

Carla Viktor crowned as Miss Earth South Africa 2015

Carla Viktor has been crowned as Miss Earth South Africa 2015 at Tsogo Sun's Rosa venue at the Palazzo at Montecasino in Johannesburg.



Together with the Miss Earth South Africa leadership development programme, Tsogo Sun is helping to deliver the message of personal responsibility towards our planet through a collaborative partnership aimed at raising environmental awareness for a greener future.

"The Miss Earth South Africa leadership programme empowers young South African women with knowledge about environmental sustainability and provides a powerful platform for them so that they can serve as positive role models to the younger generation," says Candy Tothill, Tsogo Sun's general manager of Corporate Affairs, who heads up the partnership with Miss Earth.

"The partnership enables Tsogo Sun to extend our reach outwards into the communities who most need this type of education so that they are equipped with the understanding to help them behave more responsibly towards the environment."

Continued support

Miss Earth is crowned annually and is committed to raising awareness among South Africans for environmentally sustainable communities through tree-planting, recycling, energy efficiency and carbon-conscious lifestyle choices. Tsogo Sun will continue its support of Miss Earth throughout the year's activities.

Catherine Constantinides, national director of Miss Earth South Africa, says Miss Earth is proud to call Tsogo Sun home for the fourth year running and that the partnership is contributing to growth and efficiency in the programme's development.

"Our vision is to create a positive and lasting change in corporate and social behaviour by addressing environmental, water, energy, conservation and sustainability issues, and by building communities and networks based on the principles of sustainability and human development - and Tsogo Sun contributes to this vision."

Through its partnership with the Miss Earth South Africa ambassadors, Tsogo Sun has enabled nearly 19,000 school children to be reached and educated, planted close to 700 trees, established and maintained about 60 vegetable gardens and delivered close to 8,000 stationery packs to South African learners.

Steady impact

Tsogo Sun's environmental management programme has been making a steady impact over the years as the group strives to improve its green consciousness and reduce its carbon footprint. Far-reaching initiatives that reduce the impact that the business has on the environment and encourages guests and employees to embrace greener behaviour have been introduced.

"The sustainability of our business practices and our communities is core to our strategy. There is no doubt that the next generation of consumers are more aware of the impact that their behaviour has on the environment. Through our partnership with Miss Earth we aim to further educate and change the behaviour of the youth, by profiling the environmental awareness of their peers who are credible ambassadors," concludes Vusi Dlamini, Tsogo Sun's Group HR director.

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