

PICK N PAY

Doing good is good business



Pick n Pay is one of Africa's largest retailers that stands out as a company with strong initiatives to improve children's lives. In addition they have a leadership and company culture that exhibit their belief in social action and that "doing good" is vital to be a successful retailer.

PICK N PAY'S SUSTAINABILITY STRATEGY

Since PnP was founded in the 60s, they had a strong focus on sustainability and community contribution. There is a belief in the company that to be successful as a retail business, it is vital to be doing good for your customers and society at large. This belief is an integral part of the business and company culture.

PnP has five focus areas that together form the foundation for their sustainability work. Several of these areas are closely related to their work in children's rights.

1. Promoting Healthy Living
2. Supporting Local and Ethical Suppliers
3. Being Environmentally Responsible
4. Employee Opportunity and Diversity
5. Doing Good in the Local Community

ADDRESSING CHILDREN'S RIGHTS

PnP has a holistic perspective on children's rights. The board is accountable for children's rights, they assess material risks and proactively manage its impact, and in addition they initiate long-term programs to improve children's lives in different ways.

Governance and board accountability: PnP has a clear governance structure and reporting practices for sustainability. There is board accountability for sustainability with the Social and Ethics Committee, which includes children's rights. Thereafter teams across the business give effect to the "doing good" principle through policies and practices.

Materiality assessment: PnP identifies material children's rights challenges through a structured internal process. The issues are then clustered into the five focus areas above. One example is to Promote Healthy Living, as there is a large problem in South Africa with malnutrition. PnP encourages healthy eating by educating learners in schools, who are teaching children how to eat and live healthy.

Issues beyond child labor: PnP identifies how their business operations impact children. This includes both positive impact that can be easily achieved considering PnPs resources and skills, and potential harm their products could be causing children.

PICK N PAY AT A GLANCE



COMPANY PROFILE:

Major retailer in Southern Africa

REVENUE '14:
63.1 billion ZAR

COUNTRIES W. SALES:

South Africa, Namibia, Botswana, Zambia, Mozambique, Mauritius, Swaziland and Lesotho

SELECTED SCORECARD INDICATORS WHERE PNP ARE DOING VERY WELL

- Board accountability
- Strategic programs
- Issues beyond child labor

Healthy lunchbox ideas

High fibre Grains and Carbohydrates
Grains provide fibre and a balanced source of energy to help you feel energized and support your brain. For example, whole wheat rolls and all-purposed oatmeal.

Vegetables
Vegetables provide a wealth of vitamins and minerals such as potassium, fibre, iron, calcium and C to support your immune system. For example, cherry tomatoes and sweet corn.

Healthy fats
Fats offer a source of fat soluble vitamins A, D, E, K and help with digestion. Healthy fats help to protect against coronary heart disease. Choose plant fats over animal fats whenever you can. For example, nuts and avocados.

Protein
Protein supports the structure, function, growth, repair and regulation of your cells, tissues and organs. Protein is an important building block for bones, muscles, cartilage, skin and hair. For example, boiled eggs and cheese wedges.

Fruit
Fruit provides antioxidants and fibre which help reduce the risk of some chronic diseases. Fruits provide nutrients that are vital for your health. For example, grapes and whole fruit.

Water
Water is essential to all body functions, including absorbing nutrients and transporting them around the body.

Headed to you by **Pick n Pay**

A healthy lunchbox helps provide the nutrients you need to get you through the long school day.

PnP is actively working to have a positive impact on children's lives in different ways – often closely linked to PnP's core competences. For example, they make healthy products more accessible by offering a weekly "Super 6" – six high-quality fruits and vegetables at competitive prices. They are also initiating major educational projects, such as the PnP School Club (see box) and Kids in Park educational programs.

PnP is running a number of initiatives to actively manage potential negative impact on children. PnP aims to offer nutritional, healthy food and is currently reducing salt and sugar content in products without compromising on quality. Other initiatives include responsible marketing communications for children and close work with the Department of Health to combat obesity.

GOING FOWARD

It is evident that the culture of "doing good" is a natural part of the entire company, not just the sustainability team. However, this is not the case in all corporations today. PnP believes that change starts from the top with a leadership that strongly believes in sustainability and social action. If there are strong leaders with authority that believe they can improve the lives of children - they can make change in the organization quite quickly.

PnP is calling for more partnerships to together work towards a better life for the children. Much larger impact can be achieved if other companies contribute with the competences they might have that complement PnP, in projects such as for example the School Club.

One reflection is that living in a region where there are pressing problems with water access, nutrition and education, it is natural that the company is focusing more on how to improve the lives for the children in the region, rather than focusing on mitigating risks (where European companies often tend to focus their efforts). When it comes to risk mitigation in for example the supply chain, PnP wants to further improve, standardize and structure their efforts.

SUPPORTING EDUCATION

STRATEGIC PROGRAMS: PnP School Club, now in its 12th year, is an innovative program designed to assist educators by providing curriculum materials. It is a public-private initiative with a number of local suppliers as partners that support with private funding.

The free educational material is specific to the children's grades, aligned to the curriculum and written by experts. In total 5.7 million educators, students, parents and guardians are included in the program. The initiative is part of PnP's 5th focus area: *Doing Good in the Local Community*

The number of schools included in the School Club initiative increased from 2'500 in 2013 to 3'025 in 2015



MILLICOM

Everyone has their limits, but not everyone accepts them

MILLICOM
THE DIGITAL LIFESTYLE

With its business centered approach to children's rights, Millicom is leading the way in mitigating risks to children from their operations. Additionally, Millicom engages with the communities in which they operate on many levels to build awareness of children's rights.

MILLICOM'S SUSTAINABILITY STRATEGY

Millicom was founded in the early 1990s with the vision of making positive changes to peoples' lives through the "digital lifestyle". This vision has been reflected in the company's business strategy of delivering affordable and reliable cellular, cable and financial services to people in some of the most challenging corners of the world.

Today, some 25 years after inception, the company still embody this vision as their CSR initiatives grow and hold a high position on the corporate agenda.

Millicom has five focus areas that form the foundation for their corporate responsibility work and support sustainable execution of their "digital lifestyle" vision

1. Diversity in the workforce
2. Child protection
3. Environmental protection
4. Privacy and freedom of expression
5. Responsible supply chain

Addressing Children's Rights

Since 2012, when children's rights became an item in its own on the CSR agenda, Millicom has pioneered several tangible initiatives for improving children's rights in its core markets. By hosting awareness workshops, rolling out code of conducts to suppliers and working closely with UNICEF to develop universal tools for child rights impact assessment, Millicom is setting an example for companies in the region.

Governance and board accountability: Millicom tracks its initiatives closely on common Key Performance Indicators (KPIs) across the business, the results of which are reported to the executive committee monthly. Progress is also monitored and discussed quarterly by the board of directors whose meetings are attended by the head of CSR.

Materiality assessment: Millicom and UNICEF jointly develop the latter's Children's Rights checklist. Having run the pilot version of the tool internally, Millicom discovered the high potential indirect impact they had on children and now aim to make a lighter version of the tool to be used by telecom players worldwide.

MILLICOM AT A GLANCE



COMPANY PROFILE:

Emerging markets-focused telecommunications and media company

REVENUE '14:

6.4 billion USD

COUNTRIES W. SALES:

8 countries in Latin America, 6 countries in Africa

CSR MISSION:

Focusing on what matters



The UNICEF checklist helps companies understand where children are at risk, be it directly in supply chain or distribution or, indirectly through the handling of their electronic waste where children may work in dangerous conditions on recycling sites.

Millicom has subsequently developed partner code of conducts, specifying higher age limits (18 years) for job roles where young workers are at risk, such as drivers, freelancers who sell phone cards, and builders of base stations.

Issues beyond Child Labour: Online protection is an increasingly important topic for Millicom. They now offer parents ways to create a safe online environment for their children such as parental controls of channels and online content. Additionally, they run awareness campaigns on how to protect yourself online as well as local workshops with industry players, regulators, NGOs and law enforcement.

Millicom also actively seeks to have a positive impact on children, primarily through offering mobile educational tools. Its EduMe platform offers children and schools access to high quality educational material on an anytime, anywhere basis through their mobile devices.

GOING FORWARD

In 2014, Millicom signed a three year agreement with UNICEF to develop tools for assessing impacts on children's rights in one's operations. Millicom's ambition is to make these tools available for all telecom companies worldwide to build awareness of children's exposed position in society.

Collaboration between companies is considered essential to children's online safety, partly to increase the ability to discover and control content that could be harmful to children, and also to further the reach of children's rights awareness programs. Millicom has initiated partnerships with hotline network INHOPE, Interpol and Facebook among others in an effort to accomplish this.

Collaboration with NGOs: For the work Millicom has initiated in online child protection workshops, it is critical to have the engagement of local NGOs and regulators. This is a challenging factor in Africa where there is a lack of local NGOs focusing on the issue. By partnering with intrinsically driven NGO's to establish national focus groups driving the issues, children's rights can rightfully get the attention it deserves on the national agenda.




Internally, focus will be to spread the child rights agenda and gaining acceptance from within Millicom. For a company to truly live their values, they have to be represented across the whole business.

SUPPORTING LOCAL AWARENESS AND ACTION

Millicom hosts online child protection workshops in their local communities with industry players, regulators, law enforcement and NGOs. The workshops are conducted over two days, the first being focused on awareness building and the second on capacity building and tangible action plans for local police.

The workshops culminate with the establishment of a national focus group for children's rights to drive the agenda forward. To date, workshops have been conducted in three Latin American markets and one African market.

SELECTED SCORECARD INDICATORS WHERE MILLICOM IS DOING VERY WELL

-  Collaboration with NGOs
-  Issues beyond child labour
-  Materiality assessment



BNP PARIBAS

Combating social exclusion with culture and education



BNP PARIBAS

BNP Paribas in South Africa addresses children's rights in an innovative way, by providing underprivileged children access not only to education; but also arts and culture; as a way to widen horizons and build confidence.

BNP PARIBAS' SUSTAINABILITY STRATEGY

BNP Paribas aims to be a responsible economic player and has pursued sustainable development policies since 2002. Their CSR policy is based on 4 pillars comprised of 12 commitments:

1. **Economic Responsibility:** Financing the economy in an ethical manner
2. **Social responsibility:** Pursuing a fair and committed human resources policy
3. **Civic responsibility:** Helping to combat social exclusion and promoting education and culture
4. **Environmental responsibility:** Combatting climate change

The Bank also has the BNP Paribas Foundation whose initiatives include social inclusion, education, culture and public health projects. Globally, there were ~4000 philanthropy projects implemented in 2014, with a budget of €40 million.

ADDRESSING CHILDREN'S RIGHTS: DRIVING EDUCATION INITIATIVES

Governance: The CSR initiatives are being steered on a Group level, with 13 key performance indicators. These indicators also feature among the extra-financial criteria in the employees' incentive plan. An important KPI under Civic responsibility is the number of people who attended financial-education programs in 2014

Inspiring young women to pursue a career in Finance or Engineering: An issue in South Africa is that it is very hard to find female talent in the Finance/ Engineering field, due to structural blockers in society.

To combat this, the Bank has set up a programme for underprivileged females to break the mould; by offering the opportunity to go on excursions, attend networking events, and to meet female role models. The aim is to provide inspiration to these individuals and show them the possibilities that are available after a higher education.

BNP PARIBAS AT A GLANCE



COMPANY PROFILE:

A leading bank in the Eurozone and a prominent international banking institution with headquarters in France

REVENUE '14:

€39.2 billion excluding exceptional items

AFRICAN PRESENCE:

BNP Paribas has a presence in South Africa with a Full Commercial Branch, established in Johannesburg in 2012. The Bank also holds a majority stake in local stockbrokerage, BNP Paribas Securities South Africa in Cape Town and owns RCS, a consumer finance company, also based in Cape Town.



CULTURE AS A TOOL TO BUILD CONFIDENCE AND COMBAT SOCIAL EXCLUSION

The BNP Paribas Foundation was established 30 years ago. It is a major player in corporate philanthropy, and is responsible for implementing the Group's corporate-philanthropy policy internationally. There has always been a strong emphasis on creativity and innovative projects which focus on culture and social inclusion. In 2014 the Foundation launched 'Dream Up', a programme of arts education in 30 countries including South Africa, aimed at vulnerable or disabled young people. 'Dream Up' in South Africa has two components: 'Shakespeare stage production' and 'Opera talents discovered'

Shakespeare stage production: This component of 'Dream up' provides the opportunity to join the Shakespeare school, where teachers are trained and the children are able to set up a complete production. Specific educational establishments are selected, for this initiative and are provided with access to the best theatres and operas. The project aligns to youth development, job creation and social cohesion, as well as equal inclusion of children with different abilities. The project has proven to be a true confidence builder and also shows impact on overall academic results.

Opera talents discovered: This component of 'Dream up' involves giving young talented singers from previously disadvantaged communities the opportunity to further their studies and to gain experience in the field of vocal performance and theatre. Young talents are identified and selected for a 3 year program with Gauteng Opera, one of South Africa's leading opera companies. The aim is to produce South African opera performers with a high ambition-level for the global stage.

GOING FORWARD

Going forward, BNP Paribas in South Africa looks forward to maximising on the great success that has been started with the Opera and Shakespeare 'Dream Up' projects. The Bank will also look to leverage upon the existing Community Investment initiatives that are already established through the Branch and BNP Paribas Securities South Africa

SELECTED SCORECARD INDICATORS WHERE BNP PARIBAS IS DOING VERY WELL



Strategic programs



Issues beyond child labor

The project has proven to be a true confidence builder and also shows impact on overall academic results.

