

SBS launches initiative to share stories of hope in SA

SBS, a supplier of liquid and dry storage solutions, has launched an initiative sharing a collection of stories of hope from across South Africa targeting nation building and community upliftment. The Build for Better Initiative is based on the company's philosophy of doing good business while doing good.



Says Delayne Gray, SBS's group CEO, "There is an endless narrative of bad news in our country and we need to change this. Everyone needs a dose of good news, of hope, something to believe in, and it is up to business and the people of South Africa to make this happen. Together we can build a better future for all involved."

Gray notes that building for better does not necessarily require earth shattering changes in what we all do. It is about believing that we can all do more with what we have. It's about small changes that move the narrative in the right direction.

By sharing the stories that the Build for Better Initiative highlights, SBS aims to help guide the conversation in a new direction; to inspire individuals and communities to be part of the movement towards positive change. Encouraging a sense of national pride and a culture of sharing hope are key objectives for the Build For Better campaign. The campaign is supported by Build For Better billboards across the country, aimed at driving awareness and inspiring hope and encouraging South Africans to share their stories.

Stories of hope

The stories shared are of ordinary South Africans that have overcome what seemed like insurmountable challenges, or took advantage of opportunities to better themselves, while effecting positive change in their communities, organisations and for individuals. They are stories about more than personal gain, they are stories of real hope that reverberate beyond the individual or the single organisation.

“We hope these stories bring hope, and inspire you to live your own Build for Better story. With our Build for Better Initiative partnerships and activities, we aim to foster real change amongst our communities, our country and ultimately the continent,” concludes Gray.

Share your story at www.buildforbetter.co.za or email info@buildforbetter.co.za.

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