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## MEDIA RELEASE

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### NBL re-affirms commitment to the Project Shine environmental campaign

**WINDHOEK, 13 JUNE 2018**

2018 marks the 11<sup>th</sup> anniversary of the Project Shine campaign in the Swakopmund district, with Namibia Breweries Limited (NBL) – a subsidiary of the Ohlthaver & List (O&L) Group – once again on board as the main sponsor of the annual event. This year NBL, who is also the initiator of the event, donated N\$ 80,000 towards the campaign which started in 2007 on World Environmental Day. Project Shine is a partnership project between the Swakopmund Municipal Council; main sponsor NBL; Bannerman Resources; First National Bank (FNB Namibia), and Plastic Packaging, and continues to grow from strength to strength.

Project Shine comprises of two environmental activities namely a clean-up campaign and an awareness campaign. The main focus of the cleanup campaign remains on the main road between Swakopmund and Arandis (30 km outside) and the back road to Henties Bay from the B2 road, behind DRC. Renel Sass, NBL Depot Manager – Logistics: "NBL is proud of this annual initiative committed to environmental preservation and remains committed to our continuous support of the Project Shine initiative and activities in the Erongo region. This is a project we are proud to be associated with - it supports a clean and safe environment, something NBL is very passionate about. Through looking after our environment, we contribute to the health and safety of our people, which strongly supports the O&L group purpose of 'Creating a future, Enhancing life' for all Namibians."

According to the project coordinator, Paulina Engelbrecht, the clean-up campaign is focused on instilling mindfulness and understanding of waste management, as well as the risk involved in illegal dumping of waste along the roads and open spaces, and to put more focus on the importance of recycling the waste generated in municipal jurisdiction. Engelbrecht: "This project promotes cleanliness, recycling and contributes to the social upliftment of Swakopmund. Every year before the project starts we give the groups of volunteers basic waste management and health and safety training, this helps to change their mindset and encourage them to carry the message to their peers. Through this we aim to ensure that our Swakopmund residents become more environmentally conscious, especially when it comes to litter pollution. This project is really well-known by now, because of the positive impact it has on the environment. I often receive emails from other local authorities or town councils asking for assistance on how to go about starting their own project like Project Shine and I am happy to assist."

Initially, Project Shine was aimed at cleaning the main road from Swakopmund to Arandis of litter, but was eventually extended to the beaches of Swakopmund to Henties Bay, the Swakop River mouth area and certain sections of the desert, east of Swakopmund.

O&L Group Corporate Social Investment (CSI) Coordinator, Venessa Mwiya: "Keeping the environment clean is the responsibility of each and every Namibian citizen. Something as simple as picking up a

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littered piece of paper on your way, and throwing it in the dustbin, makes a world of difference – irrespective of where you are. Exciting about Project Shine is that it engages local communities, schools and the youth.”

For more information on Project Shine, Paulina Engelbrecht can be contacted at [pengelbrecht@swkmun.com.na](mailto:pengelbrecht@swkmun.com.na) and marketing officer of the project, Ailie Gebhardt is available at [agebhardt@swkmun.com.na](mailto:agebhardt@swkmun.com.na), or 064 4104218.

**- Ends**

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F.L.T.R – Swakopmund Municipality General Manager: Health Services, Mr. Lawrence; Cllr. Salomon from the Swakopmund Regional Council; Ohlthaver & List (O&L) Group Coordinator: Corporate Social Investment (CSI), Venessa Mwiya, and Cllr. Kambueshe, Regional Councilor Swakopmund Constituency.



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