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FOR IMMEDIATE RELEASE

Collaboration for Change: Air Botswana Partners with The Responsible Citizen Magazine In Support of Botswana Sustainability Agenda

Gaborone, Botswana 19 June 2025 - Air Botswana is pleased to announce its partnership with The Responsible Citizen Magazine, to provide an enhanced digital experience of in-flight information and service. Across the Air Botswana fleet, passengers will now have access to the publication from the comfort of their smart devices using the QR code available on board and pre-check-in. The Responsible Citizen Magazine is a leading Pan-African publication focused on reporting environmental, societal, and governance (ESG) and Sustainability issues.

“As Botswana’s national airline, we greatly appreciate the opportunity to support the availability of information and the driving of impactful discussions on sustainability initiatives. Being that we are also a leading brand in the Botswana tourism sector, we are proud and compelled to partner with entities like The Responsible Citizen, to spotlight Botswana stories, insights and ambitions with our customers and stakeholders that we service every day. It is therefore part-and-parcel of offering the unique Botswana experience,” said Air Botswana CEO, Ms. Lulu Rasebotsa.

Air Botswana has also undertaken a number of initiatives that are in support of country ESG and sustainability efforts, these include:

- **International Safety Audits and Accreditations:** Air Botswana successfully completed the International Air Transport (IATA) Operational Safety Audit (IOSA) in February 2025, in an accordance with international best practice. Successful registrations demonstrate an airliner’s commitment to the highest aviation safety standards through sound operational management and control systems.
- **Reduced Carbon Emissions:** The acquisition of additional Embraer aircraft models, which are world-renowned for noise-reduction mechanical operations, better fuel efficiency and thus lower carbon emissions per-passenger. The E145 jet family, included within the BP fleet, typically use Rolls-Royce engines which have undergone refinements over the years to improve fuel burn and reduce emissions.
- **Citizen Upskilling:** The introduction of additional aircrafts to the fleet at Air Botswana has accompanied greater investment into upskilling its personnel with world-class technical skills. These additions to the fleet facilitate and support Air

Botswana's transformation journey and align with Botswana government's commitment to building a skilled, future ready workforce.

- **Digital and Self-Service Customer Experiences:** The concerted and continuous improvement of the Air Botswana Website and Mobile App, empowers customers to manage their travel remotely and check-in for flights online, in order to encourage paper-less processing.
- **Corporate Social Investment (CSI) Partnerships:** Air Botswana has partnered with Airborne Lifeline Foundation to facilitate medical outreach services in remote communities. Air Botswana sponsors flights for doctors to travel across the country on a monthly basis to deliver critical aid to communities that cannot afford travel to referral hospitals in Francistown and Gaborone. The partnership aims to ease geographical and logistical barriers, improve access to healthcare and see lives throughout Botswana improved, thus supporting the national healthcare agenda.

Mpho Kgosietsile, Founder of The Responsible Citizen Magazine, said: "This partnership with Air Botswana represents a significant milestone in amplifying the African ESG and Sustainability narrative. Together, we are creating a platform that not only informs but inspires action towards sustainability that is rooted in African realities and values. We are proud to collaborate with Air Botswana in delivering this vital knowledge to its passengers and stakeholders as we journey towards a more responsible and sustainable continent."

Founded in Botswana, the Responsible Citizen Magazine serves as a critical knowledge hub that brings together commercial entities, government institutions, and society to promote sustainable development and responsible business practices across Africa. The publication shares homegrown and continent-wide stories that provide insights and solutions to pave the way for a greener, more equitable, and sustainable future for all.

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