

REWARDING BUSINESSES

HOW DOES IT WORK?



Business makes an ESD Contribution to a B4i Approved Beneficiary



(BENEFICIARY)

Academy 51% Black Owned BEE skills development programmes

Because you empower others, we want to empower you to procure the below at massively reduced costs to help grow your bottom line.

AIR REWARDS FROM B-REWARDED

ACTIVEPURE | ONTBYTSAKE | FLYSAFAIR

Virus free AIR Technology

Safeguard your boardrooms with ActivePure technology to ensure virus-free air for safe in-person meetings 24/7.

www.activepure.com

AIR tickets on FlySafair

To fly to all their destinations in South Africa and Mauritius for business or pleasure.

AIR time on Ontbytsake

(DSTV Channel 144 and 145). Let us help promote YOUR business to hundreds of thousands high income LSM 9/10 viewers.

EMPOWERING ORGANISATIONS TO EMPOWER PEOPLE

Why AIR rewards?

- *Businesses can access something of value.*
- *Businesses get something back for participating in empowerment initiatives.*
- *This is the first rewards programme of its kind on the market.*

The B4i Project is an innovative private sector initiative comprising a national network of purpose-filled companies and service providers that all subscribe to the B4i Empowerment Model™.

