

Sappi scoops Loerie Award for Shared Value

Sappi Southern Africa is delighted to have been awarded one of the most coveted honours in the creative and advertising industry. It has won a Silver Loerie in the 2021 Loerie Awards in the 'Shared Value' category for its Sappi Forests' Enterprise Supplier Development programme, known as Sappi Khulisa.

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Mark Barnardo, Sappi Forests GM KZN and Zelda Schwelbach, communications manager, Sappi Southern Africa were on the red carpet, representing on behalf of Sappi Khulisa.

The Shared Value award aims to recognise marketing initiatives that support creativity and innovation, but at the same time seeks to honour companies and brands that are purpose-led and who ensure that their actions demonstrate the ability to connect to the growing number of environmentally and socially conscious consumers.

The Sappi Khulisa programme has grown from being a purely CSI programme when it first started in 1983 with only three participants to a Shared Value programme of almost 4,000 participants earning more than R2,5billion since 1995. The initiative has successfully uplifted many impoverished individuals and communities in Southern Africa, with many growers benefiting financially over the years, creating shared value by enhancing the security of fibre supply to Sappi, and by uplifting rural communities through equipping them to become sustainable participants in the forestry value chain.

“The Sappi Khulisa programme is an embodiment of our business strategy, which drives sustainability solutions through proactively partnering with customers and communities, thanks to our understanding that we cannot build a thriving world in isolation. Khulisa is an excellent example of a successful enterprise development programme that truly creates shared value for Sappi and the programme participants. Receiving an accolade like a Loerie, is testament to the sterling work that has been done by the Sappi Forests Khulisa team in achieving this success,” commented Alex Thiel, CEO of Sappi Southern Africa.

The programme has undergone a rebranding and rejuvenation facelift since 2017, when the name was changed from Proj Grow to Khulisa (meaning ‘grow’ in isiZulu) and when a logo and a brand identity was established for the programme; at the same time as engagement and training material was designed and introduced to encourage new participants to the programme.

The Sappi Khulisa programme was also acknowledged in the Absa Business Day Supplier Development Awards honours in 2018, winning the Women’s Empowerment and Rural Economies categories. The programme also received top international recognition for their innovative video by receiving the 'Best of the Best' Award in the Audio/Visual Category of the 2020 International Association of Business Communicators (IABC) Gold Quill Awards. Recently, the programme was also selected as a finalist in the Profit with Purpose category of the first World Sustainability Awards.

Check out the Khulisa video [here](#).

#2021Loeries #FightTheGoodFight #SharedValue

About Sappi

Sappi is a leading global provider of powerful everyday materials made from woodfibre-based renewable resources. As a diversified, innovative and trusted leader focused on sustainable processes and products, we seek to support a more circular economy. Sappi is powered by the expertise of more than 12,000 people worldwide; with headquarters in four key regions: South Africa, Europe, North America and Asia.

Locally, we have a footprint in Gauteng (head office), KwaZulu Natal (three mills and a shared services hub, forestry operations), Mpumalanga (two mills, forestry operations) and the Western Cape (sales office staff). Our product offering in SA include dissolving pulp, packaging and specialities, graphic papers and forestry products. We also generate shared value in the communities in which we operate, by investing in skills training and SMME development to boost employment and grow the economy.

Sappi will continue to build a thriving world by acting boldly to support the planet, people and prosperity.

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Sappi



Sappi works closely with customer, both direct and indirect, in over 100 countries to provide them with the relevant and sustainable paper, paper-pulp and dissolving wood pulp products and related services and innovations.

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