

# SOCIETY

## WHO IS OUR SOCIETY?

Our society is, first and foremost, the Kenyan people and then the broader regional and global community in which we operate. We take pride in being a responsible corporate member of Kenyan society and remain committed to working closely with Kenyans to be a respected and empowering contributor to the social and economic landscape of the country. We acknowledge that the society that surrounds us is an integral part of who we are and our success, providing us with a conducive operating environment and a market for our products and services.

The current population of Kenya is estimated to be 44.35 million, with around 11 million or 25% of Kenyan people living in urban areas (World Bank, 2013). The two largest cities in Kenya are the capital, Nairobi, which has a population of more than 3.1 million and Mombasa, which is home to just under one million inhabitants (United Nations, 2009).

Kenyan society reflects its fascinating history of centuries of migration and it is one of the most diverse African countries culturally and linguistically. The country is home to more than 40 different ethnic groups. Among the largest ethnic groups are the Kikuyu, representing around 22% of the population, the Luhya, Luo, Kalenjin, Kamba, Kisii and Meru. Although more than 60 different dialects are spoken in Kenya, the two official languages are Swahili and English.

Kenya is classified as a middle-income country and the ninth biggest economy in Africa, with an estimated Gross Domestic Product (GDP) of KSH 4.76 trillion and a GDP per capita of KSH 111,330 in 2013 (Kenya National Bureau of Statistics). Agriculture is still the backbone of the economy and contributes around 25% to the GDP.

## OUR SOCIETY CHARTER

We will work closely with Kenyans to be a respected and empowering contributor to society. While we participate as an integral part in the upliftment of society, our relationship will be built on the principles of partnership, humility, openness and professionalism.

## WHAT ARE THEIR NEEDS AND EXPECTATIONS OF US?

We take our broader corporate role and responsibilities very seriously and consider every Kenyan citizen to be a member of our society. As a result, the needs and expectations of our society extend beyond those of our customers and include: helping to promote and preserve Kenyan culture and art; safeguarding the natural heritage of the nation and operating in an environmentally friendly manner; partnering with government, communities, NGOs and individuals to empower and uplift our fellow Kenyans; providing access to health, education and financial services; as well as providing access to transformative mobile communications solutions.

## HOW DID WE DELIVER VALUE TO SOCIETY DURING THE YEAR?

We deliver value to the society within which we operate on an ongoing basis as a top Kenyan tax payer and employer, and by engaging and empowering groups and individuals throughout the country in a variety of diverse ways. The services we provide through our network enhance and transform the lives of Kenyans every day, we also sponsor a variety of cultural and sporting events, and have an active Corporate Social Investment (CSI) programme.

Along with these ongoing channels, a few of the specific ways in which we have delivered value to Kenyan society during the year include:

### Supporting the Global Compact Network Kenya (GCNK)

The United Nations Global Compact (UNGC) encourages companies to benefit the economies and societies in which they operate by committing to 10 principles in the areas of human rights, labour, environment and anti-corruption. We renewed our commitment to its Local Network in Kenya during the year and seconded a full-time staff member to the GCNK office. We worked together to strengthen the value proposition, reinforce the attractiveness of the network and recruit new members. With the support of our leadership team we seized opportunities to mobilize the business community around the principles and to raise awareness around responsible business practices.

### Serving on the Board of the UNGC

We are also delighted to be able to announce that our CEO, Bob Collymore, will have his term as a Board Member of the UNGC officially renewed for another three years in May 2015. This renewal is recognition of his remarkable contribution to championing the work of the UNGC across Africa. Beyond his mandate of strategic guidance



and promotion of the UNGC, Bob is also engaged as a member of the UNGC Anti-Corruption Working Group, which is advancing Principle 10 ('Businesses should work against corruption in all its forms, including extortion and bribery'), and was one of the key speakers at the UNGC 10th Principle Anniversary event in New York in December 2014. He is also an enthusiastic member of the UNGC Africa Strategy team, which is at the forefront of advancing corporate sustainability and responsible business practices across the continent.

### **Keeping anti-corruption on the local agenda**

Closer to home, CEO Bob Collymore has been working closely with the Ethics and Anti-Corruption Commission (EACC) and was one of the key speakers during a CEO Breakfast organised by the British High Commission to strategise and share ideas on how to tackle corruption.

### **Protecting the rights of children**

We have developed and published a Children's Rights and Business Principles Policy, which will help ensure children are not exploited or neglected by our operations in any way. As well as drafting the policy, we have mobilised the support of senior leaders and identified a team of champions from across the business to strengthen our collective awareness and capacity in this regard. We will conduct an analysis to identify gaps and opportunities and we will develop an action plan to respond. In the next year we will continue working with the team of champions to integrate Children's Rights in our business, address the gaps and embrace the opportunities identified.

### **Tackling Gender-based violence**

Gender-based violence (GBV) permeates every corner of society. It is widespread and, whether the violence occurs within the workplace or outside of it, the detrimental effects on the workplace and society are substantial. As a first step towards addressing this issue, we have engaged the Gender Violence Recovery Centre to train the senior leadership management team and equip them with the skills needed to start addressing GBV-related issues. We will look in the next year at how we can raise awareness on the matter within our staff members and create adequate mechanisms to respond to GBV.

### **Protecting the safety of Kenyans**

In December 2014, the Government of Kenya entrusted Safaricom to build the National Security Surveillance, Communication and Control System for Nairobi and Mombasa. The system will help the National Police Service protect the safety of Kenyan citizens and save lives in an emergency and the first phase of the project will soon be officially handed over. This first phase of the state-of-the-art system includes 1,800 CCTV cameras and 7,600 handheld communication devices connected to a national command and control room. Over 3,000 police officers are also being trained as part of this initial deployment.

## **FOCUS AREAS FOR THE YEAR AHEAD**

Safaricom will continue to engage the UNGC by actively encouraging its business partners and peers to sign up to the GCNK and support in creating a responsible business community in Kenya. With globalisation, a responsible business community in Kenya forms an integral part of a sustainable, transparent and inclusive global economy.