

Press Release

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IoDSA SUPPORTS ENERGY INDABA 2010

The Institute of Directors in Southern Africa (IoDSA) has become the latest organisation to endorse the ENERGY INDABA.

The IoDSA will join the ENERGY INDABA 2010 conference and exhibition, which takes place on February 24-26, 2009, in pursuing efficient and sustainable solutions for energy utilization amongst businesses.

“With growing awareness around energy shortages, we are pleased to be involved in an event such as this as it will be championing energy sustainability. We believe this will be of benefit to IoDSA members, especially in assisting in their decision making in the key area of sustainability,” says Michelle Blundell, head of marketing and PR at IoDSA.

“We view IoDSA’s partnership with the ENERGY INDABA as important in helping us to fulfill our objectives of raising awareness around the issue of energy usage amongst businesses,” says Liz Hart, MD of Siyenza Management, the event organiser of the ENERGY INDABA. “We also believe that, as the leading driver of corporate governance in South Africa, IoDSA has great value to add in ensuring the green future of our country.”

In recent years, IoDSA has witnessed a rising interest amongst its corporate members in the adoption of environmentally friendly initiatives within their organisations. “We have found that our members are now more than ever, hungry to learn about issues relating to sustainability and what they can do in their working environments to make a difference,” says Blundell.

The IoDSA will be communicating to its members to assist in their preparation for the outcome of the UN Climate Change Conference in Copenhagen, Denmark that takes place this December. It is widely believed that this landmark event will result in the requirement that developing countries, such as South Africa and its businesses, take a more responsible approach to reducing their carbon emissions. “From a strategic business point of view, the sooner a

business takes the impact of climate change seriously and begins to implement ways to address the effects thereof, the sooner they'll gain a competitive advantage," comments Blundell.

But for the meantime, IoDSA encourages businesses to take simple steps towards an energy efficient environment by:

- Switching off computers, air conditioners and coffee machines when they are not in use
- Opening an office blinds or curtains to allow natural light to filter in
- Turning down the computer screen light as this usually uses a vast amount of energy

Note to Editors:

ENERGY INDABA 2010: A Time of Change

ENERGY INDABA 2010 – A Time for Innovation, Solutions and Alternatives is the event theme chosen by the Steering Programme Advisory Committee for ENERGY INDABA 2010.

The flagship African energy event is an annual event on the Africa business calendar with a specific focus on exploring solutions for a new energy future for Africa. With the recent ever increasing world-wide attention to Energy, ENERGY INDABA 2010 provides an ideal platform to encourage debate as well as creating the stage for a networking climate conducive for companies and individuals to interact.

The event forms part of the African business calendar, which will promote sustainable development initiatives across the African continent.

DATES: 24 – 26 February 2010

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