes it increasingly difficult for companies who are not sustainable to do business. Ignoring sustainability may result in companies losing access to international markets. As greening the supply chain gains momentum, where does your organisation stand as procurement becomes increasingly based on sustainability?

Boards of Directors, Executives and Corporate Leaders should take the lead in promoting sustainability within their organisations due to reputational risks that may arise to their companies if environmental, quality and safety incidents arise within their organisations. The media is awash with organisations that were caught on the wrong side when trying to dispose untreated effluents and those disposing toxic chemicals into the environment.

Many lessons have been learnt when a company has received bad publicity or share prices have fallen due to reduced confidence. In extreme cases, products have been boycotted by customers due to actual or perceived sustainability issues. Investors do not want to be associated with organisations with a bad reputation including poor sustainability practices. Companies which ignore sustainability may end up suffering dents on their popularity and market positioning.

Environmental laws have been on the increase in many parts of the world and companies are required to adhere to the requirements or risk being fined or given compliance orders. Paying fines unnecessarily due to failure to adhere to sustainability requirements leads to a company lowering its profitability. Competitiveness of businesses is hinged upon the ability of a company to produce goods at minimal costs.



Reducing compliance costs can play a part in increasing the profitability of companies through cutting unnecessary costs.

With respect to the social dimension of sustainability, companies should uphold rights of workers and at the same time promote gender mainstreaming and equal opportunity for women. The world needs more companies which prioritise socially sustainable enterprise. In order to operate a business without conflicts with the community it is necessary to understand their needs, prevent pollution of water bodies that they depend on, facilitate their inclusion through providing employment opportunities and inclusive business in the supply chain. Operating without a strategy of building relationships with the communities can brew unnecessary conflict.

Companies which instil a sense of ownership in the community through genuine Corporate Social Responsibility (CSR) activities stand to be far more productive and get the much needed support from their stakeholders. The community has the ability to promote or derail a company's operations. In the 21st century there is increased realisation of the stakeholder needs. Companies are strengthening their social activities at the same time increasing revenue. Workers are also a key stakeholder of an organisation's social sustainability. Their occupational safety and health has to be maintained. This entails companies to provide them with the personal

- **STEP 1:** Identify the needs of your stakeholders with respect to sustainability (e.g. regulators, customers, investors).
- **STEP 2:** Select specific sustainable development tools that your organisation can implement.
- **STEP 3:** Appoint specific individuals or departments with your organisation to drive your sustainability strategy.
- **STEP 4:** Measure the impact of your sustainable development initiatives (e.g. ISO 14001:2015, ISO 45001:2018; ISO 9001:2015, emissions monitoring, evaluation of suppliers, audits, and assessments).
- **STEP 5:** Benchmark your operations with other organisations within your sector.
- **STEP 6:** Provide feedback to your key stakeholders on your sustainability activities (e.g. Sustainability Reporting, community engagement, communication with workers).
- **STEP 7:** Continue to learn and improve your sustainability performance

protective equipment (PPE), creating safe working conditions and upholding labour rights.

It is then necessary to assess how a company that is currently not implementing sustainability can develop a sustainability plan or strategy and identify sustainable development programmes at company level. One of the most common approaches is to mainstream sustainability within the corporate strategy through implementing standards that address the multi-pronged aims of sustainability.



Adopting an Environmental Management System based on ISO 14001:2015 helps your company to identify environmental aspects and impacts, identify regulations, set up environmental policies and prevent risks that may arise in the production process. In order to demonstrate fully the success of the environmental initiatives, a company may also seek third party certification from certification bodies in order to demonstrate conformity. Already some leading enterprises are requiring companies who wish to join their supply chain to show evidence of implementing recognised management systems.

Exploiting the opportunity of sustainable business has been demonstrated on the leading stock exchanges in the world which have already started to consider Sustainability as a key requirement in making companies competitive. The Boston Consulting Group in a survey carried out on executives, notes that executives are increasingly taking time to mainstream sustainability strategies in their firms. Companies are beginning to be ranked on their Environmental and Social Governance (ESG) practices. It is only a little while before reactive organisations lose the "license to operate" from the stakeholders who make their businesses thrive. Start your sustainability journey today!

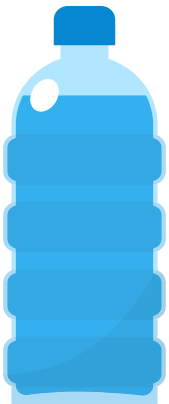
# DID YOU KNOW?



# 97%



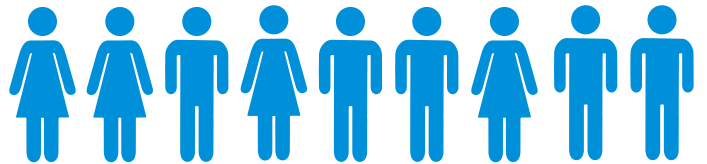
of the world's water is located in the seas.



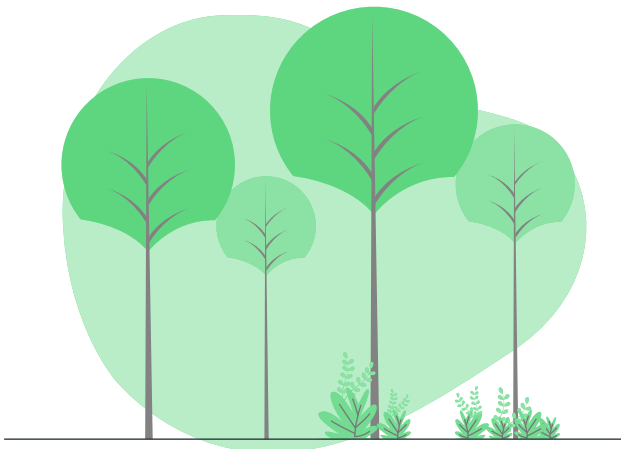
A human being drinks **58 400–73 000** litres of water in a lifetime, assuming a person lives up to **80–100** years lifetime.



THE WORLD IS OCCUPIED BY 7 BILLION PEOPLE



WORLD POPULATION WILL RISE TO 9 BILLION PEOPLE BY 2030



Zimbabwe loses more than 330 000 hectares of forest land per year due to deforestation, veld fires and land clearing activities.

**SOME PLASTICS CAN TAKE MORE THAN 400 YEARS WITHOUT BEING DEGRADED IN THE ENVIRONMENT**



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