



AFRICAN BUSINESS & SOCIAL RESPONSIBILITY FORUM

Unleash the CSR potential of African Businesses



FINAL REPORT

LATITUDE MONDE
ADVISORY & CONSULTING CSR FIRM



The Advisory and Consultancy Cabinet **Latitude Monde**, on 26 and 27 February 2018, at Port-Louis, the capital of Mauritius, hosted the second edition of the AFRICAN BUSINESS & SOCIAL RESPONSIBILITY FORUM whose main objective is to demonstrate and promote the importance of societal commitment to African companies. In the presence of many delegates from several African countries, this Forum, which focused on Sustainable Innovation as a Driving force for Africa Economic, Social and Environmental Transformation, has been a great opportunity for Corporate Group, SMEs and Start-ups present to highlight the mechanisms for integrating the concept of sustainable development into their innovation process.

I- THE OPENING CEREMONY

In his opening address, the Forum's General Commissioner, Stéphane Moudouté-Bell, stated that "the economic, ecological and social environment in which African companies are operating is being transformed in a structuring way."

In the Face of this new issue, the African companies demonstrate resilience by emphasizing innovative approaches to integrating environmental, economic and social issues into their activities. The Forum's General Commissioner mentioned that innovation, whether incremental or rupture, must take into account the specificities of the ecosystems in which its applications will be deployed.

He then strongly encouraged the companies to apply the Forum's recommendations so that the latter could be enrolled in the long term.

II- PANELS DISCUSSION

How to balance innovation with the term 'sustainable'? How can sustainable development be integrated into business innovation strategies? What are the opportunities for sustainable Innovation in Health, Education, Environment, Job Creation, and New Technologies departments?

These were the central issues of the panels which structured the second edition of the AFRICAN BUSINESS & SOCIAL RESPONSIBILITY FORUM.

Panel 1: Innovation and Sustainable Development: What new challenges for African companies?

The topics covered:

- √ *How to release in a sustainable manner the innovative potential of Africa?*
- √ *The importance of integrating sustainable development into business innovation strategies*
- √ *Business Innovation as a lever for wealth creation*
- √ *Regulatory frameworks favorable to business innovation*
- √ *The opportunities offered by Digital Innovation in terms of jobs, health, education, environment, agriculture, etc...*
- √ *Contribute to favorable conditions for innovation development in its value chain*



The Panelists:

- Radia CHEKH LALHOU, CEO of DECLIC (Panel moderator)
- Alioune Gueye, CEO of Groupe Afrique Challenge
- Arthur Zang, CEO of Himore Medical
- Philippa Makobore, Director of Instrumentation Department at “The Uganda Institute of Industrial Research (UIRI)
- Vidia Mooneegan, Senior Vice President & Managing Director - Ceridian HCM Mauritius
- Hervé Ndobu, CEO of NH Consulting & Engineering

Panel 2: Financial Institutions and Sustainable Development - What Innovative Approaches to Support the Growth of African Champions?

The topics covered:

- √ *What innovative tools to support the emergence of national, regional and international Champions?*
- √ *How to attract capital to Africa to support innovation?*
- √ *How to finance innovation in SMEs and Start-up?*
- √ *Banks, investment funds, microfinance actors, development agencies: which model for a better support for companies?*
- √ *Renewable Energy Financing*

The Panelists:

- Alioune Gueye, CEO OF Groupe Afrique Challenge (Panel Moderator)
- Matthieu Discour, Director of the French Development Agency in Mauritius and the Seychelles
- Haoua Mamoudou, Founder & Partner of Focus Ventures
- Jean-Luc Konan, CEO of COFINA Group
- Michaela Pawliczek, Executive Secretary of ADDEV Madagascar Association
- Thierry VALLET, General Manager AFRASIA BANK

Panel 3: *Corporate Foundations and Innovative Societal Actions*

The topics covered:

- √ *Foundations and Good Governance*
- √ *Innovative approach in managerial policy and the choice of societal actions*
- √ *Innovative mechanisms of projection in different socio-cultural environments*
- √ *Foundations and Good Governance*
- √ *Alignment with the 17 new Sustainable Development Goals*
- √ *Synergies with NGOs, authorities and local populations.*



The Panelists:

- Marie-Jeanne Serbin-Thomas, Editor of the Magazine Brune
- Régis Segbenou, CEO of NSIA Fondation
- Carl Manlan, COO ECOBANK Fondation
- Aiseta Baradji, Founder & CEO of STEMUSSO
- Candace Nkoth Bisseck, Innovation & Entrepreneuriat Consultant
- Luvna Arnassalon-Seerungen, CSR Manager & Manager of AFRASIABANK Fondation

Panel 4: African champions and responsible conquests for international markets: issues and perspectives

The topics covered:

- √ *States Regulatory frameworks to promote responsible investment;*
- √ *Subregional policies favoring investments focused on innovation;*
- √ *Investments and prevention of corruption and money laundering;*
- √ *Recruitment and Development of Local Human Capital;*
- √ *Identification within supply chains opportunities to supply goods and services to local businesses*

The Panelists:

- George Ndirangu, Presenter & Producer at CNBC AFRICA (Panel moderator)
- Noursrath Bhugeloo, Partner, ABAX
- Radia Cheikh Lahlou, CEO of DECLIC
- Catherine Mitaine, M&S Capital Partner
- Hervé Ndoba, CEO of NH CONSULTING
- David Roger, CEO of Buy Your Way

Panel 5: “Success stories” : African champions innovating for everyone’s well-being

The topics covered:

- √ *Nature of their innovation and reason for choosing the sector*
- √ *Impact of their innovation in Sustainable Development*
- √ *Difficulties encountered*
- √ *Development prospects*
- √ *Expectations in terms of financial and institutional support*
- √ *Sharing experiences*



The Panelists:

- Joelle Ededeghe Ndong, Journalist at Canal + and TV5 Monde (Panel Moderator)
- Jill Farrant, Professor of Molecular and Cellular Biology (University of Cape Town / South Africa)
- Chioma Nwachuku, Director of External Relations and Communication of SEPLAT
- Patricia Monthe, CEO of MEDx eHealthCenter (Cameroon)
- Xabiso Lombo, CEO of Himore Medical (South Africa)
- Philippa Makobore, Head of the Instrumentation Department at the Uganda Institute of Industrial Research (UIRI, Uganda)

III- The MASTER CLASS

In order to encourage the exchange of expertise among delegates, Master Class sessions were conducted during the Forum. The main objective of the Master Class were to highlight the added value of Corporate Social Responsibility (CSR) in business growth. The Master Class sessions included the following themes:

- √ *Circular economy as a catalyst for your Business growth ;*
- √ *Responsible purchasing practice and performance of your company ;*
- √ *Innovation as a lever for the Development of your company.*

IV- THE AFRICAN BUSINESS & SOCIAL RESPONSIBILITY FORUM AWARDS

The AFRICAN BUSINESS & SOCIAL RESPONSIBILITY FORUM Awards are designed to reward companies who are leading exemplary and innovative projects in sustainable development every year. As part of this second edition, a high-level expert panel met to deliberate after the reception. The analysis of the various files were submitted by several companies. Candidates had to present a project that was sufficiently representative of their companies involvement in CSR, in their respective circles of influence.

The criteria initially established for the analysis of the dossiers included, the following points:

- Nature of the societal action carried out
- Originality of the project
- Background and issues
- Results and impacts
- Key to Success
- Perspectives



On this basis, the following awards were awarded unanimously by the Jury:

- Corporate Group Category : SEPLAT, oil and gas sector, Nigeria;
- SME : HIMORE MEDICAL, Medical, Cameroon ;
- Start-up Category: MEDx eHealthCenter, Medical, Cameroon ;
- Special Prize of the Jury : The Uganda Institute of Industrial Research (UIRI).

V- ON SITE FIELD VISITS

In line with the practical character of the forum, 3 simultaneous field visits were carried out by the delegates during the AFRICAN BUSINESS & SOCIAL RESPONSIBILITY Forum II. In this context, 3 Mauritian companies welcomed the delegates to share experiences *in situ*:

- **ABAX** which shared his experience on issues related to good governance and ethics in business;
- **ROGERS** which shared its environmental experience;;
- **AFRASIABANK** which shared his experience in educating children through its foundation

VI- THE CLUB

In order for **the African Business & Social Responsibility Forum** to be the expression of a perfect balance between theory and practice, **THE CLUB** was officially launched. **This CLUB**, which must be part of a continuous improvement process, is a space with a high added value, focused on sharing experiences for sustainable and inclusive growth. Its appropriation by African companies is of fundamental importance so that this Forum can become a Champion of shared and sustainable growth. It revolves around the following items:

1) Newsletter

- The Newsletter will make visible the societal actions of the Members and be distributed to the widest number and more diverse public. Expert advice and companies CSR focus will also enrich the Newsletter.

2) Exchange and visibility platform on the www.africa-businessforpeople.com website

- Promotion of your societal actions (videos, articles, etc.)
- Networking
- Exchange of "best practices" between members
- Access to the Members database
- CSR Consultancy and Advisory



3) Conferences within your structure with an expert

√ Conference on a theme related to sustainable development

- Conference moderated by a high level expert to allow optimum appropriation of the topics covered
- Educate employees on the importance of CSR
- Sharing of good practices

4) General Public Conferences

- Conference moderated by a high-level expert to enable optimum appropriation of the topics addressed
- Present the company's commitment to share best societal practices with the greatest number
- Position the company as a key citizen actor

5) Inter-Companies Seminars

- Organization of workshops on issues related to CSR contributions by companies
- Inter-firm Discussions based on cross-exchange of experiences

6) Exchange of experiences: Immersion in a local and/or foreign company – practical cases

- Build on good practices outside its operating area
- Strengthen the company's capacity for sustainable development

VII- THE AFRICAN BUSINESS & SOCIAL RESPONSIBILITY FORUM RECOMMANDATIONS

Following two working days of rich teaching, a series of recommendations were issued:

- ***African companies must integrate sustainable development markers into their innovation process in order to turn them into real opportunities for sustainable and inclusive growth;***
- ***More innovative approaches by financial Institutions to support the growth of multisectoral African Champions;***



- ***Strengthening of the framework for dialogue between business foundations and beneficiaries of their societal actions;***
- ***The promotion of good governance within companies, irrespective of their size, to support, access to capital, mitigate risks and adopt sustainable business practices;***
- ***Support the alignment of corporate societal policies with the 17 new objectives of sustainable development;***
- ***Support the establishment of societal policies designed to foster the innovative potential of African women;***
- ***Maintain a permanent dialogue between companies for an exchange of experiences through THE CLUB. The aim of this CLUB is to make visible the societal actions of companies;***
- ***Facilitate the appropriation of CSR by SMEs and Start-ups.***

At the end of this second edition of The AFRICAN BUSINESS & SOCIAL RESPONSIBILITY Forum, the participants unanimously expressed the wish that the Forum should be a regular event, which is fundamentally useful for African companies as a societal commitment while providing a deserved space for recognition with high added value.

The appointment is taken for 2019.

For more informations : www.africa-businessforpeople.com
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