

# Implementing CSR when funding is scarce



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# Agenda

...when funding is scarce

What is CSR (and what is it not)?

Effective CSR programs... its not all about money!

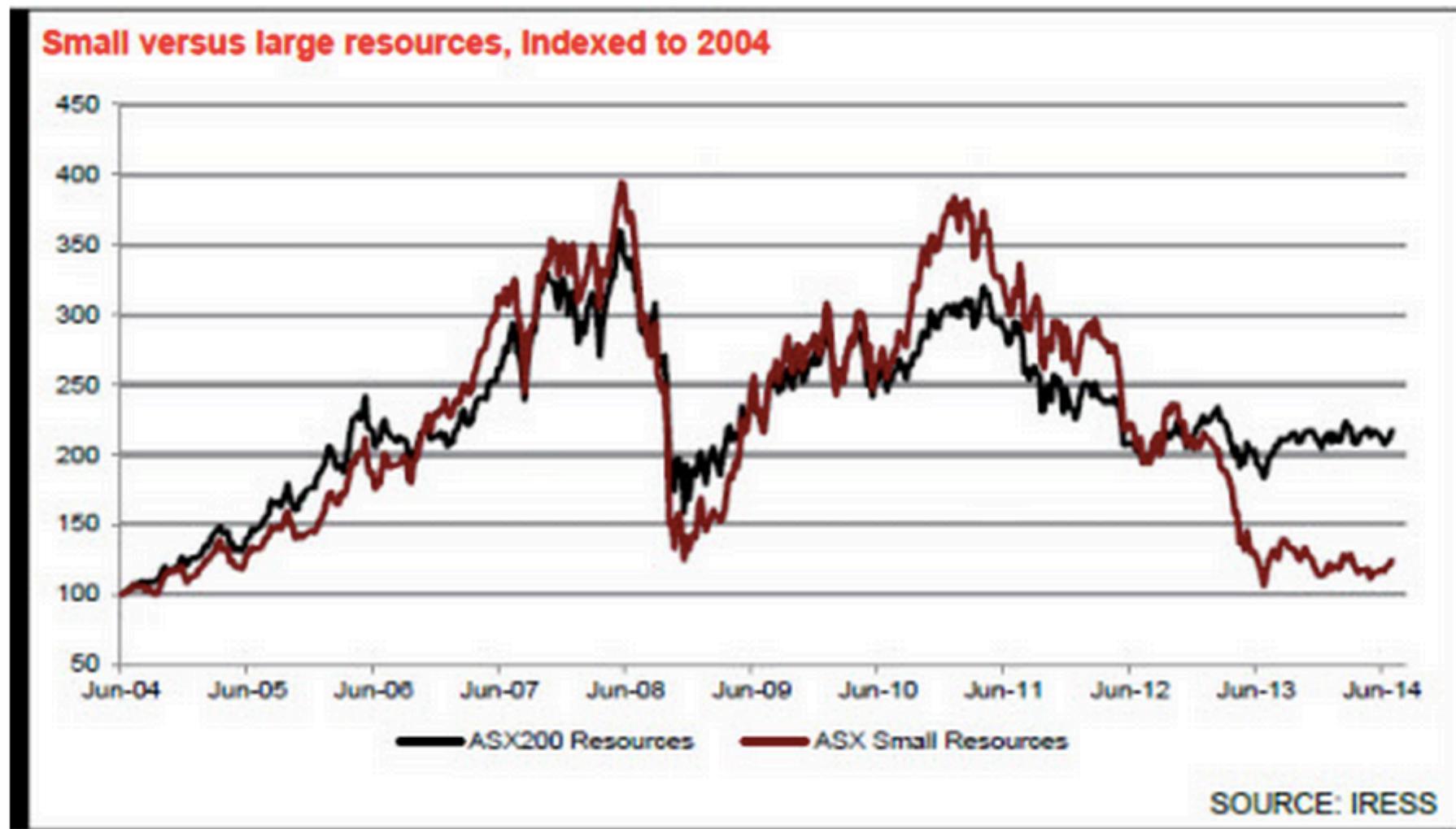
If you *must* reduce CSR spending...

Greater results for less

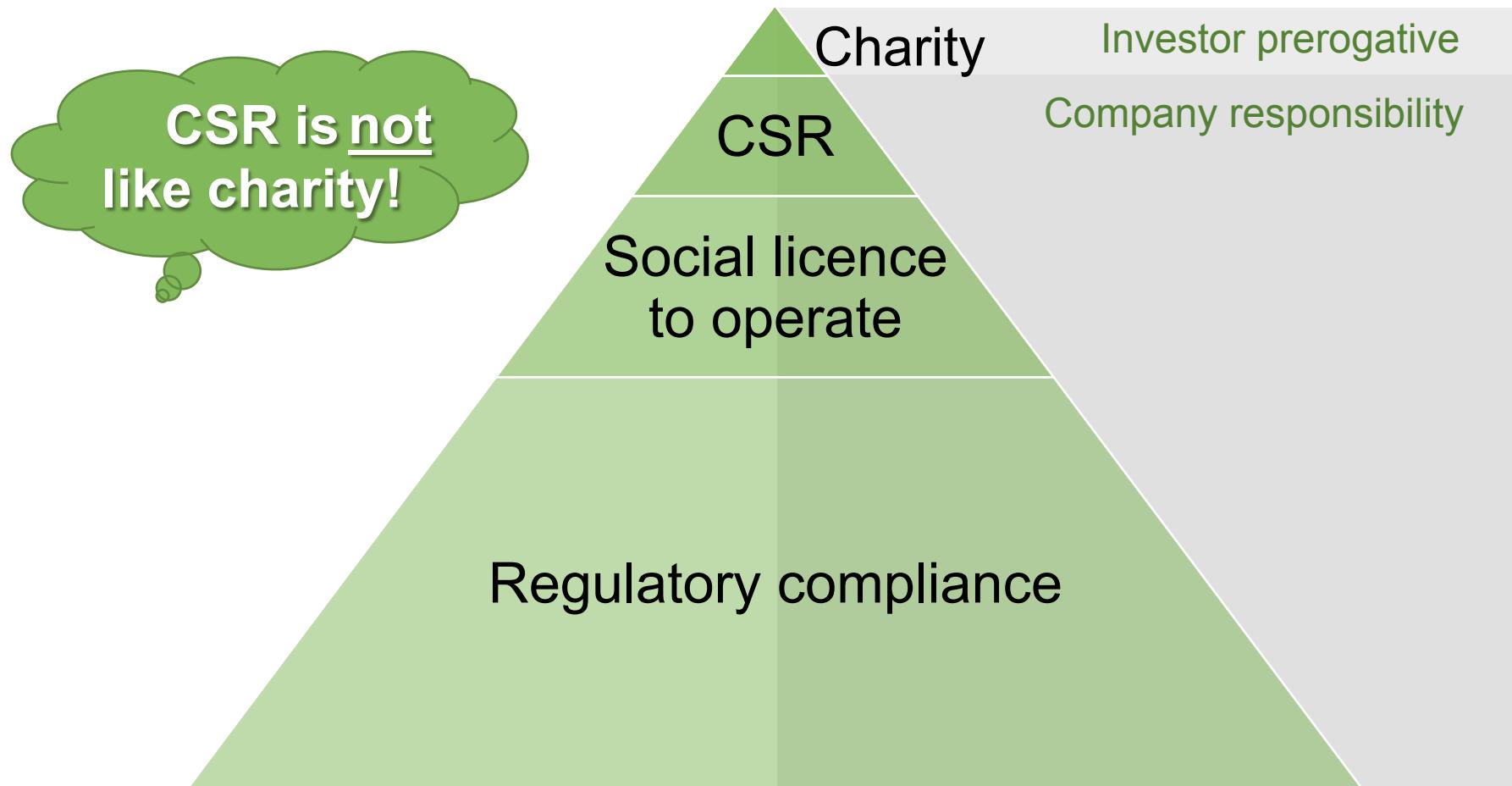
Case studies



# ... when funding is scarce

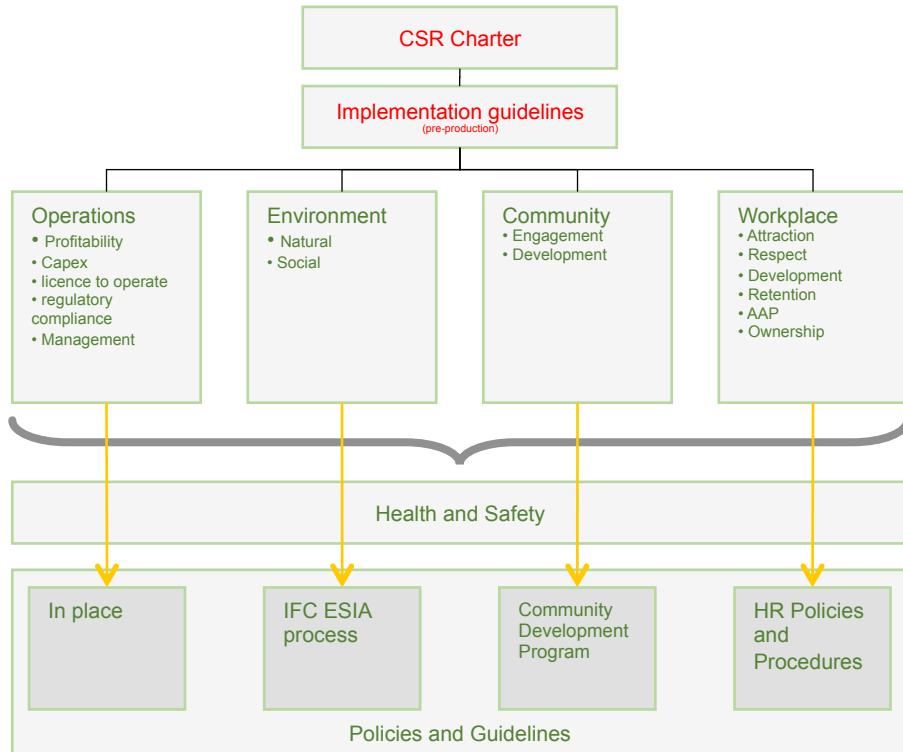


# What is Corporate Social Responsibility?



The right to operate pyramid

# An effective CSR program...



... is not all about money!

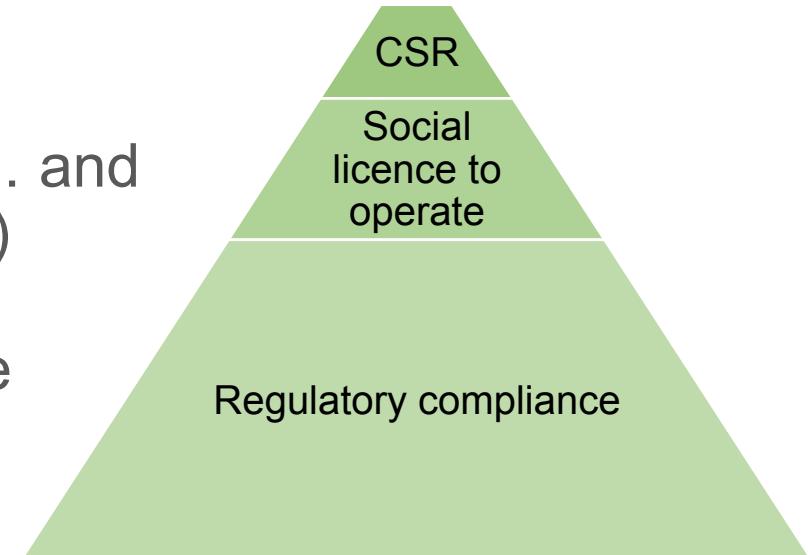


# Less effective CSR programs

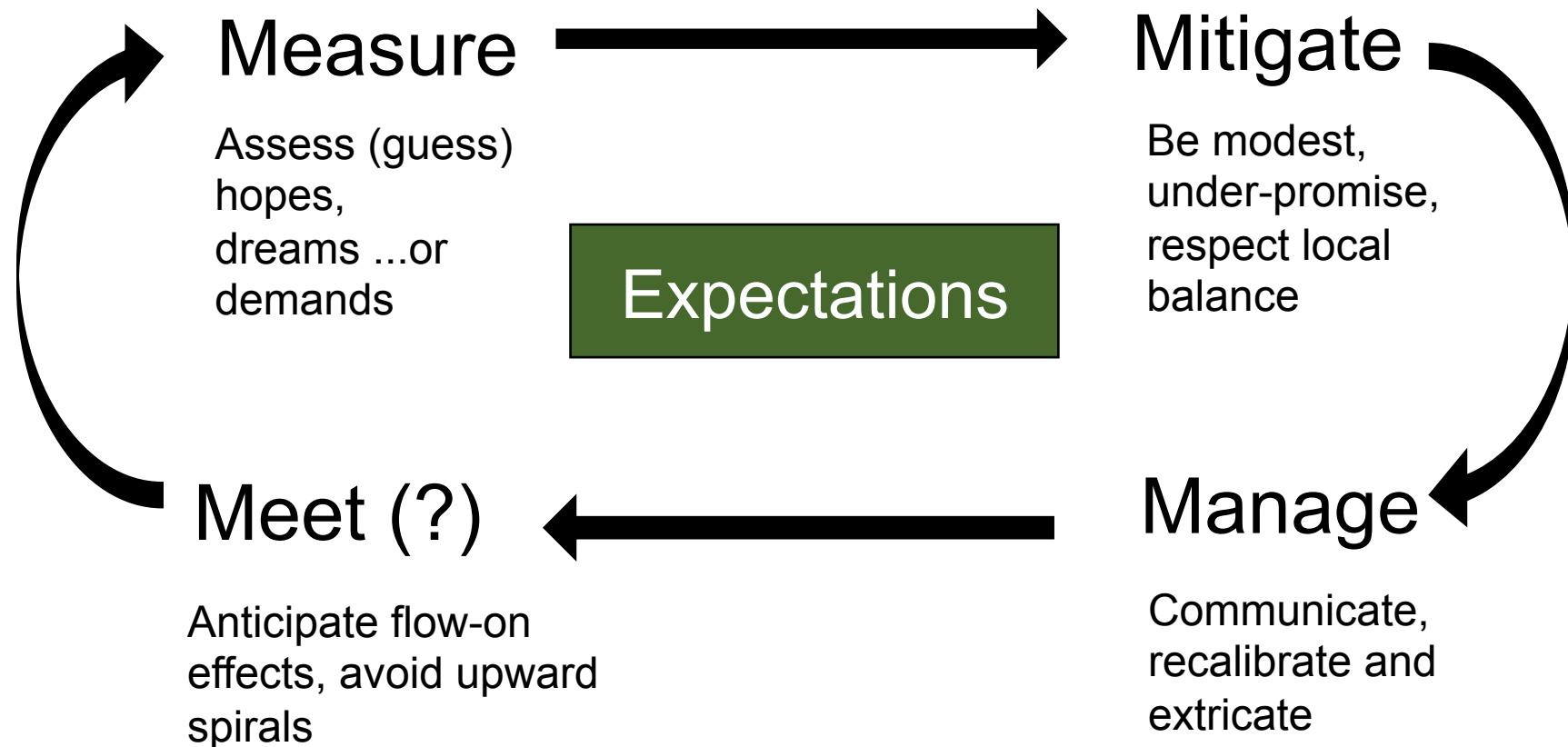
- 🚩 No expenditure
- 🚩 Scattered donations
- 🚩 Political/religious donations
- 🚩 Emotive donations
- 🚩 Inappropriate/corrupt support
- 🚩 Political intervention
- 🚩 No accounting records
- 🚩 No champion

# If you *must* reduce CSR spending

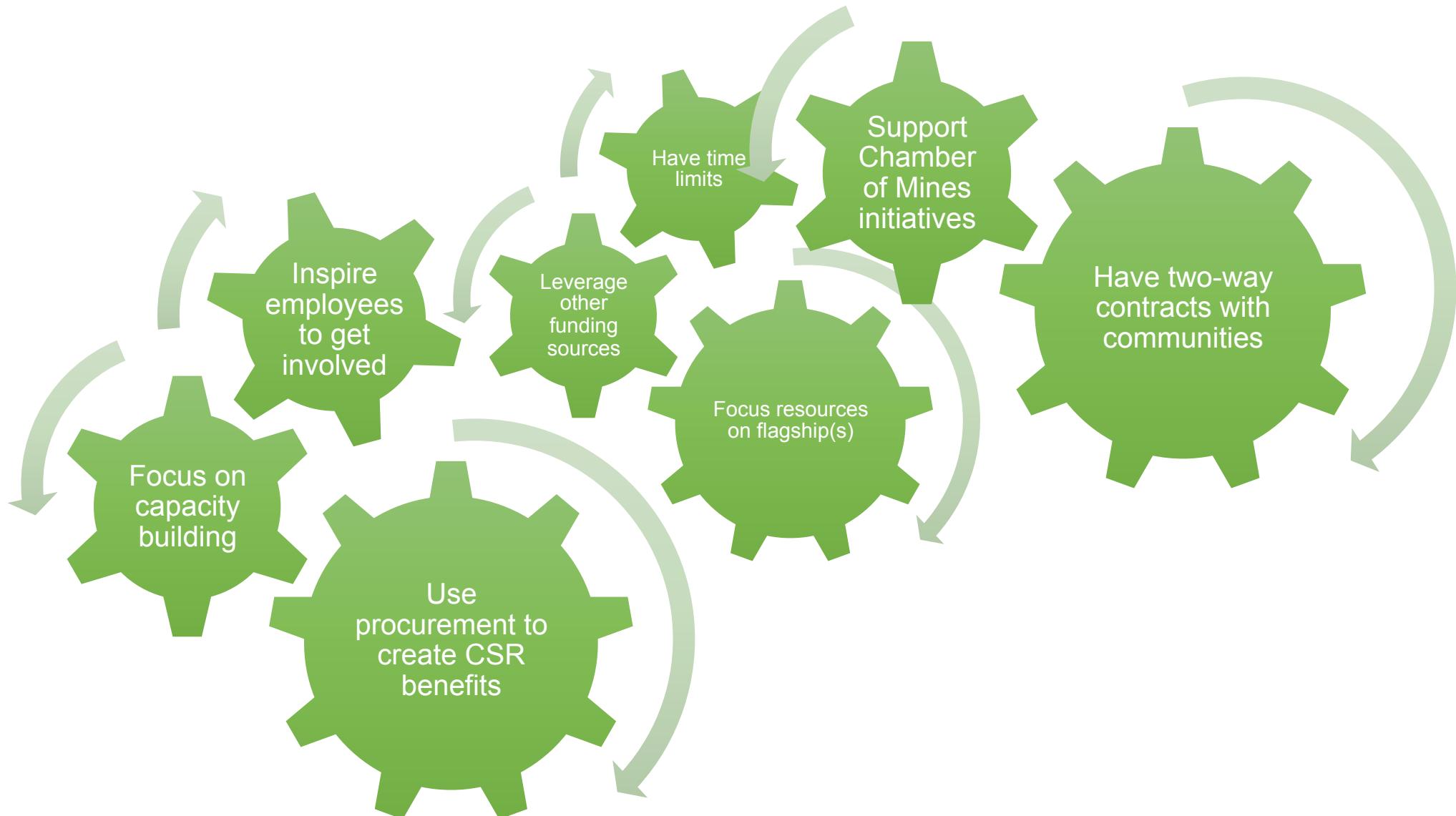
- Use risk-management as the basis for spending cuts. Cut by effectiveness not quantum
- Understand who are the beneficiaries... and **benefactors** (beware political revenge)
- Don't risk your social licence to operate
- Any mitigations or bridging plans?
- Consider risks to company's reputation, perceived ability to execute
- Avoid shutting down projects prematurely – sends stronger message than not renewing
- Manage through interface with external relations/PCDP



# Managing community expectations



# Greater results for less



# Case study 1 – Use procurement to create CSR



## Case study 2 – Leverage other funding



## Case study 3 - Partnering

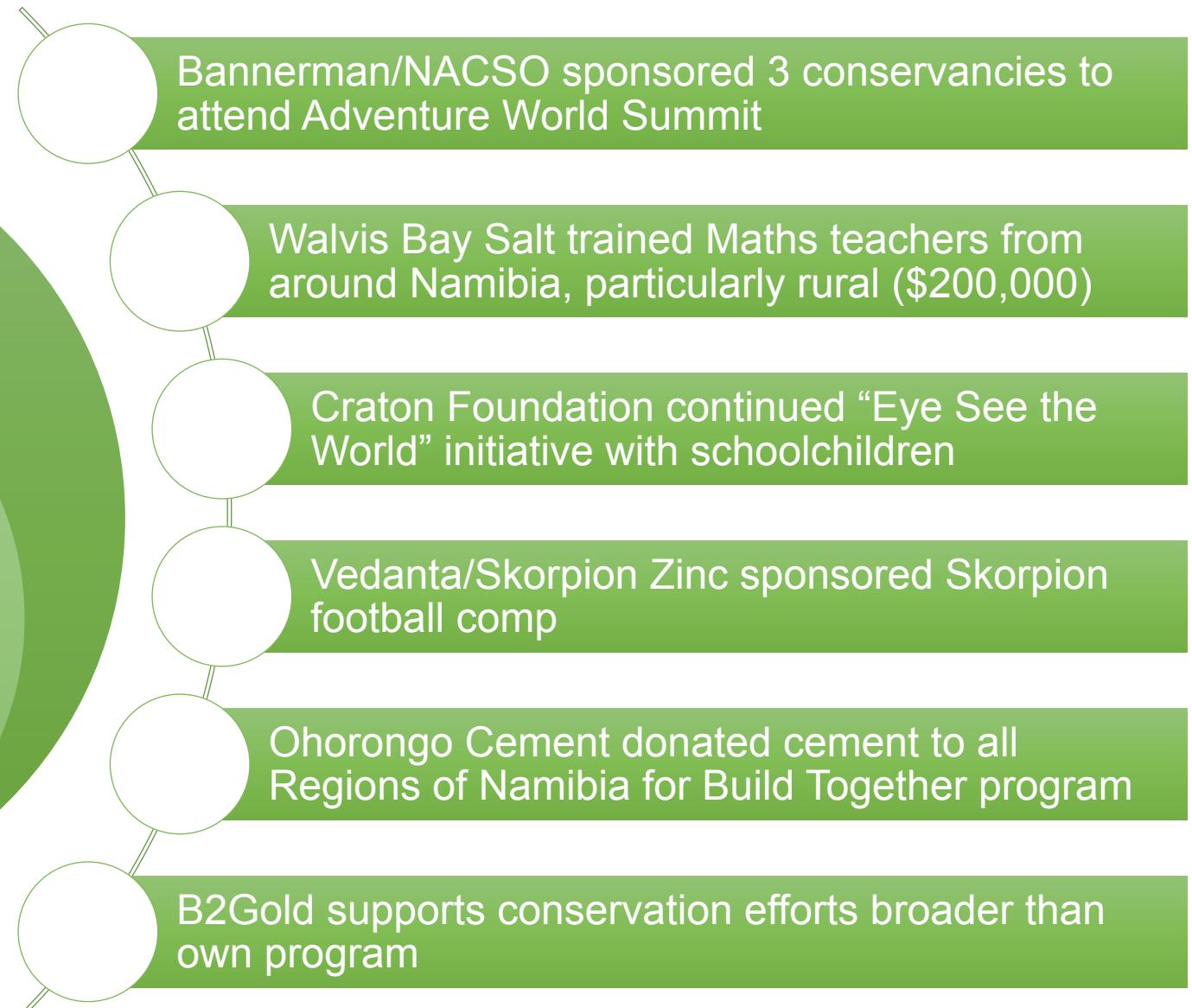
- The Rössing Foundation/NEDBANK Mobile Laboratory partnership was approved in February 2015.
- Rossing contributes expertise and system
- NEDBANK contributes cash of N\$1,077,500.00
- Fuel sponsored by Total Namibia
- M & Z to sponsor mobile van maintenance.



To be operated in

- Erongo
- Omusati
- Ohangwena
- Oshana
- Zambezi
- Hardap

# Case study 3 – Chamber initiatives



For investor's perspective:  
[www.MiningCSR.com](http://www.MiningCSR.com)

