

Manie Theunis Du Bruyn Launches “Build to Last” Pledge for Responsible Growth

Pretoria-based entrepreneur Manie Theunis Du Bruyn commits to long-term, community-centered development across property and mining.



Johannesburg, Gauteng Mar 12, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Manie Theunis Du Bruyn, Director of Black Lion Property Group and Black Lion Mining, has announced a personal pledge focused on responsible growth, community impact, and long-term business discipline.

The pledge, titled “**Build to Last**,” reflects Du Bruyn’s long-standing belief that profit and purpose should move together.

“A successful business isn’t only about profit,” Du Bruyn has said. “It’s about building something that lasts, serves, and evolves.”

The pledge comes at a critical time. According to the United Nations, more than **56% of the global population now lives in urban areas**, a number expected to rise to nearly **70% by 2050**. Africa’s cities are among the fastest growing in the world. At the same time, the World Bank estimates that infrastructure gaps cost emerging markets billions in lost productivity each year. In mining, environmental, social, and governance (ESG) standards are now central to investor decision-making,

with global ESG-focused assets projected to exceed **\$40 trillion** in coming years.

Du Bruyn believes disciplined leadership is essential in this environment.

“Build for the long term,” he has stated. “Big ideas matter. But execution decides everything.”

The “Build to Last” Personal Pledge

Du Bruyn is committing to seven concrete actions:

- **Publish annual impact summaries** detailing job creation, skills development, and environmental safeguards across ventures.
- **Integrate regulatory time buffers** into every major project timeline to avoid rushed approvals and financial strain.
- **Prioritize local contractors and workforce development** in every new project region.
- **Conduct quarterly governance audits** across property and mining operations.
- **Invest in vocational training partnerships** tied directly to development and mining sites.
- **Allocate time monthly for on-site reviews** to remain connected to operational realities.
- **Refuse short-term profit opportunities** that compromise long-term sustainability or community impact.

“Success means little if it’s not shared,” Du Bruyn has said. “Business is a platform. You can either use it to extract or to elevate.”

Why This Matters Now

Urban expansion, infrastructure pressure, and resource demand are converging. Global copper demand, for example, is expected to grow significantly due to industrial and infrastructure needs. Meanwhile, housing shortages remain a concern across growing African metros.

Du Bruyn argues that leaders must balance growth with structure.

“Infrastructure and resources are connected,” he has said. “If you understand development, you understand what powers development.”

Responsible governance, he believes, is not optional — it is strategic.

Do-It-Yourself Toolkit: 10 Actions Anyone Can Take

You do not need to run a development company to adopt this pledge. Individuals can:

- Track personal spending to prioritize long-term value over short-term impulse.
- Volunteer skills to a local vocational training initiative.
- Support community housing projects in your area.
- Reduce personal resource waste through energy and water conservation.
- Learn about local zoning and infrastructure planning.
- Attend one community planning meeting per quarter.
- Mentor a young professional entering your industry.
- Conduct a personal “governance audit” of financial and career goals.
- Set a 5-year vision instead of focusing only on annual goals.
- Share lessons learned from mistakes openly with peers.

30-Day Progress Tracker

Week 1: Identify one long-term goal and document the steps required.

Week 2: Audit one system in your life or business for efficiency gaps.

Week 3: Engage with one community or workforce initiative.

Week 4: Review results, adjust timelines, and document improvements.

Consistency builds impact.

Call to Action

Manie Theunis Du Bruyn invites business leaders, entrepreneurs, and professionals to take the “**Build to Last**” Pledge, implement the toolkit, and share progress within their networks. Long-term value begins with disciplined daily choices.

About Manie Theunis Du Bruyn

Manie Theunis Du Bruyn is a South African entrepreneur and Director of Black Lion Property Group and Black Lion Mining. Based in Pretoria East, he leads operations across South Africa, Namibia, and the

United States, with a focus on responsible real estate development, sustainable mining practices, and community-driven growth.

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