

BTC Launches Its Green Annual Report



KEABETSWE SEGOLE

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Botswana Telecommunications Corporation has made headway in its environmental awareness campaign, presenting the first ever 100% "green" annual report. The report, of which 90 000 copies have been printed, is printed on Cyclus print, which is 100% recycled paper material.

"The world is heating up," said Acting Chief Executive Officer Keabetswe Segole when introducing the new "Green Annual Report".

Cyclus print paper is made from recycled matt-coated paper from 100% post consumer waste, which is said to be cheaper and environmentally friendly. The used material does not have harmful chemicals and is rated highly on the international environmental score cards.

BTC which has won "Best overall Annual Report" back to back at the PriceWaterhouse Coopers annual reports awards is also setting the pace to lead the pack in environmental awareness. According to Segole the print material saved them a lot of water, electricity and transport. The savings were made as the paper material is recycled and therefore reduces the cost of producing new paper. The product is said to have saved electricity equivalent to two and half months supply for a household, or enough to light a 60 watt bulb light for about three years.

BTC Group Communications Manager Anno Tshipa said, "BTC is not just leading in the way in performance in the business sector. We are pioneering the thinking of business today, taking the environment into consideration."

BTC also leads corporate Botswana in assisting communities in the Vision 2016 drive towards a Prosperous, Productive and Innovative nation.