



[www.edcon.co.za](http://www.edcon.co.za)



Edcon is South Africa's largest non-food retailer. The Group has been in operation for more than 80 years and has expanded its footprint to include over 1100 stores through different store formats.

Economic and social transformation in South Africa is an evolving, emotive, complex and fluid issue, with social and environmental trends impacting and re-shaping societal attitudes and the way business operates. Edcon's integrated transformation model allows each of its operating divisions to build decentralizes social change projects that are aligned to the business, while driving social inclusion and sustainability.

The responsibility towards the **integrated** development and upliftment of communities, while pursuing business objectives remains a key a commitment to contributing towards making a sustainable difference. We adopt a sustainable approach to corporate social investment, enterprise development and environmental issues as outlined in the model below:

**website:** <http://www.edcon.co.za/>



This integrated transformation model part of Edcon's Transformation strategy. Edcon is committed to make a positive impact and sustainable difference in the lives of individuals, families, communities and society. Our aim is contribute to social inclusion by investing in the quality of life of people in the areas in which we trade and invest, as well as our employees and customers communities.

We make financial and non-financial strategic investments and contributions that have social, environmental and economic value (people, planet, profit) and have a shared benefit for both communities and our business. This idea of shared value is underpinned by our group brand positioning -**"Living Value"**.

**Programmes Gallery** - (please see copy and images from page 4 - 9 to use as link for each of the five focus areas listed below- )



Youth  
Entrepreneurship



Women  
Empowerment



Disability



Sustainability



Employee  
Volunteerism

# Youth Entrepreneurship

## Edcon Design Innovation Challenge

The Edcon **Design Innovation Challenge** was launched in September 2016 by the Edcon Group to advance skills development and entrepreneurship in the clothing and retail sector. This initiative seeks to do so by providing final year and post graduate South African fashion design students with the opportunity to further develop their fashion, design and entrepreneurial skills through the learning platforms created by Edcon and thereby contributing towards the advancement and improvement in the calibre of our young South African designers.

This initiative is endorsed by Proudly South African as it helps build futures and create employment for young fashion industry professional whilst creating a pool of talented young designers across the South African fashion industry.

A unique initiative that provides multiple business, entrepreneurial and skills development opportunities and entails:

- ✚ 21 Steps to Retail
- ✚ 1yr Internship in Edgars & Jet
- ✚ Technical Skills
- ✚ Business Training
- ✚ Mentorship & Personal Development

The Edcon Design Innovation Challenge is a unique initiative that has provided multiple opportunities and exposure to:

- 27 young design students in the programme
- 21 Steps to Retail programme  
Created an 8 piece collection showcased at the EDCON ProudlySA Heritage fashion Show
- 12 Month Internship  
Jet and Edgars
- Six of the interns from the 2017 intake have been permanently employed by Edgars and Jet



# Women Empowerment

## Recognition & Awards

**December 2017**

Mbokodo Humanitarian Award

**February 2017**

First Runner-Up: Public Private Partnership category of the Gauteng Premier's Service Excellence Awards.

**March 2017**

Global Entrepreneurship Network Compass Award for pushing the entrepreneurship agenda and contributing to the development of retail industry skills.

**September 2016**

Best Contribution to the Reputation of the Profession Award - 3rd Annual All About Public Procurement Awards.

**August 2016**

Edcon CEO & MD the First South African Company CEO Thematic Champion of the UN HeforShe initiative.

**July 2016**

Sunday Times Lifestyle Magazine - 20 Leading Caring for a Cause initiatives.

## Edgars UNiTE Orange Day Campaign

Edgars UNiTE Orange Day Campaign is an Edcon initiative launched in 2015 in support of the United Nations UNiTE Campaign. The Edgars UNiTE Campaign supports women survivors of gender-based violence through accredited skills development in sewing, fashion and design in an effort to empower women to discrimination and violence against women, whilst also boosting women's economic participation.

The campaign is a partnership with UN Women SA Multi-Country Office and provincial Departments of Social Development. It is a year-long programme that entails working with women living within the Department of Social Development shelters who receive a three months training accredited sewing course from SEWAfrica College.



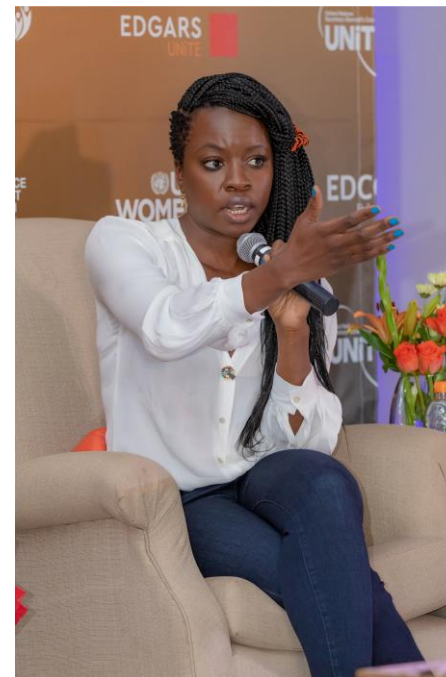


## Impacts:

On completion of their training, the women receive a sewing machine and start-up stipend to assist them in putting their acquired sewing skills to work and building a new future for themselves and their families.

Edcon also provides them with information on access to its supply chain, while also encouraging the women to set up their own businesses and/or co-operatives.

Edcon has economically empowered over 140 survivors of gender violence through their participation in the accredited skills training programme. The company has created employment, entrepreneurship and job creation opportunities through the programme. The programme has also made a contribution to awareness around gender-based violence through its social media campaign.



## UN Women Dialogue - Danai Gurira Conversation with Young Women

Edcon sponsored and highlighted Edgars UNiTE at the UN Women Dialogue held on 3 December 2018, led by UN Women Executive Director Dr Phumzile Mlambo-Ngcuka and presenting the new UN Women Goodwill Ambassador, Danai Gurira.



The Edgars UNiTE Moving Exhibition is a showcase of stories of survival in fabric form by women participating in the programme

# Disability Support

Edcon has been the anchor of the Casual Day Campaign, the awareness and fundraising initiative of the National Council for Persons with Disabilities in South Africa (NCPDSA) since 2013. Over the past six (6) years, Edcon has provided a significant annual sponsorship towards the campaign, while also supporting the initiative through the sale of Casual Day stickers in all its SA stores. - Training Unemployed PWD

## Casual Day Campaign



There are 12 National Beneficiaries in this project and their services include job creation, poverty alleviation, upliftment, housing, education, skills development and much more.

- ✚ Autism SA
- ✚ Deaf Federation of SA
- ✚ Down Syndrome SA
- ✚ Epilepsy SA
- ✚ National Association for Persons with Cerebral Palsy
- ✚ SA Federation for Mental Health
- ✚ SA National Council for the Blind
- ✚ SA National Deaf Association
- ✚ National Institution for the Deaf
- ✚ Alzheimers Association of SA
- ✚ SA Disability Alliance
- ✚ QuadPara Association of SA
- ✚ Ikageng Skills Development Centre





# Sustainability

Edcon as a signatory to **the UN global sustainability compact**, understands that being sustainable and responsible is critical to business success and is committed to development that meets the needs of the present without compromising the future. Edcon is cognizant of the fact that environmental trends are increasingly impacting and re-shaping the competitive space and have identified the following sustainability pillars:

## Edcon Sustainability Pillars



**EDCON**  **stitch**  
living value



The Edcon Stitch Sustainability Programme represents our commitment to stitching together a sustainable future for our

- **People** ▪ **Customers**
- **Environment** ▪ **Communities**

**Efficient** - the reduction of waste, optimization of material use and human potential.

**Ethical** - encouraging openness and transparency, by using our leverage (with suppliers) to promote a robust understanding of value, we are able to build trust with our stakeholders.

**Agile** - ensuring sustainability initiatives contribute to internal skills, systems and partnerships that drive competitiveness.








# Employee Volunteerism

## Edcon Growing Hope Programme







The Edcon Growing Hope programme forms part of the organisation's objectives and approach to charitable giving and a policy of encouraging employee involvement in local charities, community projects and voluntary organisations.



### Edcon Staff Volunteer:

-  Time
-  Funds
-  Skills
-  Expertise
-  Merchandise

### Focus Areas

-  Children
-  Women
-  Disabled
-  Education
-  Youth
-  Safety

