



CITY OF JOHANNESBURG

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SPEAKING NOTES FOR CITY OF JOHANNESBURG EXECUTIVE MAYOR, CLLR. MPHO PARKS TAU AT A HISTORIC ANNOUNCEMENT BY THE METROPOLITAN MUNICIPALITY AND THE WORLD'S LARGEST BREWER, ANHEUSER-BUSCH INBEV (AB INBEV), ON WEDNESDAY, 08 JUNE 2016

Greetings to;

Our partners, AB INBEV led by Vice President, Global Corporate Affairs,

Mr. Scott Ratzan

Representatives of community based enterprises present

Local Residents

Councillors

City officials

Members of the Media

Good morning and thank you for joining us for this special occasion.

It is not often that private companies partner with local government to invest in the development and wellbeing of our communities. This is what makes AB INBEV's approach of the City of Johannesburg to boost our socio-economic transformation drive so significant.

The City of Johannesburg and its people sincerely welcome the commitment of R50-million by AB INBEV over a five-year period. This will see to an acceleration of efforts to build an inclusive local economy and the implementation of an alcohol abuse outreach programme which form part of what we call our joint Public Interest Programme.

We will, together with AB INBEV senior representative, Mr. Scott Ratzan, be shortly signing a memorandum of understanding (MOU) to seal our partnership on the Public Interest Programme. This is after due extensive engagements were undertaken between AB INBEV and the various City departments on the best way to implement the Programme.

Included in the MOU are interventions on enterprise development and the alcohol harm reduction, which has been outlined by Mr. Ratzan a moment ago.

The City of Johannesburg and AB INBEV share a commitment to actively redress entrenched inequities in local economic opportunities in local communities. We share a conviction that this can be best addressed in Johannesburg through the facilitation of enterprise development



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opportunities. This is specifically targeting socio-economically excluded residents - with a specific focus on unemployed youth.

We are looking at combining the commercial ability of AB InBev to develop enterprise opportunities within its own value chain. On the other hand, we will be leveraging on the City's capacity to mobilise, screen and bridge the skills and capabilities of young entrepreneurs and micro-franchisees in particular, with complementary capacity targeting older working age residents.

To effectively roll-out these interventions, the City of Johannesburg has committed to the Public Interest Programme implementation as follows:

- To provide all logistical support and services on the ground which AB InBev reasonably requires for the successful implementation of the wider Public Interest Programme
- These will include, but not limited to the following:
 1. The use of office space for meetings of the Programme Steering Committee, and of telephone, fax and internet facilities for activities relating to the Public Interest Programme;
 2. The use of WiFi hotspots for all frontline knowledge workers;
 3. Access to all relevant persons and relevant sites at no cost to AB InBev;
 4. Obtaining all consents, permits and/or licences required for the implementation of the Enterprise Development Programme and Harm Reduction Programme;
 5. Facilitating platforms to meet and discuss progress made and challenges encountered;
 6. Access to such information as AB InBev may require for the streamlined execution of the Enterprise Development Programme and the Harm Reduction Programme; and
 7. The identification and sourcing of approximately 6 000 frontline knowledge workers who comply with the minimum capacity requirements set by the Programme Steering Committee, as well as candidates for the Enterprise Development Programme through relevant and appropriate City of Johannesburg programme channels, including – but not limited to – the Vulindlele'eJozi youth programme or any successor youth empowerment programme.

The City of Johannesburg dually welcomes AB INBEV's interest and commitment to the development of the lives of the people of the metropolitan municipality. The partnership speaks to the vision of the JOBURG Growth and Development Strategy 2040 to build an inclusive economy, which demonstrates our shared interest to redress inequities in our local economy.

Thank you.