

Blue Label Telecoms launches new non-profit organisation

JSE-listed mobile technology group Blue Label Telecoms has launched a new non-profit organisation (NPO) that aims to partner with social entrepreneurs and other NPOs to drive large-scale socioeconomic development across South Africa. The Trust Blu Foundation will focus on reducing unemployment and inequality of opportunity in South Africa by enabling informal, micro and small enterprises to grow.



Bianca Lima-Boekhoud, group head of transformation at Blue Label Telecoms

Says Bianca Lima-Boekhoud, group head of transformation at Blue Label Telecoms: “Our goal with the launch of Trust Blu Foundation is to work with private sector, public sector, non-profit and community partners to create economic opportunity for youth and entrepreneurs from disadvantaged communities.

“Our ambition is to work with our partners to build a more scalable, sustainable and integrated model that unlocks higher returns from the investments the public and private sector make in transformation and social programmes each year. By connecting community organisations and entrepreneurs with the resources they need to do more, we can create prosperity in South African communities.”

Fast-tracking socioeconomic transformation

Trust Blu’s programmes and initiatives aim to draw on the Blue Label group’s technology and innovation to fast-track socioeconomic transformation and drive meaningful participation of historically disadvantaged groups in South Africa’s economy.