



**OXYGÈNE**  
**Citizenship** Report  
**2020**  
Enabling a Sustainable Future







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# About this report at a glance

**E**nabling a sustainable future, sustainability, means ensuring that we conduct our business with the future of all our stakeholders in mind. In everything we do as a corporate, we must ensure the end result is making our communities more equitable, accessible and inclusive.

Covid-19 taught us that we should be ready for a market shock, be it in health, technology or communications; we should always think ahead and be ready for the next move.

We believe we made good strides in 2020 despite the pandemic and this report highlights these achievements. We managed to achieve these by working closely with our employees, clients, relevant partners and the community to ensure we create impact in our deliveries.

Among some of the highlights in the report, we touch on how we ensured business continuity with the pandemic, the partnerships we fostered to ensure impact to society and how we worked closely with our clients to ensure we remained their key advisors during the shift caused by the virus.

We have also highlighted some case studies that showcase our expertise on campaigns that create impact for our clients, some of the pro bono activities we undertook to bridge gaps within our communities and how we comply with governance.



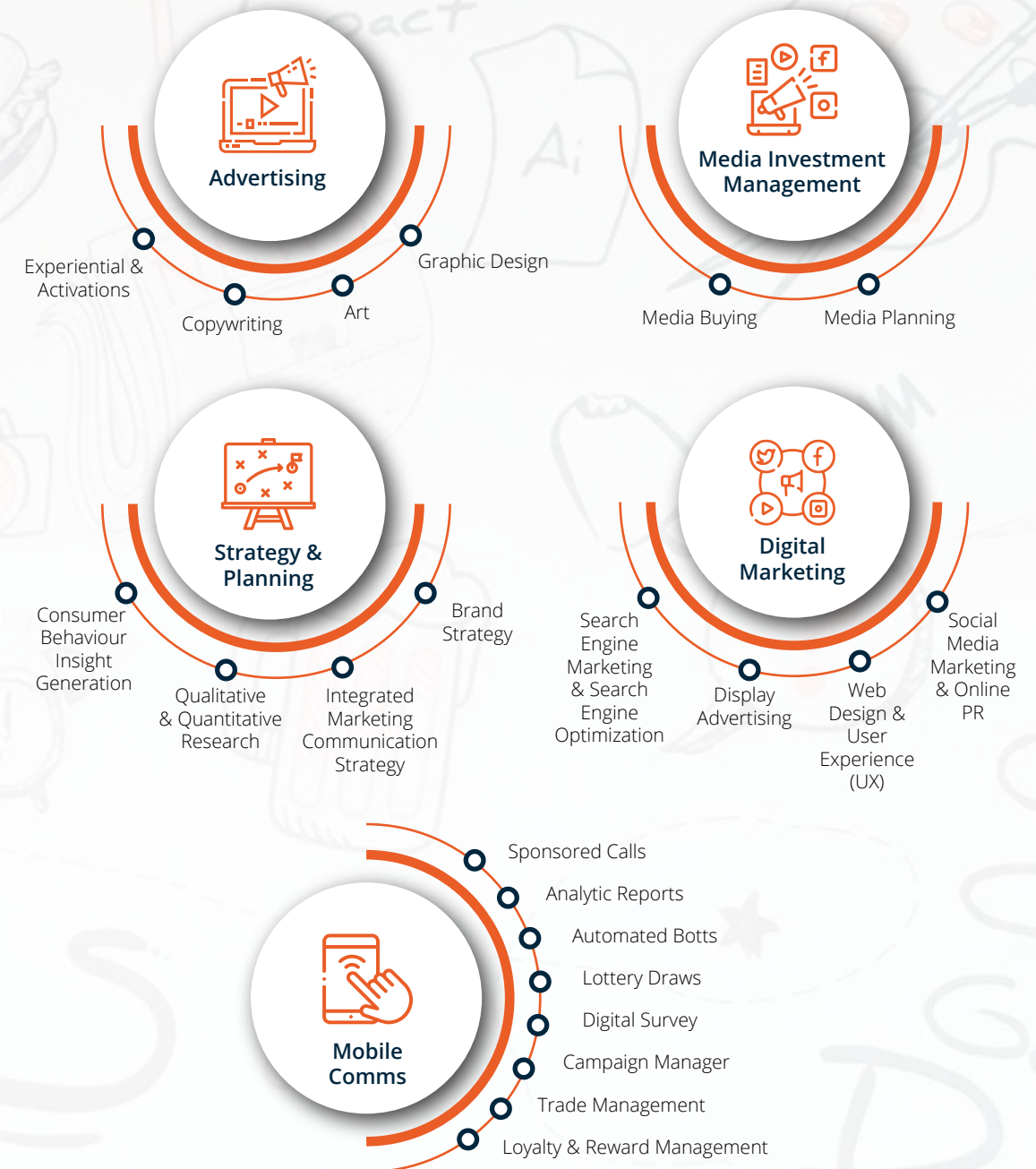
*Sustainable Development Goals*





# Our expertise

We believe in true integration of the communications disciplines and we structure our assignments around our clients' needs. We offer one-stop solutions powered by a blend of insights, creativity, technology and entrepreneurship.







# Our Value creation model



# Message from the MD

“Our operating environment is also changing for the better as the world sails on the hope that vaccines are the way back to a normal world in which our services are in demand as people seek to communicate and sell their products, services and ideas.”



After a tumultuous and disruptive 2020 because of the Covid-19 pandemic, 2021 has been a year of rebuilding and revival for many businesses around the world, and Oxygène Marketing Communication Limited has been no exception.

Our efforts at being resilient paid off, and we are now on the path to revival. It is slower than we would have wanted, but it is sure and we hope that the gains made over the past year will last.

Our operating environment is also changing for the better as the world sails on the hope that vaccines are the way back to a normal world in which our services are in demand as people seek to communicate and sell their products, services and ideas.

While the global Public Relations industry declined by 4% in 2020, according to a study by Provoke Media, a strong recovery has been seen in 2021 and is forecast for 2022.

The study also established that PR firms remained in demand during the pandemic, for proactive creative ideas to help clients maneuver through turbulent times

to help manage crises, public affairs during a crisis and internal communications.

The pandemic also created an opportunity for PR firms to experiment and pass on the good lessons to their clients.

This was evident at Oxygène MCL, as our clients needed more of our services in managing internal communications with their employees, many of whom were working from home, which in turn created a higher demand for content.

It was also critical that we retain clients, who were also struggling with the global and localised effects of the pandemic, and it called for us to be innovative in our offering. The result was that we offered business recovery support outside of the usual communication work.

Perhaps one of the biggest challenges we faced was how to recreate the serendipity that comes with sharing a workspace as opposed to the struggles of holding meetings and brainstorming over teleconference.

We, however, put in the necessary measures to enable those who wished to work from the office to do so as



safely as possible by creating duty rosters, constant cleaning and regular fumigation of the office.

We also negotiated with our insurance provider to take care of the hospital expenses of employees who contracted the virus. Even then, we are thankful that only a small number caught Covid.

Still, Oxygène MCL continued its focus on making a difference in communities. There were two main activities in this regard.

The first was a collaboration with the Government of Kenya in designing and implementing Komesha Corona, the first campaign by the government to educate Kenyans about measures to limit the spread of Covid-19. So committed was the staff to this project that some volunteered their time to be models in the infomercials.

The second was with Technoprise Consulting, where

we worked with accessibility experts to develop a website that meets accessibility standards for the company. This was a great opportunity for Oxygène MCL as the development team got to learn how to develop accessible websites.

I would like to thank the Oxygène MCL team for remaining focused on serving our clients despite the challenges encountered over the past year. I am excited for what the future holds for the company going forward and I am confident that the strategy we are implementing will result in success for all of us.

*Nick Wachira*





**Social**







# Message from Human Resources

**A**t Oxygène Marketing Communication Limited, we have built a business culture that recognises the crucial role of our teams as a principal arm of the business. We are committed to promoting our staff's social wellbeing by securing a safe working environment through necessary policies and initiatives.

Like many others around the world, Oxygène MCL's plans for 2020 were abruptly disrupted by the onset of Covid-19. We faced a significant drop in business, at about 30%, and had to balance between staying afloat and keeping our staff happy.

It was business unusual, with the focus shifting to preventing the spread of the deadly coronavirus. The government, through the ministry of health (MoH), formulated several containment measures which included the ban of in-person meetings to promote social distancing.

This, however, would come at a cost in the form of affected expense streams. The consequences were dire. Clients had to put contracts on hold, cancel or request further discounts, reducing our income extensively. In turn, we had to cut back on our employment benefits like gym, the employer's contribution of pension as well as administer pay cuts to all employees.

*Like many others around the world, Oxygène MCL's plans for 2020 were abruptly disrupted by the onset of Covid-19. We faced a significant drop in business, at about 30%, and had to balance between staying afloat and keeping our staff happy.*

More importantly, we immediately put in place several measures to protect our employees and prevent the spread of Covid-19 at the workplace. All high-risk employees with pre-existing conditions or expectant worked from home with immediate effect and we introduced working in shifts to minimize the number of staff at the office at any given time.

To protect those working at the office, we organised for frequent fumigation of our offices, strategically installed sanitiser dispensers around the office, ensured everyone had their mask on at all times and organised an isolation room and ambulance services in case any employee fell sick. We had a doctor on standby to attend to any sick employee at any time.

We formed a committee that was tasked with ensuring clear communication amongst employees. With their help, we had daily call trees through which the staff provided each other with emotional support. The team also organised a wellness camp to have a doctor address concerns by staff on Covid-19 prevention, treatment, and vaccination.

These measures have enabled us to keep low infection rates, recording only 15 positive cases out of the 70 employees so far. We also negotiated with the medical insurance provider and all employees under the medical cover who needed treatment had their hospital expenses catered for by the insurance company.

We have continued to engage our employees through quarterly town hall meetings that are headed by the Managing Partner as well as other welfare activities e.g., occasional lunch treats and employee retreats.

While Covid-19 is still here with us, we continue to urge our teams and all Kenyans to remain vigilant in protecting themselves from the Covid-19 virus.

We have advised all employees to be vaccinated to protect themselves from severe disease in case of infection.





# Environment





# Carbon footprint

## OXYGÈNE CARBON FOOTPRINT 2019 - 2020

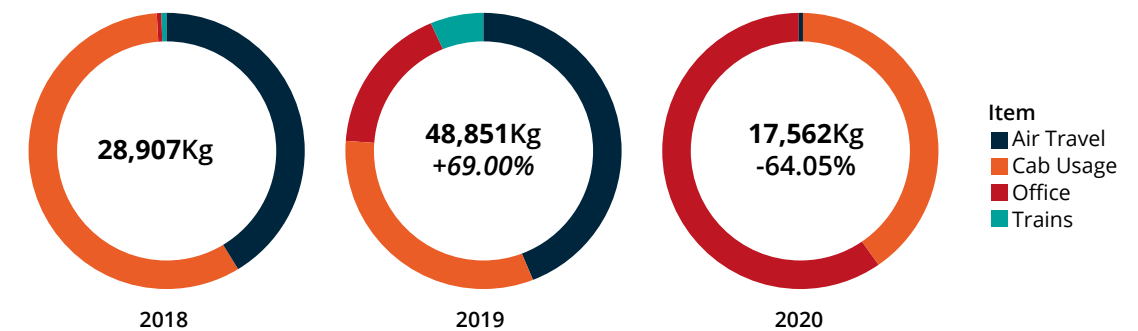
SCOPE	DETAILS	2020			2019	2019 - 2020
		TOTAL			TOTAL	
		kWh	Km	Ltrs	CO <sub>2</sub>	% Change
Scope 2	Electricity Consumption	9,515.00			10,466.50	8,674.83
Scope 3	Cab Usage		36,909.52	2,952.76	7,057.10	15,666.40
Scope 3	Air travel		374.00		38.15	21,582.33
Scope 3	Trains		N/A	N/A	0	2,927.74
Total Carbon Emissions in Kg				17,561.74	48,851.30	-64%
TOTAL	Carbon Footprint			18 tonnes of CO <sub>2</sub> e	48 tonnes of CO <sub>2</sub> e	
% Change						69%
						-64%



## GRAPHICAL PRESENTATION AND INTERPRETATION



**Fig 1** - From 2018, where office had minimal contribution, office increased in total percentage to 17% in 2019 and 59% in 2020. The same case was seen for cab usage as there was an increase in CO<sub>2</sub> emissions from 32% to 40%. Representing an increase in emissions by 8%. There was a 100% reduction in train emissions as well as for air travel.

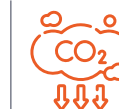


**Fig 2** - With reduced travel, 2020 saw a 64% decrease in total emissions across all the scopes representing a 100% reduction in carbon emissions. The CO<sub>2</sub>e for 2020 stood at 18 tonnes as compared to 48 tonnes of CO<sub>2</sub>e in 2019.

## SCOPE VIEW

**In scope 2** - There was a significant increase in carbon emissions by **21%** in 2020. This was a result of an increase in electricity consumption.

**Scope 3** - There was a reduction in CO<sub>2</sub> emissions by **100%** due to reduced travel.



## CARBON EQUIVALENT

As a company, we have seen ourselves reduce our total emissions by a significant proportion. This we can attest to the reduced Carbon Dioxide equivalent from 2019 to 2020 by **30 tonnes**. In 2019, the CO<sub>2</sub>e was 48 tonnes and in 2020, we recorded 18 tonnes indicating a significant reduction by **64%**.





**Economic**

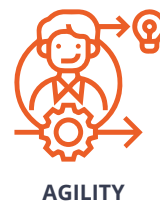




# Business ethics



Oxygène Marketing Communication Limited ascribes to the following principles:



Oxygène MCL has documented rules that all employees, partners and directors are required to follow espoused in the Company's Code of Business Conduct and Ethics.

The Code outlines the Company's policies on corporate conduct and ensures that the Company's business is conducted according to rigorous ethical, professional and legal standards, which prevail from time to time, in the same professional sector in which the Company conducts its normal business.

Moreover, the Company has in place a comprehensive employee handbook which outlines the goals all employees are expected to adhere to which include:

- Adherence to the code of conduct in their professional as well as personal conduct.
- Treatment of co-workers with respect, courtesy, honesty and fairness.
- Respect of different values, beliefs, cultures and religions.
- Value the contribution of the people they work with, and work co-operatively.
- Refrain from bullying, intimidation, harassment or discrimination against fellow co-workers.

**The Code outlines the Company's policies on corporate conduct and ensures that the Company's business is conducted according to rigorous ethical, professional and legal standards, which prevail from time to time, in the same professional sector in which the Company conducts its normal business.**

## Accountability culture

All employees are required to understand and adhere to the Company's Code of Conduct and at all times to abide by the standards, requirements and procedures outlined.

Any deviation from the corporate policies should be reported as outlined in the Company's Whistle Blowing Policy which includes reporting procedures as well as handling of reported violations underpinned by the Company's corporate ethos as espoused above.

## Confidentiality

Confidentiality is one of the cornerstones upon which business operations are anchored and this is premised on the fact that while in employment with the company, employees may be entrusted with confidential information. This information may include the company, its clients (including trade secrets) and suppliers. Thus, upon joining, all employees are required to separately read, acknowledge and sign the 'Confidentiality Agreement' that explicitly mentions the terms and conditions of the confidentiality obligation and treatment of confidential information and intellectual property of the Company. This is also included in the Employee Handbook.

With regard to information pertaining staff members, the Human Resource Officer is required to maintain strict confidentiality and any information shared is strictly to the line manager under strict guidelines. The same applies to medical information as outlined in the Company's HIV/AIDS Policy.

Moreover, the employer is desisted from sharing any personal information to third parties without the written consent of the employee unless obligated under Kenyan law, specifically the privacy legal safeguards.

In the event of any information leak, this would constitute gross misconduct which would be grounds for summary dismissal, a strong deterrent.





### Integrity

As part of the Company's ethos and professional behaviour, all personnel are required to maintain the highest standards of integrity and honesty in their work.

To demonstrate that the same is integrated in the Company's operations, the Company invests in building trust and respect among its employees as part of the workplace culture and the same is extended to its clients. Moreover, the Company has inculcated an open communication policy where relevant information is shared to ensure that everyone is aware of what is presently going on and the future strategies.

This is informed by the Company's policies which are designed to guide on best practices which is part of the Company's brand/ identity.

### Regulatory and industry compliance

To ensure that the Company is adhering to laws and regulations, a legislative tracker has been developed and deployed within the Company to ensure tracking of compliance. A report of the same is shared by the policy team to the management and the board once every quarter.

In addition to this, the Company has instituted regular internal audits which include policy and system audits, internal process alignments, documentation review to ensure accuracy as well as training of all staff members to ensure compliance-consciousness. This has led to the establishment document compliance policies and procedures which are reviewed annually.

To ensure that suppliers and clients adhere to these regulations, the terms and conditions set out in the contracts espouse these principles. In addition to

this, Oxygène MCL supports clients and suppliers in training to ensure compliance with emergent laws and regulations such as Kenya's Data Protection Act, 2019 and Business Human Rights Principles through partnerships with entities such as the United Nations Global Compact (UNGC).

Lastly, cognizant of the challenges that may arise in ensuring full compliance, the Company has, on retainer basis, legal experts who are conversant with the business model and operations and are thus aware of the regulatory and legal risks.

### Clients' reputation

All employees are required to sign a confidentiality agreement during the onboarding process, which is one of the primary ways through which the reputation of our clients is protected.

In addition to this, all employees are required to embody the values and ethos of the clients being served. This includes neither using improper means to seek proprietary information about a competitor nor misrepresentation of positions or circumstances to persuade another to release information, or commission a third party to do so.

Further, in its stakeholder engagement, the Company and its employees are only allowed to employ legal and ethically approved channels of engagement whether acting on its own behalf or that of a client.

Employees are also required to sign Non-Disclosure Agreements where the need arises.







# Operational efficiency

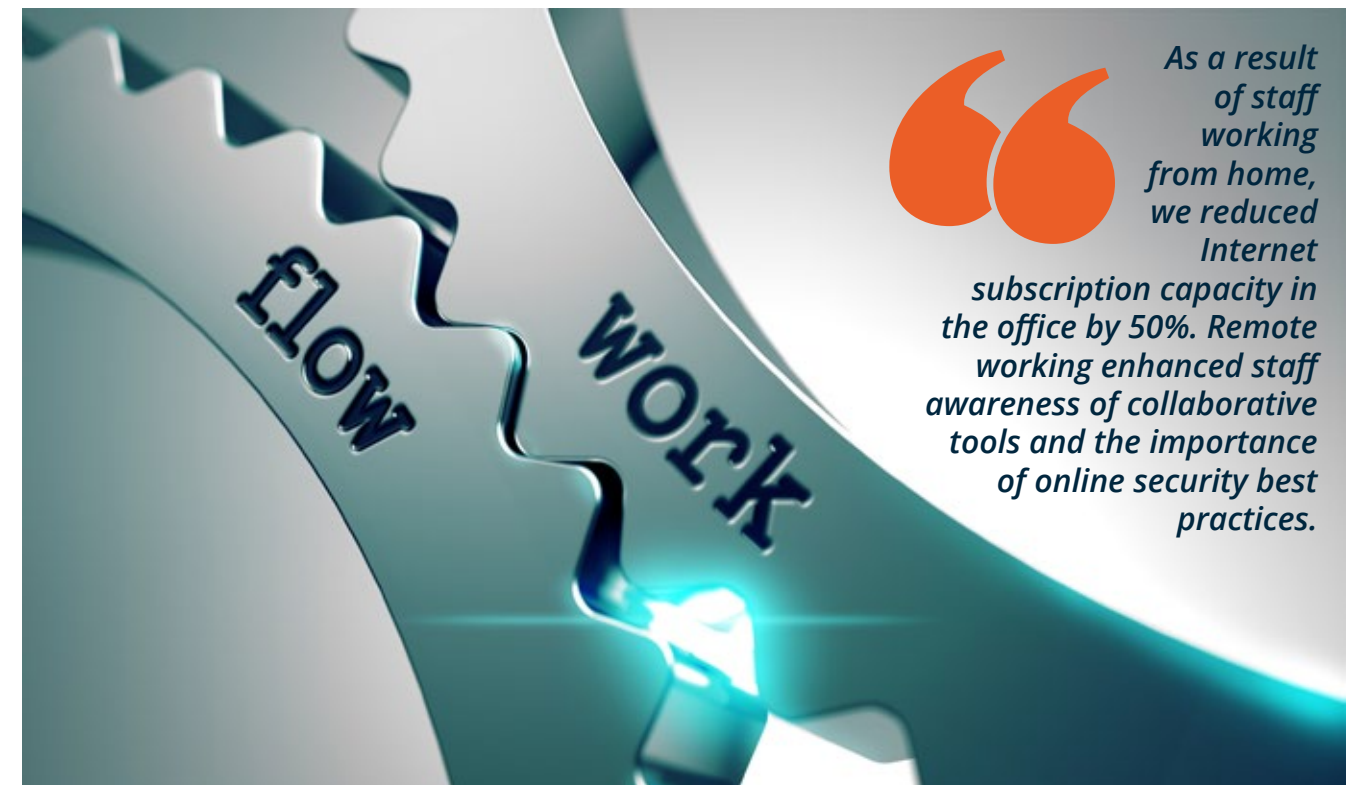
## Technology and Systems

The Information Technology (IT) department is in charge of acquisition, implementation and management of technology and services that enable Oxygène Marketing Communication Limited meet its business needs. The department aligns its strategy to the overall Oxygène MCL business strategy to ensure operational efficiency and seamless integration of appropriate technologies and information systems. We baseline our operations with global industry best practices and standards to deliver the quality of services to Oxygène MCL.

Oxygène MCL's information management systems include: Timesheets and Workflow, Human Capital,

Finance and Administration, Digital Design and Production, and Office Automation services to support Company goals and objectives. The applications are available on web, mobile and desktop platforms.

When Covid-19 struck, most of our staff had to work remotely, and the result was that we had to enhance remote access capacity. We ensured that staff were able to access resources that were hosted in the office efficiently and securely. The shift to working from home necessitated enhancement of some local systems to be accessible remotely. Changes were made to allow staff to use our applications out of the office. We created and granted remote access using Virtual Private Networks



**“** As a result of staff working from home, we reduced Internet subscription capacity in the office by 50%. Remote working enhanced staff awareness of collaborative tools and the importance of online security best practices. **”**

(VPNs) for staff to access office resources hosted in the office and cloud as applicable.

As a result of staff working from home, we reduced Internet subscription capacity in the office by 50%. Remote working enhanced staff awareness of collaborative tools and the importance of online security best practices. There was also a reduction in expenditure on online subscription software services due to reduction in staff headcount during the pandemic. Consequently, remote working has become the norm and our staff can work from any location. However, additional support resources were required to meet increased demand for remote support which subsequently pushed support costs higher.

We also suspended new expenditure on hardware and software services that were planned for the financial year with the exception of business-critical items.

Sustainability has been embraced by the IT department in its operations and we have endeavoured to ensure that we recycle and dispose of our e-waste in a way that protects the environment.

IT infrastructure is a major consumer of electricity and we have encouraged our staff to switch off power after charging their devices. We also ensure that we minimise the use of air conditioners and power off all devices that are not in use and before leaving the office at the end of day.

We continue to enhance our Data Leak and Loss protection tools to address the global security issues that emerged in the lockdowns during the pandemic. This is a continuous process and we keep testing new tools in the market to enhance our operational efficiency.





# Case Studies







# Case Study

## Komesha Corona

### CHALLENGE

Covid-19 also known as coronavirus disease 2019 was first identified in Wuhan, China, in December 2019. The World Health Organization (WHO) declared the outbreak a public health emergency of international concern in January 2020 and later a pandemic in March 2020.

In March 2020, Kenya announced the first case of Covid-19. In view of this, the Ministry of Health (MOH) developed prevention and mitigation guidelines in line with the WHO.

The challenge was to ensure that everyone in urban, semi-urban and rural areas got the appropriate information in a way that was easily understood. The Government of Kenya through the Ministry of ICT commissioned the Agency to help tackle the communication challenge at hand.

In as much as many in urban areas had access to information on the disease way before the first case was reported, there was need to cascade that information to the rural population as well.

### THE BRIEF

#### Role:

The Agency was to develop communication that would be cascaded throughout the country reaching people in the urban, semi-urban, rural and marginalized areas.

#### Objective:

To educate, sensitize and encourage the Kenyan public to continue adhering to the Covid-19 preventative measures to help reduce the spread of the virus.

### RESEARCH INSIGHTS

While there was overall knowledge regarding Covid-19 symptoms, there were some misconceptions on specific symptoms and mitigation measures proposed by the government and the WHO. We attempted to solve this through a public behavior change campaign.

### STRATEGY

It was essential that whatever messaging we came up with was relevant to the diverse Kenyan audience, both in the urban and rural setting. One way we could do that was to use a common language that would cut across both audiences-Swahili. Our key message was to stop the spread of the virus through the different preventative measures. With this in mind, we developed two concepts: Jikingo dhidi ya Corona which means "prevent coronavirus" and Komesha Corona meaning "StopCorona".

After deliberations with the stakeholders, we settled on Komesha Corona because the call to action was short, memorable and straight to the point.

### CAMPAIGN

We partnered with the MoH, Ministry of ICT, UNICEF, Inter-Religious Council of Kenya, County Governments, Public Relations Society of Kenya (PRSK), Population Services Kenya (PSK) and Facebook to ensure word on the campaign reached far and wide by making use of their influence at the grassroots.

To ensure the communicate could be understood by everyone, the Agency opted to segment different

elements of the campaign tailored to the different audiences. Being a mass campaign and considering the large number of people in the rural areas; radio was a key channel, supported by the use of short video clips & TV commercials.

For the digitally savvy audience, social media content was a key way to reach them. We made use of Twitter (Main channel for Engagement), Facebook (Main channel for Reach) and Opera Mini for the peri-urban audience. Opera Mini as a browser is particularly popular with this segment of users due to its low cost for data as well as directing people to the USSD code \*719# where users could get more information about the preventative measures. Artwork developed was idiot-proof; highly visual- with step by step guidelines. This meant that even the illiterate could understand what was expected of them from a protocol standpoint.

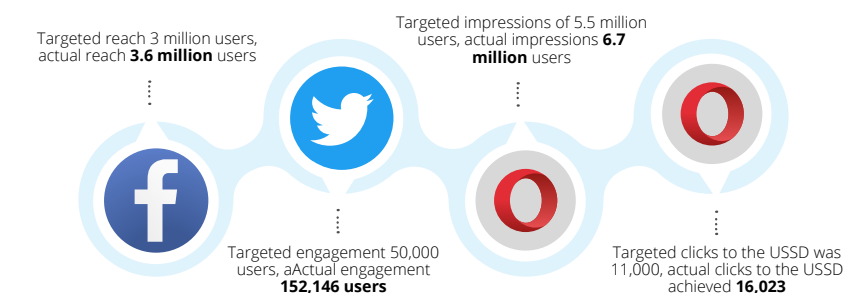


### RESULTS

<p><b>100%</b> are aware of Covid-19 and <b>82%</b> know that anyone can get infected (Study conducted by Population Council in an informal settlement in March) <a href="https://www.dropbox.com/s/aywccj1ch1kmlk/2020PGY_Covid_KenyaKAPStudyBriefPrelimFindings%20%281%29.pdf?dl=0">https://www.dropbox.com/s/aywccj1ch1kmlk/2020PGY_Covid_KenyaKAPStudyBriefPrelimFindings%20%281%29.pdf?dl=0</a></p>	<p><b>Behavioral change</b> was evident throughout the country; even the public transport sector was keen on <b>hand washing</b> and <b>sanitizing</b>.</p>	<p>Due to the success of the campaign, there was a follow up campaign encouraging the populace to keep following the MOH guidelines to save their livelihoods. <b>Komesha Corona- OkoaMaisha-</b></p>
<p>Proper <b>understanding</b> of the guidelines saw an increase in number of Covid-19 patients go into <b>home-based care</b> as the positive cases in the country surged.</p>	<p>Hospitals <b>increased</b> their <b>bed capacity</b> to cater to the needs of patients as the numbers increased; this meant an <b>improvement in the facilities</b> at the hospitals as well.</p>	<p>Increased handwashing led to <b>reduction</b> of <b>waterborne diseases</b> such as cholera, diarrhea and other diseases in most parts of the country.</p>

### RESULTS: DIGITAL

On Digital platforms, the campaign was aired on Facebook, Twitter and Opera Mini for a period of 4 months.







# Case Study

## 2jiajiri



### CHALLENGE

The rapid population growth in Kenya has led to a burgeoning youth demographic and an economy that is not creating enough job opportunities to keep up with the numbers.

Approximately 800,000 young Kenyans enter the labour market every year with youth unemployment estimated to be as high as 35%, compared to the overall national unemployment rate of 10%.

At the same time, Small and Medium Enterprises (SMEs) have become the lifeblood of Kenya's economy, as their operations cut across all sectors of the economy and sustain majority of households.

Their activities form a breeding ground for small businesses to thrive and provide one of the most prolific sources of employment. As such, in 2016, KCB Foundation established 2jiajiri; a programme that seeks to skill and upskill the youth by providing them with scholarships for vocational training in various trades in readiness for self-employment

### THE BRIEF

#### Agency role:

The PR role was to provide programme visibility, showcasing its impact in an aim to drive to recruitment and attract like-minded partners.

#### Key Objectives:

Drive programme visibility and recruitment by showcasing the opportunities and inclusive nature of the programme.

Showcase the impact of the programme and its value in economic development by telling the beneficiary stories, giving hope to the unemployed youth at the bottom of the pyramid.

### RESEARCH INSIGHTS

SMEs face a myriad of challenges, including lack of skilled workforce, markets and licenses, and access to capital and operating funds that remain a hindrance to their growth.

Intandem, the country continues to grapple with high youth unemployment.



This saw KCB Foundation invest in 2jiajiri, in order to skill and upskill the youth by providing them with scholarships for vocational training in various trades in readiness for self-employment.

The youth train in Agribusiness, Automotive Engineering, Beauty and Personal Care, Building and Construction, Domestic Services, and Information and Communications Technology.

Crucially, they're also trained in Business Development Services which comprises of legal, marketing and financial training.

The term 2jiajiri is coined from the Swahili word Tujiajiri which means "Let us employ ourselves".

### STRATEGY

To ensure the scholarship opportunities get to the right, unemployed but ambitious youth, we had to go beyond traditional based media PR.

To secure recruitment and applications, we leveraged on active on-ground recruitment through word of mouth by

the partner institutions and community endorsement by local chiefs at county level.

We also showcased the programme efforts and viability in our storytelling to attract like-minded partners.

### CAMPAIGN

We used traditional media and social media to dispatch information on the criteria and application process for the 2jiajiri programme.

The Agency leveraged on KCB's extensive branch network across the country to spread the word and programme application forms at community level.

We used radio interviews to spread information on the interviews being conducted at partner institutions, for ease of access for the beneficiaries. At the grassroots, radio is the primary source of information.

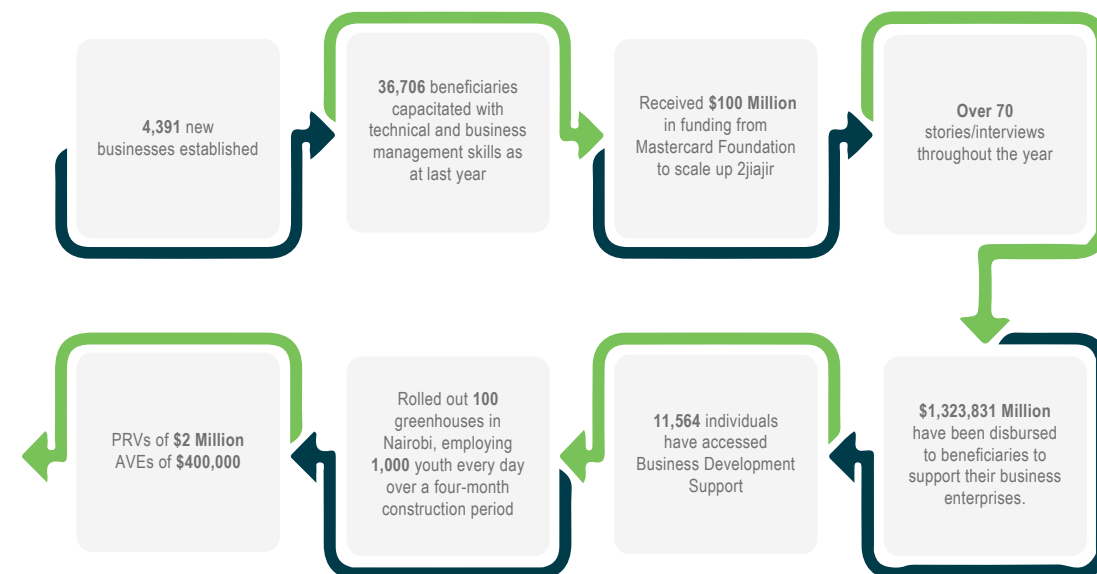
We provided room for partners to come on board to support 2jiajiri in alignment with their particular interests.



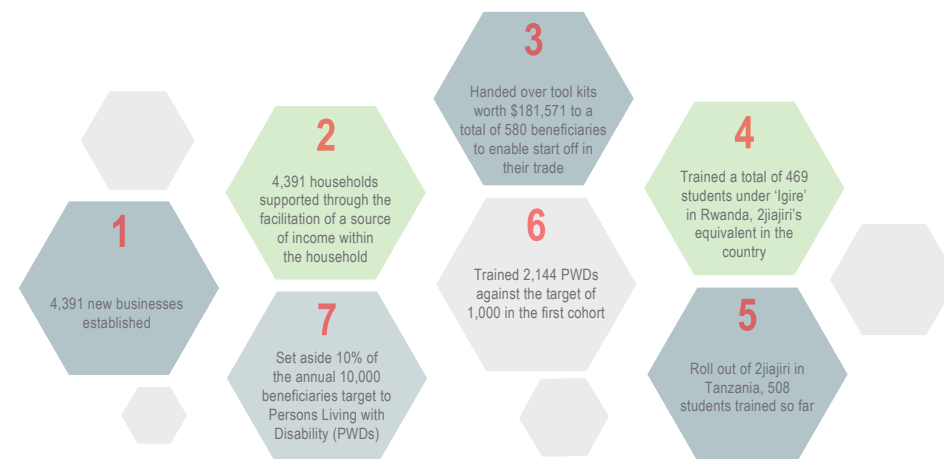


# 2jiajiri

## BUSINESS IMPACT



## HUMAN IMPACT



## ECONOMIC FALLOUT FROM COVID-19

The National Hygiene Program (NHP), dubbed Kazi Mtaani, is a national initiative that was designed to cushion the most vulnerable youth living in informal settlements from the effects and response strategies of the Covid-19 pandemic.

When the first case of Covid-19 was reported in Kenya in March 2020, the government promptly acted to contain the spread of the virus in the country. These containment measures, however, impacted on economic activity, thereby increasing unemployment across all sectors of the economy. The contraction of economic activity hit low income earners hardest since most rely on daily wages from casual work. Many families were unable to meet basic needs.

The objective of the Kazi Mtaani programme is to provide a form of social protection for workers whose prospects for daily or casual work has been disrupted by the containment policies put in place to limit the spread of Covid-19.

The programme is also structured as a local economic recovery programme which aims to restore disrupted economic activity in informal settlements while creating a public good.

In this way, Kazi Mtaani ensures we have cleaner environments as one way of combating the ravaging Covid-19 pandemic while at the same time puts money in the pockets of the youth who are then able to fend for their families.

## THE AGENCY'S METHODOLOGY

**AWARENESS CREATION** - The PR role was to create awareness on Kazi Mtaani. As a newly rolled out programme, there was need to create visibility for it to drive recruitment of the youth.

**IMPACT** - Coming at a time when there was widespread contraction of the economy, the Agency deployed various communication arsenals including programme update press releases and testimonial videos to demonstrate the socio-economic impact of the Kazi Mtaani programme.







# Kazi Mtaani Study

## KEY OBJECTIVES

To showcase and highlight how the Kazi Mtaani programme provides a socio-economic safety net for workers whose prospects for daily or casual work had been disrupted by the containment measures put in place to limit the spread of Covid-19

Reinforcing the government narrative on economic recovery targeting the most vulnerable Kenyans and those adversely affected by the pandemic.

## RESEARCH INSIGHT

The impact of social distancing, dusk-to-dawn curfew and closure of businesses such as bars and restaurants impacted on consumer spending, leading to job cuts and unpaid leave for workers as firms raced to cut costs.

About 1.72 million workers lost jobs in the three months to June when Kenya imposed a coronavirus-induced lockdown that led to layoffs and pay cuts according to the Ministry of Labour.

In an attempt to remedy this situation, the government through the State Department for Housing and Urban Development rolled out a National Hygiene programme, christened Kazi Mtaani, with the twin objective of providing a form of social protection for workers whose prospects for daily or casual work were disrupted as well as to improve health and sanitation in informal settlements.

## STRATEGY

Kazi Mtaani being a relatively new programme, we had to create awareness through a blend of earned media and social media.

We also leveraged on social media including Twitter and Facebook to enlist the youth.

We also curated sharable messages on Whatsapp that

were distributed asking the youth to apply.

To sustain the communication, we worked with the government's local administrators to share pictures and stories with local media stations and with the Agency, these were shared with national media and social media.

Periodic progress updates and testimonial documentary that were played during national holidays.

## CAMPAIGN

We engaged administration officers — County Commissioners, Sub-County Commissioners, and Chiefs, and explained and sold to them the idea in a conference at the capital, Nairobi. They helped in enlisting beneficiaries and supervising the work. Recruitment was done through a grassroot selection committee that identified suitable workers.

We also leveraged on social media including Twitter and Facebook to enlist the youth and curated sharable messages on Whatsapp that were distributed asking the youth to apply.

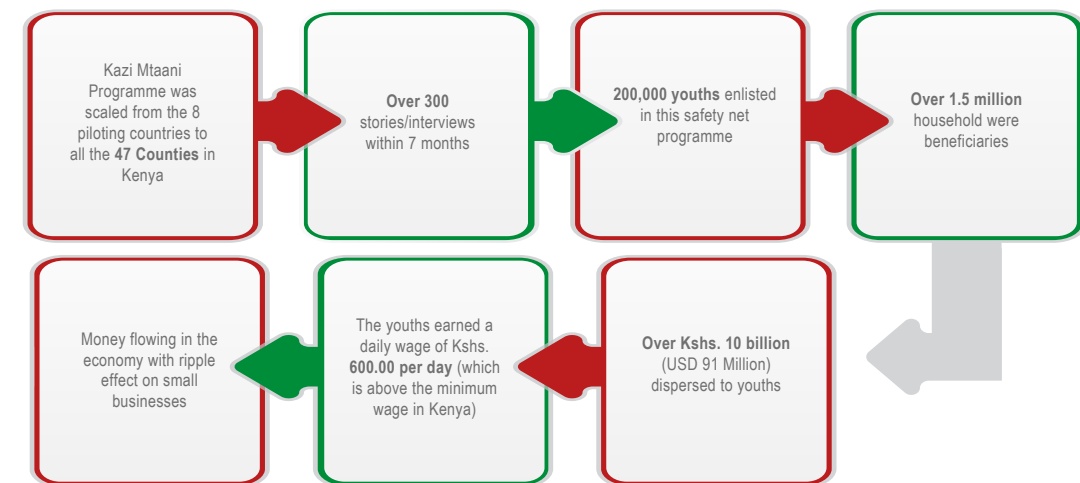
To sustain the conversation, we organized the youth in various Whatsapp groups to help ensure information flow.

We also pitched for radio interviews in most ethnic and community radio stations with senior government officers attending interviews to speak about the programme.

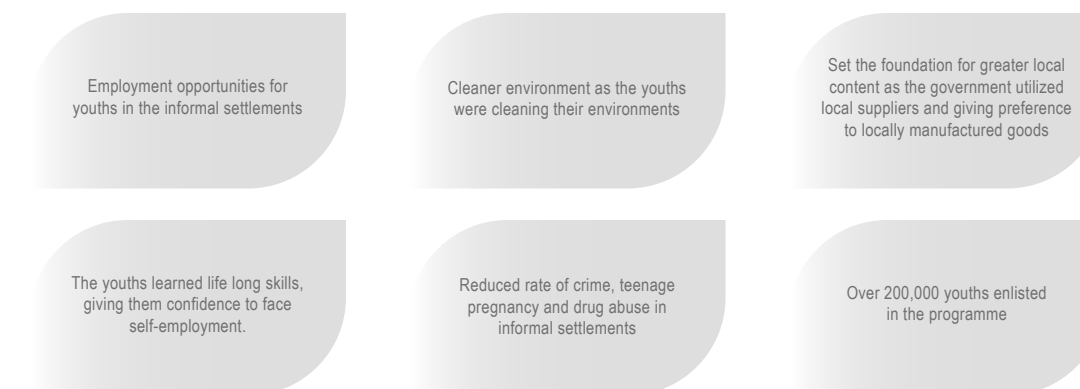
We encouraged various sub-country administrators to share pictures and videos of the progress and milestones met in their respective areas. This soft competition encouraged the officers to double their efforts.

We developed a documentary that was aired at the presidential event during the Jamhuri Day Celebrations.

## BUSINESS IMPACT



## HUMAN IMPACT





# Data Protection

# Highlights 2020



All data or information that relates to an identifiable individual that a business stores or handles needs to be properly protected. From financial information and payment details to contact information for staff, personal data usage in Kenya is protected by law.

The Kenya Data Protection Act was enacted in November 2019 and the Data Protection Commissioner was appointed a year later. The Office of the Data Protection Commissioner was established in early 2021 and that began Kenya's journey in privacy and data protection enforcement.

As Oxygène, our data protection journey goes back before the enactment of the Data Protection Act. We guided several clients through the Act's legislative process and prepared them on what they should expect once the Act came into force.

Internally, we developed capacity to enable us understand data protection compliance so as to be better equipped to serve our clients. We got internationally acclaimed certifications from the International Association of Privacy Professionals namely, Certified International Privacy Professional - Europe (CIPP/E) and Certified International Privacy Management (CIPM).

With international knowledge and expertise, we set out to put our house in order by conducting a data protection impact assessment (DPIA) and training Oxygène staff on their data protection rights and responsibilities. After this exercise, we guided two clients through their respective data protection issues. These clients are Diamond Trust Bank and Safaricom.

We hope to service more clients on data protection issues since data protection compliance is not an event but a journey.

OUR CLIENTS	OUR PEOPLE	OUR COMMUNITIES	OUR WORLD
Quality Work  Business Ethics & Compliance  Data Privacy & Information Security	Diversity and Inclusion  Back to work protocol strategy was implemented  Reminders on numbers, safety sent to employees on a regular basis  Call tree introduced to ensure daily check in on teams and updates shared  Health and wellbeing: Wellness camps organised  Learning & development: Training to sharpen skills done on a regular basis	Pro bono work with inABLE to assist the visually impaired gain computer skills to enable them compete with their peers in schools and job markets  Subsidized rates for Adrian's sustainability report to align with our social and environmental impact objectives	Carbon footprint reduced by 64%



# Stakeholder Engagement

## Regulatory and Industry Compliance – internal and external

**T**he current media regulatory system in Kenya applies two media systems: 1. Statutory regulatory system that is applied in two regulatory bodies and 2. Statutory media self-regulatory system which is applied in one regulatory body.

In this regard, as part of business operations and to ensure proactivity in compliance on industry regulations, the company has integrated stakeholder engagement with clear engagement channels as indicated herein below:

Target Audience	Why Engage/ Mandate	Channels
<b>Communications Authority of Kenya</b>	Per the CA Code for Broadcasting Services in Kenya- guidelines on advertising provide that advertising shall not – (a) Prejudice respect for human dignity, <b>(b) Include any discrimination on grounds of race, sex or nationality</b> , (c) Be offensive to religious or political beliefs (d) Encourage behavior that is prejudicial to the protection of the environment.	<ul style="list-style-type: none"> <li>• Courtesy calls</li> <li>• One on one meetings</li> </ul>
<b>Media Council of Kenya</b>	Created and anchored in law with the view to regulate journalism practice and also to regulate the media content.	<ul style="list-style-type: none"> <li>• Courtesy calls</li> <li>• Conferences and forums</li> <li>• Annual fees</li> <li>• Contribution to thought leadership articles</li> </ul>
<b>Kenya Film &amp; Classification Board</b>	The board is a state corporation whose aim is to regulate the creation, broadcast, distribution and exhibition of film and broadcast content to conform to national aspirations, values, culture and morality.	<ul style="list-style-type: none"> <li>• Courtesy calls</li> <li>• One on one meetings</li> </ul>

Target Audience	Why Engage/ Mandate	Channels
<b>Marketing Society of Kenya</b>	This is the national umbrella body for all marketers in Kenya whose key mandate is to empower and regulate the marketing industry by creating policy that governs the Marketing Industry (self-regulated), education and training of professionals, corporates and entrepreneurs, marketing and business mentorship and arbitration through the Advertising Standards Board	<ul style="list-style-type: none"> <li>• Courtesy calls</li> <li>• One on one meetings</li> <li>• Conferences and forums</li> <li>• Contribution to thought leadership articles</li> </ul>
<b>Advertising Standards Body of Kenya</b>	This is an independent body set up by the marketing and advertising industry to ensure that its system of <b>self-regulation works</b> in an efficient and sufficient manner and that its principal activities do not work in any way whatsoever, against the public interest	<ul style="list-style-type: none"> <li>• Focus Group Discussions (FGDs)</li> <li>• Conferences</li> </ul>
<b>Association of Practitioners in Advertising (APA)</b>	It is mandated to enforce advertising standards through adherence to the code of advertising practice and direct marketing and also advocate for professionalism among its members. It also seeks to recognize the application of creative excellence in the way brands and businesses communicate.	<ul style="list-style-type: none"> <li>• Focus Group Discussions (FGDs)</li> <li>• Conferences</li> </ul>
<b>Public Relations Society of Kenya (PRSK)</b>	The Society's broad objective is to advance excellence in Public Relations and Communication Management in Kenya and to ensure that the practice continues to thrive within the ethical framework defined by the profession.	<ul style="list-style-type: none"> <li>• Courtesy calls</li> <li>• Annual fees</li> <li>• Conferences and forums</li> </ul>

In addition to the media regulatory system, Oxygène MCL subscribes to international human rights standards espoused in the Employee Handbook and Code of Conduct and Ethics.

The responsibility of business enterprises to respect human rights refers to internationally recognized human rights – understood, at a minimum, as those expressed in the International Bill of Human Rights, the Constitution of Kenya and the principles concerning fundamental rights set out in the International Labour Organization's Declaration on Fundamental Principles and Rights at Work.

To ensure that suppliers and clients adhere to these regulations, the terms and conditions set out in the contracts espouse these principles. In addition to this, Oxygène MCL supports clients and suppliers in training to ensure compliance with emergent laws and regulations such as the Data Protection Act, 2019, of Kenya and Business Human Rights Principles through partnerships with entities such as the United Nations Global Compact (UNGC).

# Accreditation & Awards

## SABRE AFRICA AWARDS 2021

### KAZI MTAANI

1. **Platinum SABRE award** for Best in show for State Department for Housing and Urban Development
2. **Certificate of excellence**, Eastern Africa, for State Department for Housing and Urban Development
3. **Winner**, Public Affairs/Government Relations for State Department for Housing and Urban Development

**Description:** The campaign was a national initiative designed to cushion the youth living in informal settlements from effects of Covid-19 to restore economic activity while creating a public good.

Over 200,000 youth enlisted for the programme, employment opportunities were created and the youth learned lifelong skills giving them confidence to face self-employment.

### KOMESHA CORONA

1. **Certificate of excellence**, Eastern Africa, for Ministry of ICT

**Description:** Elevating public awareness to curb the disease and the myths and misconceptions around it. Our leading message was “Komesha Corona, Okoa Maisha.

### KCB 2JIAJIRI

1. **Winner**, Corporate Social Responsibility for KCB Foundation.
2. **Winner**, Financial and Professional services for KCB Foundation.

**Description:** Youth empowerment programme that sought to skill youth to be self-employed through vocational training, funding and business development services.

## SABRE EMEA AWARDS 2021

1. Kazi Mtaani-Government Agencies, for State Department for Housing and Urban Development

## PRSK 2018 AWARD

**Winner** , KCB Venture Publication

**Description:** KCB Venture is a publication through which great content is produced and stories are told in an interactive format, bringing them to life while allowing users to interact with the data. The publication is also delivered in a digital format enhancing users interaction with the magazine.

## MSK AWARD

**1st Runners Up**, Uhuru Ni Wetu (Presidential Campaign)

**Description:** The campaign was based on the president's charm and his disposition as a man of the people. We looked to rise above the noise involved with the political campaigns and create a different conversation around his personality.

## MSK AWARD 2019

**Winner**, Best Brand PR Campaign

**Description:** The need for gender equality in the financial services sector birthed the KCB Hear Her Roar campaign. The campaign that run on International Women's Day, looked to acknowledge and celebrate women and the often-overlooked value they add to society.

The campaign was meant to say “We see you; we hear you and we value you.”

The campaign run in 6 countries and resulted in a 74% increase in positive brand sentiment.



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