road ahead

1st Issue 2011
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Transport on the move

Freight forward!

Efficient logistics and defined transport corridors will let SA trade take off

CAPE MEDIA
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Continually improving

Premium couplings for profit and safety

Heavy-duty truck and trailer combinations are the backbone of South Africa's road freight industry and an essential component of our economy, carrying as much as 80% of all goods produced and consumed by our country's citizens.

In what is a highly competitive industry, truck operators are always seeking new ways to streamline operational expenses and reduce risk, primarily through the deployment of new technologies and ongoing skills development.

At the forefront of the local trucking industry's commitment to continuous improvement is SAF-HOLLAND SA, a subsidiary of the multinational SAF-HOLLAND Group – a company with over 100 years' experience in engineering premium-class running gear, landing gear and coupling systems for heavy-duty trucks and trailers.

"When it comes to fitting Fifth Wheels to their rigs, local truck transporters have a broad spectrum of choice, and many tend to overlook the need for a coupling system that offers quality, durability and extended service life in favour of low purchase price," says Steve Russell, national sales manager for SAF-HOLLAND SA.

"Fifth Wheels are safety-critical items, and no operator can afford to run a rig with a questionable coupling system. SAF-HOLLAND SA has a diversified range of HOLLAND Fifth Wheels, as well as a low-maintenance, low-mass range of GF (George Fischer) Fifth Wheels that both significantly reduce maintenance costs while lowering overall vehicle tare mass by as much as 40 kilogrammes," he adds.

The GF range of Fifth Wheels is a standard original equipment fitment on Volvo truck tractors, and boasts three derivatives, including a fully-oscillating model that is ideal for on-off road applications.

The SAF-HOLLAND 35.10 with Kompensator prevents chassis cracking and is a popular choice in tanker applications, as well as side-tipper duty without the Kompensator, perfect for African conditions.

"More and more local operators are starting to use SAF-HOLLAND products because of their precision engineering, innovation and quality. SAF-HOLLAND customer fleets like Makoya Mining (tippers), Unitrans Foods (reefers) and United Bulk (tankers) reflect how versatile SAF-HOLLAND Fifth Wheels are – bringing safety and economy to all applications from lightweight semi-trailers to ultra heavy-duty lowbeds," explains Russell.

Backed by industry-leading warranties and a customer-focused service network, SAF-HOLLAND SA is fast establishing itself as the top-flight truck trailer component supplier in South Africa.

"We are constantly expanding our staff and technical capacity to effectively deliver solutions to both fleet operators and truck OEMs [original equipment manufacturers]. Whether it's axles, brakes and suspension systems, or landing legs and Fifth Wheels, SAF-HOLLAND SA has the best the world can offer as far as coupling and running gear safety, efficiency and durability is concerned.

"That same quality extends through our aftersales service, where comprehensive product training is readily supplied and customer requirements are satisfied through a solid understanding of respective trucking applications and a firm commitment to partnership-building," concludes Russell.


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The Road Freight Association

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YOUR PARTNER TO FINANCIAL FREEDOM

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RF Administrators (Pty) Ltd is a dynamic Financial Services Provider and an approved Pension Fund Administrator in accordance with Section 13B of the Pension Funds Act.

The company offers a comprehensive range of employee benefit solutions that can be packaged and developed to suit the individual needs of an employer, employees and ultimately the Board of Trustees in order to administrate the Fund in terms of the Act.

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With a total of 200 years experience among our staff in the pension and provident fund industry, you are assured of excellent, efficient, professional service.

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Foreword

The 2011 Green Supply Chain Awards

Financial gains, reduction in waste and resource consumption, increased efficiencies, improved image and brand reputation, innovation, sustainability, a more competitive supply chain, and environmental advantages are merely some of the benefits organisations can enjoy from "greening" their supply chain.

And as green supply chains become a strategic issue within companies around the globe, more and more companies are discovering they can use green supply chain innovations to differentiate their products and boost their competitiveness.

The winners of the 2010 Green Supply Chain Awards were proof of the gains – financial and environmental – that companies can enjoy:

- Unitrans Supply Chain Solutions and Pick n Pay, winners of the Best Project Over R10 Million award for its Pick n Pay Green Initiatives project, achieved a 40% saving in electricity costs.
- Best Project Between R1 and R10 Million winner Foschini Group Logistics achieved cost savings in several areas for its Foschini Group Logistics Greening Initiative; the standardisation of its carton specifications alone reduced cardboard packaging consumption by 65% and lessened total waste cardboard by 54%, saving R5.2 million from 2009 to 2010!
- The innovative design of the Green Trailer from Barloworld Logistics, which scooped the award for Best Product Up To R1 Million, achieved a reduction in fuel consumption over a six-month period of between 6% and 8%.
- Energy-saving company Magnet won Best Product Between R1 and R10 Million for reducing energy consumption by approximately 60% through the design and installation of a new energy-efficient lighting system at Transnet Rail Engineering's warehouse facility in the Durban Harbour area.
- Bus and truck manufacturer Scania scooped top honours in the Industry Leader category as the first manufacturer to offer customers the option of a complete changeover to renewable liquid fuels such as ethanol and biodiesel and produce engines with emission-reducing exhaust gas recirculation (EGR) technology. The company was the first to introduce environmentally friendly buses to South Africa as part of the bus rapid transit (BRT) system.

Catherine Larkin
Executive Director
CILTSA

Awards are presented in the Best Project and Best Product categories, which are further subdivided to accommodate projects worth less than R1m, between R1m and R10m, and over R10m.

The Best Product category is divided into products worth less than R1m, and over R1m.

The judges will be looking for case studies where companies have been able to demonstrate unparalleled performance in environmental supply chain planning and execution. This will include compliance with environmental regulations, minimising waste from the supply chain process, reducing the carbon footprint, and the overall adoption of green practices across the supply chain.

In its brief history, the Green Supply Chain Awards have received considerable support from the logistics and transport industry, and this year will be no exception. Scania South Africa has come on board as a Platinum Sponsor, Barloworld Logistics is a Silver Sponsor, and TrenStar is a Trophy Sponsor.

Any enquiries about entering the Awards should be directed at the Green Supply Chain Awards 2011 organising committee.

For more information, contact Catherine Larkin at 011 789 7327, e-mail *cvlarkin@ciltsa.org.za* or fax: 011 787 7865.

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Ed's Note

The heat is on

South Africa has shared in the catastrophic weather ravaging large areas of the globe at this moment in time (bridges washed away in KZN; bull sharks swimming in the shopping precinct of Ipswich, near Brisbane) but the private sector is being subjected to a different type of climate change: unprecedented competition.

On the one hand, the influx of foreign business interests in Africa is enough to raise a sweat. Not only China but also India and Brazil are muscling their way onto the map, buying up swathes of territory and building infrastructure in ways that frequently show scant concern for the well-being of local people, but are creating networks of patronage and influence that will profoundly affect African economic relations in years to come.

The sweaty part is the question: how to compete against these giants? How to get in on that action?

South African businesses are acutely aware that complacency kills (one can be complacent even in the teeth of a recession), but relatively few are breaking new ground on the continent.

While the pioneering likes of Checkers and Gibb are going ahead with a pan-African supply chain and infrastructure megaprojects such as Port Harcourt respectively, many others are still at the soul-searching, head-scratching phase.

Yet, Africa is opening up as never before. The sheer energy and attitude of the Walvis Bay Corridor Group, for example, is transforming Namibia into a logistics hub that threatens to eclipse the likes of Durban in terms of time- and cost-efficiency.

Meanwhile, Kenya, according to the World Bank, is close to reaching a 'tipping point' that will transform it into the economic hub of East Africa.

And – stop press! – news of the operational revival of the Angolan railways has arrived in my inbox as I type. Angola, soon to be integrated with Namibia and the Democratic Republic of Congo by rail – can you get your head around that?

South Africa has been the biggest economy of Africa for so long that established market players may operate under the assumption that it will remain so forever. The first step to shaking this dangerous mindset is to accept market integration as a reality; the second is finding better ways to get the goods to market.

Greg Penfold

Together as one

A fully integrated multimodal transport system for South Africa that is regionally integrated, and the changes necessary to get it there

Creating or establishing the ideal model for a multimodal transport system in South Africa would require two major components for this to happen: one is an established and efficient logistics/transport/infrastructure network; and the other is defined transport corridors with management structures in place.

The first requirement I believe South Africa at large is capable of delivering on, with some improvements and upgrading still to be done in certain areas to reach utopia; but the second is virtually nonexistent (with the exception of the Maputo Corridor Logistics Initiative – MCLI) and it is preventing South Africa from achieving this ideal.

If we take a look at the first requirement, we can break it up into the following categories:

- Road Network
- Rail Network
- Ports
- Air Transport

I will give a brief background of each category.

Road Network

Essentially, South Africa has a good, well-maintained road network consisting of about 754 000 kilometres, with 9 600km of national roads – the longest drive being from Musina in the north to Cape Town in the south, which is a distance of about 2 000km of well-maintained national roads.

The South African road network is undoubtedly the best in Africa, but it comes at a price; and in many cases, as with the establishment of the Toll Road Concessionaires under the South African National Roads Agency Limited (Sanral), that price is for the user.

Sanral is an independent, statutory company registered in terms of the Companies Act. The South African government, represented by the minister of Transport, is the sole shareholder and owner of Sanral. It has a distinct mandate: to finance, improve, manage and maintain the national road network (the "economic arteries" of South Africa).

Sanral introduced and consolidated the concept of public private partnerships (PPPs), which culminated in the internationally acclaimed Maputo Development Corridor.

Sanral has two primary sources of income. Non-toll roads are funded from allocations made by the National Treasury. Toll roads are funded from borrowings on the capital and money markets – bonds issued on the Bond Exchange of South Africa in the name of Sanral, or through the concessioning of roads to private sector consortia.

Rail Network

South Africa has the largest rail network in Africa, which makes up about 80% of Africa rail infrastructure and covers 22 000km of rail network and about 1 500km of heavy haul lines, but has many problems from lack of rolling stock to ageing locomotives

and unused or discontinued branch lines, which has resulted in a lack of efficiency and poor service delivery. Hence road transport dominates the freight haulage market in South Africa, with a market share of around 80% of the total freight delivered to industry.

The rail network in South Africa is run by Transnet, which is fully owned by the South African government, but operates as a corporate entity aimed at both supporting and contributing to the country's freight logistics network.

Transnet Freight Rail's core business lies in freight logistics solutions designed for customers in industry-based business segments, mining, heavy and light manufacturing.

Ports

South Africa has many well-equipped, modern ports: 10 in total covering its entire geographical coastline, which are essentially capable of handling huge volumes of cargo in comparison to their African counterparts, but are disproportionately utilised – with Durban receiving the bulk of the cargo due to its proximity to the hinterland, and Cape Town being the second busiest.

These ports are strategically positioned to support both the road and rail network of South Africa and, if managed and marketed correctly, could ease the congestion that has currently built up in the Port of Durban.

The Port of Ngqura outside Port Elizabeth, with its newly developed Industrial Development Zone, offers one of the best potentials to ease the burden of Durban and possibly even Cape Town, which is fast competing with Durban.

Transnet Port Terminals was established in 2000, when Transnet's then single port division, Portnet, was divided into operations and landlord businesses, namely SAPO (Transnet Port Terminals) and the National Port Authority.

Since its inception, Transnet Port Terminals has played a key role in supporting the South African government's export-led growth strategy.

Air Transport

More than 50 airlines, making around 230 000 aircraft landings and carrying about 33 million passengers a year, move through South Africa's 10 principal airports. These include three major international airports in Johannesburg, Cape Town and Durban, as well as airports in Port Elizabeth, East London, George, Kimberly, Upington, Bloemfontein and the Pilanesberg.

Twenty-one air traffic control centres support operations that cover 145 licensed airports with paved runways and more than 580 aerodromes with unpaved runways.

The semi-privatised Airports Company South Africa (Acsa) is responsible for overseeing infrastructure expansion at the country's airports.

In 2007, Acsa proposed a five-year capital expenditure programme of just under R20 billion, both to accommodate new-generation aircraft and to handle growing passenger numbers.

Johannesburg's OR Tambo International Airport is Africa's busiest, with about 8.9 million departing passengers a year. It was named the continent's top performing airport by the Airports Council International in 2007.

Cape Town International, which has 3.8 million passengers departing a year, has been voted Africa's leading airport at the World Travel Awards for seven consecutive years.

South African Airways, South Africa's national carrier, serves over 700 cities, including 20 destinations in Africa, and provides maintenance for many of the world's airlines.

Based on this, South Africa should have the perfect multimodal system that could be an example to the rest of the world and Africa, but it is far from that – why?

There is a tendency in South Africa to over-capitalise and compete internally (province to province) with one another rather than to pool resources and work together as a team, with the bigger picture in mind.

What is the bigger picture?

A fully integrated multimodal transport system with established interregional trade links.

How do we get there?

By establishing clearly defined trade corridors with management structures and originating from our ports and either interlinking with

TRANSPORT REFRIGERATION EQUIPMENT FOR AFRICA

Transfrig prides itself in providing quality products and reliable service at competitive prices

Transfrig, with its head office and assembly plant based in Linbro Park, Johannesburg has clients with eco-friendly temperature controlled solutions for the transport industry. ecoFridge, the global manufacturer of silent running and emission-free nitrogen powered transport refrigeration systems, has signed Transfrig to be the new distributor of its products in South Africa.

The MT 910D trailer refridgeration unit (diesel only)

With over 25 years of successful manufacturing and supply of its own transport refrigeration systems and with 21 South African service dealers in the network, Transfrig is well positioned to serve the South African temperature controlled transport sector.

ecoFridge arrived in South Africa in 2009 and already stimulated great interest among supermarkets, food producers and perishable goods transporters. The unique operational benefits of ecoFridge, including rapid temperature pull down, silent running, low maintenance and low cost of operation coupled with zero carbon emissions make the system a natural choice both from a commercial and environmental standpoint.

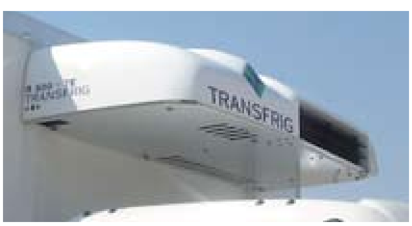
Transfrig managing director, Peter Solomon, is upbeat about the new partnership. "ecoFridge provides a solution for truck and trailer temperature controlled transport and is highly effective both for mono- and multi-temperature configurations. The system is remarkably simple to operate, safe, economical and of course friendly to the environment. Typically, one ecoFridge system can save around 25 tonnes of carbon per trailer a year."

ecoFridge Truck

Interestingly, tests have confirmed that volume loss is greatly diminished when transporting fresh meat using ecoFridge system. Transfrig is also proud to introduce two or more products into the local market.

The MT 910D trailer refrigeration unit (diesel only) is capable of refrigerating 15 metre-long insulated trailers and is ideal for both fresh and frozen applications. The MT650DE, Transfrig's new flagship rigid truck unit, can refrigerate a nine-metre rigid long body to -25°C.

Transfrig's transport refrigeration equipment is specially designed for all conditions, taking full advantage of its in-house engineering design expertise. Transfrig prides itself on its flexibility to meet customer demands and in having spares readily available nationally to ensure quick turnaround time for service and repairs.



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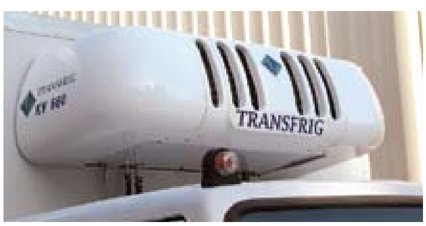

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one another internally and/or crossing our borders into neighbouring countries, establishing and developing inter-regional trade.

Currently in South Africa, we only have one such entity – the MCLI, managed by Brenda Horne-Ferreira, supported by a PPP and funded by means of industry support and corridor membership fees.

The North South Corridor, which runs from the Port of Durban to the Democratic Republic of Congo through Zimbabwe/Zambia, and with an alternative route through Botswana/Zambia via the Kazungula Ferry crossing, it links up with the Dar es Salaam Transport Corridor at Kapiri Mposhi in Zambia. It is defined and classified as a trade route, but has no corridor management structure.

These corridors are well supported by road, rail, sea and air networks; we simply need to define, name and manage them.

What should the corridor objectives be?

When a trade corridor is established, there should be clear and concise objectives in mind that provide the following benefits for it users:

- Time savings;
- Cost savings;
- High safety and security standards; and
- The reliability of the corridor group systems.

These core benefits should be enabled through:

- Minimal sea-borne transit times from the ports;
- No port delays due to congestion;
- Fast and efficient inland transit operations, resulting in considerable time savings;
- High safety and security standards, to be ensured through cargo tracking systems deployed along the trade corridors – radio frequency identification;
- A zero-tolerance attitude to all of the above; and
- Improved capacity at the ports, regular road/rail maintenance and upgrading – resulting in modern and first-class transport infrastructure, in turn ensuring reliability and predictability of cargo deliveries.

With these objectives in mind, it will be possible to:

- obtain optimal public investment in transport infrastructure;
- increase business opportunities; and
- have a knock-on effect that increased business has on trade, manufacturing and finance sectors, with the overall economic developments and growth of South Africa and the Southern African Development Community.

This in a nutshell is my vision of a fully integrated multimodal transport system with established inter-regional trade links for South Africa.

Mike Fitzmaurice

Fleet management innovation

Geotab adds more value to its exsiting applications

Geotab manufactures two hardware platforms (GO4™ and GO5™) that are widely used both here in South Africa and in 23 other countries. Both platforms employ the latest in telematics technology.

Coupled to this is the company's patented Intelligent Logging Processor, state of the art accelerometer and best-in-class performance, you quickly come to realise that these are the most comprehensive telematics platforms available.

GO4™ is ideal in advanced fleet management applications, while GO5™ is the most technologically advanced standard fleet management platform available.

Its proprietary Web service software suite, Checkmate™, is hosted at Geotab's server farm based in Gauteng. The hosted environment allows for full Web access if required. An important point to note is that Checkmate™ is suitable in both a broadband and restricted access environment.

The applications the company runs for its customers are wide-ranging, underlining the versatility of Checkmate™ and Geotab's various hardware platforms. The most comprehensive report builder available today rounds off what is a truly advanced fleet management system.

The integration of the Garmin Nuvi to Geotab's fleet management platform has brought a new dimension to in-cab communication allowing for 'on the fly' directions, directly to the vehicle, as well as text messaging to become part and parcel of modern-day fleet management.

With the recent introduction of the Iridium GPS Satellite modem, you can now stay in contact with your vehicle, no matter how remote its location.

Geotab runs various subscription options, determined by the service being offered. Many of the company's customers make use of its Bureau, allowing for full and detailed reporting, in an automated environment.

Taking out the guesswork and adding the facts is what Geotab does best.

For a no-obligation demonstration, contact Geotab on 0861 – GEOTAB.
"We stand by what we claim – put us to the test."

New additions

Hyundai launches improved Mighty HD65 and HD72 cargo trucks in South Africa

Hyundai Motor Company (HMC), in partnership with Hyundai Automotive South Africa (Pty) Ltd. (HASA), will introduce the Euro 2 specification HD65 and HD72 medium-duty commercial vehicles to the South African market.

"We're confident South African truck buyers will recognise the outstanding mix of performance, reliability and value that our HD trucks provide," said Choi Johng-Sik, executive vice president in charge of Hyundai Motor Company's commercial vehicle division.

The introduction of the Euro 2 HDs builds on the company's strong and successful relationship with HASA which has served as HMC's distributor for passenger cars, sport utility vehicles and light commercial vehicles for the past few years. HASA's commercial vehicle line-up already includes the well-known Bakkie (H100), the Tipper and the H1 Panel Van.

The HD range will combine a high chassis cab and long wheelbase with locally manufactured bodies that best suit local customer requirements. Fitted with Hyundai's highly efficient D4DB diesel engine, with 95kW @ 2 900rpm and 372Nm @ 1 800rpm, the HDs will also come with a heater package, tinted glass, electric tachometer, an exhaust brake, ABS for safety, improved GVM, power windows and as standard, a one year/60 000 kilometres service plan.

South Africa's medium commercial vehicle market is forecasted to reach 8 000 units this year, with HASA and HMC officials confident that with Hyundai's reputation for value, HASA's superior network of dealers and the HD range's abundant comfort and convenience features for the driver, these upgraded commercial vehicles will be successful in penetrating the local market.

About HMC's commercial vehicle division

Since its inception in 1967, HMC has been at the forefront of commercial vehicle manufacturing in Korea. In 1969, the company built its first mid-sized truck, the D-750 cargo truck followed shortly thereafter by the D-800 8.5-ton dump truck. At the same time, the R-192 and DK-182 buses were launched, trailblazing products that established Hyundai's leadership in the Korean commercial vehicle market.

In 1974, the company secured a firm foundation for future technological growth with the opening of the company's first Technical Center. Throughout the '70s and '80s, Hyundai steadily branched out into new truck and bus segments, forging strategic alliances with commercial vehicle industry leaders such as Mercedes-Benz for buses in 1972 and Mitsubishi Motors for trucks in 1981.

A major milestone was reached in 1987 when the company established its first Commercial Vehicle Research and Development Center. With this, efforts were focused on the localisation of vehicle design and major components. The first fruits of these efforts were born in 1994 when the company's first fully proprietary bus, the Aero Town was unveiled. And, in 1997, Hyundai's first proprietary truck was launched as the commercial vehicle engineering division had at long last attained the critical mass needed to independently develop a full range of Hyundai-designed commercial vehicles.

In 1998, Hyundai finalised the acquisition of Kia Motor Corporation including its commercial vehicle division, creating much needed synergies that have helped consolidate Hyundai's dominance of the Korean commercial vehicle market.

The introduction in 2000 of the Powertech diesel engine, a proprietary Hyundai design, signalled another milestone in Hyundai's technological evolution and provided a secure base for the company's growth in the 21st century.

Jeonju Plant

The Jeonju Plant, dedicated exclusively to the manufacturing of commercial vehicles, has an annual production capacity for 100 000 medium and heavy commercial vehicles, buses and special-purpose vehicles. Established in 1996, the plant is a truly a modern, self-sufficient operation with its own press, paint and final trim and assembly shops with a foundry and Commercial Vehicle Research and Development Center.

Flexibility is a major aspect of the plant where more than 40 suppliers of core parts and components are operating either inside the plant or in the immediate vicinity. Purpose-built for the efficient production of commercial vehicles, the Jeonju Plant is equipped with advanced manufacturing facilities including a large-capacity dipping tank into which entire bus and truck frames are immersed to ensure the thorough application of a protective primer undercoat. High capacity stamping presses and the liberal application of welding robots in the assembly process ensure cost-efficient manufacturing. This is a highly automated and modern plant whose productivity and efficiency are on par with leading US, Japanese and European operations.

Commercial vehicle sales results

Hyundai is the undisputed leader in the Korean market enjoying a 52% share of the local bus market in 2009 – a share which is steadily rising and was forecasted to reach 69% in 2010.

The Hyundai Truck will be distributed and serviced through 25 specialised commercial outlets in South Africa and the company's current 109 outlets will constantly monitor demand to ensure that any region requiring a dealership or service centre is catered for.

For further information contact Danie de Beer, general manager: commercial vehicles at Hyundai Automotive South Africa on +27 11 372 0800.

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Transactional analysis

The Consumer Protection Act and cross-border transactions

The Consumer Protection Act (CPA) 2008 will come into effect on 31 March 2011. The purpose of the CPA is to promote and protect the rights of South African consumers, and this protection could, potentially, extend to offshore transactions involving South African consumers. The CPA will affect day-to-day business transactions for the supply of goods and/or services unless specifically exempted. A transaction includes people acting in the ordinary course of business, concluding an agreement with a consumer to supply goods and/or provide services to a consumer in exchange for some form of consideration, including cash or exchange.

This application of the CPA is important to bear in mind when determining where a transaction takes place. Two important questions arise in relation to cross-border transactions.

The first is: Can one contract out of the CPA by making the transaction governed by a foreign law? It is commonplace in transaction contracts to have a governing law clause. This clause will state that the transaction must be interpreted and governed by the law of a particular country.

The second: Does the CPA apply in the case of a transaction occurring outside of South Africa, but with a governing law clause making the transaction subject to South African law?

The wording of the CPA ("every transaction occurring within the Republic") specifically brings any transaction of the type contemplated in the former query within the ambit of the CPA.

While the parties have elected to have the transaction governed by foreign law, certain parts of the transaction will still be subject to the CPA.

Exporters into South Africa and other people who supply offshore goods and services to South Africa should ensure their transactions do not occur within South Africa if they do not wish to be subject to the CPA. Exporters should conclude the contract outside of South Africa and supply the goods or provide the services outside South Africa so not to be subject to the CPA. Failure to do either will result in the CPA applying to the transaction.

One way of ensuring this is to sign the contract in, for example, England and to deliver the goods to an English address as fulfilment of supplying the goods. The transaction has then occurred outside South Africa. The consumer will then arrange for further delivery into South Africa should they so require.

The subsequent delivery into South Africa (which the original supplier will not be a party to) will be a new transaction and that transaction will be governed by the CPA, as the goods will be supplied into South Africa.

Will a transaction occurring outside South Africa be subject to the CPA if the transaction has a South African law governing clause?

On a literal interpretation, the CPA would not apply, as the transaction did not occur in South Africa. The literal interpretation, however, may not be adhered to by the South African courts, which could extend the CPA to a transaction involving a South African consumer in order to protect the consumer's rights even though the transaction did not occur in South Africa.

The CPA gives the courts the ability to make innovative orders to promote the spirit and purpose of the CPA. This means the courts could take the approach that the parties intended to be subject to all South African law, regardless of the fact the transaction did not occur in South Africa; and such voluntary assumption causes the transaction to occur in South Africa and the CPA to apply.

While extending the CPA beyond its application to transactions occurring in South Africa would seem to be an act beyond the powers of courts and the CPA, it cannot be conclusively stated that such an extension will not happen (whether it is correct or not). The courts strong powers could see them deciding that the CPA will apply to offshore transactions that have voluntary been subjected to South African law so as to protect the South African consumer and promote the CPA.

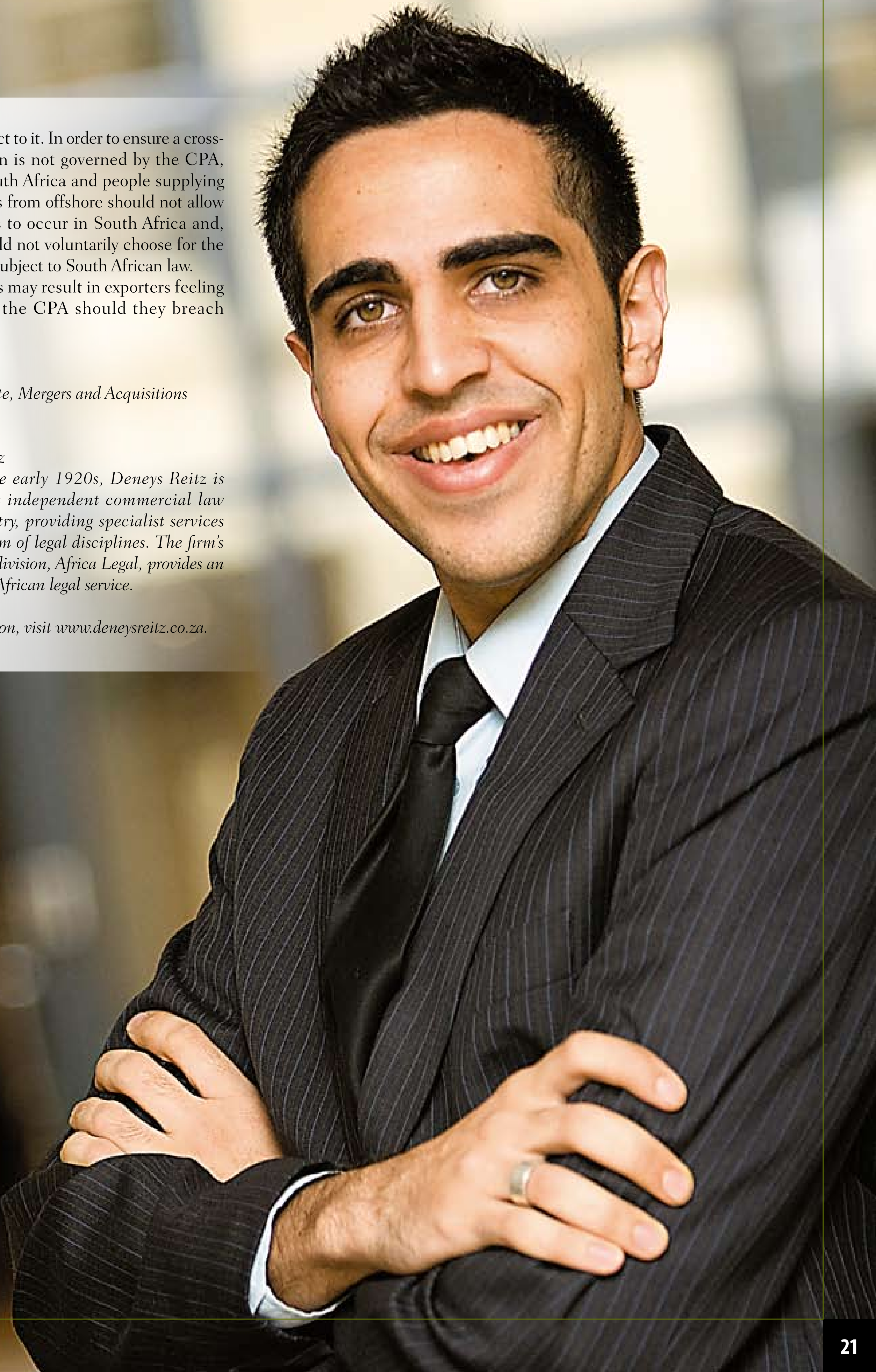
Although consumer rights are of great importance, exporters may find themselves unintentionally infringing the provisions of the CPA, as they are not aware of the provisions of the CPA and that they are subject to it. In order to ensure a cross-border transaction is not governed by the CPA, exporters into South Africa and people supplying goods and services from offshore should not allow their transactions to occur in South Africa and, for certainty, should not voluntarily choose for the transaction to be subject to South African law.

Failure to do this may result in exporters feeling the full force of the CPA should they breach its provisions.

Ismail Laher
Associate: Corporate, Mergers and Acquisitions
Deneys Reitz

About Deneys Reitz
Established in the early 1920s, Deneys Reitz is one of the largest independent commercial law firms in the country, providing specialist services in the full spectrum of legal disciplines. The firm's Africa-specialised division, Africa Legal, provides an international pan-African legal service.

For more information, visit www.deneysreitz.co.za.



Transnet pipe dream?

Pipeline delayed while tanker crashes continue

Completion of the Transnet Pipelines (TPL) new 550 kilometre-long pipeline to move fuel from refineries in Durban to Gauteng, and the creation of more coastal and Sasol refinery capacity, could prevent or reduce inland and cross-border fuel shortages in the near future. But 2011 will see little, if any, change in the current pattern where sporadic fuel shortages will occur due to the annual shutdown of existing refineries for maintenance and the reduced operational capacity of the 45-year-old Durban-to-Johannesburg Pipeline (DJP), which has reached the end of its design life.

In fact, TPL has indicated it will have to downscale its use of the DJP, which is expected to transport five-billion litres of fuel during Transnet's 2010/11 financial year, to ensure safe operations.

Fuel shortages have already occurred in the South African interior and landlocked neighbouring countries such as Zimbabwe, Swaziland and Botswana, but mostly as a result of refinery shutdowns in South Africa. In fact, they have forced Botswana to use additional supply routes through Namibia and Mozambique.

The expansion of existing refineries or new greenfield oil refineries as proposed for Coega and biofuel plants inland could help reduce the fuel shortages, but it will take years to come on stream.

In addition, the decreasing capacity of the old pipeline and increasing demand for fuel from motorists, truckers, buses and airlines – never mind industrial diesel engines – will keep the country's road tanker fleet busy for at least another year or so.

While it will not be possible to continue to operate the DJP, the capacity of which has been bolstered in recent years by the use of drag-reducing agents, at current rates Freight Rail (formerly Spoornet) will need time to increase its rail tanker capacity.

According to recent statements by Transnet, completion of the entire New Multi-Product Pipeline (NMPP) pipeline network and infrastructure, originally scheduled for the third quarter of last year, is now scheduled for December 2013, with product expected to begin to flow from December 2011.

The pipeline will cost R23.4 billion, more than double the original estimate of R11.1bn, due to a change of the Durban site, environmental requirements, changes to engineering and hydraulics and security features. It will cross 49 rivers, 481 wetlands and require the acquisition of 1 148 properties.

Eventually, it will reduce the need to truck petrol, diesel, kerosene and other products from refineries up to Gauteng, and drastically increase the amount of fuel piped up to Heidelberg in Gauteng, where it joins a pipeline ring to serve parts of the province.

While most of the money will be spent on the new pipeline (including 160km of secondary pipelines in Gauteng), pump stations and generators to power the pumps in emergencies, R80 million will be spent on security for the pipeline, which is a National Key Point, to prevent sabotage or terrorism.

The pipeline has been designed to last 70 years.

Impact

The impact on the consumer is estimated to be less than an additional 5 cents a litre in terms of the fuel tariff.

Transnet officials say that to ensure full inland fuel supplies, a bridging plan has been introduced, which relies heavily on rail- and road-based solutions that are currently used to move about one billion litres yearly.

Accidents

But with it comes a price: more road accidents involving fuel tankers and incidents causing fatalities, injuries and damage to property and the environment.

The latest "Responsible Care" 2010 report issued by the Chemical and Allied Industries' Association (CAIA) does not detail fuel tankers, but says road tanker accidents and related "incidents" in general increased at the rate of 24% from 2008 to 2009.

The 2010 statistics could see a further increase, considering the additional demand last year for fuel for multimodal World Cup transport.

Commenting on the latest statistics for 2008 and 2009 in the 2010 "Responsible Care" report, chairperson of the CAIA Joaquin Schoch said: "We continue to see our members collectively using less electricity and water and a healthy decline in air emissions and effluent discharge, with figures for waste holding its own. There are, however, disturbing trends.

"The number of fatalities has increased dramatically in 2009 and storage and transport incidents are on the rise in member companies," he added.

CAIA reports that during 2008, there was a total of 151 incidents across South Africa, which rose to 187 during 2009 – an increase of nearly 24%.

CAIA records an incident rate per 100 000 tonnes transported by road, rail or pipeline.

"The biggest contributor to transportation incidents is road transportation as opposed to rail and pipeline (180 incidents in total for road, three and two respectively for rail and pipeline in 2008 with 146 for road, three for rail and four for pipeline in 2009)," the report states.

Deterioration

"The reason for the general deterioration in the 2008 and 2009 figures can be ascribed to the same reasons contributing to the rise in the number of fatalities, poor road conditions, volume of vehicles on the road and general management of the duties of the driver," adds the report.

CAIA has special measures in place to ensure that when chemicals, including fuel, are transported by road tankers, everything is done to limit the possibility of road accidents or incidents.

In 2003, CAIA introduced the directive that fuel and chemical companies using road hauliers to transport their products should ensure the hauliers be responsible care signatories and comply with the requirements of the Safety and Quality Assessment System. This system, developed by the European Chemical Industry Council for the European Union and modified to suit South African conditions and legislation, has been assessed by CAIA to be acceptable as responsible care verification for haulier members in South Africa.

At the end of 2009, 123 hauliers had been audited, of which 95 attained preferred supplier status (meeting 90% of the criteria) and 28 were given provisional supplier status (meeting 60% of the criteria).

CAIA describes an incident as "any incident involving the spillage, leakage or other escape of company products (or wastes) being transported from a factory or depot to the primary customer (or disposal site), as well as any incident involving raw materials, process chemicals or catalysts being transported from the point at which the company takes ownership of them and their arrival at the factory site (more than 200kg hazardous or one tonne non-hazardous)."

It adds that these include incidents causing public disruption or concern.

CAIA is one of the few national associations that have introduced verification of responsible care practices by third-party auditors to replace the traditional self-assessment process.

To date, 76 business units, representing 44 member companies, have undertaken third-party audits.

CAIA says responsible care implementation continues to be promoted by regular workshops, usually three in any one year.

In the last two years, these have focused on quality control, the registration, evaluation, authorisation and restriction of chemicals, the Waste Act, climate change and carbon footprint, and road incidents and driver management.

As at the end of 2009, the association represented 179 companies, of which the 58 manufacturers accounted for over 90% of chemical production in South Africa. Participation in the responsible care initiative is a requirement of all members.

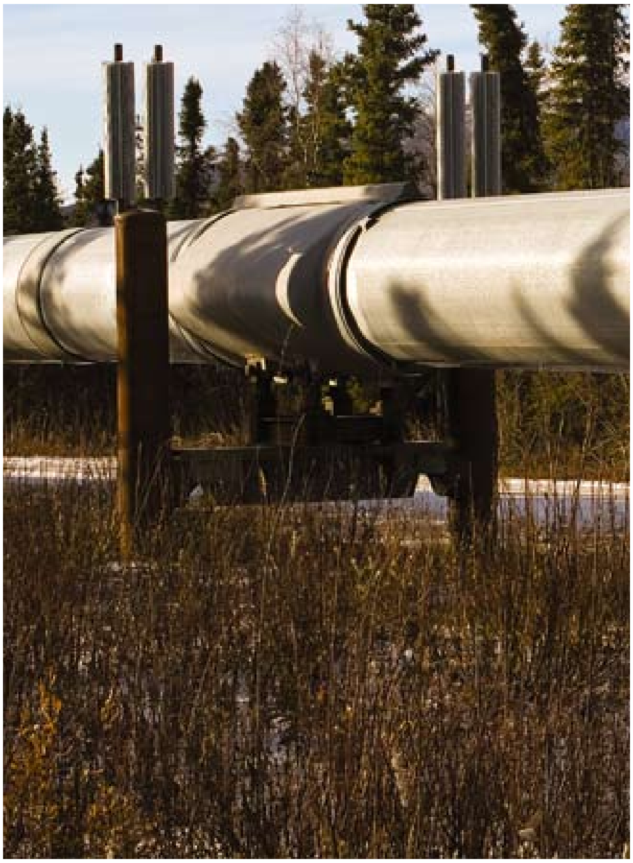
In 2009, 93% of members supplied information for the annual CAIA report, working toward the goal of 100% of signatories submitting quantitative data annually.

"A healthy interaction with the community is an important aspect of the work of members, with 69% of our 143 signatories reporting that they are now operating community advisory committees. Ninety-six percent of signatories have established a complaints procedure and 98% have emergency response plans in place. Seventy-two percent of signatories now have a waste management programme," the report stated.

It is hoped the 100% will be reached in all categories and that there will be no further delays in the pipeline construction to allow TPL to achieve its stated objective of reducing the number of fuel tankers on our roads by a hefty 60%.

Time will tell whether that objective is realistic, ambitious or, pardon the pun, merely another pipe dream.

Udo Rypstra



Guidelines for waste classification and management

The ROSE Foundation explains the process and consequences of not complying

The Waste Act places certain responsibilities and requirements on generators, transporters (collectors) and processors (recyclers) of hazardous waste:

- Every holder of a waste that has been classified as hazardous must be in possession of a waste manifest document containing the relevant information specified in the regulations for the waste.
- All generators of hazardous waste must complete a waste manifest document containing information for each consignment of waste transported to a waste manager.
- Waste transporters may not accept waste classified as hazardous for transport unless the waste manifest document accompanies the waste.
- For more specific details on this, read the draft regulations for waste classification and management, or visit the South African Waste Information Centre at *www.sawic.org.za*.

The waste manifest should include the following information from the waste generator

- Unique consignment identification number (bar code);
- SAWIS Registration number in terms of the National Waste Information Regulations, 2010 (if applicable);
- Generator's contact details (contact person, physical and postal address, phone number, fax, e-mail);
- Physical address of the site where the waste was generated (if different);
- Emergency contact number;
- Origin/source of the waste (process/activity);
- Classification of the waste;
- Physical characteristic/consistency of the waste (liquid, solid, sludge);
- Quantity of waste in tonnes;
- Packaging (bulk, small containers, tank);
- Transport type (tanker, truck, and container);
- Special handling instructions;
- Date of collection/dispatch;
- Intended receiver (waste manager); and
- Declaration (content of the consignment is fully and accurately described, classified, packed, marked and labelled, and in all respects in proper condition for transportation in accordance with the applicable laws and regulations).

Information to be supplied by the waste transporter

- Name of transporter;
- Address of transporter;
- Vehicle registration number;
- Transport permit number; and
- Declaration acknowledging receipt of the waste.

Information to be supplied by the waste manager

- Name, address and contact details;
- Receiving waste management facility name, address and contact details (where different);
- Waste management facility licence number;
- Date of receipt;
- Quantity of waste;
- Type of waste management applied (re-use, recycling, recovery, treatment, and disposal);
- Any discrepancies in information between the different holders of the waste (related to waste quantity, type, classification, physical and chemical properties);
- Waste management reporting description and code in terms of the National Waste Information Regulations, 2010;
- Details on any waste diverted to another waste management facility, and details of the facility; and
- Certification and declaration of receipt and final management of the waste.

What happens if you do not comply?

Strict penalties are to be put in place for anyone who fails to comply with the provisions of the regulations. These include either imprisonment (not exceeding 15 years), or an appropriate fine; or possibly even both – a fine and imprisonment!

Raj Lochan, CEO of the ROSE Foundation, says: "The ROSE Foundation will be conducting extensive training for all our members and collectors in order to inform and educate them on the hazardous waste manifest and the waste classification system so that they are all familiar with what is required of them and their clients. We are working closely with government to ensure that the used oil industry stakeholders remain compliant at all stages.

The draft regulations should be published for public comment by the Department of Environmental Affairs in early 2011.

For the greater good

New-age HIV/Aids interventions

South Africa is reported to have an astronomically high prevalence of HIV. In 2009, an estimated 5.7 million people were said to be living with HIV/Aids.

There has been an unacceptably high number of babies born with HIV every year – the number is estimated to be in the region of 70 000. That is unacceptably high and it is one of the main contributors to infant mortality in the country, which has increased dramatically since the early 1990s.

South Africa is showing a poor record in combating infant mortality and meeting the United Nations Millennium Development Goal of significantly reducing this number.

The government recently ran a campaign to encourage people to test for HIV, with an ambitious goal of reaching millions of people. The National Strategic Plan aims to test 25% of all citizens annually from 2011. The 2009 National Communications Survey indicated there had been a considerable increase in the number of men and women who tested for HIV.

Although testing is necessary to assist with the prevention and spread of HIV, it is not enough to help in combating the stigma around the disease. By law, no person is compelled to disclose his/her status. People still hold certain cultural views about sexuality and the disease. It is these kinds of backward views about the disease that do not assist in combating the stigma and do not help prevent the spread of the pandemic.

The Department of Health should, with assistance from the private sector, take radical measures in dealing with the spread of HIV/Aids. Part of such measures could be the criminalisation of deliberate transmission of HIV as well as making it mandatory for HIV-positive patients to disclose their status to their partners.

Countries such as Canada and Germany already have laws crimininalising failure of individuals to disclose their HIV status to sexual partners, whether intentionally or unintentionally.

In Canada, according to the Supreme Court's decision in R v. Cuerrier, People with HIV/Aids (PHAs) have a legal obligation to disclose their HIV status to sex partners before engagement in sexual intercourse in order to prevent transmitting HIV.

In Germany recently, a 28-year-old pop star Nadja Benaissa was convicted and handed down a two-year suspended sentence for knowingly infecting her sexual partners with HIV.

Brazil has made significant progress in combating the spread of HIV because of the culture of openness about sexuality and HIV. This culture of openness, combined with widespread government HIV/Aids treatment and prevention programmes, has resulted in successful management of the pandemic. Under such an open environment, a government does not even need to criminalise non-disclosure of HIV status, as people would disclose their status willingly.

In South Africa, there are a number of initiatives targeted at the pandemic, but some of these do not succeed despite millions of rands being poured into them.

The National Bargaining Council for the Road Freight and Logistics Industry (NBCRFLI), for instance, runs the Wellness Fund, which was established in 1999 under the auspices of the Main Collective Agreement, for the benefit of more than 80 000 employees in the industry. The Fund assists with the provision of sexually transmitted disease (STD) medication and voluntary counselling and testing for road freight and logistics industry employees and sex workers, as well as the provision of antiretroviral therapy for industry employees. It is estimated that about 25% of members of the industry are HIV-positive.

About R150 million, which is collected from the very members of the industry, is available for the Wellness Programme, but the response to the programme still leaves much to be desired, primarily because of the stigma attached to HIV, despite the numerous education campaigns that have been undertaken.

NBCRFLI

National Bargaining Council for the Road Freight and Logistics Industry

Your Road Freight Partner.

From an infrastructure point of view, the programme runs 20 wellness centres across the country and 15 mobile units with extended operating hours.

Only 5% of the members of industry have thus far responded to the programme. Money will continue to be wasted on HIV treatment and prevention programmes, including wellness programmes such as these, unless the government pursues radical measures to make it compulsory for HIV testing to be an employment condition and to criminalise the non-disclosure of HIV to sexual partners.

The constitutional rights of individuals to confidentiality and privacy are a matter for legal experts, but a policy that is aimed at the greater good of the country and posterity is an urgent need. Perhaps the time has come for the legislature to consider revising the provisions of the Constitution to allow for this greater good.

This article was submitted by an independent correspondent. The views expressed in it are solely those of the correspondent and do not reflect the views of the NBCRFLI or its management.

Trucking Wellness Programme shifts into higher gear

In its 11th year of existence, the NBCRFLI Trucking Wellness Programme is now changing gears and taking to new heights. The programme was showcased at the International AIDS Conference, which was held in Vienna in 2010 at the Messe Wien Conference facility. Representing the Programme were members of the Wellness Committee.

Says Ngoako Bopape, the chief benefits officer, "Our biggest objective for attending the conference was to showcase the Wellness Programme, link up with stakeholders such as donors and like-minded organisations, and provide a learning opportunity for our delegation.

"The conference also afforded us a great platform to achieve a team-building agenda."

The International AIDS Conference is the premier gathering for individuals and organisations working in the field of HIV, as well as policy-makers, persons living with HIV and other individuals committed to ending the pandemic. It is an opportunity to assess the status quo, evaluate recent scientific developments and lessons learnt, and collectively chart a course forward.

The Trucking Wellness Programme was presented to world delegates through an exhibition stall, satellite session, posters and a looped DVD presentation.

Says Bopape, "We were able to participate in all the programmes we set out to participate in and our presentations were received positively by the participants."

"The underlying message of our campaign was to emphasise the need for partnerships by highlighting the benefits of such partnerships for our project.

"We would not have established the kind of infrastructure we had, was it not for donors such as SIDA [Swedish International Development Agency], for example. Other donors, such as Mercedes-Benz, bought us a platform at the conference, which helped with the dissemination of our message", he adds.

Mercedes-Benz supports the South African Business Coalition Against AIDS, and through this organisation, the word is spread about Trucking Wellness to all members who mostly hail from the private sector. Medication for STDs and condoms are provided by the Department of Health.

The month of August also saw the programme being similarly represented and showcased at the Road Freight Association's Convention held at the Wild Coast Sun in August 2010. Here, once again, the Programme emphasised the need for partnerships and took advantage of the opportunities to talk directly to the employers about encouraging their employees to test and enrol in the Trucking Wellness Programme.

Visit www.nbcrfi.org.za for more information.

Game-changer or gimmick?

The impact of the electric transport revolution remains open to debate

The electrical car wins on hype, but does it possess the staying power? This pertinent question has been posted by many blogs and magazines discussing the future of electrical vehicles and oil-based transport.

It is a particularly pertinent question to local 'petrol heads', as Optimal Energy, a Cape Town-based company, is producing South Africa's first all-electric car: the Joule.

The Joule has won friends and influenced people with its good looks and quirky performance.

But will this local car – and electric cars globally – achieve remarkable sales figures?

In the first half of 2010, Minister of Science and Technology Naledi Pandor said in response to questions in parliament that the Department of Science and Technology had invested R114.5 million in Optimal Energy.

A final payment of R13.5m was paid at the end of August.

According to Pandor, when speaking in parliament to address questions by the opposition, the department will not pump any more money into the project. Future investment in the project will be facilitated via the Industrial Development Corporation (IDC).

Optimal Energy has already received R80m from the IDC which, according to Pandor, is considering an application for a further R300m in funding.

The aim is to market the Joule from 2013 or 2014 onward.

But what is the export potential of the Joule, and of other electric cars internationally? Is there a long-term future beckoning for these vehicles?

Limited use in the United States

According to LivingOrganicNews.com (*www.livingorganicnews.com*), demand for electric cars in America is high right now.

That is mostly because companies will start out making relatively few of them. Chevy, for example, plans to turn out only 10 000 volts in 2011.

It remains to be seen whether large numbers of Americans – accustomed to cheap gas and long gaps between fill-ups – will be able to make the adjustment.

A bipartisan group in Congress mounted an effort to ease the transition, proposing a bill aimed at making half the cars sold in the US electric by 2030 through expanded subsidies, tax credits, and a $10-million prize for whoever develops the first commercially viable battery with a 500-mile range.

The bill was inserted into the recent energy bill, but it stalled in the Senate under a Republican filibuster threat, reported the news website.

Some critics have openly questioned the long-term sustainability and staying power of the electric cars.

Longevity of electric cars questioned

In an interview with DIYelectricCar.com (*www.diyelectriccar.com*), Peter Wells at Cardiff University's Centre for Automotive Industry Research, who expected big cost reductions for the industry, said: "The electric vehicle sector certainly has momentum, but it's questionable whether it has the legs for the longer term, at least at the moment, and whether it has enough scale."

Success depends on drivers accepting limitations on range and on recharging time, which takes several hours, said Pierre Gaudillat, research and development manager at the United Kingdom-funded Carbon Trust.

"I don't see any major breakthrough on the horizon," he added.

Customers may have to compromise on what they expect from a car, perhaps tailored for commuting, and from ownership, for example buying the car, but renting the expensive battery. (Source: *www.diyelectriccar.com*)

"I think oil-based transport fuels have such a competitive advantage and dominance that you need a compelling argument to move to something different, and the case has not been made for what that is," said Chris Mottershead, vice principal of Research and Innovation at King's College London, and former head of climate change at oil major BP, also in an interview with DIYelectricCar.com.

A different vision

According to Kobus Meiring, chief executive officer of Optimal Energy, the current global light vehicle production (electric cars) is approximately 60 million vehicles per year and is expected to grow to 87 million by 2020.

Some observers estimate it could even break through the psychological 100-million barrier by 2020.

Meiring said Deutsche Bank estimated in November 2009 that the global market for plug-in all electric vehicles (xEVs) will rise to 5.6 million vehicles in 2015 (7% of global light vehicle volume) and 17.4 million vehicles in 2020 (20% of global volume).

In March 2010, Deutsche Bank released an industry update, stating the following: "Based on recent discussions with automakers, battery suppliers and EV [electric vehicles] infrastructure companies, we continue to believe that the market underestimated the potential growth of this segment."

Additionally, Deutsche Bank has noted evidence that battery prices are declining at a faster rate than what was previously expected. This will increase the customer value proposition and potentially lead to stronger demand.

Credit Suisse is more conservative in its predictions, only estimating a 12% market penetration (of global light vehicle volume) for xEVs by 2020.

It predicts, however, a very steep growth curve for EVs, with the expected growth exceeding that of hybrid electric vehicles (HEVs) and plug-in hybrid electric vehicles (PHEVs) from 2015 onward.

The forecast of September 2010, and the most optimistic, is from HSBC, predicting global sales of 8.65 million EVs and 9.23 million PHEVs by 2020.

Due to the differences in the global vehicle homologation requirements and the additional business complexity and risk of exporting vehicles to more than one geographic area, Optimal Energy will initially only target the most promising one, said Meiring.

A revolution awaits the global population

In fact, Meiring predicted that the vehicle industry is set to experience its most dramatic revolution in the 110 years since the first production of a car. "I predict that by 2020, 10% of all cars manufactured globally, or 10 million, will be electric cars," he said.

It is the first electric car in the world that has successfully thrown off its hippie image and won over a picky audience with its good looks and performance.

"We endeavour to build a plant with a 50 000 nominal capacity, one that will potentially produce 80 000 cars with more shifts. But we don't expect to sell more than 10 000 Joules locally," said Meiring.

"The rest will be exported to Britain, Australia, Germany, France, Spain and Western Europe."

South Africa has a current penetration of approximately 0.7% of the global car production, he added.

Of the approximately one million cars potentially produced in South Africa by 2020, close to 100 000 would be electric cars.

That would amount to the most dramatic revolution in the automobile industry since the first production of any car 110 years ago, said Meiring.

That would require quick action by car manufacturers to accommodate this revolution, as it takes seven to nine years to construct new car-building platforms globally.

The oil factor

There are many and diverse reasons for the possible revolution by 2020 of 10 million electric cars required by the global village.

The technical enabling reason for this prediction is the unbelievable acceleration in the state of battery technology as well as the prediction that the prices of batteries for electric vehicles will drop fairly quickly.

But there is a pragmatic factor that will make electric vehicles a more attractive option post-2015. "The demand for oil will irreversibly surpass the supply of it by 2015, according to rough estimates," said Meiring.

"When that happens, the market can become haywire and it won't be impossible that the price of oil would be between $300 and $400 a barrel. Petrol cars will become less affordable."

From a greenhouse gas perspective, cars are emitting between a third and 50% of the carbon dioxide in certain cities of the world. Electric cars provide a logic, and cleaner, alternative.

Arguments on range and recharging periods

According to media reports in 2009, the Joule could be purchased at prices of between R235 000 and R285 000, with a battery that will be leased to Joule owners for R1 500 per month.

The range of the car (300 kilometres) as well as the recharging time of seven hours, could make it less attractive for potential purchasers, as petrol cars are filled up in minutes and go for longer distances.

There are three ways of charging the battery: you plug it in at the wall, there is fast charging, or you replace the battery with a full battery.

The fast charging option would make it possible to recharge the car within 20 or 30 minutes, something that is possible in the future at places such as Ultra City, while you are having a cup of coffee or a quick snack.

Meiring said the price of the Joule puts it in the C-segment, competing with a Golf or a Corolla.

If people are covering distances of between 15 000 and 20 000km per annum, the electric cars become a more attractive option.

The break-even point is 11 000km per year. If some potential clients cover less distances, it is less affordable.

The Joule is typically your second car, and ideal for driving in the cities, if people would move between Pretoria and Johannesburg daily.

It is currently not an attractive option for people covering long distances from Cape Town to Bloemfontein by car.

In 2008, more than half the global population lived in cities.

In China, there is a network of trains that reach every city in this vast country. In such cases, electric cars are viable alternatives for inter-city movement.

Initiatives by Israel and Denmark

The replacement of the battery by a fully charged battery is already in operation in two countries, Israel and Denmark.

In Denmark, the Better Place organisation guarantees that people who purchase an electric car will receive a fully charged battery. The advanced technology in Denmark guarantees the availability of a recharging facility every 50km.

The factors of a quick recharge of batteries would mean that range is no factor at all, while the price of R1 500 per month could drop reasonably quickly as battery technology and the quality of batteries are improving.

The low maintenance of electric cars, as well as its possible shelf life of between 600 000 and one million kilometres, makes it an affordable and increasingly more attractive option to the petrol car, said Meiring.

Growth potential

The availability of electric cars in South Africa and the potential to produce 80 000 cars locally could be beneficial to South Africa. It could create 10 000 jobs in the car industry.

And there is massive industrial development and growth potential in the local electric vehicle industry.

"The biggest stumbling blocks could be a lack of vision or confidence. With the right vision, South Africa could offer massive export potential for electric vehicles to the international community, especially Europe," said Meiring.

Fanie Heyns

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Oh no, AARTO...

The RFA's Gavin Kelly comments on a controversial piece of (impending) legislation

The Administration Adjudication of Road Traffic Offences (AARTO) Act was promulgated in 1998. The opening statement of the Act reads as follows: "To promote road traffic quality by providing for a scheme to discourage road traffic contraventions, to facilitate the adjudication of road traffic infringements, to support the prosecution of offences in terms of the national and provincial laws relating to road traffic, and implement a points demerit system...".

The first question that springs to mind is: Why was this Act ever created? The very promulgation of this Act highlights the problem in transport – legislation is not implemented.

Nothing will be solved by creating NEW legislation to correct/support/replace existing legislation.

The National Road Traffic Act (NRTA) has enough weight and power within its own right (excluding a point demerit scheme) to address the situation on the road; however, due to the fact that lawlessness was rife (and not only restricted to the road environment), AARTO saw the light of day.

Pedestrian, driver and passenger behaviour on the road is a symptom – not a cause. The authorities should have woken up to that one long ago; we have been telling them that for the last 30 years at least.

If the NRTA was properly, consistently and uniformly applied across the country, we would not be sitting at the point we are today.

What is the function of the NRTA in its entirety – if not specifically sections 87 (Service of Notices), 89 (Offences and penalties) and 90 (Apportionment of fines) and their related regulations – if not the control and management of transport on the roads?

The problem lies not with what legislation is available and what powers are delegated to various individuals or institutions, but more so with the affected authorities actually doing what they are supposed to be doing, and not taking shortcuts to revenue collection (private or public) or focusing on easy offences and targets, or political or strategic public relations.

AARTO relies on solid law enforcement (which does not exist), sound evidentiary data related to incidents (which does not exist) and a determination to address root causes and not revenue generation (which does not exist).

Over 75% of AARTO-related policing will be speed based. No matter what the authorities would like to state – it is fact. It is what happens currently in the traffic environment, so why would it change?

As long as the adage "Speed Kills" is sold and swallowed, there will be no change. Speed does not kill. Poor vehicle condition and reckless and negligent behaviour (bad driving) are the root causes.

Increased speed merely exacerbates the resultant effect.

What does kill is the fact that vehicles can be driven with faulty systems (lights, brakes, steering, suspensions, seats and restraints, windows, etc.); that drivers can drive as they wish (ignoring barrier lines, skipping intersections, rejecting courtesy, etc.) and that known trouble spots are not focused on and dealt with.

A simple adage: If you want to REDUCE injuries and fatalities, enforce the wearing of seat belts. That (on its own) would have a tremendous effect on the figures that the authorities quote with such assuredness every holiday season. Raw statistics mean nothing – and those statistics reflect deaths on the roads, not incidents.

AARTO brings double punishment – both fines and demerit points. Ah, I hear you say, there is a 50% discount if you pay within 32 days! Here lies the true value of AARTO – the authorities want their money. Does a 50% fine reduce the offence by 50% (are we only 50% guilty)?

In addition, AARTO promises the loss of employment and the total collapse of the taxi industry: In the space of a week, 70% of the taxis will have been removed off the roads due to their physical condition, drivers will have lost their licences and the remaining taxis will be systematically removed as they speed to meet demand, and drop off and park where they are not allowed.

We know that will not happen. The authorities would rather simply comfortably rake in the revenue from speeding offences.

As the public transport system slowly grinds to a halt, how will people get to work or earn a living?

There is no public transport system. The Gautrain goes nowhere (for the average commuter) and costs a bomb.

AARTO has been postponed a number of times – why is that? A number of reasons:

- The disagreement on who gets the revenue from fines (large metros have budgeted traffic offence revenue into their annual budgets as an income);
- Provincial and local structures use this as revenue generation in their budgets;
- There are no standard penalties (as has been in the works for the last 10 years);

- The database to run the system has not been completed;
- The support systems are yet to be put into place (includes equipment for officers and the collection/collation systems);
- Interface systems for large operators (freight, passenger, vehicle rental/hire and construction) do not exist;
- Notice service systems are not yet in place – both manner and stipulated time frames (one metro notoriously contravenes the AARTO Act itself); and
- No assurance that traffic offices will not collude to target road users (intentional targeting of operators or individuals for personal reasons).

Notwithstanding the above, AARTO will be implemented. The immediate impact will include:

- Increase in bribery and corruption;
- Loss of drivers;
- Great frustration coupled to accessing information relating to offences committed by employees or vehicle-related issues;
- "Offenders" having to follow up with the Road Traffic Infringement Agency if the administration and recording systems of AARTO are faulty;
- Concentration by authorities on roadblocks to follow up "outstanding revenue" rather than concentrating on identifying problem areas and preventing offences from occurring;
- Further added costs to the general public to finance another state organisation; and
- Increase in the cost of freight, passenger and vehicle hire as operators need to create administrative capacity to manage the AARTO system.

In conclusion, implement the core legislation (National Road Traffic Act) effectively. Ensure the causes are addressed – not the symptoms. Impounding vehicles (whether private or fleet owned) will have a far better effect on safety and behaviour than a point demerit system.

Learn from other countries (not only how to implement a system, but also how the general public and the authorities have abused the system) – *and* those countries have efficient public transport systems and alternative freight solutions.

Gavin Kelly
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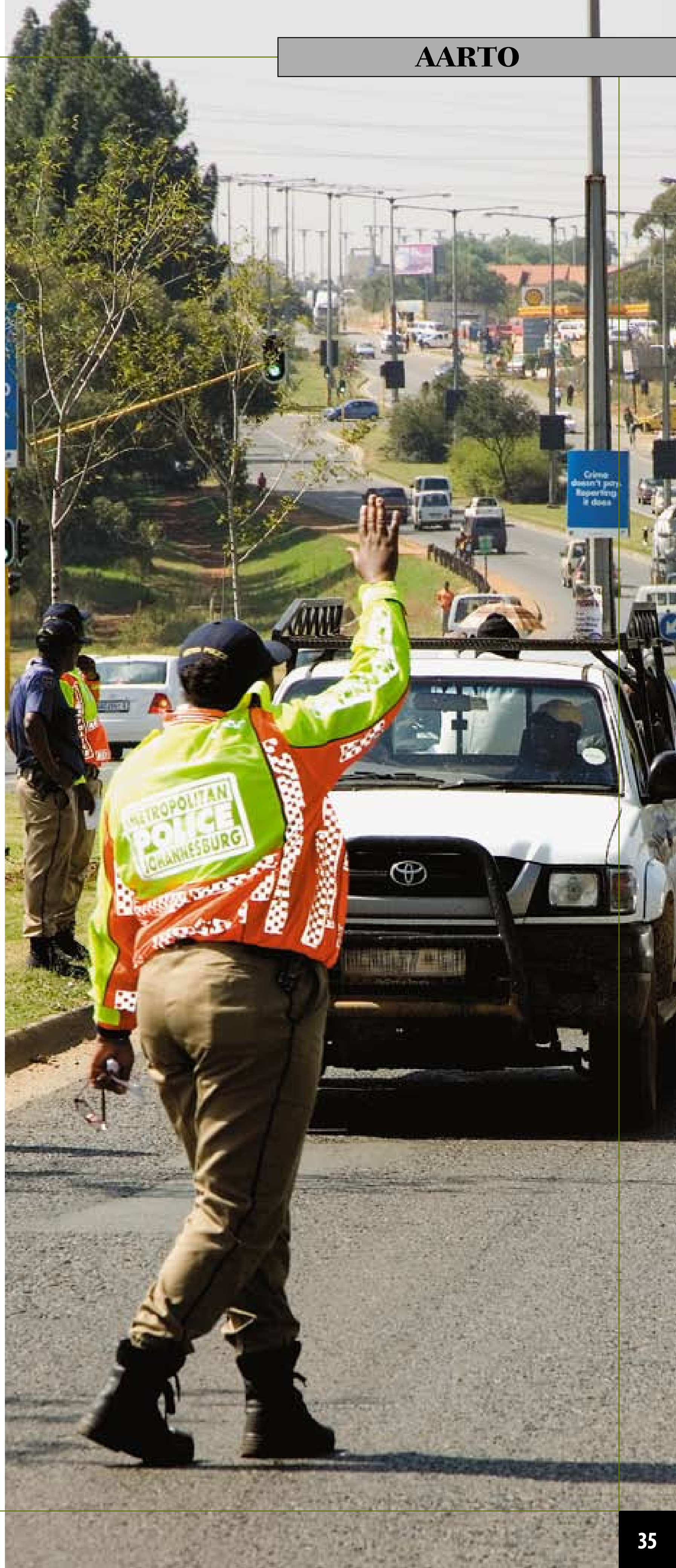

Risky business

Fleet risk management made easy with Indwe Risk Services

Effective risk management is essential for the fleet operator. In a competitive market, fleet management companies cannot afford to have unforeseen risk affecting the profit margin, creating the scenario where an entire month's profit (or more) may be wiped out as a result of unplanned risks.

A prudent process of risk identification and evaluation should be followed to avoid these unforeseen risks. The operating risks which a fleet operator should consider in terms of vehicles are electrical and mechanical breakdowns; loss of or damage to tyres; accidents and damage to third party properties; theft or hijacking of the vehicle and/or load and even excessive fuel consumption due to a worn engine.

A typical rig could be doing 20 000 kilometres per month (which is more than a typical motorist may travel in a year) and one can safely assume that the road risks pertaining to a transport operator could be 10 times the risk facing the average motorist.

Keeping this in mind, fleet operators should choose their insurance carefully and not simply opt for the lowest premiums without considering the impact of the cost of claims. Some insurers have stringent wordings which encompass warranties, rendering the cover of no effect if the warranty is breached or contravened. There are also many different types of insurance for operators and the right choice for your company may not be obvious.

Preventative measures to manage risk

One of the key risk areas often overlooked is driver error. Poor driving skills, exhaustion, negligence and poor health and safety standards impact significantly on a fleet company's risk. If one is serious about the effective management of risk which translates to lower claims and ultimately lower insurance premiums, then driver training and annual medical examinations should be the order of the day.

Another key factor in reducing or avoiding losses due to accidents is effective maintenance of the vehicles to ensure the safety and continued operation of the rigs. When margins and deadlines are tight, routine maintenance is often overlooked. A well maintained fleet significantly reduces the risk of stationary vehicles and loss of income.

Annual risk assessments is key

Effective risk management should be an integral part of effective management and it can contribute to operational efficiency, safety and most importantly profitability. Risk management processes do not need to be expensive, external programmes and processes that are devoid of practicality.

Furthermore, the risk of your fleet should be assessed and re-evaluated on an annual basis. Such an assessment not only assists with overall business planning, but also enable proper budgeting and insurance amendments.

Talk to the experts

Indwe Risk Services makes it its duty to know and understand your business. The company's specialised team understands the unique challenges and requirements of the fleet industry and will be able to assess and advise you on your business risk.

Contact Indwe for a practical risk assessment of your trucking fleet and an assessment your current insurance portfolio. The company will advise you about any threats to your business. Indwe will accurately determine the amount of risk financing you need and place your risk with the best possible insurers in the market.

Indwe also offers a range of value added services unique to the fleet industry, such as legal advice, emergency services, towing arrangements, valuation of vehicles, a network of suppliers and service providers and vehicle assessments.

For more information, contact Indwe Risk Services on 021 840 3110 (Somerset West), 012 471 1000 (Lynnwood) or visit www.indwe.co.za.

A greener agenda

Cutting carbon from the supply chain is becoming a business priority

Just as procurement officers across South Africa are starting to get to grips with black economic empowerment (BEE) with its scorecards, criteria and nuances, along comes GEE (the green version). Much like in BEE, where companies are scored on the basis of whom they do business with, the green version is starting to develop in a similar format.

News that emerged out of the latest Carbon Disclosure Project (CDP 2010) was that over and above the top 100 South African companies that are normally asked to submit information relating to climate change, many more smaller companies are now requesting permission to make voluntary disclosures of their emissions.

It was noted that the main concern among most of these companies was that "they may in the future be implicated in the supply chain and may land up not being first choice anymore."

CDP recently launched a supply chain management category with the overriding objective of motivating the concept of supply chain greening. In many sectors, such as retail, information technology and fast-moving consumer goods, supply chain emissions from activities such as processing, packaging and transportation often exceed those arising from an individual company's own operations.

Another major objective of this initiative is to raise awareness of an organisation's carbon footprint beyond the measurement of its direct emissions as well as to identify climate change risks and opportunities across the supply chain.

The CDP notes a primary aim of the supply chain programme is "to drive action on climate change among both purchasing companies and their suppliers."

So, why is this all happening?

To begin with, companies are responding to stakeholder (customers, investors, employees) demands for greater awareness regarding the real impact the company has on the environment.

Furthermore, certain forward-thinking companies have cottoned on to the fact that strategies to increase efficiencies and reduce waste in the supply chain can add up to a great deal of money and make for smart business.

Green procurement ticks all the boxes, in that companies are not only saving much money through efficiencies, but are also creating opportunities and accessing new markets by sourcing and offering environmentally friendly products.

In addition to this, they are seeing this as risk management and a brand-enhancement exercise.

Many companies do have an eye on supply chain efficiency in the normal course of their business, but this is generally motivated by financial factors to keep costs down. By including an environmental agenda into a procurement policy, companies can potentially unlock the many benefits touched on above.

Add to this the fact that compliance around greenhouse gas reporting is both imminent and inevitable, with large emitters now having to disclose reliable emissions inventories of their operation by 2013. Supportive to this is the fact that the Greenhouse Gas (GHG) Protocol accounting and reporting platform is specifically designed to ensure companies across the value chain start to play an educational, advocacy and even an influential role in their engagement with suppliers.

The GHG Protocol is therefore designed to create a ripple effect across the supply chain. It achieves this by classifying carbon dioxide emissions from a company's activities into scope 1 and 2 (direct company emissions and emissions from electricity) and then reporting on scope 3 (or indirect emissions) resulting from the rest of the value chain in which a company operates.

The protocol stipulates that while a company should take responsibility for and manage its own direct emissions, it is critical that it starts gaining an understanding of the impact of, and influencing, its suppliers and customers.

Probably one of the best examples of a company successfully integrating "environmental consciousness" into its supply chain management strategy is Walmart. Its distribution system has always been regarded as one of the most efficient, and it has an approach to supply chain management that creates total visibility through the collaboration and sharing of information with its suppliers.

Besides driving supply chain efficiency in order to be able to source the products at the lowest cost, Walmart has now integrated a clear environmental agenda into its procurement policy. In fact, Walmart chief executive officer Lee Scott has committed the company to three ambitious goals: to be supplied 100% by renewable energy; to create zero waste; and to sell products that sustain Walmart's resources as well as the environment.

One example of how it has responded to the above goals is when it began its 2008 campaign to reduce the energy consumption of its top 200 Chinese suppliers by 20% by 2012.

Walmart realised that most of its suppliers were less efficient and its source of energy more polluting than other potential trading partners and that if it continued to do business with China, its Chinese suppliers would need to comply with strict and measurable environmental performance criteria to ensure the

upstream and downstream impact of Walmart on the environment is kept in check!

Scott added, “Being a good steward of the environment and being profitable are not mutually exclusive. They are one and the same.

“We recognised early on that we had to look at the entire value chain. If we had focused on just our own operations, we would have limited ourselves to 10% of our effect on the environment and eliminated 90% of the opportunities that are out there.”

Walmart looked at all its logistics and supply chain processes and did the maths. For example, improving fuel mileage efficiency in the trucking fleet by one mile per gallon would save the company more than $52 million per year.

Add to this the many other similar examples and the total savings have started making material contributions to the financial bottom line of the company.

Closer to home, Woolworths is actively involved in similar strategies. One example of the many initiatives to reduce its own impact and particularly its carbon footprint is when Woolworths began trials to test nitrogen refrigeration technology on its truck fleet, in an effort to further reduce its carbon footprint and improve the transport of temperature-sensitive products.

According to Woolworths, the units can eliminate between 24 to 30 tonnes of carbon dioxide per year, per truck.

This is merely one of the many initiatives outlined in its Good Business Journey, which focuses on four priorities: being proactive in fighting climate change, a stronger focus on the environment, social development, and transformation.

The company’s national general manager for transport, supply chain and information technology, Johan Schafer, said that customer feedback about its delivery trucks, obtained by Woolworths’s customer services team, was a factor in the decision to pilot the technology.

While much “green” legislation is proposed and anticipated, much of it is yet to be implemented and enforced. The Green Paper on climate change that has just been released for public response, for the first time provides actual dates as to when large emitters will have to comply with mandatory reporting.

While this is all well and good, right now most climate change response activities are voluntary and being driven by the corporate sector.

Through green procurement, the supply chain is effectively going to become the mechanism through which influential companies will ultimately become ‘the regulators’ and drive change through efficiency and heightened environmental awareness.

The big emitters will all need to be reporting their direct emissions by 2013; and just as in mandatory carbon schemes in Europe and other developed environments, it is inevitable that once the larger emitters are identified and forced to comply with certain disclosure and performance guidelines as a start, the net will soon widen to include smaller emitters and their supply chains.

So it is almost inevitable that all companies will have to start reporting and disclosing their carbon emissions in the not too distant future – so why be reactive when you can be proactive and plan this properly to derive maximum commercial benefit?

If I were to select six golden rules to follow when developing a supply chain greening strategy to engage with and influence the behaviour of suppliers and consumers, I would include the following (in no particular order):

- Get your own house in order before you do anything: There is nothing worse than being told to lose weight by a fat person. If you are going to be scrutinising your supply chain, ensure you know your own impact and have committed to doing something about it in a meaningful and transparent way.
- Just be nice – to start off with, at least: You do not want to create a situation where you become too demanding, too soon, and end up alienating your supplier base. This could have an adverse effect on your business. Initially, your company should play more of a support role and mentor role, demonstrating business value along the way.
- Raise awareness and educate: Companies currently behave in a certain way because they do not know any different. By embarking on a strategy to green the supply chain, you take on the responsibility for educating and advising your suppliers as to what best practice is in relation to environmental reporting and performance.
- Measure everything: Apologies for the old cliché, but "if you can't measure it, you can't manage it" or benchmark your suppliers in an effective and reliable way. Always be sure the measurement methodology used for this purpose is consistently applied.
- Collaborate and share: Develop a supplier and customer engagement strategy that encourages collaboration to ensure the sharing of information and mutually beneficial co-operation to achieve maximum efficiency.
- Develop an eco-brand: Just like the development of private label brands of the 1980s, create an eco-brand to which all your suppliers and customers want to be associated. This would encourage and motivate companies producing eco-friendly products.

While conducting carbon footprint assessments of the activities of a company is becoming acceptable practice, what is becoming even more prevalent are product carbon footprint assessments where companies are now quantifying the total impact of their products on the environment. Conducting a life-cycle assessment is much broader than a carbon footprint of the activities of a single company. These assessments typically include extraction of raw materials through processing, raw material byproduct, transportation, retail, consumption and disposal of the product.

The objective of such a study is threefold:

- To differentiate a product from that of its competitors by offering transparent and accurate carbon product labelling. This sends out the message to customers that the company is aware and concerned about its footprint and that it is the company's responsibility to disclose the extent of this impact.
- To be able to provide quantitative proof that using this said product versus using a more conventional (and damaging) product is less harmful to the environment and as such acquires new customers and gain a competitive edge in the marketplace.
- To provide accurate data so customers can easily quantify and report on their emissions as a result of their use of the product.

A good example of a local company that has used this strategy to its advantage is AfriSam, which introduced a CO_2 rating system where the carbon footprint of each of the company's products is printed on the packaging and benchmarked against the world average. Its Eco Building Cement has a carbon footprint of less than half the world's average for cement, and it has managed to achieve this without compromising quality.

The construction and property industry contributes significantly to global emissions, so AfriSam saw this strategy as a way of differentiation its product in what seemed to be a generic product category.

Things are starting to get interesting, and chief procurement officers – through their new mandate to address environmental, social and governance issues in their supply chain as well as to continue to drive efficiencies and cost cutting – seem likely to become major purveyors of change and environmental awareness where it counts most, up and down the supply chain.

Kevin James
CEO: Global Carbon Exchange

For more information on how to develop appropriate strategies to address your supply chain, contact Global Carbon Exchange:
E-mail:kevinj@globalcarbonexchange.com

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Thinking smart

How mobile Web is changing transport and tracking systems

Imagine standing at a bus stop where a code or number is displayed, which you then type into your smartphone. Automatically (Big Brother is watching you), the Global Positioning System (GPS) picks up your location and up on the little screen pops a bus schedule that tells you that a bus is scheduled to arrive at that bus stop in three minutes' time.

Buses can be notoriously late. But there is a little tab that you press to establish the actual location of the bus and, through pre-installed vehicle tracking, up comes a Garmin-type map with a little arrow to show that the bus is indeed about three minutes away. So you wait, happy with the confirmation the mobile Web has just given you.

Or imagine driving into the city and wanting to park your car in a parking garage. You type in the word "Parking", again giving away your GPS location, and up on the screen pops another map – not only giving the location of several parking garages near you, but also information in percentages on how full the garages are. And so you make a decision that is the most convenient for you.

Wishful thinking? In South Africa, it still is a dream toward having a world-class public transport system, but London already operates a mobile transport information system including timetables for the Tube, its other rail services, bus and waterway transport. In addition, it has introduced its Countdown bus-tracking system which does exactly that for you.

This is to be followed early next year with a system that will indicate where you can park and charge your electric car. That is, if you have registered and paid TFL (Transport for London), by smartphone or other means. It costs an annual fee of £100 for parking at any of the 1 400 charger spots.

On the other side of the world, the city of Singapore already offers real-time information on its parking garages.

And it is all done via the smartphone and the mobile Web.

Traditionally, access to the Web has been via fixed-line services and in South Africa, many transport, tourism and hotel operators are making use of the mobile Web to advertise themselves, their products and services. In fact, since the first ringtone was sold on the mobile phone in Finland in 1998, the mobile Web has emerged as the seventh mass media (the others being print, recordings, cinema, radio, television and the Internet).

At the recent Mobile Web Africa Conference in Johannesburg, it was said that the smartphone and the mobile Web are offering a host of new opportunities including for the provision of transport information "for people on the move" in which South Africa is behind first-world countries.

This is especially true about rail and bus transport information, which is almost absent on the Web itself, never mind the mobile Web. A quick survey by *Road Ahead* revealed that most advanced in supplying such information are the websites for the Gautrain (including its feeder buses), the Cape Town International Airport bus rapid transit service and Johannesburg's Rea Vaya service, which provide routes and timetables.

Like airlines, intercity bus operators now provide interactive time schedules, route information and online booking, with Greyhound and Citiliner recently having gone mobile – one can now book via a smartphone.

Johannesburg's Metrobus provides its time schedules (no routes) in PDF format, of which there are many pages to scroll through.

One has to actually phone certain telephone numbers for Metrorail and most other bus operators for similar information.

Google Maps, which can be accessed via a PC and smartphones, has a facility that will provide the best routes for walking and driving (they differ) between two given points in South Africa.

It also has a facility for bus and train timetables between any two points, but few, if any, operators are using it.

As for freight movement and vehicle tracking, the introduction of smartphones, the mobile Web and the rollout of mobile networks in Africa offers many new opportunities. Better and shared telecommunications infrastructure throughout Africa will facilitate the harmonising of customs and immigration procedures, the creation of more one-stop border posts, access to tourism information by people simply having to click on a few smartphone buttons to submit documents, place an order or make a booking, pay for it via PayPal, or can access the information they need for rapid decision-making.

Brett Faure, manager for all business development in Africa for Digicore, says Africa is showing a "huge potential" and that it is more focused on the fleet management side rather than stolen vehicle recovery.

"C-track is operational in 17 African countries already and we are looking at expanding even more. With so much focus on

minerals and resources on the continent, large organisations are investing in Africa," he adds.

"With the increase in development and mining, it is of the essence to minimise risks of injuries and vehicle abuse in these corporations."

Faure says that through the C-track system, Digicore could help customers, such as BHP Billiton, to monitor speed violations, driver seat belts, impact and roll-over of vehicles and more.

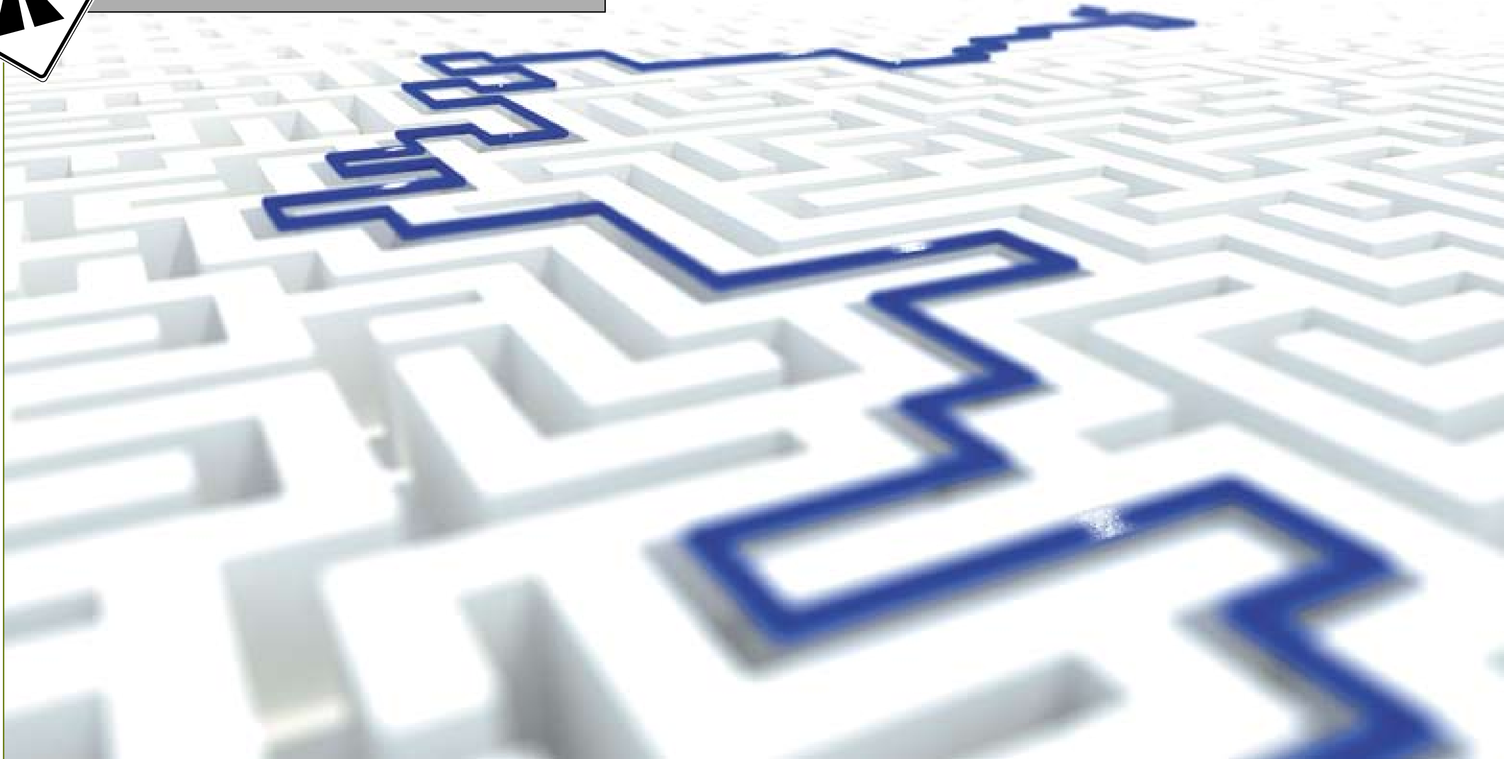
"With mobile networks increasing their footprint in Africa, more and more users will have access to the Internet. Our product uses the GSM networks as well as satellite networks to deliver the information via the Internet to the customer's doorstep," he says.

The opportunity to advertise one's products and services is probably the biggest for transport and tourism as well. According to the latest *Wikipedia* update, a wide range of paid media content is consumed on mobile phones, ranging from $9.3 billion of music and $5bn of videogaming to horoscopes, virtual gifts, jokes, news, adult entertainment, etc.

Like all other media, in 2000 advertising appeared on mobile phones when a free news service launched in Finland that was sponsored by adverts. In 2005, "The Crazy Frog" ringtone became the first mobile ringtone to cross over into the mainstream music charts, beating Coldplay for the number-one spot on the United Kingdom charts.

Advertisers are increasingly using the mobile Web as a platform to reach consumers. A recent study by the Online Publishers Association (United States) reports that about one in 10 mobile Web users said they have made a purchase based on a mobile Web ad, while 23% said they have visited a website, 13% said they have requested more information about a product or service, and 11% said they have gone to a shop to check out a product.

According to the International Communications Union, an important milestone in the transition from fixed to mobile Web use was reached two years ago when mobile access to the Internet exceeded desktop computer-based access for the



first time. In fact, the shift to mobile Web access has been accelerating since 2007 with the rise of larger form factor multi-touch smartphones, and more recently since 2010 with the emergence of multi-touch tablet computers.

Both platforms are more conducive to Internet access and better browser- or application-based user Web experiences than have been afforded by previous generations of mobile devices.

Meanwhile, "Internet Access in South Africa 2010", a study conducted by Cisco and World Wide Worx, has revealed that the number of South Africans accessing the Internet through broadband connections has grown by more than 50% in the past year and that wireless broadband has been growing almost three times as fast as fixed-line broadband in South Africa.

Wireless broadband subscriptions had grown by 88% in the past year, against 21% for ADSL.

According to World Wide Worx managing director Arthur Goldstuck, wireless broadband is neither cheaper nor better quality, but more convenient and flexible. It has changed the way people think about where and how they use the Internet.

Growth in wireless broadband was mainly a result of large companies giving 3G cards to employees who need to be connected while out of the office.

"Today, many workers in South Africa can perform their jobs in or out of the office. The 'connected life' allows workers to be productive, responsive and creative in or out of their traditional office spaces. Remote or mobile workers can instantly access business-essential applications, colleagues, and partners worldwide, regardless of their location," said Goldstuck.

"This ability to collaborate and share information in real time will undoubtedly help to increase business productivity and profitability across the region."

At 21% growth in 2009 in connections via fixed-line, broadband ADSL was declining versus wireless broadband subscriptions, which have grown by 88% in the past year due to the deployment of 3G cards to corporate users.

Goldstuck said this highlighted the need for alternative providers of ADSL which dominated the market up until 2007.

At present, newcomer Neotel – an alternative fixed line provider that holds 50 000 of the 1.49 million wireless broadband subscribers – is still small, but Goldstuck expects it to grow rapidly.

Dial-up access was declining. Goldstuck forecasts that within the next four years, it would become "a piece of history" and a niche service for areas where there was no access.

The emergence of the undersea and terrestrial cable projects such as Seacom are expected to increase broadband capacity 150 times from 80 gigabytes per second in 2008 to 14 770gps by 2011.

Udo Rypstra

Facts and figures from the World Wide Worx study:

- There are 9.5 million Internet users;
- Three million are cellphone Internet users who also have access via a personal computer or laptop;
- 250 000 are dial-up users who now have access via ADSL in the office;
- 600 000 use multiple broadband means to access the Internet;
- Cellphone has surpassed dial-up for the first time as means of access;
- Academic and cellular growth will be major market drivers for the next five years;
- ADSL in small and medium enterprises has connected an additional 756 000 users to the Internet.

Knocking HIV for six

North Star recruits celebrity cricket commentator for truck driver healthcare

North Star Alliance, which provides basic healthcare to truck drivers and peripheral communities along transport corridors throughout Africa, has taken on veteran cricket personality Mpumelelo "Pommie" Mbangwa as its ambassador to promote the aims of the organisation.

Mbangwa, who represented Zimbabwe in the international cricket arena, has become even more well known for his broadcasts from the commentators' box, and has taken his new role as "ambassador" for North Star to heart. He has big plans to raise awareness among the transport community about the benefits provided by North Star.

Actively endorsing the organisation today, Mbangwa gained recognition as an international cricket player while he was a member of the Zimbabwean national squad. He represented Zimbabwe at the 1999 Cricket World Cup and played his last game at the International Cricket Council (ICC) Champions Trophy in Sri Lanka in 2002. Since then, he has become known for his cricket commentary and game analysis off the field, winning both the Best TV Personality/Presenter and Best TV Sports Commentator titles at the SAB Sports Journalist of the Year Awards in 2009 and 2010 respectively.

Already a well-respected figure in the sporting community, Mbangwa says that his endorsement of North Star stems from the responsibility he feels toward the African community. "I believe in what North Star is doing – taking health services to the truck drivers is the most efficient way of providing healthcare to people who are constantly on the move," he says.

"I am happy to lend my voice to help raise awareness for North Star. If I can reach out to men and boys and urge them to take responsibility for their health and the health of their partners, then I have accomplished something to be proud of.

"I know what it's like to be away from my wife and children for a long period of time. Transport workers, especially long-haul truck drivers, endure extremely tough conditions in their daily work," continues Mbangwa.

"They spend days or weeks on the road away from home, suffering loneliness, boredom and fatigue far from any towns or cities."

On Mbangwa's new role, North Star's communications director Robin Landis says, "We were thrilled when Mpume volunteered his time to help North Star raise awareness around the issues of health, safety and personal responsibility.

"Mpume is a wonderful role model; he eats a healthy diet, stays fit through sports, is a supportive husband and father, and is an active community member. We hope that young boys look up to Mpume as a positive example of what it means to live a healthy, balanced life.

"Driving long-haul trucks is time-critical, requiring strict schedules combined with the need to drive safely and efficiently to conserve fuel – the second most costly component of the transport industry after the trucks and their cargo," adds Landis.

"Any illness or discomfort the drivers suffer through poor health or physical condition is made worse by the lack of accessible medical facilities on the routes they travel.

"Even with a wife or girlfriend back home, many drivers succumb to loneliness and the temptations of the available sex workers found along the transport routes throughout Africa. They expose themselves – and then their partners – to the risk of sexually transmitted infections, including HIV," says Landis.

North Star wellness centres dotted around major transport hubs and routes are intended to alleviate the general aches and pains, coughs and fevers suffered by long-distance truck drivers. But, more importantly, they are primed to reduce and eventually prevent the risk of HIV infections among drivers and the communities with whom they interact through a combination of education, counselling, treatment and support.

North Star, a public-private partnership, is establishing a growing network of roadside health points at major truck stops, ports and border crossings in Africa, designed to provide basic healthcare, sexual health education, counselling, testing and treatment for truck drivers and the communities with which they interact directly, including sex workers.

The wellness centres offer a practical, low-barrier and low-cost response to the transmission of HIV and other sexually transmitted infections among workers in the transport industry.

By bringing Mbangwa on board, North Star has a role model of healthy living that can speak directly to its primary audience.

"We want him to be honest and speak man-to-man with the drivers about issues that concern them," says Landis.

"He is an excellent example of someone who supports his family, cares about his community, takes responsibility for his own health and that of his partner, keeps informed about health issues and informs others.

"Mpume's message is, 'Be a man and do the right thing – take care of your health, know your HIV status, be a responsible partner, and seek medical care if you are sick'," states Landis.

North Star is active in East, West and southern Africa. It uses its expanding network of static wellness centres (targeting transport industry personnel and sex workers at fixed hot spots) and a fleet of mobile wellness units to extend quality health services into peripheral communities. Through this approach, the organisation aims to service all major transport corridors and hubs, providing solutions to a chronic problem of illness among transport workers.

"Small transport companies often lack the resources to provide workplace healthcare and HIV prevention counselling and testing for their employees," says Landis.

"And companies that do have workplace programmes usually have truck drivers unable to make use of these because they are on the road all the time. North Star's wellness centres remedy this.

"Drivers don't lose time or pay, since the centres are located where they stop for the night. Companies can keep their workforce healthy and productive, which protects the bottom line.

"Training new drivers is very expensive, and that investment is far greater than the cost of providing healthcare services and prevention programmes to existing employees," she adds.

To date, North Star has established wellness centres in the following countries:

- Burundi
- Democratic Republic of Congo – Bukavu (Port of Matadi)
- Kenya – Mombasa, Mlolongo, Salgaa (Burnt Forest, Emali, Malaba, Mai Mahiu)
- Malawi – Mwanse
- Mozambique and Botswana (investigations under way)
- Namibia – Walvis Bay
- Rwanda – Magerwa
- Swaziland – Oshoek Border Post
- Tanzania – Port of Dar es Salaam and Tunduma
- Uganda – Malaba
- Zambia – Chirundu North
- Zimbabwe – Chirundu South, Beitbridge

North Star works in partnership with various organisations linked to the transport sector, health and HIV/Aids, most notably the International Transport Workers' Federation, the Joint United Nations Programme on HIV/AIDS, ORTEC, commercial logistics provider TNT, and the World Food Programme.

For more information on North Star, contact Paul Matthew, Director: Africa on tel: +27 11 031 767 2294 or e-mail paul@northstar-alliance.org

Looking out for the drivers

Andebe teaches truck drivers the value of their lives

Andebe is a service provider accredited with TETA (TETA06-112) and has been working with truck drivers for more than seven years. As a service provider in skills development and training, they have a clear understanding of the need for training in all sectors of the transport and warehousing industry of South Africa.

Andebe has placed a particular focus on drivers because of a number of reasons:

- The driver is "the face of the company" – first contact with company's clients.
- The driver must be an organiser, negotiator, sales representative, product expert, gentleman, counsellor and manager in his/her own right.
- He/She must be able to handle conflict, abuse, harassment, anger, vehicle breakdowns, road rage and driver fatigue.
- He/She must pay for stock losses, having no control over it many times.
- He/She must collect cash and risks being an open target for hijackers by putting his/her life on the line for the company.
- Drivers are forced to drive vehicles that are overloaded and sometimes even unroadworthy.
- Some drivers need every bit of money he/she can earn for the day and is willing to drive any kind of vehicle, in any condition. Drivers are threatened, bribed and abused.
- Drivers are prepared to do this and more for an average salary that is sometimes less than an administrative personnel.

Why do companies trust the driver with a product and a vehicle worth millions but do not invest in the driver's life? The answer is simple: companies cannot afford to take the driver off the road for even as little as a week's training, and some drivers are not interested in training.

Some employers say that they go through their drivers so fast that it is not worth trying to educate them. These excuses have gone as far as – if we train the drivers, we give them too much knowledge and they end up making demands on the company. Yes, there is the other side as well:

- Fake licences and PRDPs
- Drivers not qualified to be on the road
- Drivers medically unfit
- Drivers stealing from companies
- Damaging of vehicles and property
- Drivers involved in crime situations

South Africa needs to take back control – it can be done by:

- Regulation and strict control – driver and company!
- Proper training on all aspects of driving.

Learning programmes

- General Education and Training in the transport industry; Certificate (120 Credits required)
- National Certificate Professional Driving (122 Credits required)
- National Certificate Freight Handling (128 credits required)

On completion, learners will:

- Obtain and communicate road transport operational information;
- Assess loads against given permissible load requirements;
- Plan road transport service delivery that meets specified requirements;
- Drive a vehicle conveying a specific freight commodity or category of passengers;
- Use computerised spreadsheets and word processing;
- Conduct vehicle maintenance according to specified procedures;
- Plan the establishment of a small business according to relevant business principals; and
- Operate lifting equipment according to specific procedures.

Life skills course

Life skills are the skills that a person must possess in order to successfully live in today's world. These include knowing how to work at a job and be part of a team, manage money, manage time, live as part of a family and learning effective communication skills. Unfortunately, many people grow to adulthood lacking necessary life skills to successfully thrive in their own lives.

Therefore, life skills training for adults are necessary.

Good education does not always prepare someone for life. There are many things that are necessary to navigate the world, deal with money and interact with other people. While you don't need to master these skills to survive, a good understanding of them will help you live a life less stressful than not understanding them at all.

Life skills course focuses on:

- inspiring, equipping and empowering people to obtain and operate with the major attitudes;
- to achieve maximum success and happiness in every aspect of living;
- to implement and uphold the major principles that will help them to achieve maximum and long lasting career success and happiness;
- implement and uphold the principles which will help them to manage and spend their time properly; and
- Improved motivation, commitment and competency in all aspects of life:
  - – Improved Stress Management
  - – Improved Marriage/Family/Work relationships
  - – Success and Happiness
  - – Communicate effectively

This training includes HIV/Aids – a registered unit standard.

Summary

Life skills are defined as any action or activity that an individual needs to engage in, to feel and live independently. Discover important life skills, such as being able to communicate properly and interact with others in a positive and correct manner.

For more information please contact Andebe on 011 764 1986

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MOVING FREIGHT INTO AFRICA IS KEY TO CONTINENT'S DEVELOPMENT

Freight into Africa, a series of regional conferences starting withthe SADC, will identify and seek solutions to the high costs involved in Africa's cross-border transport and its logistics. These costs and the quality and efficiency of the transport infrastructure all impact heavily on the region's ability to compete -- and where the private sector decides to locate, invest and do business. On this decision depends the creation of jobs and the region's prosperity.

Freight into Africa-South, to take place at the Gallagher convention centre in Midrand on 27-28 July 2011, will highlight initiatives, projects and the role of the SADC and other regions in the development of the continent -- all tied to solutions to the challenges of trans- national transport, logistics and the movement of freight.

"These are critical issues for a developing continent and are all within the African Union"s programme of regional integration and development," said conference director Tanitha Jolly.

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