



All South Coasters are challenged to embrace an hour of darkness to combat climate change

Saturday 27th March 20:30 to 21:30

The Beekman Group is challenging all South Coast residents to embrace one hour of darkness this Saturday night, 27th March, in order to be part of the global Earth Hour protest against climate change.

On Saturday, beginning in Auckland, New Zealand and finishing in Honolulu, Hawaii, residents and business in every city, town and rural community around the globe will be switching off all their lights for approximately 1 hour at 20:30 local time. This is a symbolic reminder to all governments from the citizens of the world that regardless of nationality, gender, political or religious beliefs, we stand united in our concern for the future of our planet.

The Beekman Group challenges every household from Scottburgh to Port Edward to be part of this initiative. Simply switch off all lights and rely on candles or a hurricane lamp for a minimum of 60 minutes. Why not make it fun, switch off that TV too, have a braai under the stars or even a romantic dinner for two by candle light?

The Group will be switching off all non essential lights at its head office, Beekman House, in Port Shepstone, and all non essential lights will be switched off in each of the resorts it owns across Southern Africa. Other businesses on the South Coast are challenged to follow suit.

Earth Hour 2010 is simply one initiative that the Beekman Group has adopted as part of an ongoing commitment to the protection and preservation of the South Coast's environment through its Go-Green campaign. These initiatives include:

- Replacing every florescent tube used for overhead lighting at our Head Office building with new generation LED lighting tubes. LED lights do not contain potentially harmful toxins or glass covers; they can be repaired, recycled and have a 10 times longer life expectancy than conventional lighting tubes. This is a significant capital investment.
- Our air conditioning demand is expected to come down by 30%, due to the much cooler operating temperature of LED lighting, thereby reducing the building's electricity consumption even further.
- Every evening, the lighting on all floors is switched off. Only essential lighting necessary for security purposes is left on.
- All geysers utilised at our Head Office are controlled by timers to ensure that they automatically switch off when the building is unoccupied.
- On each office floor we have recycle bins for staff to deposit discarded, paper, glass and plastics. Staff are actively encouraged to bring their recyclables from home in order to make use of this facility
- We are establishing a dedicated site in Port Shepstone, at which all recyclable items can be deposited for collection. This is available for use by all South Coast residents and businesses.
- The recyclable items are collected by designated recycling companies, as opposed to having them just dumped in a standard landfill waste site.
- It is planned to extend the concept of dedicated recycling collection points along the whole South Coast.
- All our corporate email correspondence displays a foot note advising against the unnecessary printing of the message in order to save on paper.
- All incoming physical mail is scanned into our operating system and distributed electronically throughout the company. Thereby saving on paper.
- All our resorts have initiated programmes to conserve energy.

The initiatives outlined above, are just a few examples as to how the Beekman Group has incorporated environmental responsibility within our corporate philosophy.