

Corporate Social Responsibility Awareness and
Advancement Initiative (CSR-in-Action Advocacy)

Communication on Progress



23 January, 2018

His Excellency
António Guterres
Secretary-General
United Nations

Dear Mr. Secretary-General,

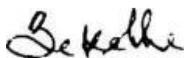
Re: Communication on Engagement

Corporate Social Responsibility Awareness and Advancement Initiative (more popularly known as CSR-in-Action Advocacy) signed on to the United Nations Global Compact (UNGC) in 2010 and since then, we have utilised our expertise in advocacy to create awareness for the United Nations in general and UNGC principles in particular, through our Chief Executive's election to the steering committee of the Local Network Nigeria and other bespoke programmes.

We have close and impactful engagements with businesses through a number of key initiatives not limited to our weekly sustainability-focused newsletter, our web portal through which we disseminate the key messages of sustainable development and collective action, our annual [SITEI](#) Conference, our Corporate Sustainable Investor Report ([CSIR](#)) and The [Good](#) Citizen programme; an initiative through which companies can showcase exemplary corporate citizenship. As a member of the UNGC Nigerian local network, we have a full understanding of the vision and mission of the UNGC, and work assiduously with the network to effect positive change in business practice in the nation.

We use this medium to restate our commitment to the UNGC that we would continue to adhere to its principles through advocacy and awareness generation, corporate sustainability advancement through continued research and capacity building initiatives to ensure that this new phase of global sustainable development is actively pursued not only by organisations within our constituency but also members of the public.

Yours sincerely,



Bekeme Masade
Executive Director

The CSR-in-Action Group

“CSR-in-Action Advocacy, the flagship company, was legally incorporated in November 2010, and was primarily created to provide businesses with guidance on meeting international standards of business ethics without recourse to any lack in local legislation and guidance.”

The CSR-in-Action Group consists of CSR-in-Action Advocacy, CSR-in-Action Consulting and our College of Sustainable Citizenship, whose activities all complement each other. CSR-in-Action Advocacy, the flagship company, was legally incorporated in November 2010, and was primarily created to provide businesses with guidance on meeting international standards of business ethics overarching any lack in local legislation and guidance. Having functioned for a number of years, our management recognised the need to establish a

business that would provide hand-holding services for organisations in order to accomplish their goals. CSR-in-Action Consulting was subsequently incorporated in 2015. The natural course of our activities necessitated the establishment of our College of Sustainable Citizenship.

CSR-in-Action (CiA) is affiliated with **Zenera Consulting** – a leading brand and reputation management firm – which complementarily supports our advocacy efforts by providing pro bono media services.



“Our focus areas include good governance, collective action, corporate sustainability and citizenship working more closely in sectors such as oil and gas, mining, telecommunications and financial services.”

CSR-in-Action Advocacy is the non-profit entity within the CSR-in-Action Group (consisting of CSR-in-Action Consulting and College of Sustainable Citizenship), the foremost company in Nigeria driving sustainability strategy development and sustainability communications. CSR-in-Action Advocacy aims to influence decisions that will advance sustainability and collective social consciousness in Nigeria, hinged on the recommendations of the United Nation's Sustainable Development Goals (SDGs); and our work spans institutions in both the private and public spheres. Our focus areas include good governance, collective action, corporate sustainability and citizenship; and we work more closely with businesses and governments in oil

and gas, mining, telecommunications and financial services.

CSR-in-Action Advocacy aims to drive collective social action in Africa towards creating sustainable shared value. These are pursued using our flagship programs – Sustainability in the Extractive Industries (SITEI) Conference, The Good Citizen, and the Corporate Sustainable Investor Report (CSIR). We currently operate across Nigeria and we look towards expanding our activities across other parts of the African region in the next 10 years. Our brand is very reputable in the corporate space and we leverage this strong reputation to advance sustainability and positive social consciousness in Nigeria and Africa at large.



Vision

To be the one-stop, fit-for-purpose partner of all stakeholders, driving collective social action in Africa towards creating sustainable shared value.



Mission

To redefine the sustainability terrain in Africa, through collaborative strategies with stakeholders aimed at attaining higher levels of corporate governance, workplace ethics and sustainable philanthropy.

“We provided technical support to Access Bank, Seven Energy, 9mobile, Lafarge Africa Plc, Sirius Petroleum, Total Nigeria, British American Tobacco Nigeria (BATN), among others.”

CSR-in-Action Consulting is an African-focused consultancy delivering long-term value to corporate entities through pioneering bespoke sustainability strategies, networking, performance management, ethics infusion and corporate character development.

CSR-in-Action Consulting assists organisations to clearly define their areas of focus, map out measurable metrics prior to implementation, provide them with clear data collation processes, and then hand-hold them through the culminating documentation, analysis and reporting process; providing individualised service that results in the adoption of world class standards by each business engaged.

CSR-in-Action Consulting partners with organisations to conceptualise and manage their unique sustainability strategy, in line with their goals. We have worked extensively in sustainability strategy development and implementation, sustainability reporting, social impact assessments, needs assessments, third party assurance services, host community interventions and non-financial audit with multinational and local businesses to deliver on their sustainability mandates. In the period under review, we provided technical support to Access Bank, Seven Energy, 9mobile, Lafarge Africa Plc, Sirius Petroleum, Total Nigeria, British American Tobacco Nigeria (BATN), among others.

The College of Sustainable Citizenship's mission is to provide world-class executive education to African professionals in the area of sustainable governance; a veritable catalyst for national development. We are the premier organisers in West Africa, of the internationally certified training

from the world renowned Global Reporting Initiative (GRI), amongst other workshops aimed at empowering diverse sectors. In 2017, we gained accreditation from the Centre for Management Development (CMD), the apex accreditation body in Nigeria.

Cross-section of participants during a GRI training session



We offer training services and in-house customised trainings for organisations. Our bespoke training programmes are tailored to meet identified needs and are appropriate to issues faced by

organisations. Our courses are delivered by certified professionals and internationally recognised bodies, all of whom are experts in their fields.

Testimonials

An insightful training session on GRI G4 reporting. We had great fun and learnt virtually everything we needed to know in a relaxed, fun-filled manner. I would gladly do this again if I have to. Thanks to Bekeme Masade and her team.

Enunice Sampson, Head, Philanthropy, Zenith Bank

CiA is doing an exceptional job with the GRI training. Their trainings are quite enriching.

Marcel Okeke, Chief Economist/Head, Research & Economic intelligence, Zenith Bank Plc.

Very engaging and quite informative. This should be a must for any one in CSR, Communications, Community engagements etc.

Dave Baro-Thomas, Deputy Manager, Special Projects, Vanguard Media

'The training has indeed been very insightful. I feel better equipped to deliver my objectives within and outside my organisation. I am glad I was a part of it.'

Nkiru Ogburuche, Corporate Sponsorship Manager, Diageo, Nigeria

Other training initiatives delivered by CSR-in-Action to build the capacity of our clients to further their adherence to sustainability principles consist of a wide variety of CSR-focused courses

such as Making CSR Work, Stakeholder Engagement, Security and Social Responsibility, and Effective Community Engagement.

Aligning our Impact with the UNGC Principles

Human Rights

Engagement with Global Compact (Nigeria) Local Network

CSR-in-Action Advocacy is committed to the sustainable growth and development of Nigeria. We have developed several tools and initiatives to address issues outlined in the United Nations Global Compact Principles.

CSR-in-Action Advocacy is a signatory to the UN global compact and also, an active participant in the Global Compact (Nigeria) Local Network.

As a signatory to the UN Global compact, we have worked closely with the Global Compact Local Network, providing innovative support vital to the growth of the network, such as:

- design of the UNGC local network website (yet to be approved): The website comes with efficient

and user-friendly interface and provides for easy interaction and information search

- development and management of all UNGC social media accounts; which has allowed for increase in connections and interactions with the network
- sponsorship and participation in the organisation of a farewell dinner for Mrs Amina Mohammed, on the occasion of her transition from Nigeria's Minister of Environment to being Deputy Secretary-General of the United Nations
- being a key participant in the Anti-Corruption Sub-Committee; and
- leading the Communication Sub-Committee.

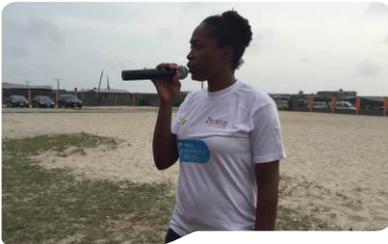
Members of the UNGC local network after a strategic meeting session



Play for Humanity

In August 2016, to celebrate World Humanitarian Day, CSR-in-Action in partnership with Zenera Consulting and the Foundation for Moral Values Reorientation, reached out to the children of Jakande, Lekki, Lagos Nigeria, by organising a novelty football match between the amateur teams set

up and managed by the Foundation. The football match held at X-ite Fun Park, Jakande, Lekki, Lagos. It was a time of physical and mental recreation as the match fostered in participants values such as hard work, team work and commitment to duty, in a fun atmosphere.



Executive Director, CSR-in-Action Advocacy, Bekeme Masade, giving her opening speech at the Play for Humanity football game



The ED and other members of the audience watching the football match at the Play for Humanity football game



Cross-section of the audience



Welcoming of participants by Partners



Welcoming of participants by the ED of CSR-in-Action at the play for humanity football game



Participants at the Play for Humanity football game

CSR-in-Action and Access Bank C-Pet Workshops



Participants during a group discussion at a training



Engrossed audience during a training



Facilitators at the CSO training



Group photo; C-PET 2016

In 2015, Access Bank and CSR-in-Action entered an agreement to develop capacity for Civil Society Organisations' (CSOs) in Nigeria.

CSOs have been widely recognised as the essential 'third' sector due to the positive influence their operations have on the state and the market. They are, therefore, seen as an increasingly important agent for promoting good governance, transparency, effectiveness, openness, responsiveness and accountability.

Outcome

In 2016, we held four (4) workshops where we trained over 180 CSO representatives on planning, implementation, financing, monitoring, and professional writing and communication.

In 2017, we held two (2) workshops where we trained over 100 CSO representatives on resource and partnership mobilisation; and community and stakeholder engagement.

Testimonials

This training was particularly insightful for me especially the session on Report Writing. My eyes were opened to common errors in (report/grant/proposal writing), some of which I have made in the past, but with the knowledge gained, going forward, they will not be repeated.

Winifred Imoyera, HACEY Health Initiative

I was a participant at the Report, Proposal and Grant writing training organized by your organisation (CSR- in-Action) in partnership with Access Bank. I commend your efforts in the space of social development and the impact your organisation is making in Nigeria. Thank you for educating us on report writing skills from your wealth of experience.

Ann Agha, Project Lead Career Miners

Thank you so much for the opportunity to attend the CSO Professional and Effectiveness Therapy (C-PET) Workshop held on Thursday, 15th December, 2016. It was a great learning opportunity for me as a person and as a representative of my organisation. I especially enjoyed Mr. Timothy Ikhide's session. I thought he hit the nail on the head about the major challenges a lot of CSO's in the room were facing and steps they could take to solve these problems.

Tolu George, Mind the Gap

Thank you so much for organising such a strategic training workshop. It was educational and helpful to me.

Ezenwa Okoro (JP), Mandela Washington Fellowship for Young Leaders



CSO training participants for Q1 2017



A training session



Facilitator with CSR-in-Action and Access Bank staff



Participants of the CSO training



Participants at the CSO Training for Q2 2017



Facilitator, Emete Tonukari, Nigerian Breweries, with CSR-in-Action and Access Bank staff

International Youth Day Celebration



Attendees of the dialogue session during the International Youth Day celebration

On 12 August 2016, CSR-in-Action Advocacy, through our Good Citizen advocacy program joined the rest of the world to celebrate International Youth Day by hosting a dialogue that engaged critical stakeholders in youth affairs including civil society leaders, media, and community mobilisers.

In what was an interesting and engaging forum themed “I Need to Know’, participants held focused discussions on issues surrounding the civic roles and responsibilities of the youth in achieving the Sustainable Development Goals in line with the UN’s general outlook for the day.

Following this engagement with Nigerian youth and several others we



The International Youth Day celebration dialogue session

have had in the past, we realised that the youth segment of our society require some sort of coaching and mentoring that is not usually part of their school curricula. Our goal, therefore, is to utilise our Good Citizen platform to reorientate the values of young Nigerians who would in the short term influence their various peer groups and other spheres of influence, and in the long term, grow up with the right set of values that would enable them to be responsible citizens and leaders.

Labour

Gender Equity

At CSR-in-Action Advocacy, we consider workplace gender equality as vital to our operations and the wellbeing of all our employees. We thrive towards a work environment where people are able to access and enjoy the same rewards, resources and opportunities regardless of gender. Our total work force is comprised of 66.6% males and 33.3% females, and we keep working to increase female representation.

Also, we give equal health benefits, leave opportunities, talent development and other work-life benefits, to both male and female employees. We also ensure that all barriers that would negate full and equal participation of women in our workforce and in leadership positions are removed.



Group photograph of CSR-in-Action employees and some executives during a recreational visit

Empowering Our People

As a responsible corporate citizen, we believe that it is our responsibility to support our people, and to make the right investments in them. This informs our decision to lay importance on providing an environment that enables employees to build and develop competence in their area of speciality.

We provide opportunities to our employees to attend trainings and conferences.

Knowledge Sharing Sessions (KSS)

We provide weekly in-house training sessions for all employees. These



Cross-section of CSR-in-Action employees during a Knowledge Sharing Session

sessions are facilitated both by external and internal resource persons. The sessions address a wide range of issues such as interpersonal skill development, safety training, and sustainability, among others.



Cross-section of CSR-in-Action employees during a Knowledge Sharing Session

Environment

Sustainability in the Extractive Industries (SITEI) Conference

The Sustainability in the Extractive Industries (SITEI) Conference is our annual conference that brings together key stakeholders from the extractive sector to discuss critical issues in the industry and stimulate meaningful exchange of ideas and best practices among key stakeholder groups and industry experts. Now in its 6th year, the main objective of the Conference is to identify effective strategies for improved development within the industries and local communities. The Conference was established in 2012 in partnership with the Deputy High Commission of Canada (DHCC), and kicked off with leading speakers and participants from Canada, Nigeria and other parts of Africa in attendance.

Discussions at SITEI encompass all 4 pillars of the UNGC

SITEI 2015, themed 'Unlocking the Hidden Potential in the Extractive Industries' was borne out of the economic and developmental paradox which Nigeria found itself – suffering amidst plenty; having being mono-dependent on the crude oil resource. Significant evidence shows that Nigeria

has over 44 different solid minerals distributed in the country's richly endowed geology aside from oil & gas. Some of the known minerals include gold, coal, bitumen, iron-ore, tantalite/columbite, lead/zinc, sulphide, barite, cassiterite, limestone, talc, feldspar and marble. As such the Conference in this year took the opportunity to explore the opportunities in the mining sector, as well as gas utilisation.

Themed 'Revitalising the Nigerian Economy Beyond Oil: Prospects for a Thriving Export-Driven Extractive Sector', SITEI 2016 was borne out of the desire to optimise the productivity of the extractive industries in order to attract foreign direct investment (FDI), induce capital retention and boost the National GDP. During this Conference, the Sustainable Extractive and Energy Principles (SEEP); a guidance framework which seeks to put critical plans, structures and principles in place for the seamless operation of mineral-resource mining and energy operations, including renewable energy for the particular benefit of communities, was launched.



(Picture 2) L-R: Meka Olowola, Chairman, SITEI Organising Committee, Temitope Oguntokun, Head, Sustainability, Lafarge Africa, Bekeme Masade, Executive Director, CIA, and Alan Tousignant, Economist Counsellor, US Embassy at the 5th SITEI Conference



Panel discussion during the 5th SITEI Conference



Unveiling SEEP



Sustainable Extractives and Energy Principles (SEEP) plaque unveiled at SITEI 2015



Bekeme Masade, giving her opening speech at SITEI 2015



Registration during the 5th SITEI Conference



Cross-section of audience at the Conference



Bank of Industry exhibition stand during the Conference



Tea break during the 2016 SITEI Conference



Panellists at the 2016 SITEI Conference



Japheth Omojuwa interrogates Sheu Sani of Miners Association of Nigeria (MAN)

SITEI 2017, themed, “Building Local for Global” was the biggest and the most successful of all the SITEI Conferences since inception. The Conference focused on the need to solve the challenges negating the transition from local refining and mining towards national and global competitiveness. At the Conference, issues bordering on the development of local

manpower/capacity, attracting local investors, supporting indigenous companies and increasing local production, stakeholder engagement and collaboration, and building a sustainable local framework for the sector, were addressed. The communiques for each conference can be found here <http://csr-in-action.org/sitei/communique/>.



Presentation of plaque by the Executive Director to the Minister of State for Petroleum, Dr Ibe Kachukwu, during the 6th SITEI Conference



Presentation of plaque to the minister of Mines and Steel Development, Dr Kayode Fayemi



Bekeme Masade giving her welcome speech



Registration desk



Miners Association of Nigeria (MAN) exhibition stand during the Conference



Panellists pose for the cameras after an engaging session



Cross-section of audience at the Conference



AITEO exhibition stand



Panellists during one of the panel discussions



Participants at an exhibition stand

Sustainable Extractive and Energy Principles (SEEP)

“The Sustainable Extractive and Energy Principles (SEEP) is designed to engender a sense of transparency, accountability and responsibility by incorporating sustainable business strategies into organisation's operations.”

In 2015, the 4th SITEI Conference saw the birth of a post conference Friends of SITEI Working Group dedicated to seeing that the recommendations made at the Conference would be implemented accordingly. One of the outcomes of the engagement is the Sustainable Extractive and Energy Principles (SEEP). It is designed to engender a sense of transparency, accountability and responsibility by incorporating sustainable business strategies into organisation's operations.

Our project team rigorously researched and listed some Key Performance Indicators (KPIs) that stakeholders may adopt to measure the impact of their

businesses activities. This is also expected to be adopted by communities to use as prerequisite for businesses seeking to engage in business in their communities in order to ensure responsible and sustainable business activities. A total of 4 key principles, 33 targets, and several key performance indicators were identified as priority sustainability guidelines, and were subsequently grouped into the three dimensions of sustainability.

Currently, we are working towards adoption by the government and industry regulators, the communities and businesses in the extractive industries.

Environmental Awareness (Clean Up Papa Ajao)

Shortly after the launch of The Good Citizen initiative, we partnered with Clean up Nigeria during the 10th Clean Up Nigeria Project to create awareness for the importance of proper environmental management at the grassroots of Nigeria. This saw members of our team, Clean Up Nigeria staff as well as residents of Papa Ajao

community, work together to remove accumulated debris from drainages in order to prevent erosion during the rainy season. We hope that through our continued partnership, we promote good health and well-being of Nigerians, by championing the cause for a clean environment.



Clearing of drainage to allow free flow of water



Participants at the clean-up event



Participants at the clean-up event with their tools



Anti-Corruption

The Good Citizen Initiative

Our flagship advocacy project for patriotism, anti-corruption, unity and accountability. The Good citizen, was launched in 2015.

Through the Good Citizenship initiative, we advocate for collective action as a strategic response to wards galvanising responsible citizenship in Nigeria. With our 'One Nigeria' vision, our goal is to promote positive values and good neighbourliness amongst Nigerians through various educational and awareness platforms.

Outcome

In June 2016, we partnered with Young Breed Initiative and Vetland Senior Grammar School, Nigeria to create awareness for the value of citizenship, and to empower students to take their place as the leaders of tomorrow, today!

In April 2017, we exhibited the initiative at the annual Taste of Our Tribes event organised by the Elevation Church, Lekki, Lagos, Nigeria.



At an exhibition event for The Good Citizen

The Good Citizen Reading Club

The Good Citizen Reading Club is an extramural club established in primary and secondary schools to promote the values of leadership, ethics, transparency and patriotism in our younger generation. The goals of the

club are achieved using reading materials and other club related activities. The club comes as an offshoot of the larger Good Citizen initiative which seeks to address the problem of values in Nigeria.



Cross section of students during the free distribution of the good citizen booklet



Group photograph with the Managing Partner, Zenera Consulting and the students of Olomu Community School



Group photograph of students of Olomu Community School and some CSR-in-Action staff

The Good Citizen Booklets

In September 2017, CSR-in-Action in partnership with Zenera Consulting, whilst commemorating Zenera's 4th anniversary, distributed hundreds of copies of the recently published The Good Citizen hand books to pupils in Olomu Community Primary School, Lagos, Nigeria. The booklets distributed

were centered on Honesty and Responsibility. The books were written for children between the ages of 7 and 13 years. Though specifically targeted at reaching children, youth and adults alike can learn a thing or two from reading these books.



Empowering Secondary School Leaders

In June 2016, we partnered with Young Breed Initiative and Vetland Senior Grammar School, to empower student leaders (prefects and class captains). The programme tagged **"The Role of Children in Nation Building"** was organised in commemoration of the 2016 children's day celebration.

Through the event we reached out to over 50 secondary school leaders and laid emphasis on utilising their leadership potential, inculcating the values of good citizenship and spurring them to live lives of influence within their sphere.



Empowerment session with student leaders of Vetland Senior Grammar School as part of activities commemorating 2016 children's day.



Empowerment session with student leaders of Vetland Senior Grammar School as part of activities commemorating 2016 children's day.

Extended Sustainability Impacts

Corporate Sustainable Investor Report (CSIR)

The Corporate Sustainable Investor Report (CSIR) formerly known as the Collective Social Investment Report, is a multi-stakeholder developed report that analyses the sustainability activities of companies. Presently in its 6th year, it is designed to be a one-stop shop for summarised information on companies' practices in environmental, social and governance management. The Report contains analytical and material sustainability data on companies of all sizes.

The CSIR has the following objectives:

- Provide investors with a one-stop data bank of measurable non-financial information on businesses in Nigeria
- Assist investors in making informed investments decisions using the total-mix of financial and non-financial information
- Encourage the adoption of sustainability practices across businesses in Nigeria
- Assess sustainability risks and opportunities inherent to investment decisions

- Enable peer to peer performance review within and amongst sectors
- Provide standardised reporting metrics for material issues within and amongst sectors.

The CSIR is disseminated extensively beyond Nigeria and freely available online. The CSIR has had endorsements from the United Nations Framework Convention on Climate Change (UNFCCC) and the Nigerian Economic Summit Group (NESG).

Apparent benefits of the CSIR are that participating organisations:

- attract local and foreign investors and proactively show responsiveness to investors' request for disclosure
- show compliance with regulatory requirements
- enhance corporate reputation with consumers/communities
- improve brand equity/be 'advertised' for free
- See how they are performing, especially in relation to other organisations

The development and design of the 4th edition (2016/17) of the Report is currently being compiled by our team of analysts and researchers.



Testimonials on Previous Reports

Dear Bekeme, you have done it again! A master piece! Congrats to your team.

Olajobi Makinwa, Chief Africa, United Nations Global Compact

The report is a very useful, informative and comprehensive source. It aided my research on sustainability policies in Nigeria and facilitated my data collection immensely. Given the fact that there is very limited literature and information on CSR practises in West Africa, this compendium is a step in the right direction for communicating CSR policies in the region.

Allison Alassan, Msc. Candidate, Cranfield School of Management, UK.

My team and I like to work with partners as consultants; our work with CSR-in-Action shows that they care about our business and the significant value they have and can contribute to it.

Temitope Oguntokun, Head, Sustainability, Lafarge Africa Plc

CSR-in-Action Consulting did a fabulous job on our 2015 Sustainability Report. This is a partnership we will sustain because you don't change your winning team.

Olumide Orojimi, Head, Corporate Communications, The Nigerian Stock Exchange

CSR-in-Action has provided a fresh wave of thought on sustainability, with a stimulated paradigm shift intended as block busters of barriers between competitor organisations. The past 3 days of intensive, trenchant and profoundly interactive sessions has created a new mind-set, entrenching sustainability as the "dominant feature" in a new world order.

Emeka Mba, Community Relations Manager, Coca-Cola Nigeria Plc

Weekly Newsletter

The CSR-in-Action Advocacy weekly newsletter serves as one of our foremost advocacy tool. Through our newsletter, we provide information about opportunities, upcoming events, news and write thought-provoking articles about sustainability in everyday life. Through this medium we keep the general public updated on local and global sustainability happenings, as well as corporate, federal, legislative and regulatory issues that are of vital importance to them.

Each newsletter covers a number of broad topics that affect sustainable development, good governance, responsible businesses, human rights, among others.

Outcome

Our newsletter has continued to gain wide readership and serve as source materials for sustainability professionals and academia.

Testimonials

The survey [on Fears of Genetically Modified Foods in Nigeria] was timely and I must commend you for the interest shown in the health of our people.

Keep up the good work @CiA. Congratulations to my boss and the team!.

Joshua Adedeji

Hello there! This is my first time to your blog! We are a team of volunteers and starting a new project in a community in the same niche. Your blog provided us useful information to work on. You have done an outstanding job'.

Angel Figurine

Other Partnerships and Accreditations

Business Coalition for Sustainable Development of Nigeria (BCSDN)

CSR-in-Action is the secretariat for the Business Coalition for Sustainable Development of Nigeria (BCSDN). The BCSDN was founded by the immediate past Country Chair of Shell Companies in Nigeria, Mutiu Sunmonu, and is chaired by Founder of Access Bank, Aigboje Aig-Imoukhuede.

CSR-in-Action was instrumental to the establishment of the BCSDN when in May 2015, it pulled together just over 30 leading CEOs in Nigeria to deliberate on the need for establishing a network of sustainability-focused businesses. When the notion was ratified, CSR-in-

Action led negotiations with the World Business Council for Sustainable Development (WBCSD) – the globally acclaimed body for sustainability spearheaded by Fortune 500 companies – and facilitated the approval of the BCSDN as the local network of the international body.

By May 2016, the BCSDN was registered by the Corporate Affairs Commission of Nigeria. The BCSDN promotes active involvement in the role businesses play in sustainable development in Nigeria, and serves as an avenue for discussion on best practice and networking.



Group photograph of participants at the BCSDN Business Leaders Round Table and dinner



Mutiu Sunmonu giving a speech at the CEO Round Table organised by CSR-in-Action



Bola Adesola, Managing Director, Standard Chartered Bank giving a speech at the CEO Round Table organised for the BCSDN



Chief Keith Richards and Mutiu Sunmonu having a chat at the dinner



Bekeme Masade having a chat with Chief Keith Richards



L-R: Nedo Osayande, Stella Okoli, Founder/CEO, Emzor Pharmaceuticals and Bekeme Masade

Ethica360[®]

Ethica360[®] is a collaborative service line driven by Zenera Consulting and CSR-in-Action. Ethica360[®] underscores the role of sustainability in branding. It is targeted at high-value brands seeking alignment with ethical business and corporate governance practices that

will boost mileage with their target audiences on a sustainable basis. CSR-in-Action recognises that brands must address the fundamental issues of embedding sustainability in their DNA such that 'sustainable' becomes who they are and not what they say they are.



Partners signing the MOU at the Ethica360[®] press release event

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