

## **NEWS RELEASE**

### **Alchemy - Anglo American Platinum's R3.5 billion social development framework for shared ownership - wins Project of the Year Award**

Alchemy, Anglo American Platinum's R3.5 billion social development framework model for shared ownership, won the Project of the Year category in the 2014 regional Core Value Awards for Excellence in Public Participation, hosted by IAP2 Southern Africa (IAP2 SA), the local affiliate of the International Association for Public Participation.

Anglo American Platinum, supported by SRK Consulting, TTM Consulting and Yamedupi Solutions, entered the category with the initiative titled as Alchemy: Sustainable Community Futures Beyond Mining Through Mining – Engagement leading to the Establishment of Community Development Trusts.

The award in the Project of the Year category recognises excellence in the tools, techniques and efforts in public participation within a finite project framework. It was presented to the Alchemy team last night on 28 August at an award ceremony held during the IAIAA 19th National Conference at Gallagher Estate in Midrand.

Executive Head: Corporate Affairs at Anglo American Platinum, Seara Macheli-Mkhabela says, "Public participation and meaningful engagement are core functions of Alchemy, and we are pleased to receive this award in recognition of the teams' hard work."

The event is organised by IAP2 SA in partnership with IAIAA - the South African Affiliate of the International Association for Impact Assessment.

IAP2 SA seeks to raise awareness and standards of public participation in southern Africa with the goal to empower individuals and organisations by offering knowledge resources, training opportunities, and platforms for discussion among members throughout the region.

The competition was open to all projects or organisations operating in southern Africa that demonstrated successful application of the IAP2 Core Values in the past two years.

Alchemy started in 2009 to develop mine communities that did not previously benefit from empowerment. Each development phase of the entire Alchemy vision is underpinned by internal and external consultation and engagement activities.

Alchemy is set up to assist with the development and meaningful empowerment in benefit areas consisting of host communities situated close to Anglo American Platinum mines in Mogalakwena, Rustenburg, Twickenham and Amandelbult (Tumela/Dishaba), and key labour-sending areas in Northwest, Limpopo, the Eastern Cape, Mozambique and Lesotho.

"Alchemy is thus closely aligned with the core values of IAP2 that describe ongoing, honest and purposeful engagement with communities and stakeholders, informing both project design and the establishment of local community development structures. We know we still have much to do in working towards the end vision of Alchemy, especially in working with the wider beneficiary communities. The team working on Alchemy have the skills and the experience to make it happen. More importantly, they have the sensitivity and empathy to build relationship with all those engaged," Macheli-Mkhabela concludes.

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**Notes to editors:**

Public participation and detailed engagement with local government representatives, traditional leadership structures and community members, have informed and guided the design and evolution of the Alchemy structures and systems, and ultimately leading to the establishments of the Development Trusts (DTs).

The DTs will distribute annual dividend funds to Alchemy beneficiaries for community development, designed to grow into self-sufficient entities that would promote local ownership of development planning and resources.

Once fully operational, the Alchemy community development structures will reach around one million beneficiaries in the four benefit areas and labour sending areas.

Anglo American Platinum Limited is a member of the Anglo American plc Group and is the world's leading primary producer of platinum group metals. The company is listed on the Johannesburg Securities Exchange (JSE). Its mining, smelting and refining operations are based in South Africa. Elsewhere in the world, the Group owns Unki Platinum Mine in Zimbabwe and is actively exploring in Brazil. Anglo American Platinum has a number of joint ventures with several historically disadvantaged South African consortia as part of its commitment to the transformation of the mining industry. Anglo American Platinum is committed to the highest standards of safety and continues to make meaningful and sustainable difference in the development of the communities around its operations. [www.angloamericanplatinum.com](http://www.angloamericanplatinum.com)

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