

Samsung employees reach out to Zambia

A team of 19 Samsung Electronics employees from the company's headquarters in South Korea, and five university students arrived in Ndola, Zambia on a life-changing mission of building four houses for vulnerable families at Chipulukusu.



The week-long initiative, in partnership with Habitat for Humanity Zambia, was part of Samsung's Employee Volunteer Programme (EVP), an initiative that encourages employees to contribute to communities using their vacation days.

The initiative was one of a series of community development initiatives across Africa under Samsung's EVP programme, in which Samsung has contributed to community development in recent years. Previous beneficiary countries include Cameroon, Tanzania, Senegal, and Democratic Republic of Congo amongst others.

Importance of upliftment

James Chona, manager at Samsung Electronics Zambia, said the team would build one house during the week ending 7 December. "We are targeting completion of one house by Thursday, but we will ceremoniously hand over all four houses to the families. For us it is not only about doing business - we acknowledge the importance of community upliftment and the much needed infrastructural upgrades in Zambia. This includes the significance of broader cultural exchange," Chona added.

Samsung Electronics believes in taking community engagement to the next level, with close collaboration with beneficiaries and relevance and sustainability at the heart of all programmes.

Ownership of programmes

"We have replaced corporate social responsibility with Creating Shared Value (CSV) - where research, relevance and sustainability are key," said Kea' Modimoeng, Public Affairs manager for Samsung Electronics Africa. "The CSV engagement model has been warmly welcomed in communities across Africa. Because programmes are implemented in consultation with communities and are clearly designed to meet their felt needs, they develop a sense of ownership of the projects."

According to Joseph Munsanje, Habitat for Humanity Zambia's national director, the NGO has constructed 2 613 houses countrywide and through the partnership with Samsung Electronics, four new houses would be given to vulnerable families in Chipulukusu. "We are proud to be associated with Samsung in uplifting the lives of many Zambians especially here in Ndola, through the provision of decent shelter," Munsanje said.

Beneficiaries are identified through a rigorous screening and needs analysis process involving community based organisations and leadership. This serves to eliminate discomfort amongst fellow residents.

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