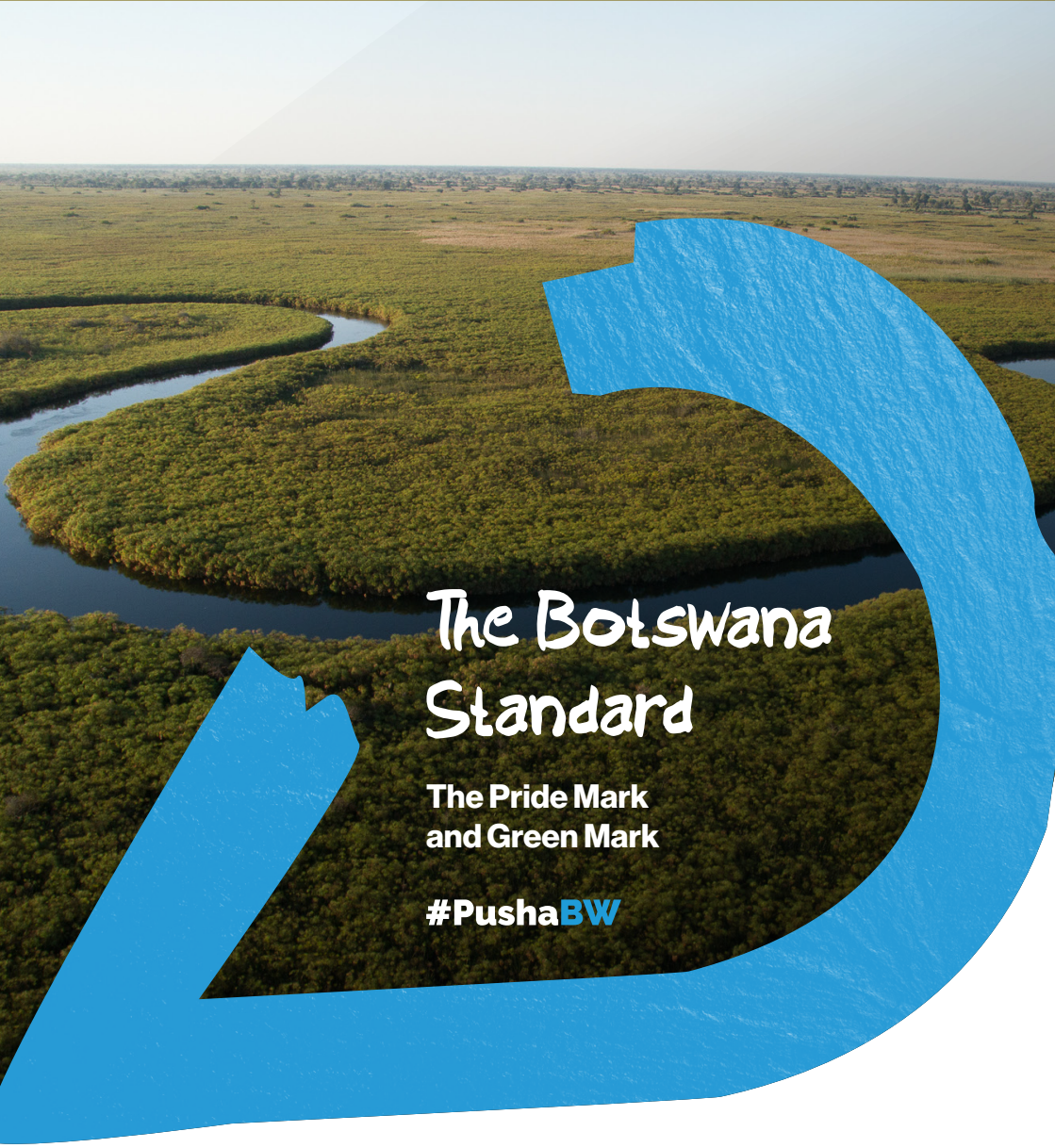


Recognising Botswana excellence. Celebrating responsible growth.

Tel: +267 363 3300 **E-mail:** brandbotswana@bitc.co.bw

BOTSWANA
Our pride, your destination

Carry the mark.
Carry Botswana forward.

BOTSWANA
Our pride, your destination

Proudly Botswana, and proud to show it.

The Pride Mark is Brand Botswana's national identifier for approved Botswana products, services and initiatives.

It celebrates homegrown excellence and recognises those reflecting Botswana's values of progress, trust, integrity and inclusivity while contributing positively to our communities.

Our identity in every colour.

The Pride Mark draws inspiration from Botswana's natural beauty and national identity.

- **Blue** - Water, prosperity and our national flag.
- **Earth tones** - Our landscapes and heritage.
- **Green** - Nature and growth.
- **Yellow** - Optimism and positivity.
- **Zebra pattern** - National identity and harmony.
- **The sun** - Energy, progress and discovery.

A mark that carries our nation's pride wherever it goes.

Who can carry the Pride Mark?

Every expression of pride has a place.

The Pride Mark can be used across five approved categories:

1. **Locally made products** - Products manufactured in Botswana.
2. **Events and projects** - Activities and initiatives contributing positively to communities.
3. **Community groups** - Collectives advancing community development.
4. **Cultural expression** - Local music, art, performance and creative work.
5. **International pride** - Initiatives promoting Botswana products, services and experiences abroad.

A local choice with lasting value.

For consumers, the Pride Mark makes it easier to recognise and support Botswana products, services and initiatives. Choosing local sustains businesses, supports jobs and strengthens our economy.

Look for the Pride Mark. Choose Botswana.

Scan to learn more about the Pride Mark.



Why register for the Pride Mark?

A standard that opens doors.

The Pride Mark gives qualifying businesses national recognition and opportunities to grow.

Recognition and credibility

Make your Botswana identity visible, strengthen consumer confidence and demonstrate alignment with the national brand.

Market access and connections

Access opportunities to connect with buyers, retailers, distributors, investors and other strategic partners.

Showcases and promotion

Benefit from potential inclusion in local and international showcases, selected exhibitions, trade fairs, Brand Botswana campaigns and the #PushaBW Product Catalogue.

Capacity development

Access selected initiatives that support business competitiveness, quality, branding and market readiness.

Ready to carry the mark?

Apply through Brand Botswana with the required business documents and information demonstrating how your offering reflects Botswana's values and contributes to the country.

Applications are assessed before approval is granted.
Put your pride on display. Apply for the Pride Mark.

Make sustainability a mark of distinction

BOTSWANA
Our pride, your destination

The Green Mark
The Botswana Standard for sustainable business.

Green action. National recognition.

The Green Mark is Brand Botswana's ESG-aligned recognition initiative for businesses, organisations, projects and initiatives demonstrating environmental responsibility. Part of the Pride Mark family, it recognises measurable efforts to conserve resources, reduce environmental impact and contribute to a more sustainable Botswana.

Raising the standard for responsible growth.

The Green Mark encourages improved environmental performance, particularly among medium and large businesses, while supporting Botswana's conservation, climate and development ambitions.

It promotes responsible practices across industries, helps consumers and investors recognise credible environmental efforts and strengthens accountability against misleading sustainability claims.

A visible expression of Botswana's commitment to responsible growth.

Green Mark benefits and eligibility

Let your green credentials speak for you. The Green Mark gives qualifying businesses a recognised way to demonstrate environmental achievements.

- **Stand out:** Strengthen your reputation through credible environmental action.
- **Build confidence:** Help customers, investors and partners recognise your sustainability commitment.
- **Grow responsibly:** Encourage efficient resource use and better environmental practices.
- **Advance Botswana:** Support national development and strengthen Botswana's reputation for responsible investment and production.

It's what you do that earns recognition.

The proposed assessment framework considers eight areas:

1. Environmental compliance and governance.
2. Energy efficiency and carbon management.
3. Water conservation and management.
4. Waste management and circular economy.
5. Biodiversity and ecosystem protection.
6. Sustainable sourcing and production.
7. Social responsibility and community impact.
8. Measurement, reporting and continuous improvement.

Meaningful action. Measurable progress. National recognition.

Scan to learn more about the Green Mark.



How to earn the Green Mark

Your actions earn the mark. Your commitment keeps it.

1. **Apply**
   Contact Brand Botswana to begin the application process.

2. **Demonstrate your progress**
   Provide evidence of environmental action, such as reduced energy consumption, water conservation, waste management, responsible sourcing or sustainability reporting.

3. **Earn recognition**
   Successful applicants receive written approval to use the Green Mark for a defined period.

4. **Maintain your standards**
   Continue responsible practices, maintain accurate environmental claims and provide updated evidence when required.

5. **Renew your approval**
   Demonstrate continued progress to renew your recognition.
   Recognition comes with responsibility.

Use is restricted to approved applicants and purposes, subject to monitoring and renewal. Approval can be withdrawn for non-compliance or misleading claims.

Measure. Improve. Earn the Green Mark.

Make your mark on Botswana

The Pride Mark
Carry Botswana's identity with pride and access opportunities to strengthen your business.

The Green Mark
Demonstrate your sustainability achievements and earn recognition for responsible growth.

Ready to apply?
Contact Brand Botswana for application requirements and more information.

Pride Mark fees

Application fee: P250
Annual subscription: P500

Scan the QR code to learn more.

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