



SENEGAL



POLYTRA AFRICA SSC

## Editorial

As we look around us, we see an increasing number of conflicts and natural disasters around the world. Conflicts without a doubt are caused by humans, whereas natural disasters remains a topic for debate. What isn't up for debate, is that the outcome is increased inequality. Families are being displaced at an alarming rate globally and access to clean water, healthy food, and adequate healthcare is but a dream for many.

Our region Africa, is no stranger to conflict and natural disaster, but our resilience and humanity to others (Ubuntu) has been constant across our continent. The involvement of our teams in CSR in several years is proof, if any were needed, of this desire to share and to support others. Our teams celebrated and recognized the following key events over the past 6 months; Pink October, Movember, Beach Clean Up Day, and International Women's Day, recognizing the importance of having good health and wellbeing, having equality and fairness in our societies, and being responsible citizens of our planet. Thank you for your commitment.

**Rahul Patel**

CSR Ambassador for English speaking African countries

Le Monde dans lequel nous cohabitons est de plus en plus victime de conflits et de catastrophes naturels. Les conflits sont sans aucun doute causés par les Hommes, l'origine des désastres naturels demeure sujet à discussion. Ce qui ne souffre d'aucun débat sont les conséquences désastreuses qui en résultent et qui augmentent au quotidien les inégalités. De plus en plus de populations sont déplacées, l'accès à l'eau courante, à la nourriture et à la santé deviennent un rêve lointain pour beaucoup.

Notre région, l'Afrique, n'est pas étrangère aux conflits et aux catastrophes naturelles, mais notre résilience et notre humanité (Ubuntu) sont des valeurs constantes sur notre continent. L'implication de nos équipes dans la RSE depuis plusieurs années est une preuve s'il en fallait de cette volonté de partage et de soutien des autres. Au cours des 6 derniers mois, nos équipes ont participé aux événements suivants dans leurs pays respectifs; Octobre Rose, Movember, Journée du nettoyage des plages, Journée internationale des droits des Femmes, mettant en avant l'importance de sujets majeurs tels que la bonne santé, l'égalité des sexes, la préservation de la planète. Merci pour votre engagement.

**Sylvain Magnier**

CSR Ambassador for French speaking African countries and Mauritius

## INTERNATIONAL WOMEN'S RIGHTS DAY



March 8th is celebrated as International Women's Day (IWD) worldwide. It is a global day that commemorates the social, economic, cultural, and political achievements of women while also advocating for gender equality and women's rights.

On March 8th, various events, activities, and initiatives take place around the world to mark International Women's Day. These include:

- **Celebratory Events**
- **Awareness Campaigns**
- **Advocacy and Activism**
- **Solidarity Events**
- **Cultural Celebrations**



DR CONGO

Overall, March 8th serves as a day to celebrate women's achievements, raise awareness about gender equality, and mobilize action to address the challenges and injustices that women and girls continue to face world-wide.

Many of our African offices celebrated in various ways. Polytra Africa SSC, proudly having a >60% female workforce, celebrated by recognizing their female staff with roses and a special hamper assembled by the staff for the cleaning lady. In Niger all the female employees were invited to a special lunch by their manager in order to talk about various subjects related to women's rights. In Senegal, the President was spending the week with the team and enjoying the special day with the women of the office. In Togo our colleagues went to visit and talk with students about women's rights and equality in their country in the city of Dzogblakopé. In Mali, Ivory Coast, and DRC, all of our colleagues came to the office wearing a specific dressing for this event, teams talked locally of women's rights in their country and the importance of women in the organization.

## PINK OCTOBER!



MALI



"Pink October" typically refers to Breast Cancer Awareness Month, observed globally in October each year. The goal of Pink October is to raise awareness about breast cancer, promote early detection through screening, and support those affected by the disease. Throughout the month, various activities, events, and campaigns are organized by healthcare organizations, nonprofits, and individuals to educate the public about breast cancer risk factors, symptoms, prevention, and treatment options. Fundraising efforts are also commonly undertaken to support breast cancer research, patient support programs, and advocacy initiatives. Ultimately, the aim of Pink October is to reduce the impact of breast cancer by empowering individuals with knowledge and encouraging proactive healthcare practices.

Throughout our offices, many actions were led in order to promote awareness of our employees in regard to breast cancer. In Senegal an awareness session was organized for all employees (male and female) to explain self detection processes. In Togo, our colleagues received a training from Doctor Bamide. On top of this, all our employees were glad to wear pink shirts for this opportunity, to show their unanimous support to this Global Goal.



## BEACH CLEAN-UP DAY



World Beach Clean-Up Day is an annual event focused on cleaning up beaches and coastal areas around the world. The primary goal of World Beach Clean-Up Day is to raise awareness about marine pollution, promote environmental conservation, and inspire individuals and communities to take action to protect coastal ecosystems.

Participating in World Beach Clean-Up Day not only helps to improve the health of coastal environments but also fosters a sense of stewardship and responsibility towards the planet. By joining together in this global effort, individuals can make a tangible impact in reducing marine pollution and preserving the beauty and biodiversity of our oceans and beaches for future generations.



IVORY COAST







## BEACH CLEAN-UP AT MSASANI BEACH AND BEACHWOOD MANGROVES

Away from the hustle and bustle of the city, residents of Dar Es Salaam, Tanzania, like to unwind and relax on one of the many beautiful beaches found along the coastline. Our team from Tanzania spent the day picking up all sorts of litter including cigarette butts, plastic bottles, cans, and general waste at Msasani Beach.

Beachwood Mangroves Nature Reserve lies at the mouth of the Umgeni River in Durban, South Africa. The reserve is home to a number of protected species of mangroves and animals, including mudskippers, fiddler crabs, and the mangrove kingfisher. The team from South Africa spent the day learning about the biodiversity of the mangroves and the threats posed to their existence before helping the Beachwood Mangroves team with clean up efforts on a beach within the reserve.

## Fracht Rwanda donates health insurance for 300



Access to affordable and adequate healthcare is a crucial requirement for development. An educated population cannot achieve progress without having a healthy population driving that growth. In recognition of this, Fracht Rwanda donated health insurance for 300 individuals from the Kicukiro District. Through our actions and sensitization activities, we hope to inspire other corporate partners to follow suit and together we can help thousands of families receive the medical attention that they need.







# MOVEMBER



Movember is an annual event that takes place during the month of November, primarily focusing on raising awareness for men's health issues, such as prostate cancer, testicular cancer, mental health, and suicide prevention. The name "Movember" is a blend of the words "moustache" and "November," reflecting the central role that growing moustaches plays in the campaign. The main goal of Movember is to encourage men to grow moustaches during November, sparking conversations about men's health and prompting individuals to take action in supporting and addressing men's health challenges. Participants, known as "Mo Bros," start the month with a clean-shaven face and then grow and groom their moustaches throughout November, serving as walking billboards for men's health awareness. In addition to growing moustaches, Movember encourages individuals, both men and women ("Mo Sistas"), to engage in fundraising activities and events



to support men's health initiatives. These funds go towards research, education, and support programs aimed at improving the lives of men affected by cancer, mental health issues, and suicide.

Movember has grown into a global movement, with millions of participants and supporters worldwide, all working towards the shared goal of improving men's health outcomes and breaking down stigmas surrounding men's health discussions. Through the power of collective action and community engagement, Movember continues to make a significant impact in raising awareness and funding for men's health initiatives.

Throughout our African offices we had a lot of initiatives and especially in Togo where an awareness session was raised with our colleagues from Fracht Togo, around subjects such as prostate cancer. The moustache grow initiative was also a real success, and not for men only, thanks to our female colleagues who gladly played the game!

## SUSTAINABILITY CHALLENGE!

**Plastic Pledge:** Encourage employees to take a 30-day plastic pledge to reduce plastic bottle consumption and promote reusable alternatives.

**Waste Walks:** Organize weekly waste walks where employees pick up litter in the community to promote cleanliness and environmental awareness.

**Promote Sustainable Food:** Introduce "meatless Mondays," support local farmers, and encourage the consumption of sustainable, locally sourced food.

Share your efforts with your regional ambassador!





ZAMBIA

## FRACHT FORWARD PLAYS ITS ROLE IN EDUCATION



### POLYTRA ZAMBIA SUPPORTS KAFUBU FARM PRIMARY SCHOOL

Polytra Zambia partnered with one of our local clients to mobilize building materials for Kafubu Farm Primary School in the Madando area. The school was first established in 1939 with a single block comprising 3 classrooms accommodating 50 pupils. Over the next 60 years, the school has received support from the community and corporate sector undergoing 4 expansions with the most recent in 2023.

Polytra Zambia donated some roofing sheets for the construction of a classroom block comprising four classrooms and a staff room. With the recent introduction of free education by the government of Zambia, and the expansion of the school's capacity, the school now accommodates almost 2500 pupils!

We aim to continue to support this school with educational supplies (books, computers, stationary) and mentorship in the coming years. More on that later! The school undertakes sustainable practices such as growing their own maize and other vegetables to as to provide the pupils with healthy meals. Perhaps one day our next Sustainability Ambassador will have been a graduate of Kafubu Farm Primary School!

## FRACHT UGANDA PARTNERS WITH NUDIPU TO FIGHT ILLITERACY

Fracht Uganda, in partnership with the National Union of Disabled Persons in Uganda (NUDIPU), recently initiated a significant donation drive by providing 1,000 books to a local library in the Kireka area. Recognizing the prevalent neglect of the disabled community in educational opportunities, especially in the area of literacy, this collaborative effort aims to bridge the gap and empower children living with disabilities through access to educational resources. The initiative was born out of the understanding that individuals with disabilities often face challenges in accessing quality education, leading to a disparity in learning outcomes and opportunities. The ultimate goal is to combat illiteracy from an early age and provide a solid foundation for lifelong learning and growth. Disability is not inability.



UGANDA

Fracht GROUP

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**YOU**



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