



## Are You Proudly South African?

### Did you know that:

- South Africa's flag is reportedly the third most recognisable flag in the world?
- Nelson Mandela is one of the most widely recognised and respected personalities worldwide?
- The only street in the world to house two Nobel Peace Prize winners is in Soweto? (Nelson Mandela and Archbishop Desmond Tutu both have homes in Vilakazi Street, Orlando West.)
- South Africa has the longest wine route in the world? The Kruger National Park is the largest game reserve in the world?

Well, now you know. Aren't you proud? Also proud of South Africa is an exciting campaign called Proudly South African, which promotes South African companies, products and services that help to create jobs and economic growth in our country.

## What Is Proudly South African?

Supported by organised labour, organised business, Government and community organisations, Proudly South African is the way for every South African to do something concrete to support job creation and help build our nation.

At the heart of the campaign is the Proudly South African logo (symbol). Companies who meet the standards set by Proudly South African can use the logo to identify themselves, their products and services.

The Proudly South African logo has its values embedded in job creation and in helping our economy grow. It guarantees at least 50% local content and that the product was made using fair labour and environmental standards. The logo also signifies that the product is a quality local product, made by local workers. Look out for it on products and services that you buy in future!

## Proudly South African Schools

Recent research indicates overwhelming support for Proudly South African; with 93% of South Africans stating they would support both the campaign and its related activities. Wow! A large part of this remarkable achievement is due to consumer education; in particular, the huge contribution made by South Africa's teachers.

**We want to challenge all South Africans, especially our learners  
and teachers, to choose, buy, eat and read Proudly South  
African - Proudly South African**

Proudly South African is not just for businesses. The campaign is aware of the role of school teachers in teaching learners about South African culture, local languages and the importance of buying local products like toys, computers, stationery and books. Proudly South African would like to see even more schools joining the campaign, to ensure that learner education gathers momentum - especially at the grassroots level.

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As a Proudly South African School, your school will be kept informed of campaign activity and you'll be reminded about Proudly South African Week – which is a must! It's a week-long project dedicated to generating awareness, increasing understanding, achieving business support and getting consumers to interact personally with Proudly South African. Proudly South African Week also offers the opportunity for all members to participate and leverage their association with the campaign.

To find out how to join Proudly South African and participate in Proudly South African Week 2005, visit [www.proudlysa.co.za](http://www.proudlysa.co.za).

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**Future initiatives include making sure that Proudly South African Schools' activities tie in with Proudly South African members' activities, by ensuring that members adopt schools as part of their corporate social investment initiatives!**



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