

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

# Communication on Progress

January 2020 – April 2022

**CSR·in·Action**  
Advocacy

1 April 2022

His Excellency  
António Guterres  
Secretary-General  
United Nations

Dear Mr Secretary-General,

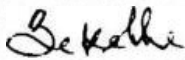
**Re: Communication on Engagement**

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 work of the United Nations in general, and UNGC Principles, in particular, through our bespoke programmes, including fighting for human rights for women and communities, training, and our Chief Executive's election to the Board of the Global Reporting Initiative (GRI) in Amsterdam in 2019.

We have close and impactful engagements with businesses through some 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, the SITEI Initiative, our Corporate Sustainable Investor Report (CSIR) and The Good Citizen programme; an initiative through which companies can showcase exemplary corporate citizenship, and which includes a radio show which is the number one show on a prominent family radio station. 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 and that we would continue to adhere to its Principles through advocacy and awareness generation, and 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-Olowola**  
Chief Executive



## Background of CSR-in-Action

Corporate Social Responsibility Awareness and Advancement Initiative, also known as CSR-in-Action Advocacy, was established in 2010, and is part of a group of companies, CSR-in-Action Consulting, College of Sustainable Citizenship and Ethica 360o. It is the foremost non-profit in region driving a holistic approach to sustainability strategy, sustainability communications and sustained development. CSR-in-Action Advocacy aims to influence decisions that will advance sustainability and collective social consciousness across Africa, 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 toward creating sustainable shared value. These are primarily pursued using our flagship programs – Sustainability in the Extractive Industries (SITEI) Initiative, The Good Citizen Initiative, and the Corporate Sustainable Investor Report (CSIR). Our SITEI

**CSR-in-Action Advocacy aims to influence decisions that will advance sustainability and collective social consciousness across Africa, 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.**

Initiative has been implemented annually over the past 10 years – a well-recognised and widely attended development-focused conference that offers a platform for communities to air their grievances before their two major stakeholders, government and business, and in which expert speakers and panellists make suggestions and discuss newly implemented policies for improved governance. The conference typically has the attendance of approximately 1,000 people over two days, and the primary aim is to alleviate conflict through community education and re-engineering. This year, the initiative focused on the challenges of women within extractive communities.

CSR-in-Action, in addition to the above, has special consultative status with the Economic and Social Council of the United Nations (ECOSOC), is the first private sector member of the United Nations Framework Convention on Climate Change (UNFCCC) in Nigeria, is a Global Reporting Initiative Certified Training Partner and is the first wholly Nigerian company to become an Assurance Partner of the Accountability AA1000AS.

## Our Partner Organisations

### Ethica 3600

We introduced a sustainability communications arm, Ethica 3600, in partnership with Zenera Consulting in 2018 to address the need for organisations to incorporate sustainability into their DNA to create a brand perception that meets brand reality when stakeholders interface with such brands.

With this offering, we seek to help clients build brands that will stand the test of time through best practice in the Corporate Code of Ethics, International Reporting Standards and Corporate Social Responsibility.

It is about deliberately adding sustainability practices, advocacy and reporting in crafting brand strategies for clients. As a business unit, the Ethica 360 product offering aims ultimately to project clients as sustainable corporate brands.

Since inception, we have worked with different organisations within and without government organisations such as the Federal Ministry of Petroleum Resources, Bank of Industry, System Specs amongst others.



## The College of Sustainable Citizenship (CSC)

To further the achievement of our mission, the College of Sustainable Citizenship was established in 2015 to further the training drive and achievement of the CSR-in-Action Group's mission through capacity building activities. 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. We followed through on our annual partnership with Access Bank to train a minimum of 100 Civil Society Organisations (CSOs) per year.

We offer training services and in-house customised training to 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.

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.



## Global Reporting Initiative (GRI) and Sustainability Reporting

CSR-in-Action is a Gold Member of GRI's global community, as well as the only certified training partner in Nigeria, and is dedicated to empowering decision-makers everywhere to take action towards a more sustainable economy and world. We continue to raise awareness for key sustainability issues while also developing the capacity of companies to report on their advancements and achievements in their sustainability drive.

As a GRI Certified Training Partner, we train our clients on the GRI Standards framework which offers an integrated approach to reporting on other sustainability reporting frameworks, including the UNGC Communication on Engagement. Over the reporting period, we trained a large number of persons from different sectors, including oil and gas, media, manufacturing and other consulting firms.

CSR-in-Action has administered this training since 2011, being the first organisation to introduce the training in Nigeria and the only organisation within the country to train on the GRI to date. Our Chief Executive, Bekeme Masade-Olowola, is the first West African to be appointed to the board of the GRI. We have trained and written sustainability reports for many institutions.

**OUTCOME:** In the reporting period, though slightly affected by the COVID-19 pandemic, we virtually trained over 30 professionals from companies such as First Bank of Nigeria Plc, Ernst and Young, Seth EHSSQ Consulting, TotalEnergies and Dangote Cement, amongst others. Our consulting arm, CSR-in-Action Consulting, wrote the GRI sustainability reports of companies such as the International Breweries Plc, Axxela Limited and Diageo (Guinness Nigeria) and provided Assurance for Access Bank and Oando Plc.



Cross-section of participants during a GRI training session

## CSR-in-Action Consulting

CSR-in-Action Consulting is an African focused consultancy delivering long-term value to corporate entities through pioneering and 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 before implementation, provide them with clear data collation processes, and then hand-hold them through the culminating documentation, analysis and reporting process; providing individualised services that result in the adoption of world-class standards by each business engaged.

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 audits with multinational and local businesses to deliver on their sustainability mandates. In the period under review, we provided technical support to IHS (Nigeria) Limited, Access Bank, and Guinness Nigeria, among others.

## Aligning Our Impact with the UNGC Principles

### Human Rights

#### The Community Engagement Standards

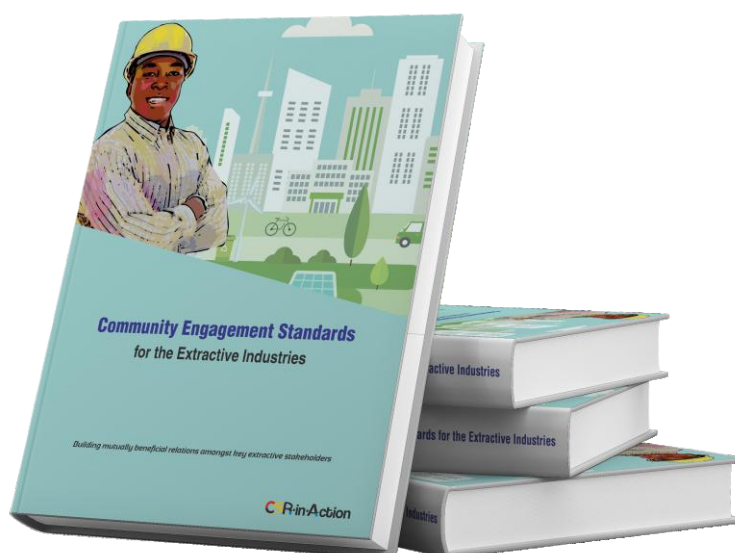
CSR-in-Action developed the region's first community engagement framework, the Community Engagement Standards (CES), to ensure smooth and effective interactions between Oil and Gas companies and their host communities. The intervention that led to the creation of the CES was a project that addressed the broader need to reduce oil loss from refinery operations and oil theft.

We, and other stakeholders, believe that the tool for delivering tangible and sustainable benefits to communities is the CES, such as provisions of the CES that guide the development of a Community Development Agreement (CDA), and that promote gender mainstreaming. Over the years, companies have engaged communities and sundry stakeholders, unfortunately with less than inspiring results, and so the CES aims to fill some of the identified gaps in earlier ones.

This research was made possible through the support of the Facility for Oil Sector Transformation (FOSTER II) in Nigeria; an organisation working to promote transparency and accountability in Nigeria's oil and gas industry and supporting the cause for extensive reforms that will address the complex challenges stalling the development of Nigeria's extractive sector as a whole.

In addition to adoption by the Federal Ministry of Petroleum Resources (MPR), the CES has been endorsed by private companies within the oil and gas sector. An endorsement video of Cecilia Aqua Umoren, CEO, Millenium Oil and Gas can be found here.

We have also embedded an explanatory video of the CES here.



## The Community and Human Rights (CAHR) Awards

2021, which served as the 3rd Community and Human Rights (CAHR) Africa Awards ceremony, recognised and appreciated outstanding individuals and organisations performing excellently in the areas of human rights and community engagement.

Following its inception in 2019, the CAHR Awards grew from seven award categories to nine categories by its second year, and to celebrate the diversity of the African continent, the focus shifted from Nigeria to Africa at large. We have seen a 300 per cent award nomination increase (over 100 nominations for the nine CAHR Awards categories), a 1,000 per cent vote increase (over 28,000 votes) from its maiden showing.

Backing the vision from ground zero and staying through with the vision each passing year are Ford Foundation and Global Rights. Our partner, Zenere Consulting, paved the way for more impact by consistently telling our stories.



To buttress the credibility of the CAHR Awards selection process, we had jurors from all works of life – Michael Ugochukwu (Ruggedman), a Nigerian Rapper/Entertainer; Dr Mina Ogbanga, Country Director, Centre for Development Support Initiative (CEDSI) Nigeria; Sola 'Schullzz' Mogaji, Radio Personality, Classic FM 97.3;

Otunba Babatunde Alatise; Chairman/Council Member, Mining Solid Minerals Group, Lagos Chamber of Commerce and Industry; Tokunboh George-Taylor, Managing Director, Hill+Knowlton Strategies and Emem Okon, Founder/Executive Director, Kebetkache Women Development and Resource Centre – who gave their heart and time gratis at a time when humans across the world were struggling to retain their humanity.

### OUTCOME

In 2020, Dr Ngozi Okonjo Iweala, former Minister of Finance and Director-General of World Trade Organisation (WTO), won the Aminu Kano Award for Leadership. In a video broadcast from the United States, Dr Ngozi Okonjo-Iweala expressed gratitude and said: "I am sorry I cannot be with you there, but I must say I am delighted."

The Apostle Hayford Alile Humanitarian Award, in the Individual category, went to Safiya Ibn Garba, Founder of Empowering Women for Excellence Initiative (EWEI), a non-governmental organisation which provides multisectoral intervention for girls and women empowerment. "We will continue to work for the betterment of our communities and nation, and in doing so, model the values which this award represents," an excited Ms Garba remarked.

Aisha Yesufu, a prominent figure in the EndSARS movement and Co-Founder of the Bring Back Our Girls Movement, won the Funmilayo Ransome-Kuti Human Rights Award for her relentless drive for the defence of human rights and justice in the country. "This award makes me feel that there is so much more we need to do... I will never stop until we get a Nigeria where a child of nobody can become somebody without knowing anybody," Yesufu said as she received her award.

The full list of 2020 Winners can be viewed [here](#). In 2021, TotalEnergies Marketing Nigeria Plc – a Marketing and Services subsidiary of TotalEnergies – won the Ken Saro-Wiwa Environmental Management Award for their solar

service stations that have reduced their emissions by 1,989 tonnes (the equivalent of planting 88,009 trees).

The Apostle Hayford Alile Humanitarian Award, in the Individual category, went to Nkatha Mugao – the founder and director of Frolics of Hope Africa child rescue and trauma centre in Nakuru County, Kenya – for her work in reaching out to more than 300 families affected by clashes, violence, poverty and supporting more than 1,200 women-led families and allowing them to have the necessary skills to start their businesses or find meaningful employment.

IHS Nigeria Limited – a leading TowerCo. company in Nigeria delivering innovative solutions to their customers – won the Hajiya

Gambo Sawaba Community Impact Award (Company) for their work in implanting community initiatives such as the Project Clinic Without Walls initiative, reaching 11,289 beneficiaries across the 36 states and FCT; the Digital Child-Friendly Community Initiative-Building Together, reaching 82 communities across 15 focus states with over 300,000 people including children; and the IHS Energy and Environment Hub- Lagos Innovates Center, providing a 700-seat capacity Energy and Environment Hub to tackle the cost of office & barrier to business entry faced by most MSMEs/Freelancers in Lagos.

[More about the 2021 CAHR Africa Awards can be viewed here.](#)



## CSR-in-Action and Access Bank C-PET Workshops

In 2015, Access Bank and CSR-in-Action entered an agreement to develop the efficiency 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 elements of good governance including transparency, effectiveness, openness, responsiveness and accountability.

### OUTCOME

During the reporting period, we held four (4) virtual workshops where we trained over 200 CSO representatives from different parts of the country and West Africa on Managing Your Non-Profit Finances – facilitated by Dr Francis Okoye, Faculty Member, Lagos Business School – and Innovation and Growth for Non-Profits – facilitated by Dami Vera-Cruz, Lead, External Communications and Innovation, CSR-in-Action, Monitoring and Evaluation: From Data Collection to Data Use – facilitated by Olumide Emeralds, Program Impact Partner, Mastercard Foundation and Connecting the Dots: Storytelling, Partnerships and Fundraising – facilitated by Debola Deji-Kurunmi, Executive Director, IdeationHubAfrica.

### Testimonials

"The participatory approach is engaging and gives room for additional learning apart from the subject matter, kindly keep the tempo." - **Kachalla Bukar Mustapha, Roadmap for Women and Youth Development**

"The initiative is a good one as Monitoring and Evaluation is a very necessary component of every organisation. Having undergone this workshop, I intend to broaden my horizon the more on this subject matter and perhaps specialise in it in the future." - **Usman Ibrahim Babagana, Centre for the Study and Promotion of Cultural Sustainability (CSPCS), University of Maiduguri**

"Your efforts in building the capacity of others for the sake of sustainable development are commendable. I have been benefitting from your kind gesture since 2016. I was in Lagos twice from far away Zamfara to attend your workshops the first one being PROPOSAL AND REPORT WRITING WORKSHOP." - **Nura Garba Dauran, Help the Poor Foundation**

"Thank you for organising this training. Monitoring and Evaluation skills are necessary for every project implementation and with this training, I have cemented my knowledge on M&E. Great work you are doing." - **Lilian Elochukwu Efobi, Nigerian Global Affairs Council**

"The workshop was a huge success. The details were so helpful. The interactive session was amazing. Every one of us, the participants felt good and participated very well. The quality of the facilitator is top-notch. I'm sure the impact will be amazing." - **Ikenna Ogbudimkpa, Executive Director, Vision Alive Empowerment Foundation**



## Labour

### Gender Equity

At CSR-in-Action Advocacy, we consider workplace gender equality vital to our operations and the well-being of all our employees. We work towards a work environment where people can access and enjoy the same rewards, resources and opportunities regardless of gender. Our total workforce is comprised of 65% female and 35% male, showing that we met and surpassed our target 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 leadership positions are removed.



### Empowering our People

As responsible corporate citizens, 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 training and conferences and to lead at those conferences through speaking opportunities.

We also provide weekly in-house training sessions for all employees every Friday. These sessions are facilitated by internal resource persons. The sessions address a wide range of issues such as interpersonal skill development, safety training and sustainability, among others.



## Environment

### Cleaner Communities Initiative

CSR-in-Action entered a partnership with It-Begins-With-U (IBWU) Foundation, a not-for-profit organisation based out of Canada, led by a volunteer team passionate about bringing about positive attitudinal change in Nigerian communities. The team are working on a collective passion to give back to the community through sustainable environmental project leading to the birth of a core initiative of the partnership, inclusive of Junior Chamber International (JCI), a not-for-profit international non-governmental organisation of young people between 18 and 40 years old, the Cleaner Communities Initiative (CCI).

The Cleaner Communities Initiative is aimed at driving cleaner neighbourhoods by encouraging individual acts of humanity. The 12 month-long initiative will have participants embark upon and complete community cleaning exercises of their choice and upload before and after videos of two minutes or less, to stand a chance of winning N100,000 per month. The Cleaner Communities Initiative aligns with Goal 6 of the Sustainable Development Goals (SDGs) which is centred on sanitation, a green environment and healthy living for the longevity of life. Goal 6 has particularly been adopted by Nigeria for national development.

## **Sustainability in the Extractive Industries Conference:**

The SITEI Conference is an annual flagship conference that brings together key stakeholders to discuss critical issues in the industries and stimulate meaningful exchanges of ideas and best practices among key stakeholder groups and industry experts. The objective of the Conference is to identify effective strategies for improved development within the industries and local communities. In 2020, SITEI discussions focused on women within the extractive industries birthing the project—SITEI-Woman.

SITEI-Woman started initiatives to tactfully question and reverse norms that have culturally and systematically hampered women's progress, with a special focus on equity, inclusion, justice and gender-based violence in host communities in Nigeria. We intended to use existing socio-cultural networks that catered to the specific needs of women and to organise training, a radio drama that caters to different language needs and a documentary to enlighten women and menfolk alike, including community leaders and gatekeepers, to drive the consciousness and demand for inclusion and fiscal and social justice. We will also drive the adoption of the Community Engagement Standards (CES) which advocate 30% women's representation in decision-making.

### **The objectives of SITEI-Woman include:**

- utilise art and media, and other relevant partnerships, to disseminate information on women's rights, gender equality, violence against women
- promote gender equity using voluntary and enforceable tools and policies, such as the Community Engagement Standards
- mainstream the conversation around women and human rights amongst the general citizenry
- positively traumatise viewers and listeners in the mainstream and leadership into taking systemic action for the benefit of women from marginalised rural communities.

During the reporting period, SITEI-Woman organised and achieved the following:

### **VIRTUAL WORKSHOP FOR MINISTRIES AND GOVERNMENT AGENCIES**

On the 4th of June 2021, we held a training/workshop with the theme 'Fostering Gender Consideration in Policy Formation and Implementation within Extractive Communities' targeted at civil servants of various ministries and government agencies to promote the consideration of women in policy formulation so that they move from the margins to the centre of development planning and resources allocation.

This virtual workshop was done in partnership with the National Human Rights Commission (NHRC) and was attended by 24 participants from different government agencies, including the Federal Ministry of Women Affairs, Federal Ministry of Mines and Steel Development, Nigerian Content Development and Monitoring Board, Ministry of Energy and Mineral Resources and the Ministry of Petroleum Resources.

The workshop introduced the Community Engagement Standards to the participants as a viable tool for ending women and youth marginalisation. The representatives from the Federal Ministry of Women Affairs took a keen interest in the CES and have pledged to examine it to determine its adoption by the Federal Ministry.

The objectives of the workshop were for participants to understand:

- the concept of women's security, gender-based violence and human rights
- the need to curtail discrimination and violence against women
- best practices in mainstreaming a gendered approach into policymaking and implementation within extractive communities.

Certificates were given to the different participants after the event.

## Recommendations

Our trainer, Mr Harry Obe, Director, Women and Children's Department, NHRC, ended the training with recommendations to stakeholders within the extractive communities with particular emphasis on the Voluntary Principles on Human Rights and Business. Below are strategies recommended for designing inclusive policies.

1. Change in institutions and communities such that cultures and practices reflect gender equality and strive to have gender balance in all their operations.
2. Incorporation of gender into substantive programme areas.
3. Assessments and project monitoring and evaluation within organisations to be based on gender consideration.
4. Increase in percentage ratio of female consultants to male consultants to be used within programmes to 50%.
5. Training component included in all programmes on gender analysis for all women and men who are/will be directly involved in implementation.

A recording of the virtual workshop may be accessed [here](#).

## RADIO DRAMA LAUNCH AND WORKSHOP IN BADAGRY

On Wednesday, 7th July 2021, CSR-in-Action held her first focused community and Civil Society Organisation (CSO) women training on Gender-Based Violence in Badagry in partnership with Spaces for Change towards raising awareness of unfair realities that women take for granted and to build a new consciousness and awareness amongst them. It was what we call a 'Soro so ke' movement for the rural extractive women of Badagry.

We also used the opportunity of the training to launch the Pidgin version of our radio drama 'Things Dey Happen', a story about a hardworking young woman from a mining community who paid the ultimate price due to the culture of silence in rural communities and the perverse nature of poverty.

Our expected outcomes at the end of this workshop were for participants to:

- a. understand women's marginalisation.
- b. understand their rights to engage in discussions beyond the household.
- c. understand the resources available to them and how to maximise them/leverage them for advancement.
- d. understand women's security, gender-based violence and human rights best practices as it affects extractive communities.

The Pidgin version of the 'Things Dey Happen' radio drama was launched at the workshop in Badagry with the purpose of:

- educating women (and men) – gatekeepers of patriarchy – on ways to curb gender discrimination and gender-based violence
- creating opportunities for women empowerment through reorientation in extractive communities.

## Recommendations

During the physical workshop, the facilitator – speaking the local language, Yoruba - identified five steps towards promoting social inclusivity which include – visibility, consideration, access to social interactions, rights and resources to fully participate in society. Besides these five, recommendations towards achieving an inclusive society particularly aimed at community leadership included:

1. Respect for all human rights, freedoms, and the rule of law
2. Motivation and participation in civic, social, economic and political activities, both at the local and national levels by all members of society
3. Effective leadership for engaging in open consultations with members of society about municipal issues
4. Creating positive narratives of an inclusive society of the future
5. Universal access to public infrastructure and facilities.

Other activities at the event included a special dance performance by Badagry indigenes to showcase the culture of the Badagry people and a role-play by participants to reiterate the learnings from the workshop.

Other various grassroots organisations that were partnered to ensure quality attendance of the SITEI-Woman Workshop and Radio Drama Launch in Badagry, include Badagry Women Development Forum, Bolarinwa Seyon James Foundation, OK Foundation, Spaces for Change, RAK Foundation and Zenera Consulting.

A video recording of the workshop may be accessed [here](#) on our YouTube page.

The workshop was attended by over 150 attendees, including representatives from the Ministry of Chieftaincy and Local Government Affairs and the Ministry of Energy and National Resources. However, only 128 people were formally registered due to funding constraints.

Animated content was created for the training, to keep participants' attention focused on the learnings from the radio drama during the launch. The animation can be accessed [here](#).

At the end of the event, we handed out food and gift packs to the women participants in appreciation for their time and efforts in making the workshop/launch a success.

### **MORE ABOUT THE 'THINGS DEY HAPPEN' RADIO DRAMA**

The 'Things Dey Happen' radio play is a 15-minute 13-part series with the aim of:

- i. educating women and men – gatekeepers of patriarchy – on ways to curb gender discrimination and gender-based violence
- ii. creating opportunities for women empowerment through reorientation in extractive communities.

The radio drama is a reflection of the sad reality of the challenges women go through simply because they are women. Maggie's story, although told from the perspective of an

extractive community, draws a line to women all over the world who are often discriminated against based on their gender, are exposed to sexual harassment and domestic violence and remain in the background of decision-making.

The Pidgin version of the 'Things Dey Happen' radio drama commenced airing on radio stations on 17 August 2021 on 8 radio stations across the South-Western region of Nigeria.

The Hausa version of the radio drama launched for airing on radio stations on 22 August 2021 on 6 radio stations across the Northern region of Nigeria.

The episodes may be accessed on SoundCloud [here](#).

### **THE SITEI-WOMAN DOCUMENTARY – EARTH WOMEN**

Earth Women is a 30-minute documentary focused on community women, women artisanal refiners, miners, women leaders as well as male members of communities in the oil and gas and mining industries. It is expected to draw attention to themes revolving around gender-based violence, discrimination, oppression and suppression, health and safety issues faced by women in artisanal mining and exploration, rape and prostitution spearheaded by expatriates and locals, culture-promoted human rights abuses to educate and drive the Nigerian leadership and populace into taking systemic action on gender discrimination and gender-based violence in extractive communities. It will also serve to create awareness for not just the ills but the success stories in the industries.

The call by Earth Women is for governments to invest in human capital, social protection systems, updated labour and governance policies, infrastructure and technology for the sustainable upliftment of women and the reduction of conflict. We trust that our showcasing at local, regional and global locations, will facilitate new international business opportunities for local female (and male) miners, more resilient processing supply chains, as well as compel these big businesses to appreciate the

impact of their activities may have on communities within developing nations.

The documentary was created in partnership with Doreen Media Communication's Dolapo Adeleke, a renowned Nollywood filmmaker, who produced the short series *This is it*, a story of a young couple going through the ups and downs of their marriage, and the award-winning 2021 movie, *Just in Time*. She was also a contributor to the documentary, *Amaka's Kin: The Women of Nollywood*, which chronicles the journey and challenges of female directors working within the Nigerian movie industry.

In addition to CSR-in-Action and Bekeme Masade-Olowola, Ego Boyo, a veteran Nollywood star, and Meka Olowola, a communication expert, are also executive producers on the project.

In 2022, a carry-over from 2021, our organisation held a launch/premiere of the proposed documentary with the aim of positively traumatising viewers and listeners in the mainstream and leadership into taking systemic action for the benefit of women from marginalised rural communities. The Premiere was held in Lagos on the 3rd of April 2022, with attendance from decision-makers within the

extractive industries such as the Erelu Kuti of Lagos, HRM Abiola Dosunmu; Executive Secretary of the Nigerian Extractive Industries Transparency Initiative (NEITI), Dr Ogbonnaya Orji; Lagos State Commissioner for Energy and Mineral Resources, Lere Odusote; Lead Pastor, The Elevation Church, Godman Akinlabi; Founder, Erinla Ecosystem, Yomi Awobokun; Country Director, UK Government Department for International Trade, Nigeria, Chimwemwe Chalemera; Trade Commissioner at Deputy High Commission of Canada to Nigeria; and Managing Director of Hill+Knowlton Strategies Nigeria, Tokunboh George-Taylor.

Others include Ford Foundation Regional Programme Officer, Funke Baruwa; Managing Director of Niger Delta Exploration and Production (NDEP), Gbite Falade; Country Director, CEO, Landwey, Olawale Ayilara, Sonia Hukil; Yemisi Ransome-Kuti and Nollywood stars, Ego Boyo and Rita Dominic, amongst several others.

The trailer for the documentary can be found [here](#).

More information about the documentary can be found [here](#).

An Initiative of  
**SITEI** by  
**CSR·in·Action**

# EARTH WOMEN

A thrilling exposé on gender-based  
discrimination within extractive  
communities

**CSR·in·Action**

## THE PREMIERE

Executive Producers **Bekeme Masade-Olowola, Ego Boyo**  
Creative Director **Dolapo Adeleke** Field Director **Deji Akinpelu** Producer **Olamiju Awodiya**

Sponsor:



**FORD  
FOUNDATION**

Produced by:

**DOREEN MEDIA**

Supported by:

**Zenera**  
consulting





## ANTI-CORRUPTION

### The Good Citizen Initiative

Our flagship advocacy project for patriotism, anti-corruption, unity, accountability and unity was launched in 2015. Through the Good Citizenship Initiative, we advocate for collective action as a strategic response to a perceived scarcity of responsible citizenship in Nigeria. With a vision of being 'One Nigeria', we are making the necessary effort to promote positive values and good neighbourliness amongst Nigerians through various education and awareness creation.

In December 2021, we hosted in partnership with IBWU Foundation and JCI a give-back campaign during the yuletide season to spread the joys of Christmas to everyone within the Ajah environs of Lagos through donations of non-perishable items. During this event, we spoke with the children about the value of honesty and good behaviour in their native languages and distributed free copies of our Good Citizen books.

### The Good Citizen Show

The Good Citizen Show, a radio show by CSR-in-Action, aims to inspire Nigerian citizens to adopt good ethics and values that would bring about the transformation of our nation. Our host station,

Inspiration 92.3FM, thrives in the re-orientation of youth, redirecting their vision and goals and giving hope for "sustainable self-development".

The Show – which started airing in May 2018 and has aired over 200 episodes so far – focuses on value-system reorientation and is driven through citizen participation and solid multi-institution partnerships in the areas of transparency and accountability, entrepreneurship/innovation, political awareness, environmental management, and unity. The radio show is targeted at children, adolescents and youths.

The Good Citizen Show is sustainably sponsored by Aspire Coronation Trust (ACT) Foundation, a grant-making organisation established in 2016 to support local, national and regional non-profit organisations working to address challenges and associated vulnerabilities across the African Continent.

The Show airs every Friday at 5.30pm on the station, with a listenership of over 80,000 tune-ins per month, and plays host to intensive studio discussions addressing leadership, democracy and other aspects of citizenship such as gender equity, payment of taxes, waste management and other issues.

### **Contact CSR-in-Action**

For more information about CSR-in-Action, please visit:

#### **Website**

Corporate: [www.csr-in-action.com](http://www.csr-in-action.com)

SITel: [www.sitei.org](http://www.sitei.org)

The Good Citizen: [www.goodcitizenng.com](http://www.goodcitizenng.com)

#### **Telephone**

Corporate: +234 906 2634 111

Training: +234 906 2634 122

Advocacy: +234 906 2634 107