

**“The Global Compact’s Role in facilitating and fostering CSR  
policy and practice  
In Sub Saharan Africa”**

**Findings of Impact Assessment  
Global Compact Regional Learning Forum**

---

United Nations  
contribute Global Compact  
change grow  
**Learning Forum**  
share inspire



# Objectives

---

## The Regional Learning Forum...

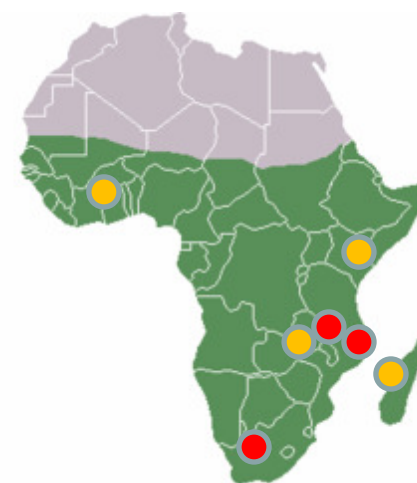
supports the Global Compact in sub-Saharan Africa, with a special focus on eastern and southern Africa, through:

- **Organizational development:**  
strengthening/initiating local networks
- **Awareness creation:**  
on GC and Corporate Citizenship in general
- **Engagement mechanisms:**  
learning and dialogue fora, partnerships
- **Capacity development:**  
of service providers, including academia

# Global Compact in sSA

## Impact Assessment

- ✦ Objectives: to guide policy and strategy decisions of the Regional Learning Forum, Local Networks and the GCO
- ✦ Implementation in two phases, phase one concluded
- ✦ 3 countries implemented desk study & case studies (Mozambique, Malawi, South Africa); Ghana joined baseline survey
- ✦ Continuous M&E for 7 countries
- ✦ Methodology, quality control & report done by German researchers

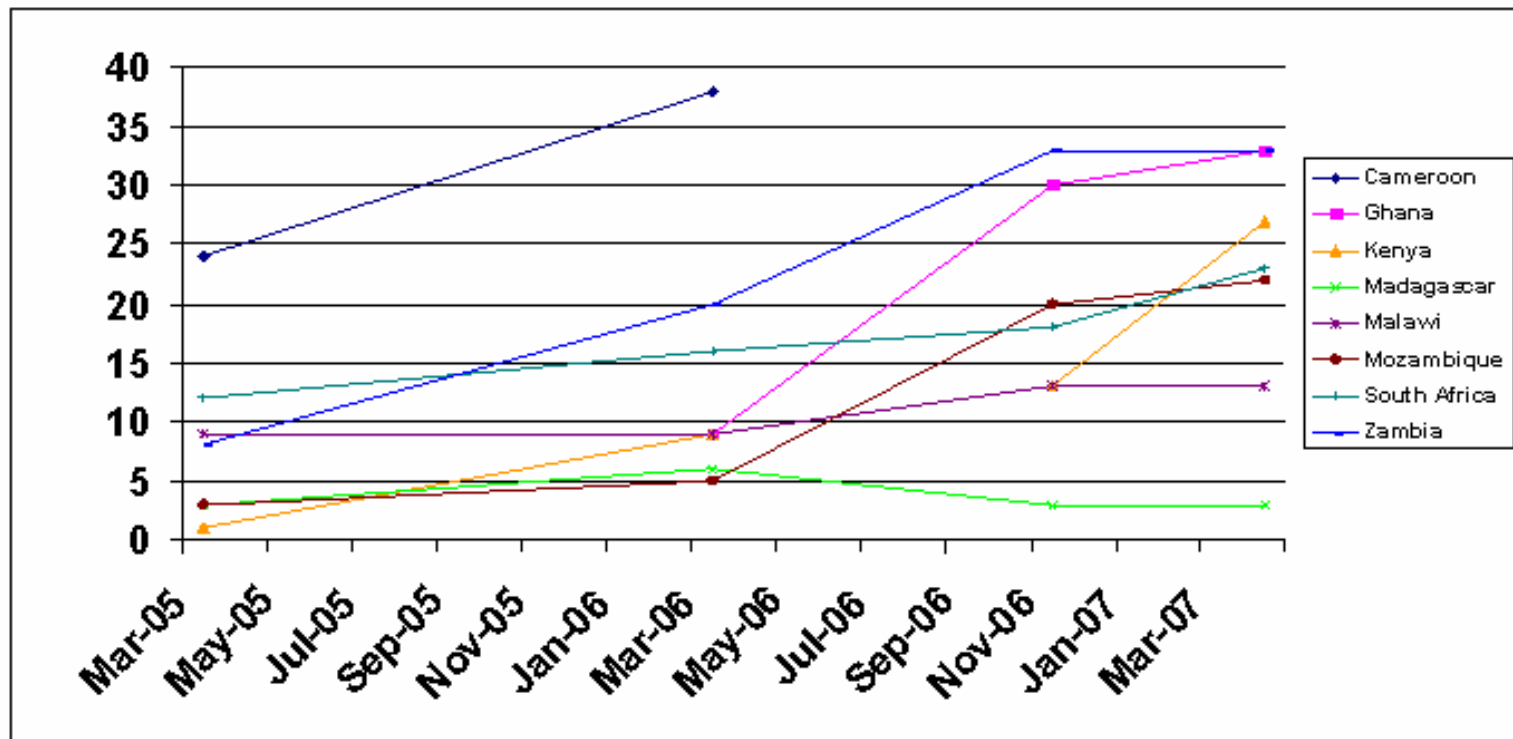


# Findings

Noticeable increase of participants in RLF focus countries

## Country Signatories

(Companies and NGO's)



# Findings

---

## Participants in SSA

- As of 8 October 2007: 239 participants of Africa (started with 69)

**Thank you, Focal Points!!**

(44 inactive, 14 non-communicating)

- 13% of participants communicate on progress
- 15% of participants are local branches of multinational signatories

➔ How can the GC adapt a working CoP approach for SSA ?

➔ How can the GC support the Local Networks regarding multi-nationals

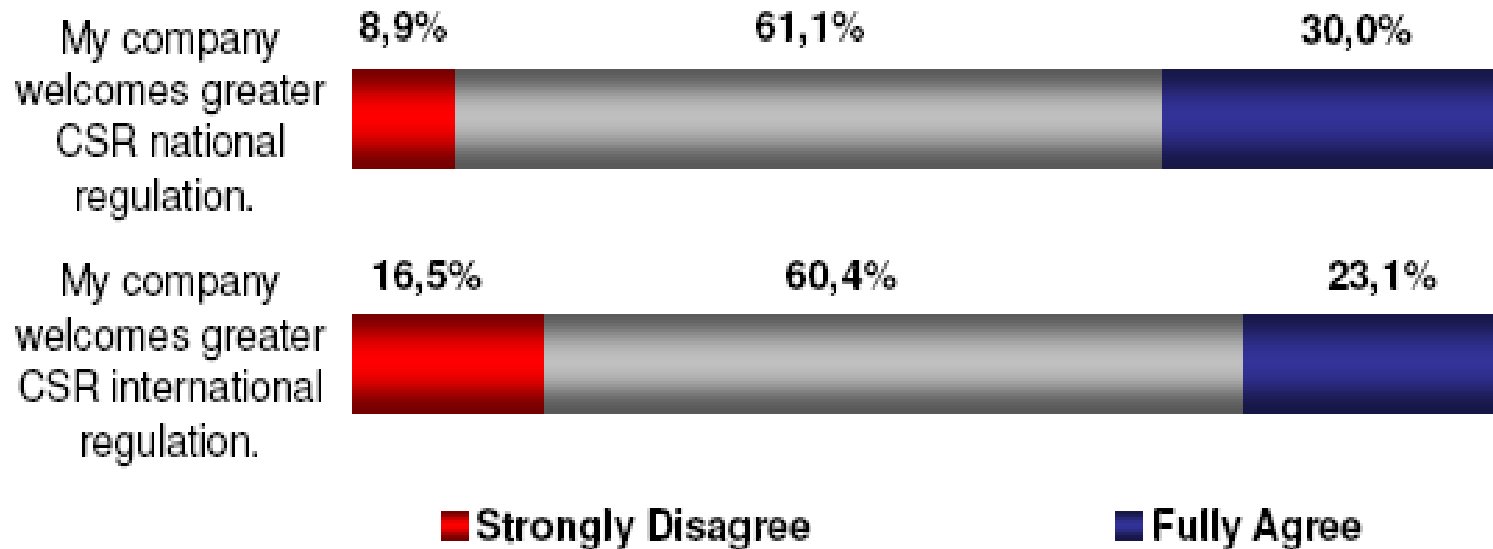
# Findings

## drivers for CSR

Reasons	Percent
CEO commitment	61.1%
Internal CSR related challenges	52.2%
Public expectations	44.2%
Competitive advantage in the market	43.4%
New information and knowledge	36.3%
Political trends	23.9%
NGO campaigns	18.6%
Demand by capital markets	17.7%
Avoid public regulation	8.0%

# Findings

## Companies welcome more regulation



# Findings

---

## Lack of Governmental involvement

Little or no  
incentives

CSR Jungle

Missing  
engagement or  
leadership of  
government



Policy Dialogue?  
CSR Tool-Box?

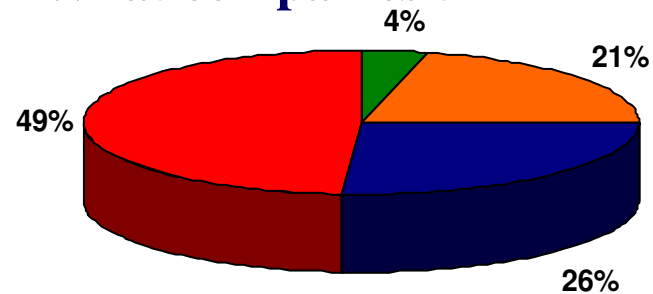
# Findings

## Does CSR effect the core business?

Effect on core business	%
Sample(n)	113
Engaged in CSR	105
Yes	52.4
No	47.6

**Lack of knowledge and little internalizing of standards and values !**

### Different associations around CSR: What companies think



- Increase business profitability/improve market position
- Combination of helping government, environmental protection and company commitment
- Company's commitment with their staff and families
- Helping government to provide basic services to community & environment protection

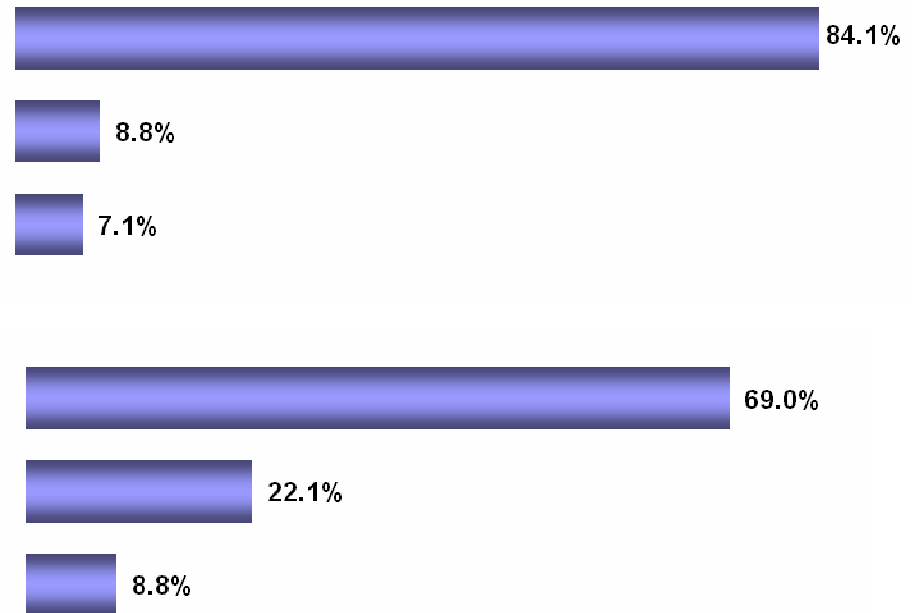
# Findings

84% confirm CSR will become more Important  
69% plan increased CSR Engagement

Future of CSR	
Will become more important	84.1%
Will stay on the same level	8.8%
No answer	7.1%

Planned CSR engagement	
Increase engagement	69.0%
Same level engagement	22.1%
No answer	8.8%



➔ Can we (co-) shape the process? If so: how?

# Findings

---

## Analysis

- ✦ Regional Learning Forum office was an efficient structure for effective support
- ✦ Since April 2005 increase of networks and emerging networks
- ✦ Interest Network structures in place, Focal Points established, annual working matrix
- ✦ Networks are active, some collective actions (e.g. Malawi, Zambia, Kenya)
- ✦ Local GC networks often only source of CSR engagement mechanisms



# Findings

---

## Analysis

- ✦ In general, low knowledge on CSR (= philanthropy)
- ✦ Focus on projects related to communities and poverty reduction
- ✦ Role and interest of governments in CSR lacking
- ✦ Role of UN organizations is not always significant
- ✦ Low facilitation capacity of GC networks
- ✦ Hardly any financial support for networks
- ✦ Interest and capacity of media and civil society in CSR is missing
- ✦ Few data on impact of voluntary initiatives



# Impact Assessment

---

## Recommendations - outlook

- ✚ GC should focus on CSR-weak states
- ✚ GC expectations from NY to be adapted to local realities (e.g. CoP)
- ✚ Regional structures should be strengthened
- ✚ Local networks require more financial support and strategic advice
- ✚ Engagement with governments to be increased; policy dialogues on the role of government and the necessity to create an enabling environment

