

Reporting Corporate Social Responsibility in corporate Africa: An Exploratory Study

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Abstract

The concept of corporate social responsibility has permeated all corners of the world; including the continent of Africa and its countries. This is simply because individual citizens, corporate entities, stakeholders, governments and international organisations have understood the serious consequences on our world and the environment of the act of persistent irresponsibility on the part of citizens; irrespective of whether these are individual or corporate. This study seeks to explore how and what issues relating to corporate social responsibility are reported by corporate entities which operate in African countries. Using data from 115 companies in twelve African countries – Nigeria, Ghana, Egypt, Tanzania, Kenya, Uganda, Malawi, Zambia, Zimbabwe, Botswana, Namibia and South Africa the paper answers pertinent questions such as: what do corporate entities operating in African countries disclose in their CSR reports? Are African companies aware that they have some responsibilities to non-shareholding citizens and the environment? Are corporate entities operating in African countries providing integrated reports or just the traditional annual reports? Are these non-mandatory reports externally validated or verified? Are these entities demonstrably meeting their stakeholders' information requirements through the use of dedicated corporate websites which is what corporate entities in the most developed economies of the world do? Are these reports embedded in the traditional annual reports or provided in stand-alone reports or CSR issues not reported at all? The study focused its attention on African countries where English is a de jure (official) language simply because of the likely problems of accurately translating into English the information disclosed in other languages by corporate entities in non-English speaking African countries. The study has used data from corporate entities in different geographical locations and business sectors in the continent of Africa and thus contributes to readers' understanding of what African companies disclose in their CSR reports.

Keywords: Corporate social responsibility, Africa, Information Disclosure, Corporate entities, Business Ethics, Corporate policy.

Introduction

Corporate entities of our time operating in different parts of the world which aspire to be successful in their respective industries and markets have over the last decade or so taken an unprecedented level of seriousness with regard to the issue of providing non-mandatory social information to stakeholders about their non-financial activities – (the social and environmental aspects of what they do). Many of these companies (especially those in the more developed parts of the world) are opting to act sustainably by adopting the *International Integrated Reporting Committee's* (IIRC) framework on corporate reporting through the use of *Integrated Reporting*. The IIRC's framework brings together financial, environmental, social and governance information in one document which is also known as the *One Report*. The framework aims to provide the opportunity for companies to disclose comprehensive and comprehensible information on their total performance, prospective as well as retrospective to meet the needs of the emerging, more sustainable global economic model Eccles and Armbrester (2011).

Corporations of the 21st century are all aware of the enormous benefits derivable from being socially responsible; Jones et al (2006), McWilliams et al (2006), Luo and Bhattacharya (2006), Barnett (2007) and Idowu (2010). The desire to be socially responsible has necessitated them in taking several actions including the publication of their corporate social responsibility (CSR) reports, (or Sustainability reports, or Community reports, or Environmental reports, or Corporate Citizenship reports or Integrated reports) or other similarly titled social reports they issue to stakeholders on how they manage the social and environmental aspects of their operations. A good number of large global companies are formally disclosing information on their social responsibilities to their stakeholders. In 2011, 238 of the world's largest 250 corporations issued these social reports Fifka (2012). Studies are also suggesting that even small and medium sized enterprises (SMEs) are following suit, they are also deriving the opportunities inherent in being socially responsible; Spence et al (2003), Jenkins (2006) and Jenkins (2009), Lincoln et al (2016). Business enterprises are therefore using CSR as a competitive advantage tool to outperform their competitors and rivals since they have understood that being socially responsible in the modern business environment is one of the key drivers of business success of our time, Grayson and Hodges (2004).

That businesses should engage in activities which enhance society's ability to achieve economic, social and environmental sustainability has been at the heart of what CSR advocates and expects from modern corporate entities Jenkins (2009). It was originally assumed that economic responsibility can only be met when the requirements of other responsibilities are ignored. But modern businesses now know better, they are aware that achieving economic responsibility can only work successfully in parallel with meeting their social and environmental responsibilities to their stakeholders and society as a whole. There are several CSR related initiatives by government of countries around the world and some international organisations in the attempt to ensure that corporate entities take these issues seriously and consequently behave responsibly in this regard.

In an attempt to improve their chances of operating successfully in modern markets in regard to their social responsibilities, several large multinational corporations and some medium sized enterprises are signing up to international guidelines and frameworks. For example, many of these companies have signed up to the Global Compact of the United Nations' voluntary framework (a non-regulatory instrument which relies on public accountability by companies) that requires positive actions from businesses in four main areas: *human rights, labour standards, the environment and anti-corruption*. The UN Global Compact suggests ten principles under four main areas noted above which businesses should embrace, support and enact within their areas of influence. The ten principles clearly explain what businesses should do and what they should ensure they avoid doing.

African companies and CSR

As a result of the global acceptance of CSR, businesses have come under increasing pressure to engage demonstrably in CSR activities Jenkins (2009). Issues relating to CSR have shaken the world to its very core. These issues have enabled us to be consciously aware that whatever actions we take either as individuals or corporate bodies regardless of where we live or operate from affect other people who may either be near or even far away from us. These actions, in the case of corporate entities have consequential effects on many of their stakeholders either positively or negatively, the adverse impact is what is recognised as being corporate irresponsibility which all entities are expected to ensure they totally avoid or where unavoidable alleviate the effect of their adverse impacts. This is perhaps a good reason why we should all behave responsibly to ensure that our actions affect others positively at all times.

How are large to medium sized African companies faring in respect of issues relating to corporate social responsibility? Are the social consequences of corporate actions and inactions ever documented or reported on? Do listed African companies issue CSR reports? How and what are listed African companies reporting in their CSR reports? Are African companies like their counterparts in other continents of the world reporting on their CSR activities? Do Stock Exchanges in Africa require companies to be demonstrably responsible socially and environmentally before seeking to be listed? Do these Stock Exchanges issue guidelines to listed and prospective listed companies on what to report as their social responsibilities? Actions such as reducing the adverse impacts of their operations on the environment, reduction of pollution and environmental degradation, sustainable use of man's natural resources etc are often at the heart of CSR debate in the first world, do African civil societies think in this line? Are governments of African countries taking any lead on issues relating to CSR? These are a few of the issues this study seeks to explore.

Corporate entities of our time are expected to operate responsibly in order to contribute positively to achieving the objectives of the triple bottom line – economic, social and environmental sustainability Elkington (1997) (or put in a different way to take cognisance of the 3 Ps – People, Profit and Planet). In order

to increase society's understanding of the many issues covering different aspects of CSR, scholars in the developed parts of the world especially in the United States of America have made enormous contributions to the literature on CSR and the relationship between business and society. However, Idemudia (2012) notes that the literature on CSR in Africa is still largely embryonic and the practices of CSR in many African states are still rudimentary but gradually beginning the process of its stages of metamorphosis. If implemented correctly, CSR initiatives and actions are capable of being used as a potent vehicle for socio-economic development Ojo (2009) bearing in mind that it was against the backdrop of a series of inner city unrests and a few socio-economic problems of the 1980s in the UK that increased the prominence of CSR during Margaret Thatcher's second term in government (1983 – 1987), governments in African countries could improve drastically their citizens' social, economic and environmental wellbeing if they took CSR issues seriously and encouraged corporate entities operating within their borders to be socially responsible in all ramifications.

Objectives of the study

Despite an extensive global coverage of CSR related issues in recent times, scholars have noted that the literature on CSR in Africa is largely still forming Idemudia (2012). This current study therefore proposes to add to the currently available studies on CSR in the continent of Africa. The objectives of this paper therefore are:

- To identify what African companies perceive as their corporate social responsibility and consequently disclose to the world and their stakeholders;
- To establish whether those issues which fall under the umbrella of CSR are generally in line with the social and environmental problems of each country in this study;
- To establish whether African companies are making satisfactory contributions in meeting their societal CSR obligations to their stakeholders;
- To provide a structure which enables readers and future researchers to organise the literature in the field of CSR in African context;
- To comment on trends which appear evident from a systematic study of the literature on this subject and
- To offer a detailed bibliography as a starting point for those interested in this area.
- This paper is structured as follows: it begins by briefly reviewing the literature on CSR in general terms and in some of the countries in the study,

Literature Review

Since Bowen (1953) posited that modern business executives should pursue socially responsible strategies in line with their business operations, corporate

entities are believed to have understood that they should at all times behave responsibly.

Stock Exchanges in African countries

Stock exchanges and other financial institutions around the world have played and continue to play many responsible parts in advancing the course of field of CSR because some stock exchanges are compelling listed companies to provide information on their CSR activities Idowu and Pappasolomou (2007), Eccles and Armbrester (2011). It is also noted that a requirement of Guideline No 3 of the Global Reporting Initiatives (GRI) acting as a catalyst for some stock exchanges around the world to mandate listed companies to produce an integrated report. Eccles and Armbrester (2011) in fact notes that following the King Report II (2002) on Corporate Governance in South Africa (one of our twelve African countries), listed South African companies are required to produce integrated reports at the end of their year of operations since March 2010 or else they must explain why they have not done so. Stock exchanges in many economically advanced countries are taking this line of action, for instance in France all companies regardless of whether they are listed or unlisted with 500 or more employees are mandated to provide social reports with their traditional annual reports since 2012.

We were motivated became interested in wanting to find out whether other African stock exchanges other than the South African's – in Johannesburg are taking any action in this regard. We had to rely on the internet to obtain information on this issue. We were able to access through the internet the listing rules of most African stock exchanges to find out specifically whether these stock exchanges were expressly requiring already listed companies or prospective listed companies to take any action about providing information on the social and environmental impacts of their activities on the environment and their stakeholders. **Table 1** provides some factual details elicited from our study of stock exchanges in our twelve chosen African countries.

Table 1 Factual Detail about Stock Exchanges in twelve African countries

Country	Name of SE	No. of Listed companies	Year Established	CSR Listing Requirement	Web Address
Botswana	BSE, Gaborone	35	1989	Not Directly	www.bse.co.bw
Egypt	Egyptian SE	180	CASE 1883 & 1903	Yes	www.egyptse.com
Ghana	Ghana SE, Accra	36	1989	Not Directly	www.gse.com.gh
Kenya	Nairobi SE	58	1954	Not Directly	www.nse.co.ke
Malawi	MSE	15	1994	Not Directly	www.mse.co.mw
Namibia	Namibian Stock Ex	34	1992	Not Directly	www.nsx.com.na
Nigeria	Nigerian SE	50	1960	Not Directly	www.nse.com.ng
South Africa	Johannesburg Stock Exchange	700	1887	Yes	www.jse.co.za
Tanzania	Dares salaam Stock Exchange	17	1998	Not Directly	www.dse.co.tz
Uganda	Ugandan Securities Exchange	16	1998	Not Directly	www.use.or.ug
Zambia	Lusaka Stock Exchange	17	1994	Not Directly	www.luse.co.zm
Zimbabwe	Zimbabwe Stock Exchange	90	1993	\ Not Directly	www.zse.co.zw

Keys: BSE = Botswana Stock Exchange

CASE = Cairo (1903) & Alexandria (1883) Stock Exchanges but now called Egyptian Stock Exchange.

Nairobi SE = Nairobi Securities Exchange

MSE = Malawi Stock Exchange

Having noted in Table 1 above that most of these African stock exchanges have not expressly requested companies to provide social and environmental information on their operations, it must be said that some of them are indirectly asking companies to take actions on activities or events that could materially affect their share prices bearing in mind that all information disclosed about an entity including information on their social and environmental impacts could materially affect their share prices Freedman and Jaggi (1982, 1986, 1988) and Shane and Spicer (1983). It might therefore be wrong to suggest that stock exchanges in Africa are not requesting listed companies to act in this regard hence the phrase “Not Directly” has been used in Table 1.

It was obvious to us from the information available on websites some of these stock exchanges and some word documents attached to links they provide on the internet that most of these stock exchanges are relatively young and perhaps still inexperienced and unsure of what their own social responsibilities entail. The Johannesburg Stock Exchange is the oldest and best organised in all areas and compares favourably with stock exchanges in many first world economies. Some stock exchanges suggest that they are much older than the years noted in Table 1 but the years noted above are official trading years as independent countries.

Botswana

Botswana is a landlocked country in southern Africa which shares its borders with South Africa, Namibia, Zambia and Zimbabwe. It was a British colony until its independence in September 1966. Its chief city which is its capital is Gaborone where a good number of the country’s commercial activities are generated. Like many African countries, Botswana has its own share of social and economic problems including the problem posed by HIV/AIDS, which sadly has affected the country seriously in recent years. This study has chosen to include Botswana because of its British connection which consequently means that it uses English as its official language. We have studied six domestic companies and three foreign companies listed on the Botswana Stock Exchange. Table 2 provides some factual details relevant to CSR about companies in this landlocked African country. It must be noted that our study of CSR reporting in the country has not revealed any CSR or Sustainability ranking which probably explains why there are two extremes in the practice and reporting of CSR in the nation.

Table 2 Details of companies studied in Botswana

Company	Year	Industry	CSR in Standalone Report	CSR in Annual Report	Domestic or Foreign
Botswana Insurance Holding	1975	Finance Services	<u>On website</u>	Not available on the internet	Domestic
Cresta Marakanelo	1987	Hospitality	<u>On website</u>	Not available on the internet	Domestic
First National Bank of Botswana	1991	Financial Services	<u>On website</u>	Not available on the internet	Domestic
Sechaba Brewery Holdings		Brewery	<u>Standalone Sustainability Report for 2011 on the internet</u>		Domestic
Turnstar Holdings	2000	Real Estate		Annual Accounts 2011 on website but nothing on CSR	Domestic
Wilderness Holdings	1983	Eco-Tourism	http://www.wilderness-group.com/sustainability	CSR Report on website	Domestic
Lucara Diamond Corp.	2011	Exploration and Mining	http://www.lucaradiamond.com/s/social_responsibility.asp		Foreign (Canadian)
African Copper		Exploration and Mining	http://www.africancopper.com/s/Home.asp	Neither on website nor in Annual Report	Foreign (UK)
African Energy Resource Ltd		Energy (Thermal coal)			Foreign (Listed on Australian Securities Exchange (ASX))

The latest annual report and accounts we found on this company on the internet was 2008, which we thought was dated but a quick browse through this revealed a section titled BIHL Trust and Social Investment from page 54 – 56 recounted a series of philanthropic and community related activities the company carried out during 2008. However, we were able to identify on the company’s website a page titled “CSR”. The company states that its “CSR is integrated into a cohesive CSI model that focuses on five main areas namely:

- Education
- Health and Welfare
- Road Traffic Safety
- Crime Prevention
- Conservation and the Environment

In addition to the above the company disclosed that it has recognised that CSI is not only about handing out money but also about sharing its time and knowledge with its communities in order to realise measurable progress and to achieve positive significant change. Another section of the website under News has a title “Going Green in 2012” In this section; the company disclosed that it has embarked on an ambitious project to reduce its carbon footprint. This would involve the company reducing the amount of paper use in policy documentation by email policy documents to clients where possible and encourage client to submit policy and claim information electronically. The company will do its best to encourage others to act responsible in this regard.

Cresta Marakanelo Ltd.

We found the company’s annual report and accounts for 2010 on the internet with no mention of corporate social responsibility. We found the company’s website on the internet, a link under the heading of “Cresta in the Community” contains the following statements which we assume is the approach to demonstrating and reporting the CSR. We have copied the statements verbatim “It is the philosophy of Cresta Hotels to create sustainable relationships that are sensitive to our community. As such, our community involvement goes beyond general philanthropy, and leans rather towards creating an open, transparent working relationship with the communities in which we operate”.

The Cresta Community Approach

- “Ethics – integrity is one of our core values. We conduct business honestly to ensure that our interaction with the communities in which we operate is mutually beneficial and accountable.
- Employment Practices – we are committed to fair employment practices, and believe in our people and their right to respect, dignity and empowerment. We are committed to proactively transferring skills to new markets as our operations expand.

- Community Involvement – we are committed to creating collaborative relationships with communities in which we operate by means of sustained, focused social investment towards the less privileged.
- Environmental Conservation – our business philosophy is geared towards environmentally friendly systems. We embrace new thinking in environmental conservation and actively seek to reduce the environmental impact of our technology, processes, products and systems”.

First National Bank of Botswana

- No annual report of the company was found on the internet but its corporate website has a link to “Corporate Responsibility”. A click on the link provides a list of five past projects the company the company had supported.
- Camphill School Rankoromane – a school for mentally and physically handicapped children of primary school age. The Bank donated P100,000 local currency to the school for the purchase of a minibus
- Pudulogong Rehabilitation and Development Trust – A non-profit making organisation which provides skills development and resettlement for the blind. The Bank donated P110,000 for the purchase of a utility vehicle
- Ligodimo Trust – A charitable organisation which offers vocational training and social support to teenagers and young adults (aged 14 – 21 years) with mental and physical disability. The Bank donated P100,000 to the organisation for the purchase of a mini-bus.
- The House of Hope Trust - An AIDS Charity which caters for orphans of AIDS victims in the surrounding towns and villages. The Bank donated P100,000 to the charity for the purchase of minibus.
- Mogoditshane HIV/AIDS Orphanage – An HIV/AIDS charity which is supported by a few international organisations. The Bank donated P207,000 for the construction of the pre-school building.
- It must be noted that when or how long ago these five donations were made to these organisations were not made obvious to readers but they were all put under the heading of past projects.

Sechaba Brewery Holdings Limited

Sechaba Brewery Holding Ltd has its Sustainability Development (SD) Report for 2011 on the internet which was intriguing for this part of Africa having noticed that the three companies we studied before the only had what could be describe as very basic information about their CSR involvements.

In joint statement by the company’s Managing Director and Corporate Affairs & Strategy Director, the noted that Sustainable Development is fundamental to their

business success. The 36-page report was divided into 16 sections with twelve of the strictly reporting about the company's sustainable development activities under the following headings:

- Managing sustainable development
- Discouraging irresponsible drinking
- Making more beer using less water
- Reducing the company's energy and carbon footprint
- Packaging, reuse and recycling
- Working towards zero waste operations
- Encouraging enterprise development in the company's value chain
- Benefitting communities
- Contributing to the reduction of HIV/AIDS in Botswana
- Respecting human rights
- Transparency and ethics
- People are the company's enduring advantage

In reporting its activities under each of the aforementioned twelve headings the company addressed three key issues namely:

- Why the particular area is a priority to the company
- Targets the company has set itself
- Progress it has made to date in that particular area

The 2011 report appears credible and of substance. It compares favourably well with similar reports of companies in many first world countries.

Turnstar Holdings Ltd.

This Real Estate investing company has on its website statement by the Managing Director (who was in the financial services sector for fifteen years before joining the company) that "the company measures its success by increase in share price, increase in return on investment to unit-holders and increase in value of property portfolio held by the company. This company which appears to be very successful in its line of Business in Botswana and hopes to extend its operations internationally has nothing on corporate social responsibility either on its website or in its annual report, the most recent for 2011 we found on the internet. Its success it believes should only be measured in financial terms. It won a PMR award in 2011 for the construction of "Diamond Leaders and Achiever Shopping Centre"

Wilderness Holdings Ltd

This Eco-Tourism company notes on its website under the section for Sustainability that "it views responsible nature based tourism as the most effective and practical vehicle to ensure the sustainability of African conservation in the modern era. Its sustainability strategy is encapsulated the "4Cs" which are Conservation, Community, Culture and Commerce. The company goes on to explore its principles on each "C".

Commerce

This C deals with the company's eco-tourism offering which it believes is the most critical element to sustainability in today's world. The company reports that it can only make a difference in Africa if it continues to do well. It believes that it need sound business principles based on good, solid moral values to make good their promise to make a difference.

Conservation

The company divides this "C" into two, namely Environmental Management Systems (EMS) and Biodiversity Conservation (BC). Its EMS deals with how the company builds and manages its camps in the most eco-friendly manner in order to ensure that its carbon footprint is at the lowest possible under any circumstances. Its BC deals with how it manages and protects the wildlife and ecosystems, which involves promoting the reintroduction of indigenous species, rehabilitating the natural environment through vegetation management and supporting research studies which increase knowledge in the field.

Community

The company affirms its understanding that people are the heart of its business which means that it must operate honestly and maintain dignified relationships with its rural community partners in ways which enable it to deliver a meaningful and life changing share of the proceeds of responsible ecosystems to all its stakeholders. It accomplishes this through community-centric employment, joint ventures, education and training, social and health benefits, capacity building and infrastructure development.

Culture

Under this final "C", the company confirms that understanding and respecting other communities' culture are paramount to the success of what it does. As it enables the two sides to respect and trust each other and consequently allow harmonious relationships to flourish in all its camps bringing about successful outcomes of all its operations

Lucara Diamond Corporation – A Canadian registered company

Understandably, as a company from a developed country – Canada, understands what it takes to be socially responsible in terms of what to communicate to stakeholders and consequential effects of this on a company's reputation. The company's website has a section on Social Responsibility, in which it provides information under eight heading namely:

- Commitment
- CSR Charter
- Guiding Principles

- Health and Safety
- The Environment
- Communities
- Corporate Governance
- Code of Business Conduct & Ethics

Let us briefly look at the information the company has disclosed under each of these eight headings.

Commitment

The company notes under this heading that it continues to progress as a responsible organisation through its commitment to its ongoing stakeholder engagement which means that issues relating to corporate responsibility continues to be central to its strategic and operational thinking. It notes that the company is aware of the difficulties it faces in an attempt to sustain good financial and operational performance if it fails to simultaneously achieve its objectives in health and safety, environmental stewardship, human resource development and community investment. The company's CSR vision is premised upon a set of principles which guide its relationships with all its stakeholders who are affected by its operations.

Corporate Social Responsibility Charter

The company will initiate, promote ongoing dialogue, be transparent and act in good faith with all those affected by its operations. It recognises that effective stakeholder engagement can create value and mitigate risk for both the company and its stakeholders. The following five pledges are contained in the company's CSR Charter which was approved by the Board in December 2010 and amended in March 2012:

- Work consultatively with community partners to ensure that its support matches their priorities.
- Ensure that its support is focused on sustainable community development rather than dependency.
- Impact positively on the quality of life of members of the local community.
- Seek opportunities to maximise employment and procurement for local communities through the provision of sustainable training opportunities and resources.
- Conduct its activities to meet or exceed accepted standards in the protection and promotion of human rights.

Guiding Principles

The company provides a list of ten items it titled "Our Guiding Principles" on the following areas:

- Health and Safety of employees and the adjoining communities.
- Dialogues and Engagement with stakeholders
- Environmental Protection and Environmental Performance
- Protection and Promoting Human rights
- Respect of Cultural and Historical artefacts of their communities of operations
- Employee Training and Development
- Employment, Business and Economic opportunities for it communities of operations
- Promoting Sustainable Social and Economic initiatives in their communities of operations.
- Maintaining high standards of Corporate Governance, Ethics and Honesty.
- Engagement with Industry Peers, Associations, Governments, Non-Governmental Organisations and Civil Society to contribute to best practice.

Health and Safety

The company operates in the mining industry and there believes that there is a clear relationship between safe and healthy work environment and satisfactory production results. Employees of all grades are involved in ensuring that their work environment is safe for them and those around them. The company maintains at all sites a Joint Health and Safety Committee (JHSC) which addresses issues relating to new regulations, site procedures and actions to improve health and safety and an emergency response capability relevant to its working environment and risks.

The Environment

The company notes that it is aware that the nature of its operations if not properly managed can have significant environmental impacts on its local communities throughout the life cycle of it operations. This has necessitated the company to operate under the Equator Principles and the guidance of local authorities throughout the life of a mine. The company in its attempt to be socially responsible uses baseline assessment tools and conducting environmental impact assessments, evaluating how to avoid, mitigate or control significant impacts, implementing appropriate monitoring and management systems and closing mines where this is believed to be the right course of action.

Communities

In this regard, it is the policy of the company to create sustainable value in all its host communities and countries. The company notes that it contributes to the social and economic development of its host communities through a number of channels:

- Wages and salaries paid to employees and contractors

- Taxes, royalties and fees
- Procurement of goods and services
- Installation/upgrading of local infrastructure.
- Support of community development programmes
- The company named a number of organisations it made direct monetary and other contributions to but in Botswana and Lesotho (another African country inside South Africa).

Corporate Governance (CG)

Under this heading, the company notes that it has chosen to disclose its corporate governance practices using the disclosure requirements in the Canadian National Instrument 58 – 101 which apply to companies listed on the Toronto Stock Exchange (TSX). It notes that its relevant committee on Corporate Governance has monitored the various changes and proposed changes in the regulatory environment and where applicable has instituted necessary changes to align its CG practices to current changes. Changes relating to the Audit Committee have also been made to ensure compliance.

Code of Business Conduct and Ethics

The company's code of business conduct and ethics covers a wide range of issues with the main goal of deterring wrongdoing on the part of its employees and corporate servants. It was noted that the code was not expected to cover every situation which requires ethical decisions but to lay out some key guiding principles of conduct and ethics.

- It aims to promote good practices in the following areas:
- Honesty and ethical conduct
- Avoidance of conflict of interest
- Full, fair, accurate, timely and understandable disclosure in reports and documents filed or submitted to regulatory authorities and other public communications made by the company.
- Compliance with applicable governmental laws, rules and regulations.
- The prompt internal reporting to an appropriate person or persons of violations of this code.
- Accountability for adherence to this code.

African Copper Plc

This London Alternative Investment Market (AIM) listed Plc (also listed on the Botswana Stock Exchange) has on their corporate website the final report and accounts for the year ending 31st March 2012 but there was no mention of CSR. On the basis of this, we emailed the company's Chief Financial Officer asking him to email a copy of the company's most recent CSR report to us in order to include information from the report in our study. Our email was read by the CIO but we received no reply from the company, which perhaps suggests that CSR is still to be included in the company's activities. African Energy Resources Ltd is an

Australian Securities Exchange listed company; it is also listed on the Botswana Stock Exchange.

Egypt

Egypt occupies the north-east corner of the continent of Africa. It is bordered in the north by the Mediterranean Sea, the Gaza Strip and Israel to the north-east, the Red Sea to the east, Libya to the west and Sudan to the south. It was ruled by the British between 1882 and 1952. It became a republic in 1952 when it expelled all British advisers living in the country. Its major commercial activities are operated in Cairo, Alexandria and other major cities in the Nile Delta and along the banks of River Nile. It's a major player in economic and political terms in Africa and the Arab world. English language is still widely used in commercial activities despite the country being a major Arab nation. Our study reveals that in 2008/09 the country established an index used for ranking Egyptian companies according to their CSR positive contributions to life in the country and beyond. This suggests to us that issues relating to CSR are generally understood in the country. We were able to obtain the 2010 and 2011 tables of these companies.

Table 3 Egyptian CSR Index for 2010

	Company Name	Rank
	Egyptian Company for Mobile Services (Mobinil)	1
	Orascom Construction Industries (OCI)	2
	Egyptian Transport	3
	Telecom Egypt	4
	Commercial International Bank (Egypt)	5
	Lecico Egypt	6
	T M G Holding	7
	Orascom Telecom Holding (OT)	8
	El Ezz Steel Rebars	9
	Raya Holding for Technology and Communications	10
	Egyptian Financial Group – Hermes Holding Company	11
	GB Auto	12
	Heliopolis Housing	13
	EL Sewedy Cables	14
	Sidi Kerir Petrochemicals	15
	Housing and Development Bank	16
	Egyptian Kuwaiti Holding	17
	Egyptians Abroad for Investment and Development	18
	B-Tech	19
	Misr Chemical Industries	20
	El Ahli Investment and Development	21
	South Cairo & Giza Mills & Bakeries	22
	El Ahram Co for Printing & Packing	23
	Six October Development and Investment (SODIC)	24

	Gharbia Islamic Housing Development	25
	Delta Construction & Rebuilding	26
	Palm Hills Development Company	27
	Medinet Nasr Housing	28
	Naeem Holding	29
	Egyptian Iron & Steel	30

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	Egyptian Company for Mobile Services (Mobinil)	1
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	Ezz Steel	4
	Raya Holding for Technology and Communications	5
	Commercial International Bank (Egypt)	6
	Citadel Capital	7
	Egyptians Abroad for Investment and Development	8
	T M G Holding	9
	Telecom Egypt	10
	Egyptian Iron & Steel	11
	Alexandria Mineral Oils Company	12
	Prime Holding	13
	Natural Gas & Mining Project (Egypt Gas)	14
	Elsweedy Cables	15
	Egyptian Financial Group – Hermes Holding Company	16
	Egyptian Kuwaiti Holding	17
	Orascom Construction Industries (OCI)	18
	Universal for Paper and Packaging Materials (Unipack)	19
	Six October Development and Investment (SODIC)	20
	El Ahli Investment and Development	21
	Namaa for Development and Real Estate Investment Co.	22
	Egyptian Financial & Industrial	23
	Sidi Kerir Petrochemicals	24
	National Societe Generale Bank	25
	Cairo Poultry	26
	B-Tech	27
	United Housing & Development	28
	Grand Capital for Financial Investments	29
	Development & Engineering Consultants	30

Source: Egyptian Corporate Responsibility Centre (ECRC)

These two tables were very useful to the study as were able to easily identify companies which are already reporting on their CSR activities.

Egyptian Company for Mobile Services (Mobinil)

This company was ranked first in the CSR Index Table for 2011 which to us was a good reason for wanting to start looking at what Egyptian companies disclose to the world in their CSR reports. Mobinli is a Telecommunications company founded in 1998, it is 94% owned by France Telecom Company – Orange which has its annual reports and accounts for 2011 on the internet. The company does not appear to issue a standalone CSR report but has a two page information on its CSR activities in the annual report. In the section on CSR, it describes itself as “a responsible corporate citizen that is keen on giving back to community and protecting the environment. It does this by supporting social and cultural activities and promoting sustainable development in its communities.

Ongoing CSR Initiatives

Polio Vaccination Campaign which is organised through its partnership with UNICEF and the Ministry of Health. This initiative has been in place since 2006 and more than 12 million children were vaccinated as at October 2011.

Young Innovators Awards Program (YIA) for the most Innovative University Graduation Projects. It includes telecom centred projects. It was reported that since it was set up, more than 3,000 students, researchers and engineers from different universities have received YIA awards or scholarships to support degree courses.

Right of Every Egyptian Hand to Work (REEHW)

REEHW Initiative was launched in 2011, it involves five large charity foundations and organisations in Egypt. The initiative aims to train and prepare 100,000 Egyptians to obtain suitable jobs that would enable them to support their families. REEHW has successfully made progress in the following directions.

- Funded 2,000 beneficiaries in need of micro-projects for example has trained Egyptians in the following areas sewing, handicrafts, and trade garments
- Empowered and found job opportunities for people with disabilities.
- Rehabilitated and empowered 120 blind people within 24 hours using Information Technology Services and Communicating with Braille.
- Helped Egyptian Youths in collaboration with Injaz Egypt and it has sponsored ten small companies established by students from different universities.
- Continues to contribute to Egypt’s Eco-Development through field programs and a network dedicated to support low income artisans, it aims to provide employment for 100,000 Egyptians.

Give blood and help save lives

This initiative works in collaboration with New Kasr El Aini Hospital Blood Transfusion Centre. The initiative involves a blood donation campaign where all

employees of Mobinil were given the opportunity to donate blood and help save lives. This initiative is about contributing to Egypt's first social-media-driven humanitarian fundraising program called "Tweetback". The program raised 1.3 million EGP for Ezbet Khairahlah a sprawling unplanned community which was the rest of Egypt's 2011 uprising.

Results

CSR reporting in many African countries is still embryonic. CSR is generally construed in many African nations as being about philanthropy, CSR is perceived by African corporate leaders as being about charitable donations to good causes, the ethical, environmental and legal perspectives of CSR have still to be embedded into corporate strategies by some indigenous African companies. Stakeholders in many African countries are still unsure of their rights in relation to the roles of corporations in these countries. African NGOs are not active enough in fighting for societal rights. Africans are having to rely on international NGOs to fight their causes for them. The media too are still ill informed in this respect.

It is possible to see unimaginable differences between the way CSR is perceived and practiced by corporations operating in the same capital city of a country, albeit in different industries. The result of which is that corporate senior managers in these countries either have different priorities in the practice of CSR or there are disparities in knowledge of what CSR entails and what activities need to be included when demonstrating to the world at large that a company is socially responsible.

In many of these countries, domestic companies operate side by side with foreign companies whose parent companies are mainly from the first world countries either in North America or West Europe, the reporting practices of these domestic companies on CSR and Sustainable Development are going to be influenced by the reporting practices of their foreign counterparts. This should hopefully help the domestic companies to move in the right direction with regard to their CSR activities and how they report these to their stakeholders.

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