

## In the footsteps of the first people

De Beers has operated as a significant contributor to SA's economy for longer than most companies. It is fitting, then, that it also acts to preserving the country's heritage even as it acts to addressing the developmental challenges of today.

A part of the company's current work in this regard has been its backing of the innovative work of Open Africa in assisting traditional San communities with sustainable economic initiatives. This role in supporting heritage projects that promote knowledge and respect for South Africa's indigenous inhabitants was marked with the launch of the "Footprints of the San Route" in March, held at the Wildebeestkuil Rock Art Centre en route to Barkley West.

This project is the culmination of work undertaken by De Beers community partner Open Africa, which aims to create income-generating opportunities for marginalised people by creating and then marketing special interest tourist routes in disadvantaged communities. Open Africa plays a facilitating role in this, stimulating relevant community initiatives to meet tourist needs.

This is partly done by developing and mapping tourist routes and promoting these to potential travelers online. Open Africa is usually invited into an area by a community (which ensures that the process is always community-driven). If an initial survey of participants and of a prospective area is positive, Open Africa raises capital to fund the establishment of a route. It thus becomes a partner agent to poor communities. Open Africa have assisted communities across Africa to develop tourism routes and have, since inception, established 44 routes covering 2 6484km in nine countries. These routes take in 97 towns and these have already created 7 585 direct full-time jobs and 3 115 part-time jobs.

De Beers approved a grant in May 2007 towards the development of the San Cultural Heritage Route. The route links the San communities of Kimberley to the San communities of Andriesvale (in the Kgalagadi Transfrontier Park in the Kalahari; including private and public attractions and potential points of interest along the way). The two focus areas in this route are Kimberley's Platfontein, where the resettled !Xun and Khwe San tribes live, and the Kalahari where the Khomani San have won a 40 000 hectare land claim. The route stretches over a distance of



600km and includes breathtaking contrasts – from the red sand dunes of the Kalahari desert in the north, to the green banks of the Orange River at Upington, and following the river to Griquatown, where it eventually diverges to the historic diamond city of Kimberley.

The route's launch event was hosted by Open Africa and the SA San Institute (Sasi). The day opened with a welcome from Chris Mpisi of Sasi, and Cobus du Plessis (Open Africa), Meryl Schippers (Director: Sasi) and David Morris (McGregor Museum/Wildebeestkuil Rock Art Centre) presented to the audience, with translations into !Khun and Khwe being given by community members.

Sasi will coordinate tourist activities through the Wildebeestkuil Rock Art Centre and visits can be arranged to the Platfontein Farm for special events such as San story-telling. For additional information on this De Beers-funded project and how to access it, please visit [www.openafrica.org](http://www.openafrica.org)

Left to Right: Johnny Velloza (Operations Manager, Venetia Mine), Dr Rambiyana (Senior Education District Manager for Vhembe District), Alice Masindi (Late Michael Masindi's wife), Caroline Mahasela (Mayor, Musina Municipality), Nelson Dale (Councillor for Blouberg Municipality). Background: Representatives from Blouberg Schools.



# Musina celebrates the funding of 56 schools

Venetia Mine last month hosted a ceremony in Musina to celebrate the funding of 56 schools along with the University of Limpopo in terms of its De Beers Venetia Employees 2007 Schools Initiative. The project followed Venetia's announcement last year that employees would donate some of their share of profits made by Venetia Mine in 2006 to underprivileged schools in the Musina and Blouberg municipal areas. This was done in terms of DBCM's Gain Sharing Incentive Scheme and in memory of colleague Mr. Michael Masindi, who died tragically in a mining accident on 23 September 2006. Each of the successful applicant schools receives a once-off grant of R223 000 to be used for various educational projects such as purchasing of school equipment, investment in infrastructure, upgrading of teaching skills, or any other related needs. An additional donation of R2 million was made to the University of Limpopo. Speaking at the ceremony, Vhembe senior district manager of the education department, and MEC delegated representative

Dr Rambiyana, asked "As a country, we may not have all the resources we would like, but we should still be able to produce what is needed. How much better equipped will we then be with such an injection of resources?" In a separate development, Venetia's community efforts have also received recognition from the Eric Moloto Foundation as the private sector's best corporate social responsibility interventions in the province of Limpopo.



## Flying doctors get ground support

The SA Red Cross Air Mercy Service (AMS) recently received two new vehicles from De Beers for use in supplementing its Northern Cape outreach work. De Beers is the largest private sector supporter of the AMS Northern Cape operation which provides an aero-medical ambulance service as well as a comprehensive Rural Health Outreach Programme commonly referred to as the "Flying Doctor Service". The support vehicles were handed over to the AMS by Kimberley Mines Operations Manager Mpumi Zikalala.



## De Beers donates education material to Shaleje Primary

Finsch is another operational area in which De Beers is active in community education. Recently this Mine donated learner materials to Shaleje Primary School at Lime Acres to the value of R26 000. These educational materials are designed to assist teachers in planning educational programmes throughout the year.

(L-R) Leon Nkhawshu (DBCM), Agnes Mocwane, Elvis Maamogwe, Emily Thipe, Margret Lebuchwane, Gloria Kgoronyane, Gosego Lekgetho, CSI coordinator, Finsch Mine)



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