

## Tsogo Sun, Generation Earth announce partnership

Tsogo Sun has entered into a new partnership with Generation Earth, a green networking platform with the youth, for the youth and by the youth, that recognises and develops green thinkers.



This new relationship, which sees Tsogo Sun becoming the venue and accommodation partner to Generation Earth, including their annual summit in October this year, follows on several years of partnership with sister organisation Miss Earth, a leadership programme that empowers young South African women with the knowledge and platform to create a sustainable difference in combating the destruction of our natural heritage.

Generation Earth works with 80 school councils around the country, comprising about 1,700 learners, in a structured action plan for the youth to make a difference in the betterment of the environment. The students on the Generation Earth councils are expected to be studying the sciences, and to have expressed an interest in a career involving the environment.

### Stalwart efforts

"It has been, and continues to be, a great pleasure working with Miss Earth and contributing to their stalwart efforts to involve young women in sustainable green initiatives," says Candy Tothill, Tsogo Sun's exec responsible for corporate affairs.

"We're sure that the same will apply to our newly formed partnership with Generation Earth and their efforts to get bright young people to 'think green' in the interests of a sustainable future. Green issues are high on our corporate priorities and

this work connects well with our CSI focus on youth development, making the partnerships with both Miss Earth and Generation Earth a good fit for Tsogo Sun."

At the Generation Earth Summit in October, the student councils will present innovations linked to COP21's theme of food security and water and energy conservation, ahead of COP21 - the 21st session of the Conference of the Parties to the UN Framework Convention on Climate Change - from 30 November to 11 December in Paris. COP21 will aim to achieve a new international agreement on the climate, applicable to all countries, with the aim of keeping global warming below 2oC.

## **Rewarding relationship**

"We're delighted to be welcoming Tsogo Sun to the environmental initiatives of Generation Earth," says Ella Bella Constantinides, founder of Generation Earth and a UN Youth Mentor. "We have no doubt that the relationship will be as warm and rewarding as it is with the Miss Earth organisation - and that soon Generation Earth will also regard Tsogo Sun as 'home'."

Also introduced at the World Environment Day event were the Johannesburg nominees for Miss Earth 2015, who have all been planting vegetable gardens, getting involved in waste projects, and planting trees, in preparation for the crowning of the new Miss Earth in September.

For more, visit: <https://www.bizcommunity.com>