



About CSR-in-Action Group

Creating Sustained Value Together

www.csr-in-action.com

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About

CSR·in·Action



About CSR-in-Action Group

CSR-in-Action Group is a leading 13-year-old sustainability-driven global consortium - Consulting, Advocacy and Training - with presence in Nigeria, Canada, and internationally. CSR-in-Action Group has established itself as a reputable corporate household name in Organisational Development, Corporate Governance, Corporate Social Responsibility (CSR) and Sustainability Management, and has the goal of institutionalising these business strategies within small and large organisations.

Another of our core strengths lie in our holistic communication strategies. We believe in comprehensive engagement, fostering integrity, and enabling exceptional performance. Our approach goes beyond mere compliance and focuses on developing long-term relationships with our clients and the communities they operate in. We recognise the importance of preparing communities for intricate transformations and ensure that our solutions are inclusive and beneficial to all stakeholders involved.

VISION

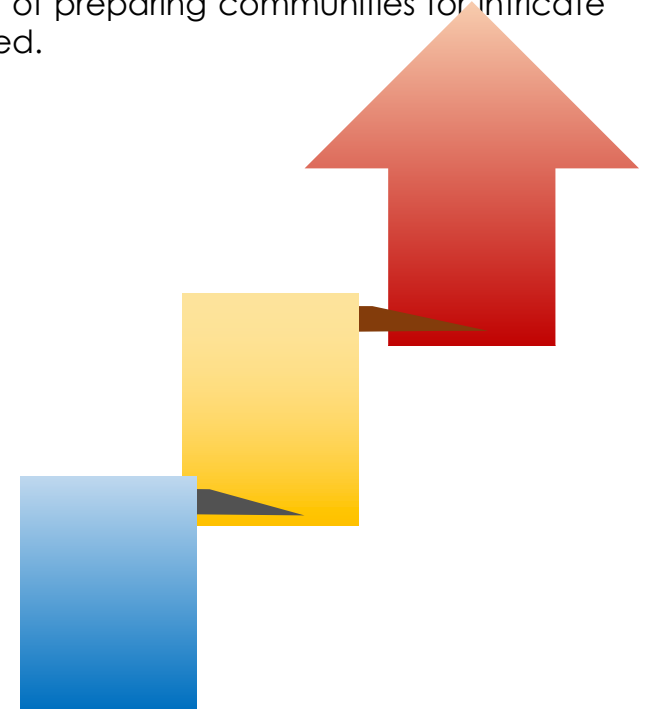
To be the most influential and expert consultancy for sustainable business solutions.

MISSION

To deliver solutions for businesses' sustained development through ethical professionalism, flexibility, innovation, and global partnerships.

MANDATE

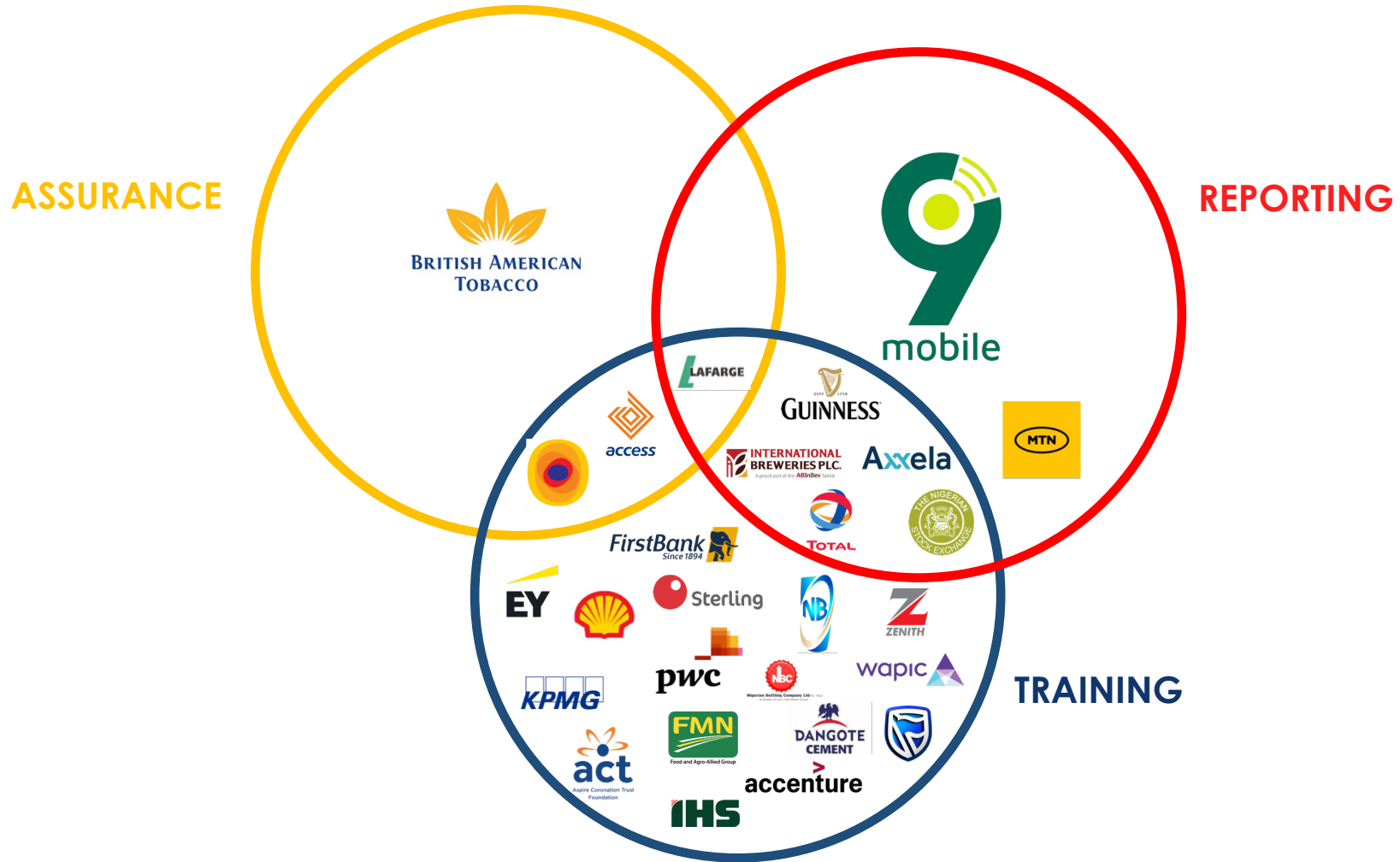
CSR-in-Action is a development-focused organisation delivering long-term value to corporate entities through pioneering and bespoke sustainability strategies, networking, performance management, ethics infusion, and corporate character development.



Consulting Services Offered

- 1 **Due Diligence** on social, gender, human rights and environmental needs and impact analyses
- 2 **Communication** of business' thought leadership using diverse media platforms, for internal and external stakeholders
- 3 **Business & Sustainability Strategy Development**, including governance, socio-economic or environmental policies, community consultation logging, performance metrics development, conflict prevention strategies (such as truth and reconciliation frameworks), etc
- 4 **ESG (Environmental, Social & Governance) Assurance Services** using the award-winning AA1000 standard
- 5 **Sustainability Reporting** using recognised metrics, including the Global Reporting Initiative (GRI) (on whose board our President was until March 2023), CDP, ISSB, TFCO, the UNPRI, and the SDGs
- 6 **Diversity, Equity and Inclusion (DEI) Framework Development** and implementation
- 7 **Stakeholder and Community Engagement**
- 8 **Brand & Reputation Management** using our Ethica360° solution
- 9 **Investor Relations** and cross-continental business networking
- 10 **Secretariat Management and Project Incubation** of local affiliates of international bodies such as BCSDN (WBSCD), as well as establishing new business governance bodies

Sustainability Reporting and Assurance Footprints



CSR-in-Action Advocacy's Key Initiatives



CAHR Africa Awards is a 5-year-old recognition platform for outstanding achievers in corporate social responsibility, human rights, and sustainability across Africa. These awards aim to recognise and promote impactful initiatives that contribute to sustainable development and positive social change.



Our **Sustainability in the Extractive Industries Initiative (SITEI)** boasts of many accomplishments since its inception 12 years ago, having hosted a highly successful **annual SITEI Conference** of thousands over these years. Other SITEI initiatives include:

- the **Community Engagement Standards (CES)** which was endorsed by the Ministry of Petroleum Resources and its agencies/parastatals in 2019.
- **Earth Women** is a must-watch, multiple-award-winning, riveting documentary, executive-produced with Nollywood veteran, Ego Boyo, on indigenous community challenges and opportunities, particularly as it relates to women.
- the **PIA Implementation Research Report**, a holistic audit into Nigeria's oil-rich indigenous communities. Our research on the Petroleum Industry Act (PIA) tracks the progress for greater inclusion and participation of communities, particularly women.

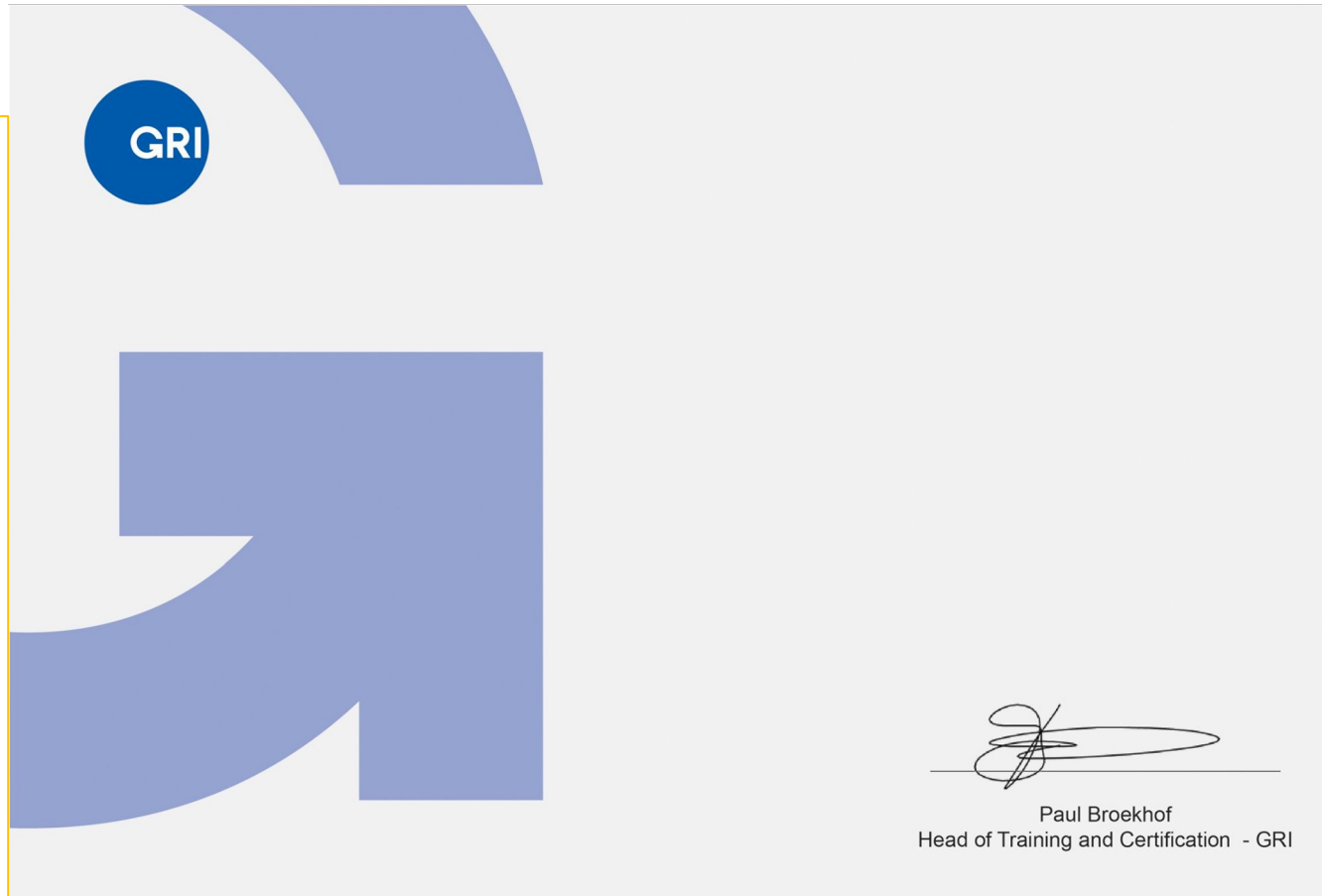


Corporate Sustainable Investor Report (CSIR): Our CSIR provides comprehensive data analysis and insights on corporate sustainability practices, highlighting the environmental, social, and governance (ESG) performance of participating companies. The report aims to drive transparency, accountability, and sustainable investment decisions in the corporate sector.

CSC Global Certified Trainer with Expertise in GRI, ISSB, CSSB, PECB, et al



CSR-in-Action's College of Sustainable Citizenship (CSC) has trained **over 1,000** professionals in the sustainability deployment over the years and in 2015, and so in 2015, the College entered into an agreement with Access Bank to develop capacity for Civil Society Organisations (CSOs) in Nigeria named **CSO Professionalism and Effectiveness Therapy (C-PET)**. The workshops enhance the skills and professionalism of civil society organisations, has impacted over 1,350 delegates, and promotes effective advocacy and impactful community engagement. These workshops focus on capacity building, strategic planning, and sustainable development practices.



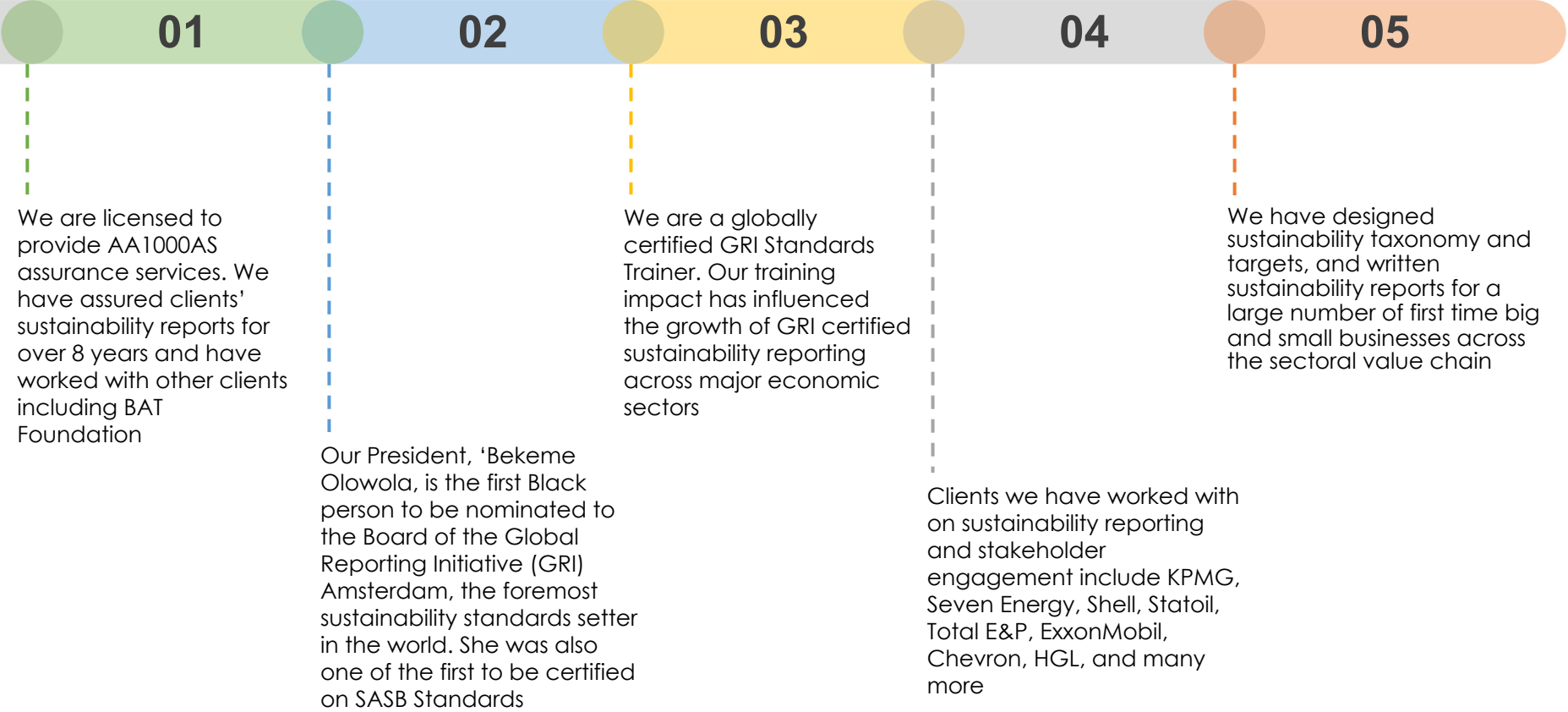
TRAINING PARTNER

2024

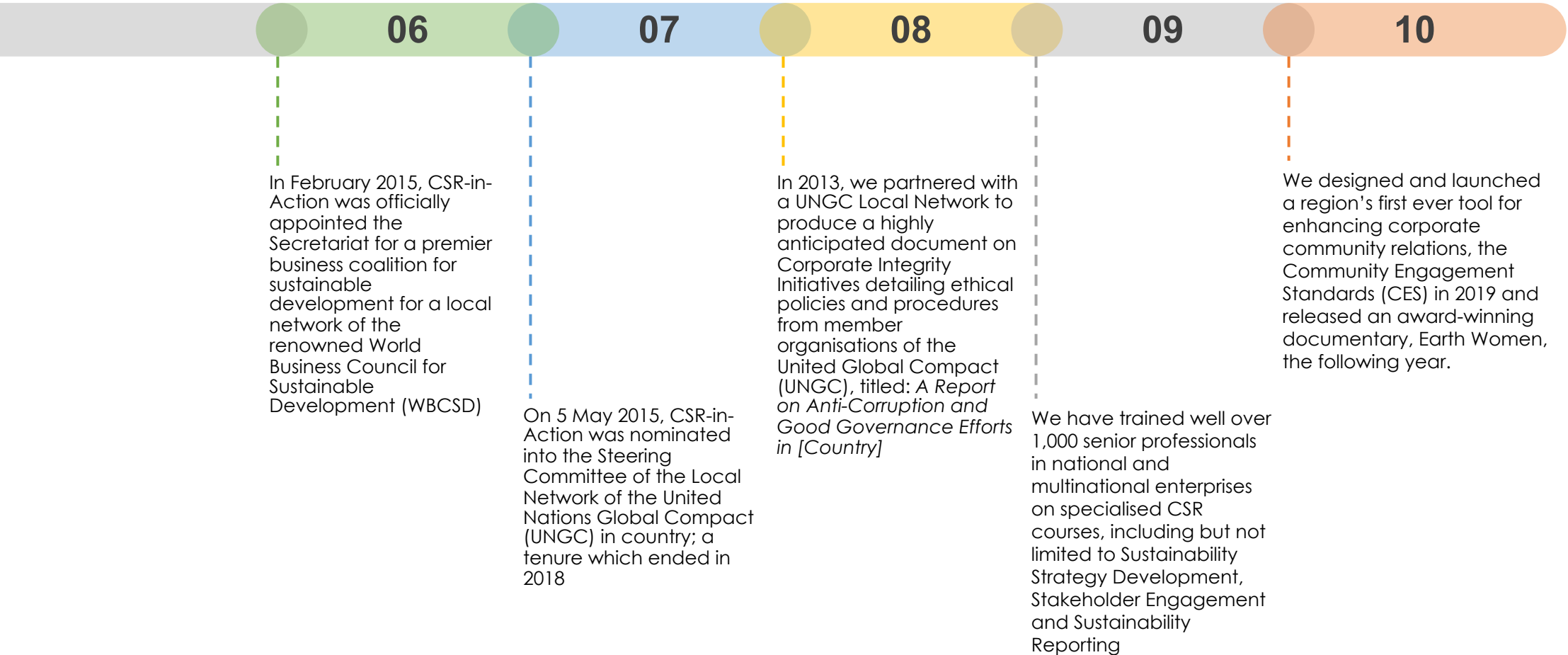


Our Impeccable Record of Firsts in Sustainability

Led by a board and management which collectively have over 90 years of communications and corporate governance experience, CSR-in-Action started the journey of GRI sustainability reporting for many entities and has continued to be a skilled player in this area:



Our Impeccable Record of Firsts in Sustainability



Some Clients

Some Collaborators and Endorsers



CNBC

CNBC Africa is Africa's most powerful multi platform business media brand. CNBC Africa, owned by Africa Business News and headquartered in Johannesburg, is part of the global CNBC family, reaching audiences in over 100 countries. Zenera signed a media partnership MOU with CNBC in 2014.



Forbes

Forbes is a leading source of reliable business news and financial information. The magazine is well known for its lists and rankings of world's top companies, entrepreneurs, and socialites. Zenera signed a media partnership MOU with CNBC in 2014.



Financial Times of London

The Financial Times is an international daily newspaper with special emphasis on business and economic news internationally. It has an average daily readership of 2.2 million people worldwide. Zenera, our subsidiary, manages FT's financial interests in country.



Global Reporting Initiative

(GRI) is an international independent organisation that helps businesses, governments and other organisations understand and communicate the impact of business on critical sustainability issues such as climate change, human rights, corruption and many others.



PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA

Forbes

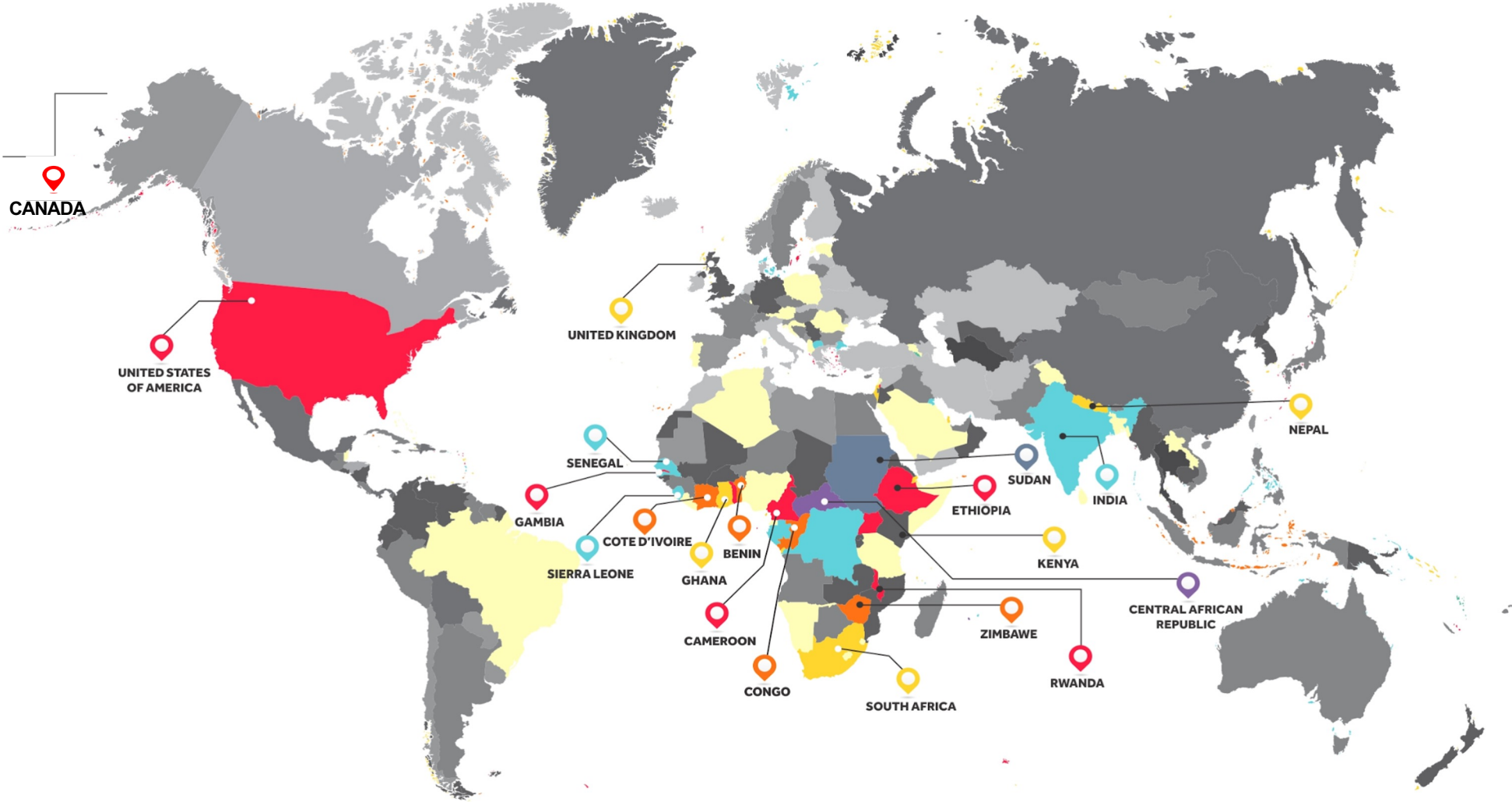


AccountAbility

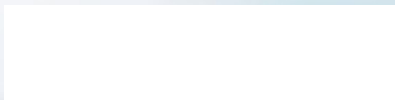
AccountAbility is a leading global organisation providing innovative solutions – including the AA1000 Assurance Standard – to the most critical challenges in corporate responsibility and sustainable development.



Locations Where We Have Worked: Globally



In recent years, there has been a welcome shift in corporate thinking from CSR, corporate responsibility, corporate ethics, etc, to sustainability. As many companies move from having just a community investment strategy and a 'nice to have' mindset to adopting a holistic approach into which their mission and every other important strategy they implement, inclusive of their CSR activities and initiatives.



Our Chief Executive & President



**'Bekeme Olowola, FMIN, FASPN
President, CSR-in-Action/Ex-Board Member, GRI**

'Bekeme Olowola is a globally respected sustainability, corporate governance, organisational development and communications entrepreneur. A social entrepreneur, she is the Global President of CSR-in-Action, a group made of a consulting firm, a think tank and a training institute dedicated to Corporate Social Responsibility, policy development, advocacy, empowerment and sustainable development in the region. Under Olowola, CSR-in-Action has promoted sustainability adoption, implementation, measurement and reporting using the diverse tools, including the GRI, ISSB, CDP and SDGs frameworks, amongst others since 2012, and has catalysed the growth of sustainability best practice and transparency globally through consulting, training and advocacy interventions.

Under her leadership, CSR-in-Action produces a pioneer ESG (Environment, Social and Governance) investment report, The Corporate Sustainable Investor Report (CSIR), endorsed by the United Nations Framework Convention on Climate Change (UNFCCC), and supported by United Nations Global Compact (UNGC) in 2012; a first of its kind compendium which includes an assessment of business sustainability performance. Bekeme and the team have worked with a range of businesses, from Fortune 500 companies to small businesses seeking establishment as thought leaders.



'Bekeme led the establishment of the Business Coalition for Sustainable Development (Local Network) in May 2014, an initiative affiliated with the World Business Council for Sustainable Development (WBCSD), made up of a coalition of leading businesses across all sectors to drive collective development. She has engaged stakeholders throughout the economic value chain – government, business, civil society organisations and communities – and recently spearheaded the design and development of a Community Engagement Standards (CES) framework to facilitate the Federal Government agenda for promoting peace through equity in oil and gas communities.

She stepped down from the board of the Global Reporting Initiative (GRI) in Amsterdam, in March 2023, where she was co-lead on the Governance and Strategy Committee, after 3 years, and is on the board of other leading nonprofit and for-profit organisations, including the Program Advisory Committee of Confederation College, Canada. She is convener of the annual Sustainability in the Extractive Industries (SITEI) Conference, one of the largest development focused gathering for extractives and their key stakeholders – governments and communities – now in its thirteenth year, has produced an award-winning movie, Earth Women, and was producer of The Good Citizen Radio Show which had over 600,000 listeners every month.

She has a Masters degree in International Human Resource Management and Employment Relations from University of London, Queen Mary College, UK, and a Doctorate in Leadership (2025) from Ashland University, Ohio.

CSR·in·Action



Some of Our Case Studies

Case Study 1: CSR Strategy and Implementation for Mining Entity and Community

The Situation

Our Client, a multinational mining company, sought to nip rising dissatisfaction amongst its key audiences, particularly indigenous communities. They were, however, in a dilemma as to how best to initiate the process ethically and equitably, particularly because their approach in the past had been ad hoc.

What we did

We drew up a plan to assess the needs of the communities and initiated head office staff meetings, document reviews, town hall meetings, surveys, focus groups, secondary data analysis, meetings with community chiefs and monarchs, youth groups, women groups, religious leaders, local groups, and other stakeholders. After gathering data, we re-assessed feedback for clarity priority and ran this by our client and stakeholders collectively. We then wrote a detailed report for our client's benefit.

Outcome

After proper consultation and collective decision was made by all stakeholders, it was clear that designing a more sustainable system would benefit community and business, both economically and socially. We drew up a strategy, established and implemented a comms and culture plan for internal and external stakeholders, conducted awareness and technical trainings and determined success targets, all of this while ensuring inclusive and iterative engagement of all key stakeholder groups.

Our Client today reaps the benefit of the strategy which we designed to strategically and sustainably position them as a reputable mining company. Most importantly their communities have adorned them with license to operate, facilitating peace, equity, and progress.

Case Study 2: ESG Benchmark and Recommendation for Ontarian Mining Firm

The Situation

Our Client, an Ontario-based platinum and palladium exploration company focused on advancing its 100% owned flagship Thunder Bay business, sought our services in organisational development. Part of the company's mission is to explore and develop a suite of metals that are vital to reducing global air pollution and critical to a low carbon transportation future around the climate change imperative, and they needed funders and practices to facilitate their goals.

What we did

To enhance their approach to sustainability and aid the development of their policies related to ESG for improved performance and better positioning for investors, CSR-in-Action prepared a benchmark report for our Client company, by measuring its performance against indicators of globally accepted sustainability frameworks, including the ISSB, GRI and CDP. The report was curated upholding the principles of inclusivity, materiality, and responsiveness. Key factors namely, Environmental, Social, Governance, and Economic, were considered in the benchmarking done against another company that was selected based on structural similarities to our Client company, such as business similarity, reputation within the industry, and availability of verifiable information.

Outcome

The Client clearly saw which challenges had so far led to their inability to attract investment and resolved to close all identified gaps as highlighted in our benchmark report, some with our help.

Case Study 3: Investor Relations and Branding Communications for Petroleum Firm

The Situation

A petroleum company faced the pressing challenge of raising significant equity to finalise its state-of-the-art petroleum storage and industry complex. However, the primary hindrance was its limited brand recognition in other markets, where most of the financial resources lay.

What we did

CSR-in-Action provided a multifaceted Investor Relations strategy, which included: Corporate Rebranding and Positioning, Investor Audit and Peer Analysis, Financial Calendar Management, Risk Mitigation, Financial Strategy Communication, Management Team Showcasing and Investor Road Shows in the UK and South Korea to build investor trust and capital inflow momentum.

Outcome

- Valuation Surge: The company's market valuation soared to over USD 425 million as assessed by PricewaterhouseCoopers (PWC)
- Equity and Debt Financing: Successfully raised over USD 200 million in both debt and equity, thereby guaranteeing the completion of Petrolex's ultramodern tank farm
- Investor and Media Confidence: Elevated the company's profile, leading to a stronger investor and media rapport, while also securing a stable asset base and cash flow
- Strategic Partnerships: Forged essential partnerships and contractual agreements, thereby offsetting perceived political risks in the regional markets
- Credit Market Leverage: Accomplished the rare feat of sourcing capital in depressed credit markets, testifying to the efficacy of CSR-in-Action's Investor Relations strategy and capacity.

Case Study 4: Sustainability Report Scripting and Design

The Situation

Our Client has been a pioneer and innovator in the gas industry for over 20 years and is not a leader in innovative solutions around sustainable and efficient energy utilisation for the benefit of all stakeholders, but also as a company that believes in enriching the communities in which it operates, through investment, delivering ecological impact initiatives, and active participation in community engagement. The Client was, however, challenged in effectively communicating this value to its key stakeholder groups.

What we did

CSR-in-Action has been of tremendous support to this organisation in its sustainability journey by scripting Sustainability Reports in line with the GRI Standards reporting framework. CSR-in-Action's main objective in their work with them is to map out and highlight their growth as well as showcase the sustainability strategy of the organisation as is fully engrained in its corporate strategy.

Our sustainability report process and outcome:

Benchmark Report

We benchmarked their sustainability performance against key sector reports to provide a clear picture of opportunities for progress.

Report Scripting

We drafted narratives that communicated their clear growth in sustainability performance. The key messages spoke to stakeholders' groups and clearly addressed the client organisation's material matters.

Materiality Analysis

We determined what mattered to stakeholders as this is crucial to the sustainable development of the organisation. We then gathered & analysed critical stakeholders' perceptions of predetermined material topics.

Design

We conceptualised a report that was visually appealing and easy to read with clear graphical representation of performance data. We also delivered at the highest quality and at the right time.

Case Study 5: Business Association Set Up & Secretariat Management

The Situation

The BA was an idea proposed by a reputable and well-established oil company that was concerned about making a sustainable impact in their country through collective private sector participation. They were doing well in their own right but understood the limitations of a lone voice pouring into a yawning void.

What we did

CSR-in-Action co-conceptualised, co-developed and established a network of CEOs – forging a coalition that became a country affiliate of the World Business Council for Sustainable Development (WBCSD) – which we will call the BA. The BA is the Local Network of a global association; a CEO-led organisation of forward-thinking companies that galvanises the global business community to create a sustainable future for business, society and the environment.

CSR-in-Action incubated the BA from its conception to realisation as a standalone Secretariat. Our support for the BA started when we invited a total of 30+ CEOs from the most critical sectors of the country's economy to the CEO Business Roundtable on Sustainable Development to garner support for the establishment of the network. After soliciting overwhelming support from business leaders, we helped set up a tightly knit group of Subject Matter Experts comprised of passionate people from strategically chosen organisations within our network. The SME group was instrumental to providing strategic direction and creating implementation framework which was adopted by a Board of business leaders committed to driving the BA.

Outcome

We currently serve as the Secretariat of the Association, setting the groundwork for private sector participation in sustainable development. We helped secure the first members, employees, and funding for the Association.

We now manage secretariats for other business associations which we also helped to conceptualise and realise – in technology and manufacturing.

Case Study 6: Spot Check: Audit for Multinational's Farming Value Chain

The Situation

A subsidiary of a global tobacco manufacturing company had carried out community intervention initiatives over the years – some of which CSR-in-Action had supported - and wished to conduct an audit to outline gaps and achievements.

What we did

We visited the communities over the course of two weeks and used insightful questionnaires, face to face meetings with community leaders and random villagers, a town hall meeting and guided open-end interviews with community focused company personnel, suppliers and local government representatives.

Outcome

We prepared a report which highlighted best practice interventions, including setting up of MoU implementing committees, close communications with communities through field staff and the use of local contractors when available. We, however, found out that certain interventions, such as the provision of potable water via boreholes, had been unsuccessful, that there were insufficient community relations guidelines and procedures and that field staff had been compromised. We also highlighted the negative effect of field staff inadequacies that affected proper and sustainable positive relations in the communities.

Interestingly, much of our revelations were news to head office staff. We succeeded in providing solutions which the company incorporated as part of its deliverables for the following years.

Case Study 7: Impact Assessment—Audit of Community Initiatives

The Situation

Our Client, an Indigenous oil and gas company, sought to make life easier for their host communities. They were, however, in a dilemma as to what to do with the minimal funding they had to manage this project, and because their approach in the past had been ad hoc.

What we did

We drew up a plan to assess the needs of the community through head office staff meetings, document reviews, town hall meetings, surveys, focus groups, secondary data analysis, meetings with youth groups, women groups, religious leaders, other local groups and community elders and monarchs, and other stakeholder groups. After gathering data, we re-assessed for priority and ran this by our clients and the stakeholders, collectively. We then wrote a detailed report for our client's benefit.

Outcome

After proper consultation and a collective decision was made by all stakeholders, it was clear that providing a more sustainable and alternative water supply would benefit these communities both economically and socially. The long walks to faraway streams and constant blockage of nearby streams had made indigenes realise the importance for an alternative source of water supply.

Consequently, it was also collectively decided that in order to create an impact, they had to implement three water projects strategically within three communities so that the supply could be widely reached. Thus, with minimal interference from us and our clients, three communities were selected, and borehole development projects commenced.

We managed sourcing of a local contractor and set up an implementing committee to manage the process of implementation and continuous management of the water system.

Case Study 8: High-Level Foundation Drive

The Situation

An independent, not-for-profit organisation, which we will call GA, is an initiative aimed at driving public sector efficiency by reinforcing the sector with talent and leaders who would benefit from their educational scholarships and fellowships. The initiative was founded by an inspiring bank founder and designed to catalyse a high performing public sector. The founder and the entity's other principals recognised the critical importance of transforming the performance levels and efficiency of the public sector to enable broader, more sustainable long-term growth and to improve the harmony between private sector aspiration and public good. But how?

What we did

Enter CSR-in-Action. In the subsequent year following its establishment, we started with the formal launch of the GA, creating the requisite social media handles. We publicised its activities on over 50 online platforms within the region and all over the world; organised its premier roundtable event; garnered government interest and helped position GA as a reputable governance initiative.

Outcome

The organisation was able to attract an established CEO, board, framework and processes. We, for years, continued to manage social media and events for the organisation.

Gallery



Gallery



Contact Us



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