

WORKSHOP ON THE CORPORATE SOCIAL RESPONSIBILITY CHAINLINK

August 20, 2008 – Kampala, Uganda

REPORT

By: Harriet Ssali, Grantee

1. Introduction

The workshop was organized to address the increasing trend for companies to portray themselves as being socially responsible towards society and communities where they operate. Corporate social responsibility has become a catchword for companies that want to present themselves in a positive light. This concept entails companies going beyond the bare requirements of regulations and laws and also beyond being concerned solely about the interests of shareholders and other providers of capital.

Such companies are concerned with environmental issues, like slums areas, even beyond the requirements of NEMA (National Environmental Management Authority). They are concerned about their employee welfare and community affairs. They try to promote a culture of taking into account the good of other stakeholders and possibly the world as a whole, in cases concerning global warming and pollution.

Uganda has seen a number of companies joining the 'cause' in recent days. From the big international companies like MTN Telecommunications all the way down to private real estate companies like Jomayi Property Holdings.

These companies try to put on a 'human face' where they can be looked upon favourably by both internal and external stakeholders of the company. Their efforts however depend on the values and attitudes of the people who drive the respective companies. Do they really care about their stakeholders? Or is it just a public relations stunt to attract customers?

In order to be 'socially responsible' companies need to focus their social responsibility projects in such a way as to promote good governance within the corporations by first of all focusing on promoting honesty, integrity and fairness by behaving responsibly towards their employees, financiers and customers.

Secondly, by taking responsibility for other stakeholders within their society like a specific community that is suffering from pollution, preventable diseases caused by lack of proper sanitation and unemployment related crimes like taking of drugs.

General Objectives

The workshop will promote collaboration between researchers and experts of Corporate Social Responsibility (CSR), corporations and institutions involved in CSR as well as community leaders of Kampala suburbs with the most slum areas.

The workshop aims to build on issues of CSR and Good Governance and how this should be linked to sustainable development by enabling socially responsible players to contribute towards social investment as a long term endeavour instead of, on and off projects.

It is hoped that this discussion may enable participants to think of themselves as stakeholders in the Corporate Social Responsibility Chain.

The Corporate Social Responsibility Chain Link

An initiative such as a Corporate Social Responsibility Chain Link would bring together North and South actors as well as create a link throughout the chain of CSR stakeholders.

This phenomena has been adapted from the *Chain Linked Initiative under the Justice law and Order Sector (JLOS)* which was designed to improve coordination, communication and cooperation across the criminal justice agencies like the Police, Prisons, DPP, Judiciary, Probation and Welfare services and identify best practice.

The individual agencies work closely coordinating and exchanging management information alongside the identification and implementation of standards and procedural guidelines.

The Chain Linked Initiative pilot showed that the justice agencies were all part of the same chain that makes up the process of administration of justice and that they all stood to benefit from working more closely together and in sharing information.

This is what we hope to attain under the CSR Chain Link in Uganda.

The Chain linked programme provides a framework for people to provide sector budget support, and for dialogue among sector agencies and between sector agencies, donors and other stakeholders.

It is proposed that this Chain Link can be used for other partner countries who find it beneficial to establish a link that encompasses their stakeholders.

The workshop therefore has 3 specific objectives:

1. Providing a common forum for particular stakeholders who can drive the Corporate Social Responsibility efforts in Kampala, Uganda.
2. To establish a Chain Link across CSR stakeholders in the North and South.
3. To develop a catalogue of current knowledge needs and research priorities specific to Corporate Social Responsibility in Uganda.

2. Syllabus

The syllabus for the workshop was as follows:

**1. *An overview of Current trends in Corporate Social Responsibility in Africa
'The case of South Africa'***

International Good Practice –
Copenhagen Business School - Soeren Jeppsen

2. *Corporate Social Responsibility Trends in East Africa*

Regional Organisations –
The Ufadhili Trust- Elkanah Odembo

**3. *Introducing Corporate Social Responsibility to Private and Public
Investors 'The UIA experience'***

Government –
Uganda Investment Authority - Dr. Maggie Kigozi

**4. *Company Corporate Social Responsibility experiences: Environmental
and Social Response***

Private Companies –
Uganda Batteries Ltd - Ann Musoke (B2B DANIDA beneficiary)

**5. *The MTN Foundation 'Building capacity among Ugandan communities
through Corporate Social Responsibility***

Public Corporations – MTN (U) Ltd – Aggrey Kagonyera

**6. *Analysis of Corporate Social Responsibility Projects in Ugandan
Communities 'A study of Kawempe Division'***

Local Communities/Constituencies – Sebuliba Mutumba – Member of
Parliament Kawempe

**7. *The role of the Academia in Corporate Social Responsibility Initiatives in
Uganda***

Academic Institutions – Uganda Christian University - Mr. Vincent Kisenyi

3. Programme

Corporate Social Responsibility and Sustainable Development Workshop Kampala Uganda

Venue: Uganda Christian University, Mukono UCU
Date: 20th August 2008

Welcoming participants (Repertoire – Harriet Ssali)

8:30-9:00 Arrival and registration of participants
9:00-9:30 Introduction of Guests and Opening Remarks

Opening Remarks and Welcome Speech (Mr. S. Knoll, Vice Chancellor UCU)

9:30-10:00 Presentation by **Mr. Soeren Jeppsen**, Copenhagen Business School, Denmark
10:00-10:15 *Question and answer discussion with participants and Coffee Break*

10:15-10:45 Presentation by **Mr. Elkanah Odembo**, Ufadhili Trust, Kenya
10:45-11:00 *Question and answer discussion with participants*

11:00-11:45 Presentation by **Dr. Maggie Kigozi**, Executive Director
11:45-12:00 *Question and answer discussion with participants*

12:00-12:30 Presentation by **Mrs. Ann Musoke**, Director, Uganda Batteries
12:30-12:45 *Question and answer discussion with participants*

12:45-2:00 Lunch

2:00-2:30	Presentation by Aggrey Kagonyera , MTN Brand and Sponsorships Manager,
2:30-2:45	<i>Question and answer discussion with participants and Coffee break</i> -----
2:45-3:15	Presentation by Honourable Sebuliba Mutumba MP for Kawempe,
3:15-3:30	<i>Question and answer discussion with participants</i> -----
3:30-4:00	Presentation by Mr. Vincent Kisenyi , Associate Dean, Faculty of Business, Uganda Christian University
4:00-4:15	<i>Question and answer discussion with participants</i> -----
4:15-4:30	Wrap up and closing prayer

4. Achievements, General Comments and Views

All in all the grantee believes that the workshop was highly successful. The following was achieved:

- a. A database of participants and presenters was maintained to start off the Chainlink.
- b. The CSR Chainlink website was created to help members stay in touch and keep updated on various CSR activities.
- c. The government body in charge of investment, The Uganda Investment Authority, invited the CSR Chainlink to take part in organizing their CSR breakfast work shop.
- d. The CSR Chainlink officially became a member of the CSR Consultative Group in Uganda.

The Group includes the following organisations: ICGU, DED, MUBS (Makerere University Business School), UMA (Uganda Manufacturers Association), LEU (Living Earth Uganda), UCCSRI (Uganda Chapter for Corporate Social Responsibility Initiatives) and the **CSR Chain Link**.

The aim of the group is to promote CSR issues in Uganda and support organisations to carry out their businesses in a responsible way. The Group has a Key Leadership Team (with a six months term of office) of three organisations. UCCSRI is the chairman, while ICGU is the secretary, DED is the treasurer and the CSR Chain Link provides legal advice.

The activities so far agreed upon include: Promotion, Training, Research and Networking in the field of CSR, designing a CSR curriculum and recognition of companies excelling in CSR.

- e. The CSR Chainlink participated in the UN Global Impact Conference on Building Partnerships-CSR.

Calendar:

Month	Activity
August	Launch of the CSR Chain Link
September	Attending the CSR Consultative Group meeting
October	Launching the CSR Chainlink website
November	Uganda Investment Authority CSR breakfast workshop
December 3	1. CSR consultative Group meeting (CSR Chainlink officially becomes a member)
December 12	2. Building Partnerships workshop (UN Global Impact)
January 14 & 28	CSR Consultative Group meetings

5. Workshop Materials

The workshop materials included PowerPoint, projector, flip charts, folders, nametags, writing pads, pens and other forms of stationary.

6. Future Workshops

- II) The workshop could have benefited a wider audience if it had been advertised in the press instead of sending out individual invitations.
- III) The structure and composition of the workshop can be improved in the future if a wider international audience with experience in Africa can share more of their views with the participants. The attendance and presentation of Soeren Jeppsen from the Copenhagen Business School was very beneficial to the Workshop.

Participants List

1. Ann Musoke	16. Onapito Emoloit
2. Brian Dennison	17. Rerd Michael Okwii
3. Doreen Mbabazi	18. Richard Lule
4. Dr. Isaac Kayongo	19. Sabine Gisch Boie
5. Dr. Mary Muhenda	20. Sam F. Owor
6. Ebong Richard	21. Sarah L. Mayanja
7. Elkanah Odembo	22. Sebuliba Mutumba Richard
8. Joseph Balidawa	23. Sempungu Godfrey
9. Joseph Owor	24. Soeren Jeppsen
10. Kasozi Phillip	25. Ssekitoleko G.W.
11. Lilly Ajarova	26. Tenywa Sosch
12. Loum Constantine	27. Terrel Manyak
13. Maggie Kigozi	28. Uzziyah Maate Kiriaghe
14. Mugisha Henry	29. Wasswa Katono
15. Ndagire Pamela	