



Touching lives everywhere, every day

CORPORATE CITIZENSHIP

A Specific Policy Statement on Community Relations:

- Shared within the Company and outside
- Requires frequent open communication
- Emphasizes consultation
- Assisted projects have community ownership
- Implemented projects/activities guided by the policy

Purpose of Policy

- Driven by Company vision, mission & core values
- Fits and supports overall Company Business Strategy
- Sets out the principles and guidelines of our interventions
- Consultative: Both internally and externally
- Sets out expectations of the Community

- HIV/AIDs Policy
 - Community represented at subcommittee level
 - Peer Group educators
 - Action points for both HIV/Aids in the workplace and the community

- SHE Policy
 - Our business practices have due regard to the social environment
- Policy on business allocations; IT training guidelines; HR Recruitment guidelines.

Features of our Corporate Citizenship Programme

- An integral part of the business planning process
- At the core of the company's vision, mission and values
- Structured stakeholder engagement process
- Embedded in a management system(Community Development Plan) that has impact assessment tools
- Based on sustainable development(triple bottom line approach), capacity building and community empowerment
- Sustainability reporting

- **Monthly meeting of the SWOT committee:**
 - **Administration & security**
 - **Women Leaders**
 - **Elected leaders**
 - **Youth Leaders**
 - **Group Ranch Officials**
 - **NGOS/CBOs**
 - **Company Representatives**
- **Primary objective: review of projects ,priorities and establishing diversity of opinions and aspirations**

Open Communication and Dialogue Monthly SWOT in session



Prioritisation done meticulously by community through the *SWOT* Process has identified the following:

- **Water**
- **Health**
- **Employment**
- **Education**
- **Transport and Infrastructure**
- **Micro-business**

Implementation: Water Projects

- Community provided water in over ten points along the pipeline for both drinking and domestic (2 trading centres, and 2 schools provided).
- Water purification plant at Magadi-community provided daily for both domestic, livestock and wildlife.

Implementation: Water Projects

- Water provided by water bouser on a daily basis on a 25Km stretch (Magadi-Kamukuru) on a daily basis. Water to Oldonyonyokie school and dispensary provided; Eroret Primary school
- Water provided by train thrice a week on a 60Km stretch (Magadi-Singiraine). Over seven points supplied with clean water.

Implementation: Water Projects

- Water provided with piped water to Ilparakuo Primary School and Ilparakuo Community.
- Water provided to GSU Field Camp on a daily basis.
- Continued maintenance of Sampu community water pipeline.

- 55 bed capacity hospital open to employees and the community
- Attendance statistics: outpatient-60% community; inpatient-90%community
- Subsidies by the company to community– up to 80%
- SWOT Subcommittee and Magadi Hospital waive debts.
- Company support to Oloika Dispensary (renovation) and Entasopia Health Centre (theatre, medicines, radio link)
- Health Awareness Campaigns/vaccinations
- HIV/AIDS Prevention and Care

HIV / AIDS – Education and awareness for the Community



Implemented: Education

- School Development (4 schools built and maintained by the company and support to all the 7 schools in the division)
- Learning Materials
- Bursaries
- Adult Education
- Teacher Support
- Established a second Secondary School with support from partners

Education: A Case Study

Patterson Memorial Secondary School

- Mixed secondary school in Olkiramatian
- Over 90 students currently enrolled (Form 1 and 2)
- Company has spent over Ksh 40 million so far.
- Support secured from Brian Patterson Education Trust, TSC and Kajiado North CDF.

Reinforcing School Management Practices at Patterson Sec Sch



- Solar powered Community Information Centres
- Computers to Schools (Patterson Memorial Secondary School 6 Computers)
- ICT Training and provision of computers to the police
- Community IT Training at the Open Learning Centre

Implemented: Educational Bursaries

Increased the number and value of bursaries:

- In 2005, Magadi Division Scholarship increased from 14 to 20 students annually supported for four years.
- Kajiado District University Tertiary Scheme from 4 to 6 students supported for three years.
- In 2006, the company gave a special bursary worth **Ksh 500,000/=** due to the drought.

- 40% of business premises allocated to Local Community
- Formation and continued support to Magadi Multi Purpose Cooperative Society
- Office Cleaning contracts for Women group, Scrap metal business and continued support to Olkiramatian and Oloika Posho Mills
- A Broad Based Business Review Committee involving the local community formed
- Capacity Building for SWOT/Magadi Multipurpose Cooperative & women groups

Implemented: Employment

- 100% for Salt business non and semi-skilled demanding jobs
- 75% in ash operations non and semi-skilled demanding jobs
- **A Community Work Skills Upgrade Programme** for 12 local graduates annually on one year job experience.
- An Apprentice Scheme for local community.
- New plant continues to take 80% of local community construction workers.

Rail Transport

- Passenger service train coach – 104 km – nominal fare
- Stopping train at any point to carry sick people
- Free rail transport for community project materials

Infrastructural development

- Continued maintenance of 86Km Magadi- Kiserian Road
- Continued maintenance of 40 Km Magadi-Nkurumani Road
- Continued grading feeder roads in Magadi Division

Housing

- **Accommodation for local community people, leaders, CDP, civil servants, business people and visitors**
- **Each of the four group ranches allocated 3 houses for its members**

Security

- **Promotion of security in the area by supporting the local police**
- **Pioneered Community Policing: Security network expanded from Magadi-Konza area.**
- **Security Committee: Local Community participation in security.**

Emergent Priority Areas

- Ecotourism
- Company sits on Project Implementation Committees for Shompole and Olkiramatian Eco-tourism projects
- The Company's Concession area open to the community to charge for filming levies (earned over Ksh 200,000 in 2006)
- Magadi Community Multipurpose Cooperative: 600 members – e.g.. Cleaning, Civil, transport and general contracts.

Drought mitigation

The Company has always stepped in to provide relief food during times of drought particularly the severe droughts of 2000 and 2006. In 2006:

- The Company contributed Ksh 1.2 million for relief operation.
- The Company is an active member of the District Steering Group (Government organ in charge of relief interventions)
- Kshs 500,000 for bursaries of poor children affected by drought
- Company employees contributed food worth over Ksh 500,000/= for the community.
- Company provided transport for relief food donated by Government.

- Company Board has a Government appointed Director whose remit covers the Community.
- The Managing Director has the overall responsibility of Community Relations and reports to the Board.
- The Director of Human Resources oversees the Community Relations matters.
- A Community Development Manager manages community issues on a day to day basis and coordinates the CDP.

Statutory Compliance

- Safety Health and Environment (SHE) policy in place and enforced
- Company (SHE) standards higher than statute.
 - Annual NEMA audits
 - IFC audits
 - Passed a worldwide 5 Star Safety Audit conducted by the British Safety Council.
- Payment of rates to Olkejuado County Council
- Payment of Royalties and taxes to Government. Among the Companies recognised recently by the President during the 2006 Large Tax payers Awards.
- Payment of land rates
- Employment contracts way above minimum wage

- Induction on Community relations for employees
- All employees are responsible for Community activities as part of their performance targets
- In 2006, Company employees contributed food worth over Ksh 500,000/= for the community.
- Township/Community Cleaning in Magadi Division and Kajiado

- Individual Support to Community e.g., Phase 2 of Patterson Memorial Secondary School
- HIV/AIDS Education and Awareness
- Joint memberships in school boards and task forces: SWOT Taskforces, Business Committees
- Community representatives attend Company Board 'barazas' and cocktail/dinner
- Joint capacity building initiatives e.g. CDP Trainings, SWOT visit to Magadi's Mombasa Operations and Malindi; Strategic Planning for Multipurpose

Building Trust in word and deed SWOT Visits our New Dredge



Some Activities Beyond Magadi

- Dettol Heart Run
- Oloibortoto Water intake Tree Planting
- Mombasa Beach Clean up Campaign
- AMREF Partnership on Trachoma
- Kajiado Tree planting and township cleaning
- Child Welfare Society of Kenya
- Standard Chartered Marathon
- Support to Rhino Charge
- Ngong Horse Racing Derby
- Rehabilitation of Nairobi River Basin

Evaluation of CSR Projects

- Community Development Strategic Plans are monitored and evaluated on a weekly, monthly and quarterly basis.
- Strategic Plans reviewed at both Company and SWOT level.
- Annual Review on the implementation.

Evaluation of CSR Projects

- Community Development Plan formulated and aligned to respond an evaluation undertaken by CDP team in 2004/2005 and reviewed by all Stakeholders.
- CSR projects evaluated by SWOT Committee and its Taskforces.
- Community Development Office monitors and evaluates the projects on a regular basis.

Evaluation of CSR Projects

- Company's reports to and shares with DDC/DSG and Sub District Development Committee on its projects for Evaluation.
- Stakeholders Engagement Study reviewed the CSR activities to conform to Global Reporting Initiative (GRI).

Community Development Plan:

- **Officially launched.**
- **Received full endorsement from Community, key stakeholders and over 20 partners.**
- **Functional Secretariat.**

Recognition



MSC MD James Mathenge, receiving 2006 COYA First Runner-up overall Company Award from Finance Minister, Amos Kimunya



MSC MD James Mathenge, receiving 2006 COYA First Runner-up CEO of the Year Award from Dr Manu Chandaria

Recognition



Capt Rtd Joseph Omollo receiving COYA Supplies Manager of the Year 2006. Magadi Soda also scooped the 2006 Supply Chain Management Award.



Lemarron Kanto, Community Development Manager, receiving COYA Corporate Citizenship Award 2006. Won 6 times

Recognition



**MSC MD James Mathenge, receiving
COYA 2nd Runner-up overall Award from
Vice President Hon. Moody Awori**



**COYA Professional Manager of the Year
Award (Won 3 times in 4 years)**



**COYA Financial Excellence Management
Award**

Recognition

Echo Challenge Gold Award



COYA- Corporate Citizenship (won 5 times)



PIEA - Best Practice in Environment



PIEA - Best Practice in SHE



Thank You

**THE MAGADI SODA COMPANY
LIMITED**

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