



## ACIS – Better Business Together

### Corporate Social Responsibility Profile - Tangerine

The following is one of a series of profiles of Corporate Social Responsibility Activities undertaken by ACIS member companies.

We believe it is important to share this information, since many companies contribute more to development than employment creation and payment of taxes.

If you would like further details about the company described in the profile or their CSR activities, their contact details are provided at the end of this email.

If you would like your company CSR activities profiled please contact [acis@acismoz.com](mailto:acis@acismoz.com)

For details of other CSR activities, which our members are involved in or to find projects to participate in visit the CSR page on our web site [www.acismoz.com](http://www.acismoz.com)

#### Company Background



Tangerine is an organization based in Maputo, Tangerine has been operational for over 6 years. Specialising in field marketing services and the collection of market intelligence, Tangerine is able to provide strategic and creative field marketing services that add value to the sales process and heighten product awareness - ensuring high returns on investments. By identifying crucial elements necessary for the successful implementation of our various programmes, Tangerine has become a major player in the Moçambican market, consistently achieving outstanding results.



At its core, our services analyse and identify:

- Brand Activation
- Retail Auditing
- Merchandising
- Experiential Marketing
- Market Research
- Mystery Shopping
- Logistics and Distribution

Our client portfolio includes, to name but a few, Mcel, Samsung, and Coca-Cola.

#### Sustained Beach Cleaning Project.

Tangerine noticed that the Maputo Municipal Council was struggling to keep beaches clean due to a lack of rubbish bins and collection points. Rubbish was being strewn everywhere by beach users. Add to this the fact that the amount of litter has increased over the years with more people using the beach and fundamentally, there was no active environmental communication campaign.



As a solution, Tangerine proposed identifying a sponsor to help with the installation of rubbish bins and rubbish skips along a 6km stretch of the Costa do Sol shore line. Tangerine collaborating with Mcel have been managing this project since 2006. As part of their corporate responsibility programme, Mcel sponsors this sustained beach project – without their input such a project would not have gotten off the ground.

The project employs 12 full-time cleaners and a supervisor. Fifty 210-litre concrete rubbish bins have been installed in strategic positions along the beach. These are emptied daily, as well as rubbish collected on the beach and the immediate surrounds. Skips are positioned at central points to facilitate smooth service delivery.





### **Future Plans - Litter Awareness Campaign**

To educate and enlighten the public, Tangerine plans to put up at least 15 information placards along the beach. These placards with contain environmental messages and responsibility notices to the public about the availability of the bins and the necessity of their usage.

This will be complemented by a **litter collection campaign** – aimed at all beach users and Maputo residents. The objectives of the campaign will be twofold:

- to increase public participation in solving the pollution problem
- to educate the public on the consequences of littering

Targeting school children, beach vendors, beach users, establishments alongside the beach and corporates in the city of Maputo, the campaign aims to increase awareness of the importance of litter collection, across the board.

The campaign will peak in summer – when beach attendance is at it's highest.. The more people Tangerine can alert to the environmental messages we need to disseminate, the greater the chance of successful implementation.

With strong visual impact, Tangerine aims to diminish the challenges faced by educating the public and ensuring that the beach remains environmentally sound and within the footprint of sustainability.

Tangerine has been given the license by the Beira Municipality to carry out a similar initiative along the Beira coast line. For these initiatives, Tangerine is looking for partners to take the project to the next level.

It is Tangerine's aim to increase this campaign right along the Moçambiquan coastline and to ensure that our beautiful beaches are preserved and protected. Public awareness and participation are crucial to the success of this objective.



## **Conclusion**

It is important that we preserve our coast Lines. Let us learn to take with us all the litter that we bring to the beach, and better still use the bins provided to dispose of the litter.

## **Contact us for more details**

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