



Media Advisory
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Former Special Advisor to Gordon Brown to Officiate at the 5th Drivers of Change Awards Ceremony

Brendan Cox will on 28 October 2010 deliver a keynote address at the 2010 Southern Africa Trust Drivers of Change Awards and the Mail & Guardian's Investing in the Future Awards to be held at Summer Place in Johannesburg, South Africa, starting at 18h30.

Brendan is the former special advisor to the United Kingdom's former Prime Minister, Gordon Brown on Africa and international development. He is currently on a major project across the G20 to analyze trends in poverty and campaigning with a view to catalyse the push to end extreme poverty.

The prestigious non-monetary awards recognise outstanding new ways of working to overcome poverty in southern Africa.

"Drivers of change are pioneers of a new kind of leadership – a leadership characterised by visionary innovation, partnerships with others, and practical results to end poverty. The awards identify and profile outstanding drivers of systemic change in the region and not initiatives that are temporary or superficial", says Neville Gabriel, the Executive Director at the Southern Africa Trust.

The awards are given in four categories: civil society, government, business and individuals. The judges, among other things, will recognise outstanding examples of different sectors working together, particularly government, business, and civil society.

In 2009, Bingu wa Mutharika, President of the Republic of Malawi was recognised as a Driver of Change for changing Malawi from a country in perpetual food deficit to one that is entirely food sufficient.

In the individual category, Archbishop Njongo Ndungane, was honoured for his lifelong commitment to place the poor at the centre of social and economic policies and his efforts to drive change in the way leadership is exercised in Africa.

A unique partnership of Xolile Ngethu, WBHO Construction, and the Commark Trust, for driving change in the way corporate social responsibility is practised was applauded in the business category. The initiative has seen black farmers access previously inaccessible red meat markets, turning their cattle into assets that are generating real and lasting returns.

In the civil society category, Luanda Urban Poverty Programme (LUPP) was recognised for driving systemic change in the way poverty reduction programmes are run in Angola, through a fresh approach that others have struggled to achieve. It is building participatory governance and more effective delivery of housing and basic services such as water.

This year, 50 nominations were received from 13 countries. **Members of the media are invited to cover the event.**

The Southern Africa Trust is an independent non-profit agency that supports deeper and wider regional engagement to overcome poverty in southern Africa.

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