CSR in Africa:
Internet Research Study

Extending Service Delivery Project/
Meridian Group International, Inc.
April 3, 2006

Meridian Group International
1250 24th Street, N.W., Suite 350
Washington, DC 20037
(202) 466-0511

Pathfinder International
Nine Galen Street, Suite 217
Watertown, MA 02472
(617) 924-7200

Through the Extending Service Delivery Project, Meridian Group International and Pathfinder International are able to build and expand on their earlier work as partners in the CATALYST Consortium (2000-2005).

The Extending Service Delivery (ESD) Project, funded by the United States Agency for International Development (USAID) Bureau for Global Health, is designed to address unmet need for family planning (FP) and increase the use of reproductive health and family planning (RH/FP) services at the community level, especially among underserved populations, in order to improve health and socioeconomic development. To accomplish its mission, ESD strengthens global learning and application of best practices; increases access to community-level RH/FP services; and improves capacity for supporting and sustaining RH/FP services. ESD works closely with USAID missions to devise tailored strategies that meet the RH/FP service delivery needs of specific countries. A five-year Leader with Associates Cooperative Agreement, ESD is managed by Pathfinder International in partnership with IntraHealth International, Management Sciences for Health, and Meridian Group International, Inc. Additional technical assistance is provided by Adventist Development and Relief Agency International, the Georgetown University Institute for Reproductive Health, and Save the Children.

TABLE OF CONTENTS

1. Introduction 1
   CSR and Health Issues 2
   Business Case for CSR 3
2. Leading International CSR actors 4
   UN Global Compact 5
   International Finance Corp's Corporate Citizenship Facility 5
   The World Business Council for Sustainable Development 5
   Business for Social Responsibility 5
   OECD Guidelines for Multinational Enterprises 5
   Global Reporting Initiative (GRI) 6
   The New Partnership for Africa's Development 6
   Interfaith Center on Corporate Responsibility 6
3. African CSR Initiatives 6
   The Centre for Corporate Governance-Kenya 7
   The African Leadership and Progress Network 7
   Business Action for Africa 7
   The Business Ethics Network of Africa 7
   The African Institute of Corporate Citizenship 7
   The Africa Corporate Sustainability Forum 8
   Private Enterprise Foundation-Ghana 8
   West African Rural Foundation 8
   Southern African Grantmakers Association 8
   South African Business Coalition on HIV and AIDS 9
   National Business Initiative 9
   Foundation for the Development of Africa 9
   Center for Corporate Citizenship 10
4. CSR Country Overviews 10
   4.1. Angola 10
      ChevronTexaco HIV/AIDS Worksite Program 11
      British Petroleum 11
      Population Services International in Angola 12
   4.2. Ghana 12
   4.3. Kenya 12
      K-Rep 13
      Brooke Bond's Worksite HIV/AIDS Program 13
      POLICY Project HIV/AIDS Report 13
   4.4. Mali 14
      Merck 14
   4.5. Tanzania 14
      Tanzania and AIDS 15
   4.6. Uganda 16
      Opportunity to Reach Rural Population w/FP Messages 16
   4.7. Senegal 17

4.8. South Africa ... 17
4.9. Botswana ... 18
5. CSR in Key African Commercial Sectors ... 18
5.1. Extractives (Mining, Oil & Gas) ... 19
Gold Fields ... 19
Magadi Soda Company ... 19
5.2. Agriculture ... 20
Flowers ... 20
Cocoa ... 21
Tea ... 22
African Plantations Corporation (APC) ... 23
Coffee ... 23
Bananas ... 24
Banana Company Worksite Health Program ... 24
5.3. Construction ... 25
Lafarge ... 25
Odebrecht ... 25
5.4. Manufacturing/electronics ... 26
5.5. Bottling ... 27
Coca Cola Employee HIV/AIDS Programs in Africa ... 27
5.6. Tourism ... 28
International Hotel & Restaurant Association Initiative ... 28
Serena Hotel Group ... 29
Annex ... 300
CSR in Key African Commercial Sectors ... 300
Useful CSR and HIV/AIDS Contacts in Select African Countries ... 322
Codes of Conduct in Agriculture ... 355
Major South African Investors in Other Parts of Africa ... 377
Cement Companies in Africa ... 39
The Top 100 Brands in the World in 2004 ... 400

ACRONYMS

ACSF	African Corporate Sustainability Forum
AICC	African Institute of Corporate Citizenship
BEE	Black Economic Empowerment
BSR	Business for Social Responsibility
CSR	Corporate Social Responsibility
CSI	Corporate Social Investment
CSO	Corporate Social Opportunity
FDA	Foundation for the Development of Africa
FLO	Fairtrade Labeling Organization
GDP	Gross Domestic Product
GFATM	Global Fund for HIV/AIDS, Tuberculosis and Malaria
GRI	Global Reporting Initiative
HIV/AIDS	Human Immunodeficiency Virus/ Acquired Immunodeficiency Syndrome
IBLF	International Business Leader's Forum
ILO	International Labor Organization
NEPAD	New Economic Program for African Development
NGO	Non-Governmental Organization
OECD	Organization for Economic Cooperation, and Development
SAGA	Southern Africa Grantmaker's Association
SRI	Socially Responsible investment
UNDP	United Nations Development Program
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WBCSD	World Business Council on Sustainable Development

The following report provides an overview of the concept of Corporate Social Responsibility (CSR) in Section 1, followed by a summary of the leading international and African actors in CSR in Sections 2 and 3. Section 4 provides country overviews of Angola, Ghana, Kenya, Mali, Tanzania, Uganda, Senegal, and South Africa. Section 5 examines CSR in key African commercial sectors including extractives, agriculture, construction, manufacturing, bottling, and tourism. In Section 6, recommendations for CSR activities in reproductive health and family planning are put forth. Finally, the Annex contains a matrix of CSR in key African commercial sectors; useful CSR and HIV/AIDS contacts in select African countries; codes of conduct in agriculture; a list of major South African investors in other parts of Africa; a list of cement companies in Africa, and a list of the top 100 global brands.

1. Introduction

Corporate Social Responsibility (CSR) is about the contribution a company makes to society through its core business activities, its social investment and philanthropy programs.[1] There is much confusion about the concept of CSR, and many terms are used interchangeably, such as Corporate Social Investment (CSI), corporate philanthropy, business ethics, corporate citizenship, sustainability, stakeholder management and charity.[2] The concept of corporate social opportunity (CSO)[3] is also emerging, focused on creating sustainable products or services for very low-income people in developing countries. CSR has come to be loosely defined as a company's focus on human rights, accountability, governance, community, the environment, and the supply chain.[4]

The current CSR agenda is associated with a number of multilateral guidelines, including the UN Global Compact, launched by Kofi Annan in 1999, the Organization for Economic Cooperation, and Development (OECD) Guidelines for Multinational Enterprises (2000), and the Global Reporting Initiative (1997). A major CSR driver is socially responsible investment (SRI), which allows investors to integrate personal values and societal concerns with investment decisions. In the U.S., for example, one dollar in every eight dollars or 13% of the $16.3 trillion in investment assets is invested in socially responsible funds, an 82% increase since 1997.[5]

Corporations concerned with CSR are generally multinationals. Small and medium-sized companies do not appear to give much importance to CSR, perhaps because these companies typically do not have adequate economic or human means to implement a CSR policy.

Turning to Africa, it has been said that "CSR is a theme generally inserted in the countries of the South by the countries of the North." Multinational projects in Africa are focused on ethics, fair labor issues, HIV/AIDS, education, and child labor. CSR is a particularly prominent theme among mining, oil, and gas companies in Southern Africa, due to their potentially significant negative social and environmental impacts.[6] Large South African corporations are increasingly active in the field of CSR, and their reach extends into other Sub-Saharan African countries as well. The Annex provides a list of South African firms with operations in other countries in Africa.

In 1994 South Africa's King Committee issued an influential and widely circulated report on corporate governance. The report was the first global corporate governance code to

---

[1] http://www.jussemper.org/Resources/Corporate%20Activity/Resources/CSRSouthLivingwage.pdf
[2] http://www.waynevisser.com/csr_pyramid.htm
[3] THE 2006 Corporate Social Responsibility Forecast at http://www.renaissancestrategy.com/2006_CSR_Forecast.pdf
[4] http://www.bsr.org/meta/200602_intangibles_csr.pdf
[5] http://www.kpmg.ca/en/industries/enr/energy/documents/SustainabilityBusinessCase.pdf
[6] Development, 2004, 47(3), (85–92) 2004 Society for International Development 1011-6370/04 www.sidint.org/development, CSR practices in the mining sector in South Africa and Zambia from http://www.eldis.org/static/DOC18946.htm Hamann, R.; Kapelus, P. / Society for International Development (SID) , 2004

talk about “stakeholders” and to stress the importance of business accountability beyond the interests of shareholders. The King II Report was published in 2002, and urges companies to move towards "triple bottom line" reporting, including social, economic and environmental criteria.[7] [8] King II also contains a special section dealing with HIV/AIDS, outlining principles that should be followed. Adherence to the King II principles is now a requirement for listing on the Johannesburg Securities Exchange, and research of the top 200 companies in South Africa revealed that nearly 60% claim to have fully adopted the requirements of King II.[9] Elsewhere in Africa, CSR remains the exception more than the rule.

The local drivers for corporate citizenship in Africa are different from those typical of CSR in the North. In Africa, legislation and enforcement are poor, civil society scrutiny is largely absent, and consumer activism for responsibly-produced products is relatively weak. Much of the CSR discourse in Africa is focused on ethics and anti-corruption measures.[10] While major projects in Africa must meet international standards and codes such as the Equator Principles, and these standards have a trickle-down effect on local or regional suppliers to multinational companies, much of the CSR discourse in Africa is focused on ethics and anti-corruption measures. In the North, a 'do no harm' philosophy has often typified good citizenship; in Africa, there are more fundamental development challenges, including poverty, inequality between rich and poor, lack of healthcare and education opportunities, and widespread HIV/AIDS.

CSR and Health Issues

CSR discourse on health is not well developed. Surprisingly, multinationals do not place their HIV/AIDS workplace programs in the context of CSR. It seems AIDS has become such an overwhelming crisis that multinationals consider addressing AIDS a fundamental requirement for their sustained growth in Africa. Provision of HIV/AIDS counseling and services has become commonplace among multinationals operating in Africa, and, with the advent of cheaper treatment options, provision of antiretrovirals at the worksite is no longer unusual. For an overview of HIV/AIDS worksite programs in Africa, see “HIV/AIDS Worksite Programs in Africa: Internet Desk Study” by the author.

In terms of worksite HIV/AIDS programs in Sub Saharan Africa, about 31% of Tanzanian enterprises had some type of prevention program by mid-2003, compared to 32% of Ugandan enterprises and 44% of Kenyan enterprises. The most common program involved displaying HIV prevention messages. Half of enterprises with a program also reported that they provided counseling. Programs involving condom distribution, anonymous HIV testing, and financial support for dependents were far less

[7] http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR-CSR_interior.pdf/$FILE/CSR-CSR_interior.pdf
[8] http://www.mallenbaker.net/csr/nl/11.html#Anchor-South-52814
[9] http://www.waynevisser.com/csr_pyramid.htm
[10] http://www.waynevisser.com/csr_pyramid.htm

common.[11]

Reproductive health has never been high on the CSR agenda. Following the International Conference on Population and Development (ICPD) in 1994, providing reproductive health/family planning (RH/FP) at the worksite was tainted as coercive, so it became a hidden element of comprehensive health packages offered to employees. While multinationals continue to offer RH/FP services and products at the worksite (particularly in the extractive industries), it is mentioned fleetingly in the literature, and only in India and Pakistan. Given the low contraceptive prevalence rate in most African countries, it is clear that employees are not requesting this service be added to their worksite health programs. For example, a 1991 study of three coffee plantations in Kenya found that only 24% of women used family planning, and both men and women considered it unnatural and dangerous.[12]

In 2003 and 2004, Business for Social Responsibility (BSR), a leader in CSR, published four reports on RH at the worksite sponsored by the David and Lucile Packard Foundation, including *Addressing the General and Reproductive Health of Women in Global Supply Chains, A Guide for Brands, A Workbook for Managing Reproductive Health Risks in Your Factory,* and *A Practical Guide to Managing Reproductive Health Risks in Your Factory*.[13] Unfortunately, the CSR community did not publicize these reports, and as HIV/AIDS continued to decimate the population, particularly in Africa, RH was forgotten as a CSR issue. Only now are FP and HIV/AIDS integration being discussed as complementary, mutually-reinforcing activities at the country level. However, worksite RH/HIV/AIDS programs continue to have absolutely no visibility in the CSR literature.

Business Case for CSR

For many years, companies have been told that CSR is good for business, but relatively few studies document the business case for engaging in CSR activities. An excellent summary of the business case, based on surveys which show companies engaged in CSR outperform their peers and how negative publicity can impact the bottom line can be found at *What Matters Most: How a Small Group of Pioneers is Teaching Social Responsibility to Big Business, and Why Big Business is Listening* by Jeffrey Hollender.[14] Both Business for Social Responsibility and the World Bank report on the business case for a wide array of CSR activities, including business ethics, community investment, environment, corporate accountability, human rights, and workplace activities.[15][16]

---

[11] http://www1.worldbank.org/rped/documents/ICA001.pdf
[12] http://www.unu.edu/unupress/unupbooks/uu10we/uu10we0o.htm#the%20findings
[13] Sent to ESD as email attachments under separate cover.
[14] http://faculty.msb.edu/murphydd/CRIC/Readings/Hollender--Business%20Case%20for%20CSR%202004.pdf
[15] See, for example, the list of links on BSR's business case webpage at http://www.bsr.org/CSRResources/IssueBriefsList.cfm

However, closer scrutiny of the business case reveals that measuring the impact of CSR activities is still problematic. The HIV/AIDS workplace business case reveals the following advantages for the company:[17]

> Increased Productivity: There are varying estimates about the loss of productivity each year in the global economy due to HIV/AIDS at the workforce. The Corporate Council on Africa estimates that in parts of Southern Africa, AIDS-related illness and death have reduced the workforce by as much as 20%, with a corresponding decrease in productivity.
>
> Decreased Costs of Health Care and Other Employee Benefits: A Harvard University survey of companies in Durban, South Africa concluded that companies may need to set aside as much as 7.5% of their annual payroll to fund losses incurred by HIV/AIDS. Studies of South African firms indicate that cost savings due to investment in prevention and education programs are as high as 3.5 to 7.5 times the cost of intervention.
>
> According to the World Economic Forum survey of CEOs and leaders in 2004, corporate brand reputation outranks financial performance as the most important measure of success. Several studies have emerged which show that companies practicing CSR do better financially and have a better image than companies that do not. On average, CSR-oriented companies have 18% higher profits. Further, investors are more attracted to companies that practice CSR. A Global Investors Opinion Survey 2002 by McKinsey & Company, focusing mostly on developed countries, confirms that institutional investors are prepared to pay a premium of more than 20% for shares of companies that demonstrate good corporate governance. Another study found companies that practice CSR show four times the sales growth and eight times the employment growth as companies focused only on shareholders.[18] A list of the top global brands in 2004 from *Business Week* is found in the Annex.

2. Leading International CSR actors

The following section provides a brief introduction to the major CSR actors in Africa. A complete list of CSR-related business organizations, NGOs, foundations, university programs, and multilateral agencies can be found in the publication "Resources for Promoting Global Business Principles and Best Practices: A Directory of People, Organizations and Web Sites".[19]

---

[16] http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTSOCIALPROTECTION/EXTLM/0,,contentMDK:20530589~menuPK:1245962~pagePK:148956~piPK:216618~theSitePK:390615,00.html#Brand_Value

[17] http://www.bsr.org/CSRResources/IssueBriefDetail.cfm?DocumentID=49032

[18] http://www.csrwire.com/pdf/Business-Case-for-Corporate-Citzenship.pdf

[19] http://www.iucn.org/themes/business/Docs/businessdirectory.pdf

UN Global Compact

The UN Global Compact is the largest voluntary CSR initiative in the world. Launched in 2000 by the UN Secretary-General, Kofi Annan, the Compact involves United Nations Development Program, the International Labor Organization and UN Commissioner on Human Rights as well as global NGOs and business associations.[20] The Compact sets norms through ten universal principles in the areas of human rights, labor standards, the environment, and anti-corruption. The Global Compact has an African office based in Pretoria, South Africa.

International Finance Corp's Corporate Citizenship Facility

The Corporate Citizenship Facility (CCF) is a five year $15 million "facility" that is funded by IFC and bilateral donors. CCF's focus includes supply chains, community and local economic development, biodiversity management and HIV/AIDS. [21]

The World Business Council for Sustainable Development

The World Business Council for Sustainable Development (WBCSD) is a coalition of 175 international companies focused on sustainable development. Members come from more than 35 countries and 20 major industrial sectors. The WBCSD is mainly focused on CSR and the environment. However, it does participate in global health systems. The WBCSD published a useful report in March 2006 entitled "The Business of Health and the Health of Business"[22] Measures of the cost of chronic disease to employers are provided in the document, but HIV/AIDS is not included.

Business for Social Responsibility

Business for Social Responsibility (BSR) is a global nonprofit organization that provides information, tools, training and advisory services to corporations. BSR promotes cross sector collaboration and contributes to global efforts to advance the field of corporate social responsibility. The BSR website is an excellent resource on CSR.

OECD Guidelines for Multinational Enterprises

The OECD Guidelines for Multinational Enterprises currently represent the only comprehensive set of principles endorsed by international governments, and includes

---

[20] http://www.commissionforafrica.org/english/consultation/submissions/ro/sb-nov-dec04-053.pdf "Leading Components of the International CSR Framework (RIIA, 2004)
[21] http://www.ifc.org/ccf
[22] http://www.wbcsd.org/DocRoot/4xr8EZThRA3Ck4HMgK6D/business-of-health.pdf

detailed good-practice guidance on accountability and disclosure, employment and industrial relations, taxation, competition, human rights, health and safety, science and technology, bribery, consumer interests, and the environment. However, awareness of the Guidelines in Africa is low.

Global Reporting Initiative

The Global Reporting Initiative (GRI) is a multi-stakeholder process and independent institution whose mission is to develop and disseminate globally applicable Sustainability Reporting Guidelines. The third generation of Guidelines (G3) are in development. The current uptake of GRI is relatively low worldwide, particularly in Africa. GRI has been used as the basis of reporting guidance on HIV/AIDS in South Africa, and is recommended by the South Africa King Report on corporate governance.

The New Partnership for Africa's Development

The New Partnership for Africa's Development (NEPAD) sets the tone for corporate sustainability in Africa.[23] Within the NEPAD family is the NEPAD Business Group (NBG), which comprises leading business organizations within and beyond Africa. The NBG acts as a medium between NEPAD and private companies, functions as an information hub on trade and investment opportunities in Africa, and encourages private-sector involvement in sustainable development projects. The South African chapter of the NBG was renamed in 2004 as the NEPAD Business Foundation (NBF).[24]

Interfaith Center on Corporate Responsibility

Interfaith Center on Corporate Responsibility's (ICCR) membership is an association of 275 faith- based institutional investors, including national denominations, religious communities, pension funds, endowments, hospital corporations, economic development funds and publishing companies. ICCR and its members press companies to be socially and environmentally responsible. Each year ICCR- member religious institutional investors sponsor over 100 shareholder resolutions on major social and environmental issues. The combined portfolio value of ICCR's member organizations is estimated to be $110 billion.

3. African CSR Initiatives

Currently there are several CSR organizations in Africa that have overlapping responsibilities and spheres of influence. The major organizations are listed below.

---

[23] http://www.aiccafrica.com/PDF%20files/ACSFBriefingPaper.pdf
[24] www.nepad.org

The Centre for Corporate Governance-Kenya

The Centre for Corporate Governance (CCG), formerly the Private Sector Corporate Governance Trust, is an independent, not-for-profit organization. Established in 1999 in Kenya, the CCG promotes corporate governance in Africa through training, education, awareness raising and research. The CCG also serves as the interim secretariat of the Pan African Consultative Forum on Corporate Governance (PACFCG), which was inaugurated in 2001. The PACFCG is focused on developing the legal and regulatory framework for economic development in collaboration with the private sector.

The African Leadership and Progress Network

The African Leadership and Progress Network is a non-profit organization located in Washington, DC, and Abuja, Nigeria. ALPN is a network of African and non-African professionals whose activities include education, training, research, analysis, information dissemination, networking, and advocacy in leadership and governance.

Business Action for Africa

Launched in August 2005, Business Action for Africa is a business-led initiative which builds on the momentum of the Commission for Africa and the G8 Summit in 2005, which brought together an international coalition of businesses and business organizations from Africa and elsewhere. The International Business Leader's Forum (IBLF), which was a founding member of Business Action for Africa, provides staff time, office facilities and other administrative support to the organization. Financial support has been provided by: Anglo American, De Beers Group, GlaxoSmithKline, SABMiller, Shell, Unilever and the UK Department for International Development.[25]

The Business Ethics Network of Africa

The Business Ethics Network of Africa (BEN-Africa) was formed in 1999 to bring together people with competence in teaching and managing business ethics. BEN-Africa currently has members in 25 African countries, with national chapters in Botswana, Kenya, Nigeria, South Africa, Tanzania and Cameroon. BEN-Africa facilitates interaction between its members through their website, a printed quarterly newsletter and an annual conference.

The African Institute of Corporate Citizenship

Based in South Africa, the African Institute of Corporate Citizenship (AICC) was established in 2000 as an NGO to strengthen responsible growth and competitiveness in Africa, through research, advocacy and network building. AICC acts as an African point organization for several other codes or standards such as the Global Compact and Global

[25] http://www.businessactionforafrica.org/

Reporting Initiative. It also partners with the IFC on trainings with the financial sector regarding their social and environmental protocols. AICC organizes the Bi-annual African Corporate Citizenship Convention, and has recently initiated the Africa Corporate Sustainability Forum.

The Africa Corporate Sustainability Forum

The Africa Corporate Sustainability Forum (ACSF) was initiated by the African Institute of Corporate Citizenship (AICC) in 2004. It is a multi-stakeholder platform providing an opportunity for business, government and broader civil society to discuss and act on corporate sustainability policy and practice in Africa.[26] One of the Forum's goals is to facilitate knowledge exchange and research dissemination across the region and internationally, and to provide opportunities for training and skills development on corporate sustainability and other related issues. The ACSF works with CSR organizations including BEN-Africa, NEPAD, CCG, PACFCG, and The Global Compact, which are described in this section.

Private Enterprise Foundation-Ghana

The Private Enterprise Foundation (PEF) in Ghana is the private sector advocate for public-private partnerships. It was created in 1994 and now includes the following business associations: Ghana Employers Association, the Association of Ghana Industries, the Federation of Associations of Ghana Exporters, the Ghana Association of Bankers, Chamber of Mines, and the Ghana National Chamber of Commerce and Industry. It has partnered with several international donors including USAID. PEF currently collaborates with Family Health International (FHI) on a workplace HIV/AIDS/ STDs program.[27]

West African Rural Foundation

West African Rural Foundation (WARF) is a development NGO based in Senegal that has received financial and technical assistance from the International Development Research Centre (IDRC), the Swiss NGO Innovations et Réseau pour le Développement (IRED), and the Ford Foundation.[28] It is mainly focused on capacity building and the environment.

Southern African Grantmakers Association

Southern African Grantmakers Association (SAGA) is an association providing support to the corporate social investment and donor community. Members include corporations with social responsibility programs, international donor organizations, local private foundations, grantmaking non-governmental organizations, community foundations and

[26] http://www.unglobalcompact.org/NewsAndEvents/news_archives/2004_09_28.html
[27] http://www.pefghana.org/
[28] http://www.idrc.ca/wuf/ev-5594-201-1-DO_TOPIC.html

government funding agencies. SAGA's website lists members with contact information and is perhaps the best resource for finding socially responsible business partners in Southern Africa.[29]

Corporate Sustainability intermediaries in Africa[30]

The following countries have specific sustainability-related initiatives:
Botswana Cooperation for Research, Development & Education (CORDE)
Ghana Private Enterprise Foundation
Kenya Ufadhili Trust
Malawi National Action Group
Mauritius National Committee on Corporate Governance (NCCG)
Mozambique Foundation for Community Development
Nigeria Convention on Business Integrity (CBI)
West African Rural Foundation (WARF)
South Africa National Business Initiative (NBI)
South African Business Coalition on HIV/AIDS (SABCOHA)
Southern African Grantmakers Association (SAGA)

South African Business Coalition on HIV and AIDS

The South African Business Coalition on HIV and AIDS (SABCOHA) is the leading advocate of private sector involvement in HIV/AIDS in South Africa, and affiliated with the Global Business Council on HIV/AIDS. SABCOHA has established an HIV/AIDS Information and Resource Center as well as a website. The website provides strategies to deal with HIV/AIDS in the workplace, and case studies.[31] In April 2006, SABCOHA hosted a Private Sector Conference on HIV/AIDS in South Africa.[32]

National Business Initiative

Launched by former South African President Mandela in 1995, the National Business Initiative (NBI) has been a leading business coalition focused on the broader role of business in sustainable development. The NBI is based in Johannesburg and has additional offices in Durban and Cape Town. Its goal is to enhance the business contribution to sustainable growth and development in South Africa. Its 140 member companies represent the largest multinationals and African companies.[33]

Foundation for the Development of Africa

The Foundation for the Development of Africa (FDA) is an NGO that has worked in sustainable development in Africa since 1999. FDA has an extensive member list with name and contact information. While FDA is based in South Africa, members from throughout Africa are listed on the website.

[29] http://www.donors.org.za/default.html
[30] http://www.aiccafrica.com/PDF%20files/ACSFBriefingPaper.pdf
[31] http://www.redribbon.co.za/business/
[32] http://www.nbi.org.za/welcome.php?pg=2&pgm=M&id=10579
[33] http://www.nbi.org.za/welcome.php?pg=2&pgn=D

Center for Corporate Citizenship

The Centre for Corporate Citizenship, located within the College of Economic and Management Sciences at the University of South Africa (UNISA), was established in September 2002, in partnership with AICC. The Centre provides training and conducts research and advocacy on transforming and integrating corporate citizenship into management practices.[34] There are several case studies of CSR programs at large South African companies on the Center's website, but none of the case studies discusses health issues.

4. CSR Country Overviews

A major development in African trade is the formation of trading groups, such as the Common Market of the East and Southern Africa (COMESA), South African Development Community (SADC), East African Community (EAC), and the Economic Community of West African states (ECOWAS). These groups are beginning to look at CSR, but thus far have prioritized increasing trade to the U.S. and Europe. The following section provides an overview of CSR conditions in Angola, Ghana, Kenya, Mali, Tanzania, Senegal, and South Africa. Where available, CSR organizations in each country are noted, as well as case studies of worksite health programs.

4.1. Angola

Angola has been at war almost continuously for the past twenty-five years. Subsistence agriculture supports 85% of the population, while oil accounts for more than 90% of Angola's foreign exchange earnings. The rest comes from diamonds and fish.[35] In an April 2002 report, the World Bank Group's CSR Practice commented that "the implementation of CSR in Angola is a particular challenge for several reasons: Firstly, Angola just emerged from a devastating twenty-seven year civil war where about 15% of the country's population was killed or maimed and much of the infrastructure was destroyed. Secondly, Angola has been plagued by reports of corruption, opaque politics and a lack of fiscal accountability. Thirdly, an uneasy relationship exists between public and private sectors, especially in the oil sector where the rules of the game are not entirely clear with regards to mutual rights and obligations. Fourthly, Angola's civil society is extremely weak and lacks the capacity to serve an advocacy or implementation role for CSR. Fifthly, crippling poverty amongst the vast majority of the country's population proves a stark contrast to the tremendous riches that are starting to accrue within the oil sector. Finally, Angola's oil dominated economy has tended to crowd out resources and attention to other sectors."[36]

---

[34] http://www.unisa.ac.za/Default.asp?Cmd=ViewContent&ContentID=18152
[35] http://www.britannica.com/eb/article-43856
[36] Strengthening Developing Country Governments' Engagement with Corporate Social Responsibility: Conclusions and Recommendations from Technical Assistance in Angola WORKING REPORT, Blakeley et al, African Institute of Corporate Citizenship April 2004 at

Sonangol (Sociedade Nacional de Combustiveis de Angola) is the national oil company of Angola, and serves as the business arm of the Angolan government. ChevronTexaco is the largest foreign oil producer in Angola, and has entered into a U.S. $50 million, five-year public-private partnership called 'The Angola Partnership Initiative' (API). The partnership aims to provide support for countrywide education, training and small business development activities. The partnership involves USAID, UNDP, and several NGOs.[37]

The largest non-oil investment in the country is a Coca-Cola bottling plant in Bon Jesus. Business organizations active in Angola include Angola -South Africa Chamber of Commerce and Industry, Angola Area Chamber of Commerce, Camara de Comercio e Industria de Angola, and U.S. - Angola Chamber of Commerce (USACC) in Washington, D.C. The Membership Directory of the U.S.-Angola Chamber is an excellent source of information about multinational activities in Angola.[38]

ChevronTexaco HIV/AIDS Worksite Program

ChevronTexaco has launched a comprehensive HIV/AIDS program for its employees and their families in Angola. Operated through the company's Angolan subsidiary Cabinda Gulf Oil Co. (CABGOC), the program provides peer education, condom promotion, confidential testing and counseling, and treatment of sexually transmitted infections. CABGOC also provides anti-retroviral drugs to HIV-positive employees and eligible dependents, and to pregnant employees and spouses.

CABGOC's medical group has launched a pilot community outreach project in Cabinda in collaboration with Abbott Laboratories and Boehringer, who are donating HIV tests and anti-retroviral drug. The project, which offers prevention, counseling and treatment services, targets an estimated 12,000 pregnant women in Cabinda, at least 7% of whom are HIV-positive.

British Petroleum[39]

In Angola, BP is involved in education projects in schools, an AIDS education initiative targeting young people and other vulnerable groups, a home for orphaned boys which provides vocational training, a farmers' support project and a children's food aid and health initiative.

---

http://siteresources.worldbank.org/INTPSD/Resources/Angola/Angola_finalenglish.pdf#search='CSR%20 Angola

[37] http://siteresources.worldbank.org/INTPSD/Resources/Angola/Angola_finalenglish.pdf#search= 'CSR%20Angola'

[38] http://www.us-angola.org/memdir.htm.

[39] http://www.bp.com/sectiongenericarticle.do?categoryId=427&contentId=2000571

Population Services International in Angola[40]

In November 2002, UNICEF and Population Services International (PSI) launched four youth centers in Luanda, Cabinda, Lubango, and Huambo. Several of the centers are operated by the reproductive health NGO called ABC Gremio, and provide English and computer lessons, as well as information on HIV/AIDS and sexual health. The program is part of 'Telling the Story', a youth campaign funded by the United Nations Foundation, which sponsors youth projects in seven AIDS-affected countries in southern Africa.

4.2. Ghana

The mining industry in Ghana is the key sector in the economy with the principle minerals produced being gold and diamonds. Ghana also exports cocoa, timber and pineapples.[41] The domestic economy revolves around subsistence agriculture, which accounts for 36% of GDP and employs 60% of the work force, mainly small landholders.[42] One project which may expand Ghana's energy sources is the West African Gas Pipeline which will transport natural gas to Ghana, Togo and Benin from Nigeria.

In 2000, the WBCSD conducted a study of CSR and made these remarks about Ghana:

"In Accra, we were told that CSR was not high on the business agenda. Why? It was thought that CSR is too expensive and that there was little outside pressure on companies to encourage them to take the initiative on it. Lack of government control and involvement was also cited as a reason for CSR having a lower priority. We were told, 'We need responsible government before we can have responsible business.'"[43]

Major multinationals include Volta Aluminum, CMS, Reginanuel Gray, Allied Computer, Boeing, and Star Kist Tuna. The major business organization in Ghana is the Ghana National Chamber of Commerce & Industry, and the CSR organization is the Private Enterprise Foundation mentioned in Section 3 above.

4.3. Kenya

Kenya, the regional hub for trade and finance in East Africa, is the world's third largest exporter of tea. Agriculture makes up 19% of GDP, industry 18% and services 62.6%. The coffee, horticultural and tourism industries are three of the country's most important sources of foreign exchange. Kenya also has active oil and chemical industries.

---

[40] http://www.irinnews.org/S_report.asp?ReportID=43858&SelectRegion=Southern_Africa
[41] http://www.mbendi.com/land/af/gh/p0005.htm
[42] http://www.brainyatlas.com/fields/2116.html
[43] http://www.wbcsd.org/DocRoot/IunSPdIKvmYH5HjbN4XC/csr2000.pdf

The concept of CSR has been applied only recently in Kenya. However, Kenya has been selected for the introduction of the UN Global Compact/UNDP 'Growing Sustainable Business for Poverty Reduction' initiative. Kenya also hosts an emerging specialist CSR organization called Ufadhili Trust. Ufadhili works as a matchmaker and lobbyist for CSR as well as provides training on CSR. Ufadhili played an important role in lobby for a new law on corporate philanthropy. The Center for Corporate Governance is another CSR organization in Kenya described in Section 3 above.

In Kenya, surveys indicate that the cause receiving the highest proportion of corporate donations is worker health and safety, and donations are directed towards education and training, HIV/AIDS, food security, and underprivileged children."[44] Kenya recently enacted two new laws related to CSR. One will provides companies tax breaks for philanthropic giving, on a pilot basis, as an incentive for corporate giving to communities. Another requires all companies to have in place HIV/AIDS policies for their employees.

K-Rep

Launched in 1999, K-Rep is widely considered Africa's groundbreaking institution in commercial microfinance. The bank finances small businesses as well as micro enterprises, and began an HIV/AIDS worksite program for its 400 employees in collaboration with IFC Against AIDS in Spring 2004. The company plans to extend the reach of its HIV/AIDS activities to its client base of over 60,000 borrowers. K-Rep has education and prevention programs as well as a community outreach activity.[45]

Brooke Bond's Worksite HIV/AIDS Program

Brooke Bond Kenya Limited is a tea growing and manufacturing firm that employs about 20,000 workers. The company published an HIV/AIDS policy in May 2002, distributing copies through the workplace. Education and awareness raising focuses on peer education covering the entire workforce and their families (80,000 people in all). The company distributed about 400,000 condoms in 2002 through dispensers. The program also offers counseling support and provision of anti-retroviral drugs.

POLICY Project HIV/AIDS Report

The POLICY Project has published a useful document about integrating FP & HIV/AIDS at worksite entitled "Provision and Use of Family Planning in the Context of HIV/AIDS in Kenya: Perspectives of Providers, Family Planning and Antenatal Care Clients, and HIV-Positive Women."[46]

---

[44] http://www.iied.org/SM/CR/documents/CSRinAfrica.pdf
[45] http://www.ifc.org/ifcext/aids.nsf/Content/Projects?OpenDocument&ExpandSection=7%2C1#_Section7
[46] by Wanjiru Gichuhi, POLICY Project, March 2004, available at http://allafrica.com/healthafrica/cca/resources/view/00010451.pdf

4.4. Mali

Mali is among the poorest countries in the world, with 65% of its land area desert or semi desert. About 10% of the population is nomadic and 70% of the labor force is engaged in farming and fishing.[47] Mali is the largest producer of cotton in sub- Sahara Africa, while gold exports are now the largest source of foreign exchange earnings. However, as of November 2005, Foreign Direct Investment in Mali was down due to delays in privatization and lack of transparency. [48] Multinationals present in Mali include African Goldfields, Anglo Gold, Air Liquide, Ashanti Ghana Mines, Barrick Gold, Brasseries du Mali (BRAMALI), Bull Afrique, Chrysler – Jeep, and TotalElfFina.[49]

Mali appears to be off the radar in terms of private sector involvement in CSR and HIV/AIDS. However, in 2005, UNAIDS began to implement a plan with the Malian government to develop an HIV/AIDS strategy and incorporate more private sector involvement with funding from the Multi-Country HIV/AIDS Program for Africa, Global Fund and African Development Bank.

Business organizations in Mali include Chambre de Commerce et d'Industrie du Mali, and the Swiss-Mali Chamber of Commerce.

Merck

In 2005, the Merck Company Foundation initiated the vaccination management skills training program of the Merck Vaccine Network–Africa Center in Mali to better handle and store vaccines. Other Merck initiatives addressing health issues in Africa include the 18-year old Merck Mectizan® Donation Program, the UN/Industry Accelerating Access Initiative and the African Comprehensive HIV/AIDS Partnership (ACHAP) in Botswana.[50]

4.5. Tanzania

Tanzania's economy is heavily dependent on agriculture, which accounts for half of GDP, provides 85% of exports, and employs 80% of the work force.[51] Coffee is the country's main export product, while sisal and tea also earn significant amounts of foreign currency. Manufactured goods, cotton, cashew nuts, minerals and tobacco products are exported mainly to India, the UK, Germany, Japan, the Netherlands and

---

[47] World Factbook http://www.brainyatlas.com/fields/2116.html
[48] http://www.commissionforafrica.org/english/report/thereport/english/11-03-05_cr_chapter_9_annex.pdf
[49] A complete list of foreign investors is found on p. 52 of Guide de L'Investissement au Mali, UN, 2004 at http://www.ipanet.net/search/search.cfm?menu_chosen=93002, citation 10.
[50] http://www.merck.com/newsroom/press_releases/corporate/2005_0214.html
[51] World Factbook http://www.brainyatlas.com/fields/2116.html

Belgium. Tourism continues to expand with significant foreign investment in hotels and other tourist facilities.[52]

Mining has attracted international interest with a large amount invested in exploration for gold, base metals and diamonds. Companies from Australia, South Africa and Canada have invested in the gold sector as Tanzania is becoming one of Africa's major producers. Accounting for less than 10% of GDP, Tanzania's industrial sector is one of the smallest in Africa.

HIV/AIDS is the most pressing social and health issue facing Tanzania. More than 2 million adults are living with HIV/AIDS. At least one out of nine adults is HIV-positive.[53]

CSR as a concept is not well developed in Tanzania. Gastone Gaudence Kikuwi, the Secretary General of VIBINDO, an organization of small traders, feels CSR programs will do very little to ease poverty in Tanzania because over 75% of the population works in the informal sector. The Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA) believes that to have the maximum effect, corporate schemes should focus on rural areas where 97% of Tanzanians live and work.[54]

Three business associations appear to be well placed to provide assistance to companies that are developing their corporate policies on HIV/AIDS, including the Private Sector Foundation, the Tanzania Chamber of Commerce and the Confederation of Tanzanian Industries.

Tanzania and AIDS

Certain sectors of the Tanzanian economy appeared to be particularly vulnerable to HIV/AIDS, including transport, mining and tourism. Current corporate policies on HIV/AIDS are either nonexistent or are poorly implemented.[55] However, a small number of large companies have a written corporate policy on HIV/AIDS, such as Brook Bond, Standard Chartered, and Tanzania Breweries Ltd.

A non-industrial example of RH/FP in Tanzania is the Jane Goodall Institute's Lake Tanganyika Catchment Reforestation and Education (TACARE) project. The program includes microfinance, reforestation, community development, and health components for the villages around Lake Tanganyika. Currently 57% of involved villages are receiving reproductive health education, and products, including long and short term methods. The program also uses community-based distribution agents to disseminate

---

[52] http://www.mbendi.com/land/af/ta/p0005.htm
[53] Tanzania and HIV/AIDS, USAID 2004, at http://allafrica.com/healthafrica/cca/resources/view/00010566.pdf
[54] http://www.panos.org.uk/newsfeatures/featureprintable.asp?id=1086
[55] Assessment of Private Sector HIV/AIDS Policies and Activities in Tanzania, Steven Forsythe, HIV/AIDS POLICY Project/The Futures Group International at http://allafrica.com/healthafrica/cca/resources/view/00010562.pdf

family planning information and resources. In 1999, 11,987 people were participating in TACARE's family planning program.[56]

4.6. Uganda

Agriculture is the most important sector of the economy in Uganda, employing over 80% of the work force. Eighty five per cent of Uganda's population of 22 million lives in rural areas and depend mainly on agriculture for their livelihood. Coffee accounts for more than half of the total exports, followed by fish products, tea, cotton, tobacco, gold and value-added agricultural manufactured products.[57] Major companies in the agricultural sector include the Kaweri Coffee Plantation owned by IBERO, the Ugandan affiliate of Neumann Kaffee Gruppe, Kakira Sugar Works, Kinyara Sugar Works, managed by Booker Tate and the Sugar Corporation of Uganda (SCOUL) belonging to the Mehta Group.[58] Mining is also a growing sector of the Ugandan economy.[59] Multinationals present in Uganda include Coca-Cola, Pepsi Cola, South African Breweries, Shell, BAT Industries, and Unilever.

In Uganda, all the multinational plantations provide some form of free medical care not only to employees, but also to their dependents. Dispensaries and clinics are staffed with medical personnel that provide first aid treatment as well as preventive health care. Most plantations provide free, voluntary HIV-testing in the clinics or medical centers, offer counseling for infected employees and distribute condoms.[60]

A good CSR sign is the director of the National Social Security Fund's announcement to the private sector that their operations must benefit the local communities within which they are based - and that this should mean "making local people shareholders of the companies to give them a real stake."[61]

Opportunity to Reach Rural Population w/FP Messages[62]

The Nekolera Gyange (I Run My Own Business) program in Uganda is a small enterprise development program of the ILO that uses radio to reach Small and Medium-sized Enterprises in rural areas with business information. The radio program is broadcast twice a week for 30 minutes and features business news, a live call-in segment, and interviews with self-employed persons, technical experts, and policy makers. The program was so successful that a radio station in Ghana was added. Private sector partners in the venture include Mobile Telephone Networks (MTN), Centenary Rural

---

[56] http://www.janegoodall.org/africa-programs/programs/tacare.asp
[57] http://www.ilo.org/public/english/employment/multi/download/wp93.pdf#search='Uganda%20CSR'
[58] http://www.ilo.org/public/english/employment/multi/download/wp93.pdf#search='Uganda%20CSR'
[59] A list of companies with significant exploration/mining activities in Uganda can be found at http://www.ugandainvest.com/mining.pdf.
[60] Ibid, p. 19
[61] http://www.mallenbaker.net/csr/CSRfiles/page.php?Story_ID=1215
[62] http://www.comminit.com/experiences/pdskdv92002/experiences-1639.html

Development Bank (CERUDEB), FIT Uganda, the Austrian Development Service (OED), International Development Research Council (IDRC), the Small Enterprise Policy Unit of the Ministry of Planning and Economic Development, and Central Broadcasting Services (CBS).

Given the rural and small business focus of the program, and the extensive private sector involvement, ESD may wish to explore collaboration opportunities with the program. The radio broadcast may be amenable to incorporating RH/FP messages into their program.

4.7. Senegal

The main industry in Senegal is agriculture, although the industrial sector is growing. The main agricultural crops are cotton and peanuts. The Senegal oil industry is one of the key elements in the economy, along with a small but growing mining sector.[63] The major business group is the Union des Chambres de Commerce, d'Industrie et d'Agriculture de Senegal. A search of CSR and CSI in Senegal was unsuccessful, which would indicate a low level of CSR in the country.

4.8. South Africa

The South African economy is the dominant economy on the African continent, illustrated by the fact that, although the South African population constitutes only 5% of the African population, the country contributes 30% of the continent's combined GDP. South African companies have steadily increased their investments throughout Africa, and the Annex lists the major South African investors in other parts of Africa.[64]

NEPAD is active in South Africa, as is the Global Reporting Initiative and the Global Compact. However, the Global Compact has few active company participants.[65] Local CSR NGOs include the AICC, and the National Business Initiative. The South African Chamber of Business (SACOB) is also involved in CSR through a NEPAD committee and an HIV/AIDS committee.

CSR is called Corporate Social Investment (CSI) in South Africa. As of 2004, company CSI funds have gone predominantly to education and training (46%) and health and social development (24%).[66] Other areas, in order of declining budget proportion were training, social development, arts and culture, community and rural development, environment, sports development, safety and security and housing. CSI in South Africa has an urban focus. In 2003, two-thirds of CSI spending were targeted towards urban and

---

[63] http://www.mbendi.com/land/af/sn/p0005.htm
[64] http://www.greenleaf-publishing.com/pdfs/jcc18malan.pdf
[65] See list of participants at http://www.unglobalcompact.org/NetworksAroundTheWorld/country_contact/south_africa.html
[66] http://www.waynevisser.com/csr_pyramid.htm

peri-urban areas, with only 34% targeted towards rural communities. Fifteen per cent of funds from company CSI programs focus on company employees and their families and another 49% on the communities in which the companies operate.[67]

An excellent compendium of CSI trends in South Africa is *the CSI Handbook*, published yearly by Trialogue, a South African consulting company focused on corporate citizenship. Another useful publication by the same company is *The Good Corporate Citizen: Pursuing Sustainable Business in South Africa*, which traces the history of CSI in South Africa and also provides case studies and results of a survey of 100 of the top companies in South Africa.

An important CSR issue in South Africa is Black Economic Empowerment (BEE), established in 2003 as a legislative framework to redress the imbalances of the past by transferring more ownership, management and control of South Africa's financial and economic resources to the majority of its citizens.[68]

Company involvement in CSR in South Africa runs the gamut from well articulated employee and community outreach programs in all the mining companies, to complete lack of mention on most company websites. In general, major multinationals have extensive CSR portfolios in South Africa, including Anglo American, GM, Daimler Chrysler AG, DeBeers, Coca Cola, and HP.

Many multinationals and local conglomerates in South Africa use a foundation as the vehicle for their CSR activities, such as Absa Foundation, Old Mutual Foundation, the MTN Foundation, and the Nelson Mandela Foundation. There are many NGOs that work in HIV/AIDS in South Africa. USAID has published an HIV/AIDS directory, available for download. [69]

4.9. Botswana

For more than 30 years, Botswana has been one of the fastest growing developing countries. It has extensive mining operations, and its government scores high marks for transparency.[70] The two largest diamond companies, Debswana and Bamanguato have extensive worksite health programs. Tourism accounts for 12% of GDP, and multinationals present include H.J. Heinz and Aon Corporation.

5. CSR in Key African Commercial Sectors

The leading export sectors in Sub-Saharan Africa are energy-related products, followed by minerals and metals, textiles, and agricultural products. In terms of major exporters in

[67] Taken from Trialogue website at http://www.csimatters.co.za/news.asp?NID=34.
[68] http://www.brain.org.za/BEE/definition.html
[69] http://www.usaid.gov/our_work/global_health/aids/Publications/docs/hivaidsdirectory.pdf
[70] http://www.commissionforafrica.org/english/report/thereport/english/11-03-05_cr_chapter_9_annex.pdf

Sub-Saharan Africa, Nigeria is the largest exporter, followed by South Africa, Angola, Gabon, and Ivory Coast. The following section explores CSR in the mining, oil & gas, agriculture, construction, manufacturing/electronics, bottling, and tourism industries. Excellent economic overviews of all African countries can be found in the online publication *U.S.-Trade and Investment with Sub-Saharan Africa* published in 2004 by the U.S. International Trade Commission.[71]

5.1. Extractives (Mining, Oil & Gas)

The mining, oil and gas industries have by far the most advanced CSR programs in Africa, due in large part to the negative press they received in the 1990s for their business methods which failed to consider the local communities where they operated. Many countries in Africa have extensive mineral resources. All mining companies have HIV/AIDS policies with clauses regarding nondiscrimination, confidentiality and disclosure, benefits, and retirement treatment.

The Extractive Industries Transparency Initiative (EITI), launched in Johannesburg in 2002, is a voluntary multi-stakeholder initiative between home and host governments, companies and civil society that aims to increase the transparency in the oil, gas and mining sectors. HIV/AIDS is not included in the initiative, but an excellent case study on the mining sector's response to HIV/AIDS can be found on the Chamber of Mines website. [72] A complete list of mining companies by country in Africa with contact information can be found at http://www.minesite.com/Country.php.

Gold Fields

Gold Fields is one of the world's largest producers of gold, operating in South Africa, Ghana, and Australia. Its CSI program is illustrative of the level of engagement of mining companies in community development. All CSI activities are administered and coordinated through the Gold Fields Foundation. Gold Fields focuses on helping communities around mines and in remote rural areas to access health care by building clinics, refurbishing local hospitals and supporting the growth and development of heath care workers through the Gold Fields Nursing College.[73] Gold Fields also established the Bambisanani Pilot Project in the Eastern Cape, a community-based health care project for people living with HIV/AIDS and other terminal diseases.

Magadi Soda Company

Magadi Soda Company (MSC) produces sodium carbonate (soda ash) for use in a wide range of manufacturing processes. MSC collaborated with IFC Against AIDS to provide an extensive HIV/AIDS program to its employees and community members including

---

[71] http://hotdocs.usitc.gov/docs/pubs/332/pub3741/Chapter6.pdf.
[72] http://www.bullion.org.za/Departments/Health/AIDS/Facts.PDF
[73] http://www.goldfields.com/Investor/Annual_Reports/FY_2003/gf_ar03/sd_03/perfomance/perfomance.htm

HIV/AIDS care and prevention services at the company-operated 50-bed hospital, free anti-retroviral treatment (ART), free STI treatment, and free treatments for tuberculosis and prevention of mother to child transmission of HIV.[74]

5.2. **Agriculture**

The following section describes CSR in the flower, cocoa, tea, coffee, and banana industries in Africa**.**

Flowers

While the Netherlands remains the largest producer of cut flowers worldwide, Kenya, Zimbabwe, Zambia, Uganda, and Tanzania have become strong players in global markets.[75] Flower growing in Africa varies from country to country. The industry is dominated by foreign multinationals in Tanzania and by large-scale domestic commercial farmers in Zimbabwe, while there appears to be much more involvement of small-scale domestic producers in Uganda.[76] The African flower industry benefits from a growing trend in which supermarkets in Europe buy in bulk directly from producers.[77]

Kenya's flower industry, the oldest and largest in Africa, accounts for 8% of Kenya's total export earnings. Kenya has 60% of the African flower trade, and nearly all of its flower exports are shipped to the European market. Kenya also has some of the largest flower farms in the world, with up to 10,000 workers living in on-site compounds. The Kenya horticulture industry employs over 50,000 people, and indirectly supports hundreds of thousands of people.[78] Approximately 65% of Kenyan flower workers are employed as "casuals", meaning that they do not receive any benefits and that female workers are likely to be fired if they become pregnant. Women make up the majority of non-permanent workers.

In Tanzania, 12 large farms are involved in the production of flowers, including Horticulture Farms and Exports, Hortanzia, Tanzania Flowers, Kiliflora, Kombe Roses La Fleur d'Afrique, Arusha Cutting and Multiflower, Continental Flowers, Loliondo, Steeco Systems, and Florissa.[79] Two companies – the Kombe Roses and Continental

---

[74] http://www.ifc.org/ifcext/aids.nsf/Content/Projects

[75] from Gender, Rights & Participation in the Kenya Cut Flower Industry by Catherine Dolan, Maggie Opondo, Sally Smith, 2002 , http://www.ids.ac.uk/idS/global/pdfs/ET&Gender_KenyaReport3.pdf#search='Catherine%20Dolan%20Kenya%20flowers'

[76] http://www.laborrights.org/projects/women/Flower_Paper_0903/flower_paper_countries.htm "The political contexts in African flower-producing countries, as well as the pattern of development of each country's flower sector, are far from homogenous. Davies (2000) notes, for example, that

[77] http://www.ilo.org/public/english/dialogue/sector/papers/ctflower/139e3.htm#3

[78] http://www.eti2.org.uk/Z/lib/2005/02/rept-kenyaflwrs/ETIrept-KenyaFlowers2005.pdf

[79] http://www.ilo.org/public/english/dialogue/sector/papers/tanzflow/index.htm#_Toc478481551

Flowers – are Tanzanian owned."[80] Over 85% of Tanzania's 2,500 flower sector employees are in the "casual labor" category and have few benefits.

Key issues in the flower industry in Africa include employment insecurity, excessive overtime, sexual harassment, and low wages. In terms of health and safety, there have been substantial improvements, but chemical exposure remains an important concern among workers. In terms of pregnancy and maternity leave, the lack of access to adequate maternity leave creates anxiety about income security and can lead women to seek abortions and/or hide their pregnancies, both of which can carry long-term health implications. Another key issue in the flower industry is the restriction on visitors to farms where workers live on-site, including spouses, resulting in higher rates of sexually transmitted diseases and HIV/AIDS.

In 2002, the Kenya Human Rights Commission (KHRC) accused the cut flower industry of human rights abuses, which resulted in significant negative press. Kenyan cut flower companies that join the Kenya Flower Council now have a Code of Practice that requires members to meet environmental and social requirements. In addition, many members also comply with international codes of conduct and provide employees and local communities with schooling, water projects, AIDS awareness, and other health and social programs.[81] An important flower stakeholder group in Kenya is the Horticultural Ethical Business Initiative (HEBI).

Cocoa

West Africa produces 70% of the world's cocoa, and nearly 10 million men, women and children depend on cocoa farming for their well-being. In the Ivory Coast, for example, cocoa provides more than 50% of household income for the five million people living on the country's 600,000 cocoa farms.[82] In West Africa generally, and in Ivory Coast particularly, cocoa is grown on small family farms, not by large agri-businesses. Cocoa is the product of poor, small-scale farmers, with few machines.

In both Ghana and Ivory Coast migrants have played a special role in the development of the cocoa industry. It is estimated that about 50% of growers in Ivory Coast and 30% in Ghana are migrants, mainly from Mali and Burkina Faso.[83] The situation in Ghana is dominated by the large co-operative Kuapa Kokoo, but two other groups, Ghana Co-operative Marketing Association Ltd., and the United Farmers' Marketing Co. Ltd. are recognized as exporters. In all African cocoa growing countries except Ghana, the three largest multinationals, Cargill, ADM and Callebaut, are increasingly involved in purchasing. In Ghana, local processing has to date been largely state-controlled.

---

[80] http://www.laborrights.org/projects/women/Flower_Paper_0903/flower_paper_countries.htm
[81] http://www.newsfromafrica.org/newsfromafrica/articles/art_882.html
[82] Establishing CSR Drivers in Agribusiness: Final Report for Foreign Investment Advisory Service, IFC and WB, August 2005, A. Tallontire et. al.http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR+FINAL+Report+on+CSR+Drivers+in+Agribusiness/$FILE/FIAS+CSR+drivers+final.pdf#search='cut%20flowers%20CSR'
[83] http://www.antislavery.org/homepage/resources/cocoa%20report%202004.pdf

However, many companies have begun to enter the market, including Barry Callebaut, WAMCO (West African Mills Company Ltd), a joint venture between Germany's Hosta Group of Companies and Ghana's Cocoa Board, and the state Cocoa Processing Company.

The use of child labor and abuse of migrant workers are the major CSR issues in the cocoa industry in Africa. The West Africa Cocoa/Commercial Agricultural Program to Combat Hazardous and Exploitative Child Labor (WACAP) was launched by the ILO in 2003, in collaboration with the U.S. Department of Labor and the chocolate industry to address the issue. The program operates in five countries: Ghana, Ivory Coast, Guinea, Cameroon and Nigeria.

The Fair-trade Labeling Organizations International (FLO) was set up in 1997 and now covers 17 countries. There are currently eight cocoa producers' organizations registered with FLO. By far the largest is Kuapa Kokoo in Ghana, with over 35,000 members.

The major cocoa business associations are the Chocolate Manufacturers Association (U.S.), the Association of the Chocolate, Biscuits and Confectionery Industries of the European Union, and the European Cocoa Association (ECA). The World Cocoa Foundation announced in May 2005 the Initiative for African Cocoa Communities (IACC), a new public-private partnership to improve the lives of West African cocoa farming families and their communities. The IACC brings together industry, farmer groups, NGOs, and development groups in West Africa. Many of the IACC projects address education for children and adults.[84] UNICEF and the National Confectioners Association have also announced a partnership that will allow children from Ghana cocoa villages who otherwise might not be able to attend school to rejoin the formal school system.[85] Members of both Associations, including Cargill, The Hershey Company, Mars, and Nestle USA, have pledged support for the new partnership program.

Tea

Seven East and Central African countries are among the world's top 20 producers of tea. In crop-size order for year 2003, they are: Kenya, Malawi, Uganda, Tanzania, Zimbabwe, Rwanda, and Mozambique.[86] In Kenya, about 400,000 smallholders, grouped under the Kenya Tea Development Authority (KTDA), produce 62% of national production, and the rest is produced by commercial estates such as those operated by Brooke Bond, Unilever and James Finlay. In Uganda, the Rwenzori Highlands Tea Company has the largest areas of tea plantations and produces about 26% of Uganda's crop. In Tanzania, the largest tea estate is Brooke Bond with three factories, and the remainder comes from estates operated by the Mufindi Tea Company, East Usambaras, Tanwat and George Williamson.

[84] http://www.ecandy.com/newsletter.aspx?NewsLetterID=71%20
[85] http://www.candyusa.org/Media/Trade/nca-iacc.asp
[86] http://www.teaandcoffee.net/0305/special.htm

CSR has been an important issue at tea plantations for many years, with a focus on human rights, working conditions and unionization. Most plantations provide healthcare and housing to workers. Codes of conduct have increasingly been used to monitor worker abuses, such as the SA8000, the EUREPGAP, and the Ethical Tea Partnership.[87] These initiatives are focused on large plantations, but do not address CSR issues on small farms.

African Plantations Corporation (APC)

APC is a coffee and tea company with numerous plantations and processing factories in four countries: Malawi, Tanzania, Zambia, and Zimbabwe. In 1999 APC began an HIV/AIDS worksite program with IFC Against AIDS that includes IEC and provision of condoms.[88]

Coffee

Four large multinational companies provide more than half of all the coffee consumed by the 25 main consumer countries. These companies are Jacobs/Kraft General Foods, Nestlé, Proctor & Gamble and Sara Lee. Vertical integration between these multinationals, roasters and supermarket chain is common. In Africa, coffee is grown in Burundi, Ethiopia, Kenya, Malawi, Rwanda, Tanzania, Uganda, Zambia, Zimbabwe and the Democratic Republic of Congo. The major African trade association is the Eastern African Fine Coffees Association, which has extensive coffee statistics and contacts on its website, but no CSR information.

In Kenya, over 600,000 smallholders are engaged in coffee production and command a 48% share of the market, and the remaining 52% is produced on 2,500 coffee estates.[89] In 2003, the Kenya Coffee Growers and Employers Association launched a new Code of Practice to avoid future boycotts of Kenyan coffee arising from growing ethical concerns. Issues such as pesticide residues, child or forced labor, pollution and labor rights had become a focus of attention, along with working conditions, HIV/AIDS in the workplace and sexual harassment, and multinational buyers wanted to avoid negative publicity. The new code promotes the right to association and collective bargaining, the elimination of compulsory or child labor and the removal of discrimination in the workplace.[90]

There are a plethora of CSR codes for the coffee industry, including Utz Kapeh Code of Conduct, EurepGap, Fair Trade Label and the Common Code for the Coffee Community, supported by GTZ and major multinationals. While the codes all include basic elements

---

[87] http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR-FINAL+Report+on+CSR+Drivers+in+Agribusiness/$FILE/FIAS+CSR+drivers+final.pdf
[88] http://www.ifc.org/ifcext/aids.nsf/Content/Projects?OpenDocument&ExpandSection=1
[89] http://www.aec.msu.edu/AGECON/fs2/kenya/coffee_study_sc.pdf#search='Kenya%20code%20of%20conduct%20coffee'
[90] http://www.indiapartnershipforum.org/whatsnew_archives.htm

such as standards for recordkeeping, minimized and documented use of agrochemicals for crop protection, and protection of labor rights, the Utz Kapeh code also requires access to health care and education for employees and their families.[91]

In June 2005, Starbucks Coffee Company and the African Wildlife Foundation announced the launch of the "*Coffee for Conservation*" project, aimed at promoting coffee quality, environmental sustainability and natural resource conservation in East Africa. The project focuses on providing training for farmers to produce high quality coffee and ensuring natural resource conservation in Kenya and Tanzania.[92]

Bananas

While all African countries produce a significant amount of bananas, only a few actually export them. Virtually all exports are to the European market. Cameroon, Ivory Coast, South Africa, Uganda and Kenya are large banana-growing countries in Africa.[93] In South Africa, production is characterized by banana farms, while Ghana has only one banana plantation: the Volta River Estates (VREL) plantation.[94] The crop is mainly grown by millions of small-scale farmers throughout Africa. The major banana multinationals in Africa are Chiquita, Dole, and Del Monte.

Two important trends in the banana industry are the rise of organic products, and the growing impact of the Fair Trade label. Ghana is the only country in Africa so far to develop and export fair trade bananas successfully into the European market. Bananas are produced according to a set of social and environmental criteria set up and monitored by the Fair-trade Labeling Organizations International.[95]

Banana Company Worksite Health Program

In the countries in which it operates, (Cameroon, Ivory Coast, Senegal, Ghana, Mauritania) Compagnie Fruitière (a partner of Dole) employs nine medical doctors and 142 other health workers that perform consultations, deliveries, ultrasounds, surgical interventions, and laboratory examinations. Compagnie Fruitière also has prevention programs, including an AIDS eradication program, and programs which provide low cost or free medication.[96]

Bananas make up a portion of the fruit market. The largest fruit companies have extensive citrus fruit, grape, stone fruit, apple and pear production in Africa destined for the EU. For example, Dole sources its fruit from Zimbabwe, Swaziland, South Africa

---

[91] Utz Kapeh-certified coffee companies in Africa can be found at http://www.utzkapeh.org/index.php?pageID=101.
[92] http://www.csrwire.com/bsr/article.cgi/4097.html
[93] http://www.bananalink.org.uk/trade/for_exp.htm#a
[94] http://www.bananalink.org.uk/trade/for_exp.htm#a
[95] http://www.fao.org/ES/ESC/common/ecg/47147_en_WBE_1985_2002.pdf
[96] http://www.dole.com/CompanyInfo/CorpSocialResp/pdfs/business.pdf

and Namibia. While Dole South Africa does not own any farms or packing houses, all growers have some form of medical program – or facility – on or near their farms. In most cases, it is a medical clinic with a full-time professional nurse, aided by a medical practitioner. Additionally, most growers have a person trained in first aid on their permanent staff. In some cases, growers have an arrangement with a nearby medical practitioner, who attends to the labor force at the grower's expense.

5.3. Construction

There are many construction companies in Africa that support the large infrastructure industry. An extensive construction project is the West Africa Gas Pipeline (WAGP), which will traverse 620 miles from Nigeria's Niger Delta region to Ghana.[97] The WAGP partners are ChevronTexaco and Shell. An extensive list of construction and cement companies in Africa can be found in the Annex.[98] Below are two CSR and HIV/AIDS worksite examples.

Lafarge

The construction materials company Lafarge has nearly 7,000 employees in sub-Saharan Africa including Nigeria, Cameroon, Zambia, South Africa, Uganda, Kenya, Malawi, and Zimbabwe.[99] Lafarge's global HIV/AIDS policy has dedicated guidelines for Africa, combining prevention, anonymous screening and access to care. The Group aims to fight HIV/AIDS among its employees, their families and local communities with a comprehensive road map with voluntary counseling and testing, and care and support. Its partners include the Global Business Coalition (GBC) on HIV/AIDS, CARE, the International Federation of Building and Wood Workers (IFBWW), the World Federation of Building and Wood Workers Unions (WFBWU), and the International Federation of Chemical, Energy, Mine and General Workers' Unions (ICEM).

Odebrecht

Odebrecht is an engineering and construction company headquartered in Brazil, with large construction, engineering and mining interests in Angola. In August 2002, Odebrecht, in collaboration with IFC Against AIDS, launched an education, prevention, and care program focused on the workforce of the company which also included contractors, suppliers, and communities throughout the country. The program places special emphasis on women's health and the prevention of HIV transmission from mother to infant. Odebrecht developed a very visible awareness campaign with a slogan, posters,

---

[97] http://www.eia.doe.gov/emeu/cabs/wagp.html
[98] MBendi has extensive listing of companies by sector and country at http://www.mbendi.com/land/af/gh/p0005.htm
[99] The Business of Health…The Health of Business, WBCSD and IBLF, 2006, p. 16, at http://www.wbcsd.org/DocRoot/4xr8EZThRA3Ck4HMgK6D/business-of-health.pdf

and booklets as well as a radio program. In 2003, the Global Business Council on HIV/AIDS commended Odebrecht as a part of its Awards for Business Excellence, recognizing the company's contribution both to its workforce and the surrounding communities.[100]

5.4. Manufacturing/electronics

In general, countries in Sub-Saharan Africa export narrow ranges of manufactured products, such as textiles and wood products. An excellent source of import and export trade statistics for all African countries in 2004 can be found in the Country Analytical Briefs by the World Bank.[101]

General trade statistics on electronic manufacturing in Africa are difficult to come by, since the industry is so vast, and includes telecommunications equipment, computer-related manufacturing, and household appliances, as well as laser and optical electronics, digital electronics, and microwave electronics.

The only country with easily-available market information on IT and electronics is South Africa, which is the largest market in Africa. It is dominated by a relatively small number of companies. Just four companies – M-Cell, Dimension Data, Comparex, and Datatec – account for 70% of the $23 billion IT market. Several local companies have partnered with American IT firms, such as Datatec and UUNet's joint ownership of UUNet SA. Other U.S.-based companies with a large South African presence and local subsidiaries include Compaq, IBM, Lucent, Hewlett-Packard, and Microsoft.

CSR in the electronics manufacturing sector is characterized by codes of conduct for multinationals that focus on worker rights, recycling and hazardous materials reduction. In Europe, codes of conduct include Restriction of Certain Hazardous Substances (RoSH) and Waste from Electrical & Electronic Equipment (WEEE). In the United States, the Electronic Industry Code of Conduct (EICC), which is spearheaded by HP, focuses on standards to ensure that working conditions in the electronics industry supply chain are safe, that workers are treated fairly, and that manufacturing processes are environmentally responsible.[102]

On March 31, 2006, Intel and Microsoft announced an initiative to design and build personal computers specifically for local markets in Africa. The first country to start the

---

[100] http://www.ifc.org/ifcext/aids.nsf/Content/Projects?OpenDocument&ExpandSection=15%2C17%2C7#_Section15

[101] http://www1.worldbank.org/rped/documents/ticad2.pdf.

[102] http://www.hp.com/hpinfo/globalcitizenship/environment/pdf/supcode.pdf#search='EICC%20electronics%20code%20of%20conduct'

program is Ghana, announced by the Vice President of Ghana at the Digital Inclusion Program Conference in Accra.[103]

5.5. Bottling

The bottling industry is part of the beverage industry, which includes brewing, soft drinks, wine, and water. All Africa countries have bottling operations, with employment figures depending on the size of the local and tourist market. Historically, most African countries have had their own breweries and beer labels, many carrying African names such as Tusker, Kilimanjaro, Safari or Lion. Beer consumption per capita varies widely through Africa.

The beverage industry is strong in Africa with Coca Cola, Pepsi and many of the other well-known international brands of soft drinks bottled locally under license. The wine industry has been in existence in Africa for several hundred years. South Africa is well known for its wines internationally, but Morocco, Ethiopia and Zimbabwe also have reasonably well-developed wine industries.

Coca Cola Employee HIV/AIDS Programs in Africa

The Coca-Cola Africa Foundation (TCCAF) established a program in 2001 to reduce the harmful impact of HIV/AIDS in the lives of its 60,000 employees (and 40 independent African-based bottlers). All employees, spouses and children are eligible to receive benefits, including access to anti-retroviral drugs, testing, counseling, prevention, and treatment. Coca-Cola also partners with UNAIDS on workplace programs to encourage behavioral change through the provision of information (using television, radio, printed materials, and lectures) and supporting sustainable community outreach activities.[104]

In each of the countries so far reached by the project (Cameroon, Ivory Coast, Egypt, Ethiopia, Ghana, Kenya, Kingdom of Swaziland, Morocco, Nigeria, Senegal, South Africa, Tanzania, Tunisia, Zambia, and Zimbabwe), local AIDS committees made up of volunteers and local NGOs from Coca-Cola offices have worked together to launch local workplace programs. In addition, UNICEF, UNAIDS, and Population Services International (PSI) partner with Coca-Cola to deliver printed HIV/AIDS educational materials and free condoms to employees working in hard-to-reach areas. Other partners in the project include Global Business Coalition on HIV/AIDS, PharmAccess International, Les Brasseries du Cameroun, Society for Women and AIDS in Africa (SWAA), PSI, Hope Worldwide, Save the Children USA, UNAIDS, Ghana AIDS Commission, German Technical Corporation (GTZ), ILO, The Family Health Trust, and Clear Channel Independent.

---

[103] http://allafrica.com/stories/200603310262.html
[104] http://www.comminit.com/experiences/pdskdv62003/experiences-1423.html

5.6. Tourism

Tourism is an important source of revenue in Kenya, Tanzania, Uganda, and South Africa. Sustainable tourism has gained increased recognition among industry and governments, and many African hotels have CSR programs. However, according to a June 2005 study, only a small percentage of consumers pay attention to these standards and for all intents and purposes, none are willing to pay extra for adherence to environmental and/or social standards.[105] In addition, while codes of conduct within the industry are becoming more common, implementation and evaluation are still weak. To date, CSR in Africa is driven by publicly traded European companies who see it as a way to reduce any potential risks that might negatively impact the value of their stocks by working with supply-chain partners to ensure they have environmentally and socially responsible operations.

An important CSR driver in African tourism was a 1996 White Paper by the South African Government that set the policy framework for tourism development and included specific reference to the concept of responsible tourism. In 2001 the Department of Environmental Affairs and Tourism drafted a set of responsible tourism guidelines.[106]

In 1999, the Global Code of Ethics for Tourism was approved by the World Tourism Organization. The code includes nine articles outlining the "rules of the game" for destinations, governments, tour operators, developers, travel agents, workers, and travelers. The tenth article provides an enforcement mechanism.[107]

Poverty eradication seems to be the overriding CSR theme in the tourism industry in Africa, as evidenced by the volume of reports on how major hotel chains and tour operators can generate income for the local community in tourist destinations.

International Hotel & Restaurant Association Initiative

The International Hotel & Restaurant Association (IH & RA) publication, "The Challenge of HIV/AIDS in the Workplace: a Guide for the Hospitality Industry," is aimed at informing and educating the sector on the implications of the HIV/AIDS epidemic. It is distributed to all hotels and motels in South Africa. The program is a joint initiative of the IH & RA and the Federated Hospitality Association of South Africa (FEDHASA) to fight against HIV/AIDS in Southern Africa. Co-produced in 1999 with UNAIDS, the guide was developed to address the needs of the hospitality industry, and

---

[105] R. Dodds and M. Joppe, "CSR in the Tourism Industry? The Status of and Potential for Certification, Codes of Conduct and Guidelines Study prepared for the CSR Practice Foreign Investment Advisory Service Investment Climate Department, , June, 2005 at http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR+in+the+Tourism+Industry/$FILE/CSR+in+the+Tourism+Industry.pdf#search='CSR%20guidelines'

[106] http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR-CSR_interior.pdf/$FILE/CSR-CSR_interior.pdf, p. 14

[107] http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR-CSR_interior.pdf/$FILE/CSR-CSR_interior.pdf, p. 16

provide practical information to enable hotels and restaurants of all sizes to develop HIV/AIDS policies and awareness programs. The guide outlines steps to be taken in 3 action areas to create a responsive workplace: 1) Creating an HIV policy for business; 2) Providing HIV prevention education in the workplace; 3) Putting in place fair employment practices. Going beyond the workplace, it assesses the role that properties can play in the local community, providing services and information to guests and customers, educating employees' families about HIV/AIDS, and taking part in community action.[108]

Serena Hotel Group

Serena Hotel Group owns and operates seven hotels in Kenya, six in Tanzania, one in Mozambique, one in Zanzibar and one in Uganda. The group currently employs 1,200 people in Kenya alone. Serena has developed a comprehensive HIV/AIDS workplace and community program with the following elements: medical services including anti-retroviral therapy (ART) for employees, and community activities such as provision of subsidized medical services at the company operated clinics, and distribution of free condoms. The group has partnered with FHI and the National Organization of Peer Educators (NOPE) to provide HIV/AIDS training for peer educators and nurses who run the company clinics at each unit.[109]

---

[108] http://www.comminit.com/experiences/pds02-23-99/experiences-143.html

[109] http://www.ifc.org/ifcext/aids.nsf/Content/Projects?OpenDocument&ExpandSection=17%2C7#_Section17

Annex

CSR in Key African Commercial Sectors

Industry	CSR Focus	Countries Involved	Major Companies/ Organizations	Worksite Health Activities?
Mining, Oil & Gas	HIV/AIDS, education, community development, poverty eradication	Mining: Angola, Ghana, Mali, Senegal, Tanzania, Uganda Oil & Gas: South Africa, Angola, Senegal	See www.minesite.com for a list of mining companies in Africa. Ajoco, BHP, BP, Canadian Natural Resources, ChevronTexaco, Devon, Daewoo, Engen, ENI-Agip, ExxonMobil, Falcon Oil, Fortum, Gulf Energy Resources, INA-Naftaplin, Lacula Oil, Maersk, Marathon Oil, Mitsubishi, Naftgas, Naphta-Israel, Norsk Hydro/Saga, Occidental, Ocean energy, Pedco, Petrobras, Petrogal, Petro-Inett, Petronas, Phillips, Prodev, Shell, Sinopec, Statoil, Teikoku, Total.	Yes, standard in mining, oil & gas
Flowers	Child labor, worksite safety (pesticides)	Kenya, Tanzania, Uganda, Zimbabwe	Tesco (UK), Migros (Swiss), Floramex, Tanzania Flowers Limited/ Kenya Flower Council	Yes, on large-scale commercial farms, but not at small-scale producers
Cocoa	Child labor, education, farmer training, healthcare	Ivory Coast, Ghana	Cargill, ADM, Callebaut Day Mars, Nestle, Ghana Cocoa Board, Kuapa Kokoo, , WAMCO, WACAP, IACC	In West Africa, cocoa industry characterized by small family farmers selling to middlemen
Tea	Education	Kenya, Uganda, Tanzania	Brook Bond, James Finley	Large plantations have worksite health programs
Coffee	Environment, education	Kenya, Tanzania, Uganda	Starbucks, Nestle, Proctor & Gamble, Sara Lee, Jacob/Kraft Foods,	Some plantations have worksite programs; smallholders do

			East African Fine Coffee Association	not
Bananas	Child labor, fair working conditions, poverty eradication, worksite health and safety	Cameroon, Ivory Coast, Uganda, Kenya, Ghana, Somalia, Ethiopia	Dole, Chiquita, Del Monte, Compagnie Fruitiere, Union of Independent African Banana Producers (UPIBA)	
Construction	Working conditions, health & safety	Kenya, South Africa	LaFarge	Not clear from literature
Bottling	HIV/AIDS	All	Coca Cola, Pepsi, & other soft drink companies, breweries, wineries	Coca Cola's HIV/AIDS initiative
Mfg./Electronics	Working conditions, education	South Africa	NA	Limited worksite programs in large companies
Tourism	HIV/AIDS, education, working conditions	South Africa, Tanzania, Uganda	Hilton, game parks, IH & RA	Major hotel chains have IEC programs in HIV/AIDS; level of worksite health program varies by company and country

Useful CSR and HIV/AIDS Contacts in Select African Countries

Angola	1. U.S.-Angola Chamber of Commerce, 1100 Connecticut Ave, NW, Suite 1000 (Coan & Lyons), Washington, DC 20036, Phone: (202) 223-0540, Fax: (202) 223-0551 2. Angola National AIDS Program, Contact person: Dr Ferano Dulcelina Serrano, Tel: (244) 2 39 04 85, Fax: (244) 2 39 04 85 3. UNAIDS Country Program Adviser, Contact person: Mr. Alberto Stella, Fax: (244) 2 337 037, E-mail: alby.st@usa.net 4. WHO Country Representative, Contact person: Monsieur le Représentant de l'OMS, CP 3243, Luanda. Tel: (244) 2 33 23 98, E-mail: whoang@ebonet.net 5. Population Services International (PSI), Susan Shulman, Country Director. Tel: (244) 2 44 72 27, Mobile: (244) 91 20 17 15, Fax: (244) 2 44 18 58, E-mail: psiangola2@ebonet.net 6. Angola Network of AIDS Service Organizations (ANASO), Mª Antonio Rodrigues Coelho Neto, ANASO c/o AALSIDA, Cx: Postal No. 2366, Luanda. Tel: (244) 2-33 93 35, Cell: (244) 92-30 26 96/ 91-51 41 02, Fax: (244) 2-44 95 13, E-mail: fjmartins2000@yahoo.com
Ghana	1. The Ghana Chamber of Mines; Telephone: (233) 21, 761893; chamine@ghana.com, Web site: www.ghanachamines.com 2. Ghana Social Marketing Foundation (GSMF), P.O. Box CT. 1847, Cantonments, Accra – Ghana, West Africa, Telephone: (233) 21-779395, (223) 21-779681. Fax: (233) 21-775948, mail@gsmf.com.gh
Mali	1. Chambre de Commerce et d'Industrie du Mali, BP 46, place de la Liberté, Bamako (tel: 222 5036 or 222 9645; fax: 222 2120). 2. l'Office Malien du Tourisme et de l'Hôtellerie (OMATHO), Adresse: B.P. 191, Bamako, Mali Tel. 222-5673, Fax: 222-5541 3. Brasseries du Mali (BRAMALI) France Boissons Sénou, BP. 67 Bamako, Tél. (223) 222 48 42, Fax (223) 223 67 50 4. Assemble Permanente des Chambres d'Agriculture du Mali (APCAM), Adresse: B.P. 3299 BAMAKO-MALI, Tel. 221-8725 Fax: 221-8737
Tanzania	1. Project Hip, Dr. Minou Fuglesang, Project Coordinator, FEMINA HIP, Box 2065, Patel Building, 4th Floor, Dar es Salaam, TANZANIA, Tel +255 22 212 8265, Fax +255 22 211 0842, femina-hip@raha.com, FEMINA website 2. Tanzania Private Sector Foundation, Mr. Dunstan Mrutu, Executive Director, Address: P.O. Box 11313 Ohio Street/Upanga, TDFL Phase II Building, 1st Floor. Phone: (255) 22-2129433, Cell (mobile): 0742-781078, E-mail: dan@africaonline.co.tz 3. Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA), P.O. Box 9713, Dar es Salaam. Tel: (255) 22-2121421, (255) 22-2119436, Fax: (255) 22-2119437, E-mail tccia.info@cats-net.com, tccia.hq@cats-net.com, Website http://www.tccia.co.tz 4. Confederation of Tanzanian Industries (CTI), 10th Floor, NIC Investment House, Samora Avenue, P O Box 71783, Dar es Salaam. Tel: (255) 22 211 4954 / 212 3802/ 213 0327, Fax: (255) 22 211 5414, E-mail cti@cats-net.com, Web: www.ctitz.com 5. Cooperative for Assistance and Relief Everywhere (CARE), PO Box 10242, Dar es Salaam. 6. Population Services International (PSI) Tanzania AIDS Project/Social Marketing Unit, TEXCO Building, 4th Floor, Pamba Road, P.O. Box 33500, Dar es Salaam. Phone: (255) 22-211-6312, Fax: (255) 22-213-5389, E-mail: psi_tnz@twiga.com 7. Tanzania National AIDS Control Program: Ministry of Health, P.O. Box 9083, Dar es Salaam. 8. UNAIDS Country Program Adviser: Mulunesh Tennagashaw, UNAIDS, c/o WHO,

	Luthuli Road, P.O. Box 9292, Dar es Salaam. Tel: (255) 51-13-03-50, Fax: (255) 13-96-54.
Kenya	1. Ufadhili, P.O Box 1401, 00100 Nairobi, Kenya. Rattansi Educational Trust Building, 1st Floor Koinange Street. Tel: +254 02 343061/62 Fax: +254 02 343067, Email: thecentre@bidii.com Website: www.ufadhili.org 2. Utz Kapeh Kenya, Mr. Kamau Kuria, PO Box 1159 obi, KENYA, Tel: +254 202 735 171, Cell: +254 722 735 466, Fax: +254 202 735 171, E-mail: kamau.kuria @ utzkapeh.org 3. National AIDS Control Council (NACC), Office of the President, Muthoni Mwithiga, Manager - Private Sector/Civil Society, P.O. Box 61307, Nairobi. Tel: +254 (2) 711 261, Fax: +254 (2) 715 144 4. Kenya HIV/AIDS Private Sector Business Council, George Wainaina, Program Manager, Tel: +254 (2) 220 940, E-mail: wainana@kenyahivbusinesscouncil.org 5. Federation of Kenya Employers (FKE), G.N. Konditi, Deputy Executive Director, P.O. Box 48311, Nairobi. Tel: +254 (2) 721 929; 720 242, E-mail: fke@arcc.or.ke 6. Kenya AIDS NGO Consortium (KANCO), P.O. Box 69866, Nairobi. Tel: +254 (2) 717 664; E-mail: kenaids@iconnect.com
Senegal	1. Ngagne M'Bao, Program Officer, Fondation Rurale de l'Afrique de l'Ouest, Allees Seydou Nourou Tall, No. 4318, CP 13, Dakar-Fann, Senegal; Tel: (221) 825-4953 or 824-1400; Fax: (221) 824-5755; Email: warfmbo@cyg.sn 2. Program National De Lutte Contre Le Sida (PNLS), Contact person: Ibrahim N'Doye, BP 3435, Dakar. Tel: (221) 822 90 45, Fax: (221) 822 15 07, Email: ibndoye@telecomplus.sn 3. PharmAccess International, Keizersgracht 394, 1016 GB Amsterdam, The Netherlands. Tel: (31) 20 521 0700, Fax: (31) 20 521 0799, E-mail: info@pharmaccess.org, Website: http://www.pharmaccess.org 4. Senegal National Network of People Living with HIV/AIDS, Contact person: Souadou Seck, 54 rue Carnot, Dakar. Tel: (221) 820 2473, Email: ancs@enda.sn 5. African Council of AIDS Service Organizations (AFRICASO), Contact person: Daouda Diouf, Gibraltar 3 n° 32, BP: 28366, Dakar. Tel: (221) 842 3798, Fax: (221) 823 6615, Email: africaso@enda.sn, Website: www.africaso.net 6. African Network on Ethics, Law and HIV/AIDS, C/O UNDP, BP 154, Dakar. Tel: (221) 823 0001, Fax: (221) 823 4834, Email: hivregun@telecom-plus.sn 7. Enda Tiers Monde, Contact person: Cheikh Hamidou Kane, BP 3370, Dakar. Tel: (221) 821 6027, 822 42 29, Fax: (221) 822 2695, Email: se@enda.sn, Website: www.enda.sn 7. Society for Women and AIDS in Africa (SWAA), Contact person: Soukaye Dieng, BP 7504, Dakar. Tel: (221) 824 5178, Fax: (221) 824 5178, Email: swaa@telecomplus.sn
South Africa	1. University of South Africa (UNISA) Centre for Corporate Citizenship, College of Economic and Management Sciences, Prof. Derick de Jongh, Director: Centre for Corporate Citizenship, Tel: +27 12 429 6093, Fax: +27 12 429 4798, e-mail: ccc@unisa.ac.za 2. Foundation for the Development of Africa, Peter J. Metcalfe, CEO, P. O. BOX 3686, Cresta 2118, S.A., Tel: +27 11 793-4409, peter_metcalfe@foundation-development-africa.org 3. African Institute of Corporate Citizenship 4. P.O. Box 37357 | Birnam Park | 2015 | Tel: +27 11 643 6604 | Fax: +27 11 643 6918 | Email: info@aiccafrica.org 5. International Hotel & Restaurant Association and the Federated Hospitality Association of South Africa, Nicola Pogson, Phone: (33 1) 44 89 94 00 fax: (33 1) 40 36 73 30, e-mail: pogson@ih-ra.com 6. South African Chamber of Business (SACOB), P O Box 213, Saxonwold 7. 2132, Tel: +27 -11-446-3800, Fax: +27-11-446-3847/9, E-mail: info@sacob.co.za
Uganda	1. Council for Economic Empowerment for Women of Africa (CEEWA), P.O BOX 9063, Kampala, Tel: 256-41-253790/1, Fax: 256-41-253798,

	ceewawires@ceewawires.or.ug 2. Eastern African Fine Coffees Association (EAFCA), Plot 958, Galukande Close, Muyenga. P. O. Box 27405, Kampala, Uganda. Tel: +256 (0)41 269140/1/7, Fax: +256 (0)41 269148, E-mail: secretariat@eafca.org, Website: www.eafca.org 3. Uganda AIDS Commission, P.O. Box 10779, Kampala, Uganda: Tel: +256 41 273538/273231 E-mail: uacnadic@imul.com John Rwomushana, Director for Research and Policy Development, UAC Tel: 256-773-87977, email: runakuy@hotmail.com OR (256-41) 258173, E-mail: uacnadic@imul.com 4. Uganda Business Coalition against HIV/AIDS (UBCOA), P.O.BOX 1208 Jinja, Uganda Dr. Dickson Opul, Executive Director, PO Box 34301, Kampala, Tel/Fax: (256 41) 341022, Email: ubchivaids@africaonline.co.ug 5. National Guidance and Empowerment Network of People Living with HIV/AIDS in Uganda (NGEN+) Tel: +256 41 259 481 Fax: +256 41 34330, Email: ngen@infocom.co.ug 6. Uganda Network of AIDS Service Organizations (UNASO) Tel: +256 77 486507/644511 Email: wam@arumuk.ac.ug 7. UNAIDS/Uganda. Jantine Jacobi, Country Program Adviser , c/o WHO, P.O. Box 24578, Kampala, Fax: (256) 41 34 40 8. AIDS Information Center. Head Office, 1321, Musajja Alumbwa Road, P.O. Box 10446, Kampala. Web site: http://www.aidsuganda.org/

Codes of Conduct in Agriculture

Code	Sub-sector	Comments
World Cocoa Foundation	Cocoa	2001 protocol committing the industry to develop standards to deal with working practices problems, particularly in West Africa. Standards, completed in July 2005, are being developed by industry representatives working with the International Labor Organization (ILO), and West African governments.
Utz Kapeh	Coffee	The Utz Kapeh code for 'Certified Responsible Coffee' was set up with the support of the global retailer Ahold. It is based on EUREPGAP, but with more detail on worker welfare. It recommends that buyers pay a Sustainability Differential to producers when market prices are low.
Common Code for the Coffee Community	Coffee	Program funded by German government, managed by the donor agency GTZ and the German coffee industry association. It has broad stakeholder membership in its advisory board. In late 2004 it produced a code that aims to cover the whole of the coffee chain. Currently 4C is developing pilot projects to test the code in different contexts over the next two years.
Kenya Flower Council Code	Cut flowers	The KFC was formed in 1994. The code originated as a technical standard addressing primarily environmental and pesticide related issues, but recent editions of the code have been much more comprehensive in their coverage of social issues. Members of the KFC account for the majority of Kenya's total cut flower exports. Member farms are regularly audited by KFC auditors and the auditing system is externally verified by a professional auditing firms.
MPS	Cut flowers	The Floriculture Environmental Project (MPS) originated as a technical standard to reduce the environmental impact of cut flower production but added an optional social chapter based on the Universal Declaration of Human Rights and ILO Conventions in 2001. The MPS environmental standard, which focuses on pesticide and water use, leads to grading as MPS-A, B, or C. The MPS Social Chapter (known as MPS –SQ) has been benchmarked against the multi-

		stakeholder International Code of Conduct for Cut Flowers
Ethical Trading Initiative Base Code	General	Not in itself a defined auditable standard but members are required to base their own code on the nine principles in the ETI Base Code which are based on ILO Conventions. The ETI has a tri-partite structure whose members are drawn from NGOs, trade unions and companies.
SA8000	General	Established by Social Accountability International. Its principles are essentially the same as those of the ETI, with the addition of a management system. It was developed in consultation with multiple stakeholders (including NGOs, trade unions and private companies), representatives of whom sit on the SAI board.
EUREP GAP	Initially fresh produce but scope widening	EUREPGAP began in 1997 as an initiative of the Euro-Retailer Produce Working Group with the aim of harmonizing supply chain standards worldwide for good agricultural practice (GAP). The main focus of the EUREPGAP Protocol 2000 is standards for food safety and traceability designed to meet consumer concerns about pesticides and food hygiene, with environment and worker welfare issues as a secondary concern. Growers receive EUREPGAP approval through independent verification from an approved certification body.
Wine Industry Ethical Trade Association code	Wine	WIETA was established in 2004 by the South African wine industry partly as a result of an ETI pilot project.

Source: http://www.ifc.org/ifcext/economics.nsf/AttachmentsByTitle/CSR-FINAL+Report+on+CSR+Drivers+in+Agribusiness/$FILE/FIAS+CSR+drivers+final.pdf#search='cut%20 flowers%20CSR'

Major South African Investors in Other Parts of Africa[110]

In the list of major South African companies that have invested in other parts of Africa below, companies with a "*" are parastatal, while companies with a "†" are franchises.

t Absa Bank t Airports Company of SA t ADS t AECI t African Explosives Ltd t African Gem Resources t Africa Media t African Life t Alexander Forbes t Altech t Anglo American t AngloGold t AngloPlatinum t Anglovaal Mining (Avmin) t Aquarius Platinum t Arivia.kom (Denel, Eskom, Transnet)* t AST (Vodacom) t Autopax (Translux, City-to-City)* t Barloworld t BHP Billiton t BKS Global t Bosch t Coca-Cola Sabco t Comazar (Spoornet)* t Concor Construction t Council of Geoscience t CSIR* t Development Bank of Southern Africa* t De Beers t Debonair's Pizza† t Denel* t Dimension Data t Dunns t Ellerines/FurnCity t Energy Africa t Eskom Enterprises (incl. EE-Telecom.)*	t Nedcor t New African Capital t Nexsa (Nuclear Energy Corporation of SA) t Orbicom (MTN) t Pep Stores (including Ackermans) t PetroSA t Pick 'n' Pay t Plessey t Portcon (Transnet)* t Protea Hotels t Protekon (Transnet)* t Pretoria Portland Cement t Profurn (JD Group) t Randgold Resources t Rand Merchant Bank (FNB) t Rand Water t South African Airways t SABMiller t Sappi t Sasani t Sasol t Shoprite Holdings t Siemens t Southern Mining Corporation t Southern Sun t Spoornet* t Stanbic Africa (Standard Bank) t Stanlib t Stauch Vorster t Steers† t St Elmo's† t Sun International t Supreme Furnishers t Sybase t Telkom* t Tongaat-Hulett

[110] Corporate Citizens, Colonialists, Tourists or Activists? Ethical Challenges Facing South African Corporations in Africa, Daniel Malan, KPMG Sustainability Services, South Africahttp://www.greenleaf-publishing.com/pdfs/jcc18malan.pdf, p. 52

t Mechem (Denel)*	t Transhex
t Megasave (Shoprite)	t Transnet*
t Metorex	t Transtel (IT)*
t Metro Cash & Carry (Metcash)	t Transwerk*
t MRI	t Truworths†
t MTN	t TV Africa
t Multichoice	t Umgeni Water
t Murray & Roberts	t Unitrans
t Mustek	t V&A Waterfront
t Mvelaphanda Holdings	t Viamax*
t Nampak	t Vodacom
t Nandos†	t Woolworths†
t National Ports Authority*	t Yale Security Group Africa
t Netcare	

Cement Companies in Africa[111]

By clicking on the names below, the reader can access contact information about each cement company on the MBendi website.

- African Concrete Products (ACP) - company in Ghana
- Bamburi Cement Ltd (Bamburi) - listed company in Kenya
- Beni Suef Cement - company in Egypt
- Benue Cement Company Plc - listed company in Nigeria
- Blue Circle Cement (Pty) Ltd - company in South Africa
- Calabar Cement Co Ltd - company in Nigeria
- Cape Brick - company in South Africa
- Cempak Botswana (Pty) Ltd - company in Botswana
- Cimangola-Empresa de Cimentos de Angola - company in Angola
- E A Portland Cement Ltd - listed company in Kenya
- Ghana Cement Works Limited - company in Ghana
- Helwan Portland Cement Co - listed company in Egypt
- Horus for Cement - company in Egypt
- Lafarge South Africa - company in South Africa
- Lion Concrete Works (Pty) Ltd - company in South Africa
- Mbabane Concrete Centre (Pty) Limited - company in Swaziland
- Mbeya Cement Company Ltd - company in Tanzania
- Natal Portland Cement (NPC) - company in South Africa
- National Cement - listed company in Egypt
- NICECO S.A. - company in Egypt
- Portland Cement Institute - organization in South Africa
- Portland Holdings Ltd - listed company in Zimbabwe
- Pretoria Portland Cement Company Ltd (PPC) - listed company in South Africa
- South Valley Cement Company - listed company in Egypt
- Sterkspruit Aggregates - company in South Africa
- Sterkspruit Readymix - company in South Africa
- Suez Cement Co - listed company in Egypt
- Tanga Cement Co Ltd - company in Tanzania
- Tanzania Portland Cement Co Ltd - company in Tanzania
- Tanzania Saruji Corporation - company in Tanzania
- Torah Cement Company - listed company in Egypt
- Uganda Cement Industry - company in Uganda

[111] http://www.mbendi.com/prod/g00s.htm

The Top 100 Brands in the World in 2004[112]

BusinessWeek/Interbrand's annual ranking of the world's most valuable brands is also a list of multinationals with the most advanced global CSR programs, since brand identity and CSR go hand in hand.

1. COCA-COLA
2. MICROSOFT
3. IBM
4. GE
5. INTEL
6. NOKIA
7. DISNEY
8. McDONALD'S
9. TOYOTA
10. MARLBORO
11. MERCEDES-BENZ
12. CITI
13. HEWLETT-PACKARD
14. AMERICAN EXPRESS
15. GILLETTE
16. BMW
17. CISCO
18. LOUIS VUITTON
19. HONDA
20. SAMSUNG
21. DELL
22. FORD
23. PEPSI
24. NESCAFE
25. MERRILL LYNCH
26. BUDWEISER
27. ORACLE
28. SONY
29. HSBC
30. NIKE
31. PFIZER
32. UPS
33. MORGAN STANLEY
34. JPMORGAN
35. CANON
36. SAP
37. GOLDMAN SACHS
38. GOOGLE
39. KELLOGG'S
40. GAP
41. APPLE
42. IKEA
43. NOVARTIS
44. UBS
45. SIEMENS
46. HARLEY-DAVIDSON
47. HEINZ
48. MTV
49. GUCCI
50. NINTENDO
51. ACCENTURE
52. L'OREAL
53. PHILIPS
54. XEROX
55. EBAY
56. VOLKSWAGEN
57. WRIGLEY'S
58. YAHOO!
59. AVON
60. COLGATE
61. KFC
62. KODAK
63. PIZZA HUT
64. KLEENEX
65. CHANEL
66. NESTLE
67. DANONE
68. AMAZON.COM
69. KRAFT
70. CATERPILLAR
71. ADIDAS
72. ROLEX
73. MOTOROLA
74. REUTERS
75. BP
76. PORSCHE
77. ZARA
78. PANASONIC
79. AUDI
80. DURACELL
81. TIFFANY & CO.
82. HERMES
83. HERTZ
84. NEW HYUNDAI
85. NISSAN
86. HENNESSY
87. ING
88. SMIRNOFF
89. CARTIER
90. SHELL
91. JOHNSON&JOHNSON
92. MOET & CHANDON
93. PRADA
94. BULGARI
95. ARMANI
96. LEVI'S
97. LG 2,
98. NIVEA
99. STARBUCKS
100. HEINEKEN

[112] http://www.finfacts.ie/brands2004.htm