

Some definitions

Corporate Social Responsibility	'CSR (implies) continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large' ¹
Sustainable development	'Development is sustainable when it 'meets the needs of the present without comprising the ability of future generations to meet their own needs' ²
Triple bottom line	'The basis of integrated measurement and management systems focusing on economics, social and environmental value added – or destroyed. Sometimes distilled to 'People, Planet, Profit.' ³

And for the media?

“Progress with sustainable development requires the involvement of all sectors of the society, not just business . The media’s understanding and sustained intelligent coverage of the Corporate Social Responsibility and Sustainable Development agendas is a necessary precondition for real progress”

--- Good News & Bad, The Media, CSR and Sustainable Development, UNEP

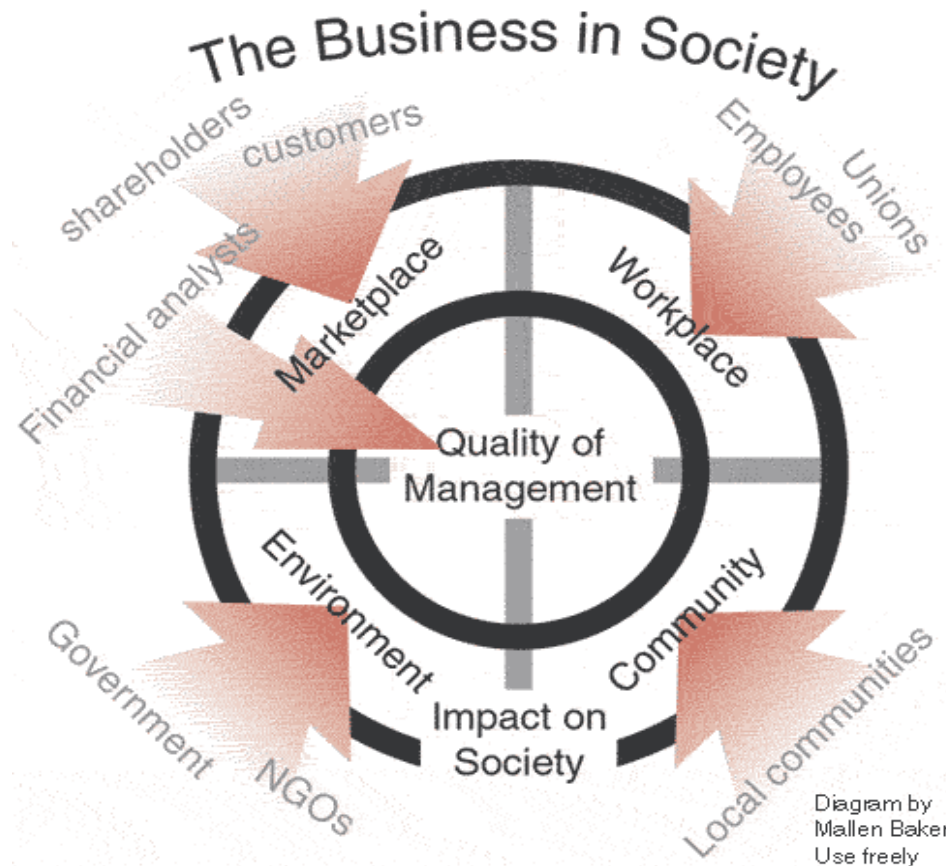
The media has been active in Nigeria

- ❖ Marked increase in media coverage over the past 10 years
- ❖ Increased coverage has created “challenge” between businesses
- ❖ Over 10 Foundations in past 10 years
- ❖ CSR awards, CSR workshops, CSR departments, CSR consultants.....

In fact, CSR now has its own life in Nigeria!

But what is the full meaning of CSR?

‘How companies managing the business processes to produce an overall positive impact on society.’



It is more about how you make your money rather than how you spend it!

In summary

“CSR, when executed as systemic or holistic corporate responsibility is an innate functional characteristic of the organisation’s ‘DNA’ but without full alignment, it will fall short of achieving a lasting impact”

----Art Stewart

The reality of Nigeria – a German view

So far, corporate social responsibility does not play an important role in Nigeria, and has not been the subject of a wider public discussion. There are expectations that companies will offer certain benefits to their employees and the communities where their facilities are located, but they are often non-specific or focus only on a specific enterprise.

.....CSR activities are often undertaken as a way of promoting a company's image. Nigeria has a well-established "culture of charity"; wealthy individuals and institutions contribute to charitable causes and use these contributions to garner positive publicity. In this respect there is little difference between the political realm and private industry.

Companies in Nigeria are expected to promote transparency, even beyond what is required by law. So far, however, there has been little response from companies despite the high priority attached to this topic because of Nigeria's widespread corruption.

---CSR Weltweit

The reality of Nigeria – A visitor's view

“The general consensus was that most companies are stuck in the Ages of Philanthropy and Marketing. Nevertheless, CSR has the potential to advance transparency and to create a platform to discuss the ethics of business and government. It also has the potential to be corrupted, which sadly is already happening in some instances where corporate sponsorship of government ‘CSR projects’ is practiced as an indirect form of bribery.”

---Wayne Visser

Some gaps

- ❖ Sustainability of reported and celebrated projects?
- ❖ What standards are being followed?
- ❖ Business practices – e.g Credit periods?
- ❖ Engagement with government, tax payments?
- ❖ Employee practices?
- ❖ Waste management?

An example

THE GUARDIAN, Wednesday, August 3, 2011

Industrywatch

Govt lauds Lafarge, Dangote over efforts at self-sufficiency in cement production

By Babatola Adeyemi

It was thumbs up at the weekend for Nigeria's leading cement manufacturers - Lafarge Wapco Cement Plc and the Dangote Group for their sustained efforts towards the attainment of sufficient local capacity in cement production. Indeed, the Minister of Trade and Investment, Dr. Olusegun

At Ibeshe, Aganga also lauded the Dangote Group. He stated: "My intention for coming here today is to know where we are in the concept of the backward integration policy of government so that it could set a target for the indigenous manufacturers on the way forward. With what I have seen now, Dangote cement is a success story. I am pleased and



NSE places Omatek, Dangote Flour, others on full suspension

By Moses Ebosele

THE Nigerian Stock Exchange (NSE) has placed the shares of 24 firms on full suspension, following their alleged non-submission of financial statements for the year ended September and December 2010.

The NSE had earlier placed the affected firms, along with others on technical suspension, pending when the issued would be adequately resolved.

Prominent among the firms were Omatek Ventures Plc, Dangote Flour Mills Plc, Union Dicon Salt Plc, Morison Industries Plc, IPWA Plc and Premier Paints Plc.

Others include African Alliance Plc, Great Nigeria Insurance Plc, Afrooil Plc, Resort Savings and Loans Plc, W.A. Glass Plc and Daar Communications Plc, among others.

What are the inhibitions?

- ❖ Media is equipped to respond to big noisy threats and ignore slowly building, bigger risks — the Ken Saro Wiwa story
- ❖ Commercial self-interest
- ❖ Distrust

WHY BOTHER?

Sound familiar?

"In character and temperament, the typical African of this race-type is a happy, thriftless, excitable person. Lacking in self control, discipline, and foresight. Naturally courageous, and naturally courteous and polite, full of personal vanity, with little sense of veracity, fond of music and loving weapons as an oriental loves jewellery. His thoughts are concentrated on the events and feelings of the moment, and he suffers little from the apprehension for the future, or grief for the past. His mind is far nearer to the animal world than that of the European or Asiatic, and exhibits something of the animals' placidity and want of desire to rise beyond the State he has reached.

"He lacks the power of organization, and is conspicuously deficient in the management and control alike of men or business. He loves the display of power, but fails to realize its responsibilityhe will work hard with a less incentive than most races. He has the courage of the fighting animal, an instinct rather than a moral virtue..... In brief, the virtues and defects of this race-type are those of attractive children, whose confidence when it is won is given ungrudgingly as to an older and wiser superior and without envy.....Perhaps the two traits which have impressed me as those most characteristic of the African native are his lack of apprehension and his lack of ability to visualize the future."

---Lord Frederick John Dealtry Lugard, *The Dual Mandate*, pg.70 (1926)

So what is the role of the Media in Nigeria?



Ultimately, it is a personal decision



Lord Lugard prototype



or



World leader