

Debswana Jwaneng Mine JPSL

FREQUENTLY ASKED QUESTIONS

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1. What is JPSL?

The Jwaneng Premier Safety League (JPSL) is an initiative which aims to incentivize mine personnel to adhere to all Safety, Health and Environment (SHE) regulations.

2. When was JPSL launched?

JPSL was launched in June 2012.

3. What necessitated the launch of such an initiative?

The JPSL was introduced in an attempt to increase health, environmental and safety awareness within the mine.

4. How does JPSL work?

JPSL involves all employees/participants into a SHE premier League in which players (employees) and teams (inter-departmental) are merited/incentivised to perform their best in the upkeep and practice of the SHE regulations by awards. Playing the teams against one another while the players direct their efforts to 'Playing it Safe' in the true spirit of "safety sportsmanship" encourages participation and relatively higher uptake of working towards the goal of zero harm. Adherence to SHE regulations and protocols results in points being gained by each player and by extension of their good play, their team. Breaches of SHE protocols results in penalties carried out by the reduction or removal of points. This system has been developed in such a way that the scoring is easily managed, transparent and linked to performance

5. How many participants are there in the JPSL programme?

JPSL sees a staff involvement of up to 3,400 mine employees, including contractors on the mine. This is grouped into 27 teams who 'play' in the League, comprised of mine staff from

various departments and areas, each area forming a team that is made up of up to 100 people and which cuts across hierarchical positions.

6. What are the JPSL teams?

Sechwiriti Hotspurs (Security)
Dynamite Rovers (MRM)
Dibammbara FC (Mining)
Thiba Ka Koo United (Medical)
Gum Boot Dancers (Mining)
Royal Strikers (MTP)
Makarapa United (Mining)
Dikgosi FC (MTP)
Makgabana Rovers (MRM)
Jackhammer Rovers (Majwe)
Rock Solid United (Majwe)
Kimberlite United (Mining & AEL)
Blasting Kings (Mining)
Full Stop United (Admin)
Javas United (Township Maintenance)
Big Bang Rovers (Engineering)
Steel Toe Spurs (Majwe)
Diboza FC (MTP)
Drill Masters FC (Majwe)
Dithaba Rovers (Red Area)
Supersubs FC (Contractors)
Dikwete United (Admin)
Open Cast United (B&E)
D-Boys (Engineering)
PMO Supersubs United (PMO)
Legadima United (Recrush)
Sparks FC (BRBB)

7. How is JPSL marketed?

The JPSL is entirely internal and thus not marketed to the public or to other corporates. Within the mine, rule books, pamphlets, posters, bus branding, team kits (worn by all every

Friday), and online an application are some of the marketing and branding tools already developed. JPSL has seen implementation in various stages from introduction to activations and reviews. League sheets, rule books, online log-ins to access league tables, etc., have all been implemented.

8. What makes JPSL so unique?

There is no such other programme in place. The JPSL is unique in transposing the popularity and entertainment value of football as the platform on which safety, health and environment messages are based. The natural attraction to football will give all the messages based on this concept that all important 'foot in the door' moment of immediate (and in most cases, involuntary) attention that fans of the beautiful game will give to any message that pertains to their passion. Such an initiative, especially such a comprehensive one, has never been done in Botswana.

One of the greatest aspects of the JPSL is that it takes into account that the traditional communication methodologies used don't reach the right people, often talking over them. JPSL, on the other hand, using the language of football, a language all can relate to from various levels across the board, to truly engage each and every member of the Jwaneng Mine staff. In this way, organisational or hierarchical boundaries are transgressed, allowing natural leaders to come to the fore.

9. What is the social impact of JPSL?

The impact of the project is twofold. On one hand, it works to encourage a greater working environment and culture within the mine itself. This enables the mine to improve participation and increase message retention. It provides an innovative way of disseminating information and engaging with the employees.

On the other hand, the effects of the project spread into the local community, and, should the concept be taken to other mines, reaches across the country. JPSL fosters a greater sense of community because people will have to deal with each other even out of work. It extends the reach of safety issues outside of the work environment into the home environment as SHE messages become a culture. This makes for a stronger, more involved and more safety-conscious community, with staff thinking outside of the work 'bubble.' A key aspect of the JPSL, and a way in which teams can increase their score, is through

community service and community involvement. During the Anglo-American activation, for example, one of the teams went into the town with a mine dentist to teach residents about the importance of oral hygiene, whilst others educated the public on road safety.