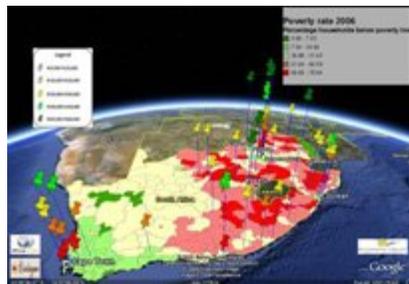


Social Mapping Project

Business Trust funds development of software that plots corporate social investment on Google Earth



Each year companies in South Africa channel substantial funds into projects targeting beneficiaries in poor communities - estimated to be worth R4.1 billion for 2007/08 alone.

The Business Trust has provided funds for the development of the Social Mapping Project. This software tool is designed to enhance the impact of corporate social investment by showing the extent of investment in relation to socio-economic need. This information is viewed by geographic region, and

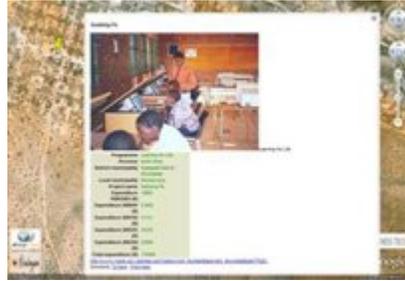
development sector on a Google Earth platform, allowing the user to zoom down from a view of South Africa, all the way down to a specific street or building.

The Business Trust has provided the funding to develop this powerful new tool as part of its Community Investment Programme, which seeks to drive private sector investment into poor communities. For more information on the Business Trust's Community Investment Programme please see www.btrust.org.za. Trialogue, who developed the concept, are responsible for overall project management of the project. This includes the management of the commercial relationship between itself and the companies that subscribe for its services. AfricaScope, specialists in mapping of socio-economic data, have provided the technical insight.

Benefit to Subscribing Organisations:

The map has the potential to enhance the impact of corporate social investment by allowing organisations to:

1. Analyse: Profile the communities in which a project is being implemented (population, poverty rate, malnutrition, access to services etc.)
2. Visualise: Demonstrate the impact of social investment on different sectors and in different parts of the country, live in presentations or copied into reports.
3. Cooperate: Align social investment with other corporate or government programmes, by using this tool to identify areas of potential cooperation.



Subscription is available on a full or partial basis. Full subscription allows the choice of various data confidentiality levels, and provides access to the following data:

- CSI funding by region (province and municipality) and development sector and sub-sector.
- Description of projects that are funded by CSI programmes and the level of funding.
- Geographic location and contact details of projects funded by CSI programmes.
- Population, economic environments, poverty, access to services, malnutrition and human development indicators at a municipality level (sourced from the HSRC.)
- Beneficiaries of project funding.

This information will enable CSI practitioners to benchmark their CSI contributions, identify project partners, track socio-economic changes and ensure that their funds are being used effectively. As more companies subscribe to the project, the data will become richer and more comprehensive.



Organisations can choose to share this data with other subscribers, or retain confidentiality (certain aggregate information will be used to profile geographic and sector spend, but without company information attached).

Some headline information will be accessible to non-subscribing organisations, for example, provincial CSI spend. There will be a cost associated with accessing more detailed information.

For more information on the tool please see www.socialmapping.net. If you would like to subscribe, organise a demonstration at your office or simply find out more about the social mapping tool please send an email to info@socialmapping.net or call Triologue on 011 484 6521 or 021 762 1166.

For more information on the Business Trust's work in growing priority sectors, building skills and infrastructure, and combating poverty, please see www.btrust.org.za.

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