

# 1time partners with Greenpop to ensure a greener Africa

[1time Airline](#) came on board with its commitment to create a greener Southern Africa that has resulted in a partnership with social enterprise company [Greenpop](#), which will prove vital in aiding environmental awareness and sustainable development in the region.

The year-long contract will enable Greenpop to take several flights to Zambia in order to plant up to 10 000 trees in a country which has one of the highest deforestation rates in the world.

1time CEO, Blacky Komani says that the airline's decision to partner with Greenpop is aligned to its own commitment of decreasing the airline's carbon footprint.

"1time understands the overarching importance of not only committing to a greener mindset and decreasing our carbon footprint, but to educating and inspiring our broader community to create a more sustainable and greener lifestyle."

## Passengers can passively participate

Greenpop's co-founder and director, Lauren O'Donnell adds that the organisation's partnership with 1time has proved to be highly beneficial and successful.

"1time has really come on board during this initiative, and we have found them to be great partners through their flexible and supportive approach. Subsequently, through our long term collaboration with them, we now have the transport resources to more easily reach our project in Zambia and engage with local partners."

O'Donnell adds that 1time and Greenpop are in discussions to devise a project in which all the airline's passengers could be afforded the opportunity to offset their carbon footprint by having a tree planted on their behalf.

Komani concludes that 1time is committed to finding other greening initiatives to partner with in the future.

"1time ultimately hopes to assist in the creation of a more environmentally conscious and green oriented society in which communities become familiar with the need to reduce their carbon footprint and play their part in creating sustainable development."