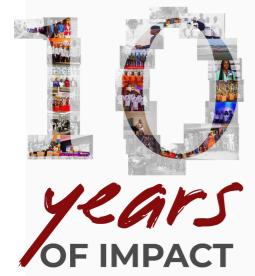




# ImpactZ

Zenera Consulting Social Investment  
Report (2014-2024)



[www.zenera.mx](http://www.zenera.mx)

Photo Credit: Earth Women docu drama 2023



*years*  
OF IMPACT



# Sustainable Business Advisory

At Zenera Consulting, we believe in harnessing the power of innovation and social investment to create a brighter future for all. As a human-centred agency, we are committed to empowering individuals, communities, and organisations to achieve their full potential.

Guided by the United Nations' Sustainable Development Goals (SDGs), our social investment efforts aim to foster innovation, entrepreneurship, inclusivity, and social development. We are dedicated to making a positive impact in the lives of people and communities, and this report highlights our progress and commitment to creating a better world for all.



Zenera Group of Companies provides full-scale expert counsel on sustainable communications, incorporating market-leading branding initiatives, public relations and advertising. We help our clients to constantly engage their audiences to achieve communications objectives. The group is primarily made up of CSR-in-Action and Zenera Consulting.

CSR-in-Action has remarkably distinguished herself by proffering multilateral solutions through iterative stakeholder engagement and trust-building solutions across multiple industries. This has led to her

spontaneous growth and recognition within and off the shores of Nigeria. Zenera Consulting, on the other hand, is a multiple award-winning essential communications firm that provides full-scale expert counsel on market-leading marketing initiatives, advertising and public relations, and other strategic communications.

Over the years, CSR-in-Action and Zenera (together working as Ethica3600) have championed numerous initiatives and cross-cutting solutions that leverage our unique strengths to achieve quantifiable impacts across several industries.

CSR-in-Action brought the Global Reporting Initiative (GRI) Amsterdam to Nigeria in 2011, the most recognised standard for measuring business' sustainability behaviour and is used by over 74% of Fortune 500 companies.

We also set up the Business Coalition for Sustainable Development Nigeria (BCSDN), Women in Manufacturing in Africa (WiMAfrica) and Telecommunications and Technology Working Group (TTSWG), on behalf of business leaders.

As the foremost consultancy for collective social responsibility and corporate governance in West Africa, we have strong relationships with the media, businesses, civil society, government, and grassroots communities. We have a strong reputation for integrity and performance and produced the first-ever community engagement framework for businesses and government parastatals. The Community Engagement Standards (CES), a tool of 44 well-researched indicators, with which businesses, communities and government can engage equitably, particularly through inclusive engagement.

Between our companies, we have a social media footprint of over 100,000, seven online newspapers, radio programmes across seven stations and daily and weekly newsletters reaching over 300,000, many of which are C-suite executives and other decision-makers.



# Impact Driven Goals

Welcome to Zenera Consulting's Corporate Social Responsibility Report

At Zenera Consulting, we are deeply committed to harnessing our success to drive positive change in the communities we serve. As a leading branding and corporate communications firm, we recognise the profound impact our business has on society and the environment. This report showcases our dedication to Corporate Social Responsibility (CSR) and highlights our concerted efforts to make a meaningful difference in the lives of our stakeholders, including our employees, clients, and the wider community.

1

2

3

## Youth Development:

- Saving the Girl Child Campaign
- Good Citizen Reading Club
- Youth Entrepreneur Summit
- Sponsorship of Spartan football club
- Pro-Golfer, Monday Eze Sponsorship
- Kids Empowerment at OOA Foundation

## Health Campaign:

- Medical Outreach with UBOMI
- Hope Beats Cancer Campaign
- Campaign against Drug Abuse
- Optimal Mental Health Campaign With Asido Foundation

## Leadership Development:

- Innovation maker Challenge
- Sustainability in the Extractive Industries (SITEI) Conference
- Earth Women Docudrama
- The Leadership Project
- Project Light
- Supporting Entrepreneurial Ventures
- Better Half Program

In the following pages, we invite you to join us on our CSR journey and learn more about our initiatives, achievements, and goals. Together, we can make a tangible impact and create a better future for all.

# Consistent Value Creation (MP's Message)



Our commitment to integrity has earned us the trust and respect of the industry. Also aware of the rapidly changing world we operate in, we continuously explore new ways to leverage technology, data, and creative thinking to deliver cutting-edge solutions. Our innovative approach ensures that we meet the dynamic needs of our clients and stay ahead in the competitive landscape.

We believe in fostering strong partnerships with clients, stakeholders, and industry peers. Collaboration is key to achieving shared goals and building a robust brand management ecosystem. Together, we create strategies that drive success and growth. Our unwavering commitment to exceeding client expectations lies at the heart of our philosophy. We build long-term relationships with our clients, serving not just as service providers, but as trusted advisers and partners in their success.

I would also like to extend my deepest appreciation to our incredible team. Your hard work, creativity, and dedication are the driving forces behind Zenera's achievements. Special thanks to our longest-serving team members – Musa Oladipupo, our Finance Manager; Dare Ayanfeso, our Creative Director who has been with us from the very beginning; and Godwill Samuel, our Creative Director who has been an invaluable part of our team for the past five years. Your contributions have been instrumental in shaping Zenera into the industry leader it is today.

As we celebrate Zenera Consulting's 10th anniversary, I am filled with immense pride and gratitude. Over the past decade, Zenera has consistently grown, expanding our service offerings and solidifying our position as one of the most successful branding and public relations firms in West Africa. This remarkable journey has been made possible by the unwavering support of our clients, the dedication of our team, and our steadfast commitment to our core values.

To our esteemed clients, thank you for your trust and confidence in Zenera. Your belief in our ability to meet your needs has been the cornerstone of our success. It is your support that has driven us to constantly innovate and strive for excellence in every project we undertake. We are honoured to serve as your trusted advisers and partners in your success stories.

At the heart of Zenera's success lies a strong foundation of core values. These values – integrity, innovation, collaboration, and client commitment – guide every aspect of our operations and serve as a compass for navigating the ever-evolving business landscape.

CEO and Managing Partner, Zenera Consulting

**10**  
*Years*  
OF IMPACT



# Empowering Youth Potential



# Youth Entrepreneurship Summit



Zenera Consulting partnered with Palm3 Strategy to organise the Youth Entrepreneurship Summit in 2016. This impactful event addressed pressing issues such as youth unemployment and financial exclusion during a challenging economic climate. The summit brought together industry leaders and experts from various sectors, providing practical insights and strategies for young entrepreneurs.

At the summit, participants explored how to tap into Africa's largest consumer market by leveraging agro-allied resources and technology for innovation.



In 2016, Zenera Consulting partnered with Palm3 Strategy to organise the Youth Entrepreneurship Summit. This impactful event addressed youth unemployment and financial exclusion during a challenging economic climate. Industry leaders shared practical insights on tapping into Africa's largest consumer market, leveraging agro-allied resources and technology for innovation. By empowering young entrepreneurs, we contribute to economic growth and job creation for Nigeria's youth.



Industry captains shared their knowledge on effective entrepreneurial positioning, enabling Micro, Small, and Medium Enterprises (MSMEs) to access capital for scalability and export potential in business initiatives.

Collaborative discussions spanned critical topics, including branding imperatives, financial intelligence, harnessing digital technology in business, and navigating the MSME landscape. By empowering young entrepreneurs with essential knowledge, skills, and networks, we contribute to economic growth, job creation, and a brighter future for Nigeria's youth.

# Series 1 Pro-Am Tournament

Aimed at supporting professional golfers while enabling amateur golfers to improve their game, Zenera Consulting sponsored the Series 1 Pro-Am tournament at Ikoyi Club 1938, Lagos, on Sunday, 20 March 2022.

This event brought together amateurs and professionals from various clubs to play in teams, while professional golfers also competed against each other.



# Junior Golf Tournament

Recognising the critical role of child development in shaping the future, we sponsored the Ikoyi Club 2024 Junior Golf Development Programme. This programme culminated in a Children's Golf Tournament at Ikoyi Club on May 27, 2024.

It provided young minds with the opportunity to build confidence, have fun, and learn valuable life skills.



# Good Citizen Reading Club

In 2017, Zenera Consulting partnered with CSR-in-Action to launch the Good Citizen Reading Club. This initiative is an extramural club established in primary and secondary schools to promote patriotic and nationalistic values in our younger generation.

We engaged students at Olomu Community Junior and Senior Secondary Schools in discussions about responsible citizenship and honesty through interactive sensitisation sessions, distribution of educational materials, and radio shows. To reinforce the values discussed and ensure that the lessons had a lasting impact, we empowered the students by distributing instructional pamphlets.



Zenera Consulting collaborated with CSR-in-Action to launch the Good Citizen Reading Club, an initiative aimed at promoting patriotic and nationalistic values among primary and secondary school students.



To reinforce the values discussed and ensure that the lessons had a lasting impact, we empowered the students by distributing instructional pamphlets. These pamphlets served as handy references for the students, providing them with concise information on the principles of good citizenship.

In addition, we provided branded T-shirts that served as tangible reminders of the critical principles. By engaging the students through these activities, we have successfully ignited a sense of responsibility and patriotism among the younger generation.

# Pro Golfer Monday Eze

Empowering young talent to reach their full potential is a key driver of progress and growth. One of the dividends of our investment in young talent development in golf was the professional achievement of one of our protégés, Monday Eze. After years of dedication and hard work, Eze officially joined the Professional Golfers Association of Nigeria, marking a significant milestone in his career.

Our organisation has been committed to Eze's development by providing financial support, mentorship, and training opportunities both locally and internationally. We believe that empowering young talent and supporting development initiatives are crucial to building a better future for Nigeria.



# Kids Empowerment Scholarship

The Olusegun Oladiran Adebutu (OAA) Foundation serves as a vital platform for investing in the younger generation, particularly the vulnerable. With the mantra "Leave No Child Behind," the Foundation was established to eradicate poverty, build prosperous communities, and support the collective development of society's most vulnerable members.

Aligned with the Foundation's goals, Zenera Consulting sponsored two children in the care of the OOA Foundation. This sponsorship covers their educational, nutritional, housing, health, and other basic needs to ensure their overall growth and productivity. By doing so, we aim to provide these children with a strong foundation for a brighter future.



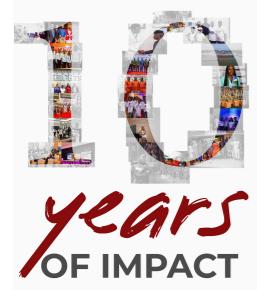
Zenera Consulting sponsored two children under the OOA Foundation's care, covering their educational, nutritional, housing, health, and other basic needs to ensure their overall growth and productivity.

# Spartan Warrior Football Club

We demonstrated our commitment to grassroots sports development by sponsoring The Spartan Warriors, a local football club in Lekki, Lagos State, for three years. This initiative aimed to support the growth of local talent in sports, providing a platform for young athletes to hone their skills, build their confidence, and pursue their passion for football. By investing in the Spartan Warriors, Zenera Consulting contributed to the development of the local sports ecosystem,



Zenera Consulting sponsored the Spartan Warriors Football Club, a local football club in Lekki, Lagos State, for three years to demonstrate our commitment to supporting local talent development and contribute to the growth of the local sports ecosystem.



# Advancing Health Initiatives



# Hope Beats Cancer

In December 2018, we commemorated our fifth anniversary with the 'Hope Beats Cancer' awareness walk. This event sought to demystify cancer, often misconceived as a disease affecting only the affluent, and reduce avoidable mortality resulting from a lack of awareness.

We organised a cancer awareness walk to educate the community about the importance of early detection and treatment. Furthermore, we hosted a 'Message of Hope' copywriting competition on social media,



*In December 2018, Zenera Consulting commemorated its fifth anniversary with the 'Hope Beats Cancer' awareness walk. The event aimed to demystify cancer and reduce avoidable mortality through community education on early detection and treatment.*

# Medical Outreach With Ubomi

As a media partner of the PISTIS Foundation, we have been privileged to bring hope and healthcare to underserved communities through the Ubomi initiative. Over the past four years, Ubomi has achieved the following:

- 1
- 2
- 3

21,011 medical interventions, including 1,675 medical consultations, 2,313 laboratory screenings, 649 dental procedures, and 929 eye consultations

700+ transformative surgeries, featuring 84 successful eye surgeries and 71 general surgeries, including fibroid surgeries, addressing often-neglected health issues

616 eyeglasses dispensed, enhancing vision and transforming lives, all at no cost to beneficiaries.

We are proud to be part of this initiative, bringing healthcare and hope to those who need it most.

*As a media partner of the PISTIS Foundation, Zenera Consulting has supported the Ubomi initiative, delivering healthcare to underserved communities. Over four years, Ubomi conducted 21,011 medical interventions, 700+ transformative surgeries, and dispensed 616 eyeglasses, all at no cost to beneficiaries, bringing healthcare and hope to those in need.*



## Campaign Against Drug Abuse



Concerned about the rising threat of drug abuse on university campuses, Zenera Consulting actively responded to the call for action in collaboration with the University of Lagos (UNILAG) Student Affairs Division and KB Klub, a renowned socio-philanthropic organisation. Recognising the urgency of the issue, our Managing Partner, Meka Olowola, personally participated in the initiative, delivering an impactful presentation that highlighted the immediate and long-term detrimental effects of drug abuse.

Beyond raising awareness, the event provided positive alternatives and coping mechanisms for students facing challenges, empowering them to make informed choices for their well-being. This collaborative effort exemplifies Zenera's commitment to promoting safe and healthy environments for young people and fostering positive change within our communities.



*In collaboration with UNILAG Student Affairs Division and KB Klub, Zenera consulting participated in a awareness campaign to address the rising threat of drug abuse on university campuses. Our, Managing Partner, Meka Olowola delivered an impactful presentation on the detrimental effects of drug abuse and offered positive alternatives and coping mechanisms for students.*



## Optimal Mental Health

Recognising the significance of mental wellbeing and its far-reaching impact on individuals, communities, and society at large, we partnered with the Asido Foundation, a Not-for-Profit organisation at the forefront of transforming mental healthcare in Nigeria.

With our Managing Partner, Meka Olowola, as a member of the Board, the Foundation encourages the development of resilience through capacity building, mental health promotion interventions, and youth empowerment initiatives to support the attainment of everyone's full potential, regardless of their mental health.

Recently, representatives of the Foundation, including our Managing Partner, conducted a sensitisation campaign to the Attorney and Minister for Justice of the Federal Republic of Nigeria.

They advocated for the decriminalisation of suicide in Nigeria and urged the adoption of international standards for mental health, noting that one in four people is at risk of a mental disorder according to the World Health Organisation (WHO).

We also joined the Foundation for the launch of the book "Optimal Mental Health: The Promotion of Mental Health Awareness", seeking to raise public awareness about mental health, educate individuals on recognising common symptoms, and promote optimal emotional wellbeing. Asido now has chapters in all 36 states in Nigeria. Through this partnership, we aspire to contribute meaningfully to the creation of a society where mental health is prioritised and supported, ultimately enhancing the wellbeing of individuals and communities alike.



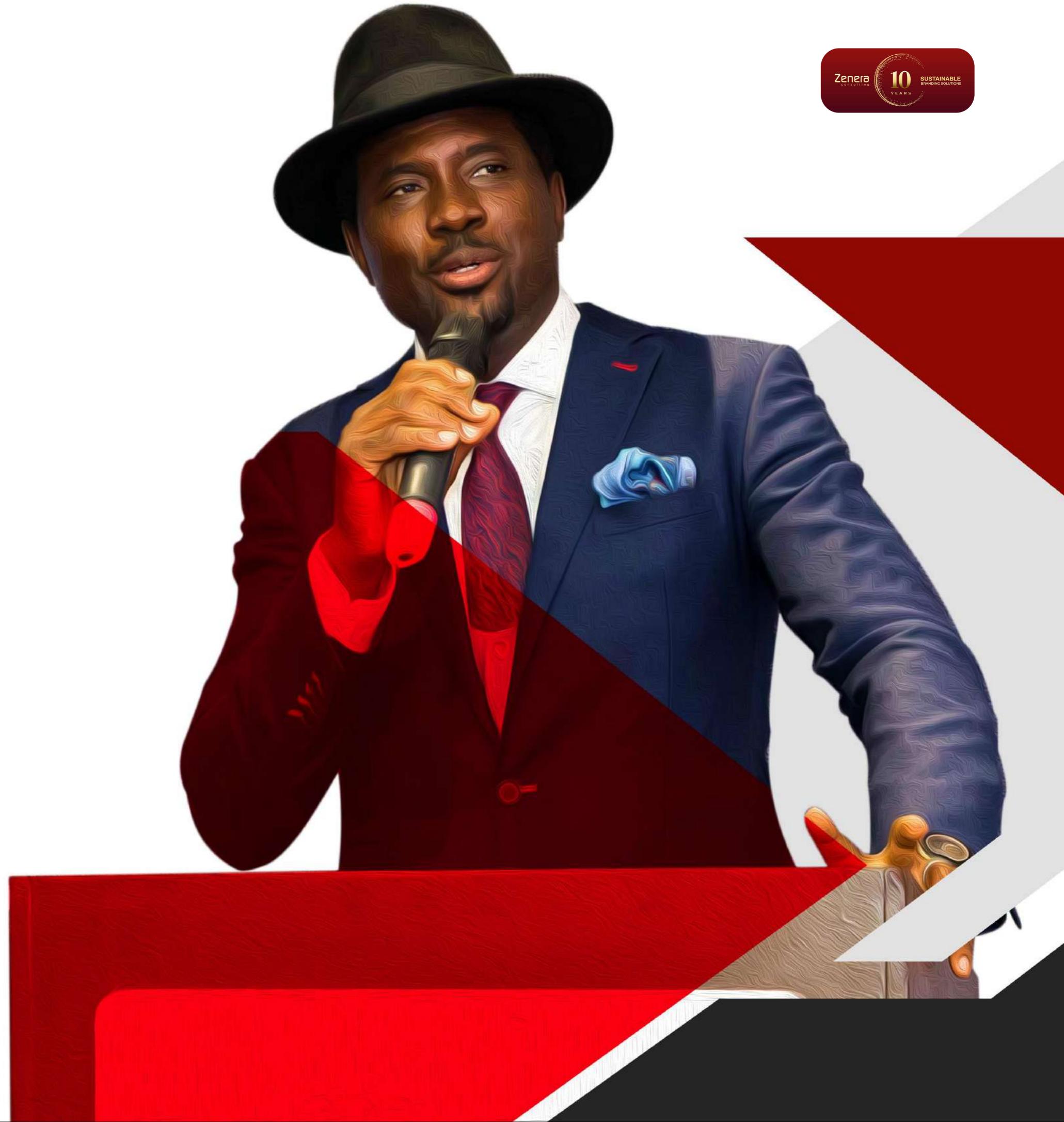
*Recognising the importance of mental well-being, Zenera Consulting partnered with the Asido Foundation to transform mental health care in Nigeria. Our Managing Partner, Meka Olowola, serves on the board. Recently, the Foundation campaigned for the decriminalisation of suicide and adoption of international mental health standards with a visit to the Attorney and Minister for Justice of the Federal Republic of Nigeria. Asido Foundation now has chapters in all 36 states of Nigeria.*



**10**  
*Years*  
OF IMPACT



# Cultivating Leadership Growth



# Innovation Makers Challenge

At Zenera, we believe in igniting the spark of innovation, especially in the minds of young Nigerians. That's why we proudly partnered with the Innovation Makers Challenge (IMC), an initiative of the Telecommunication and Technology Sustainability Working Group (TTSWG), aimed at empowering and amplifying tech and telecom talent across the

country. Through brand management, strategic media campaigns, and expert publicity strategies, we helped elevate IMC's visibility and impact.

Our contributions resulted in the participation of 1,716 individuals from across Nigeria,

with winners receiving a total of 3,500,000 naira in grants.

The initiative featured the Innovators Challenge, which showcased nationwide talent, and the high-stakes Innovators Conference,

where top boot camp participants competed for cash prizes. This collaboration underscores our commitment to fostering innovation and supporting the next generation of tech talent in Nigeria.



We partnered with the TTSWG to organise the Innovation Makers Challenge (IMC) an event aimed at developing tech and telecom talent in Nigeria. Through strategic media campaigns and publicity, we boosted IMC's visibility, attracting 1,716 participants. Winners received 3,500,000 naira in grants.

# CAHR Awards Africa

The Community and Human Rights (CAHR) Awards has, since its inception in 2019, recognised and appreciated outstanding individuals and organisations performing excellently in the areas of human rights and community engagement. From Aliko Dangote, Dr Ngozi Okonjo Iweala, Safiya Ibn Garba and Aisha Yesufu to Professor Patricia O. Donli and Uche Kenneth Udekwu, the founder of Natal Cares,

Zenera Consulting has proudly supported the CAHR Awards over the past 5 years, helping to spotlight these changemakers and their tireless work in shaping a better future.

The CAHR Awards continue to inspire and elevate those who are committed to service, equity, and societal transformation.



# Sustainability in the Extractive Industries (SITEI)

Despite Nigeria's abundant extractive wealth, local communities encounter significant challenges, such as human suffering and environmental degradation. Launched 13 years ago in collaboration with the Deputy High Commissioner of Canada, the SITEI Conference addresses critical issues within Nigeria's extractive industry with practical solutions.

Zenera Consulting has been a steadfast partner of SITEI annually for the past 10 years, actively engaging stakeholders such as the Nigeria Extractive Industries Transparency Initiative (NEITI).

the Federal Ministry of Mines and Steel Development (FMMSD), and the Nigerian National Petroleum Corporation (NNPC).

The SITEI initiative continues to make significant impacts, including advancing transparency, implementing sectoral reforms, and amplifying the voices of marginalised groups. Through this conference, we aim to foster sustainable practices and drive positive change within the extractive industry in Nigeria.

The SITEI Conference, launched 13 years ago with the Deputy High Commissioner of Canada, addresses critical issues in Nigeria's extractive industry. Zenera Consulting, a partner for the past 10 years, engages stakeholders like NEITI, FMMSD, and NNPC to advance transparency, implement reforms, and amplify marginalised voices. This initiative fosters sustainable practices and drives positive change in the extractive sector.



# Earth Women Docudrama

Consistent with our commitment to promoting gender equality and women's empowerment in Nigeria, we are proud to have supported the development of 'Earth Women', a powerful documentary that sheds light on the struggles of women living in communities affected by extractive activities such as oil and gas exploration and mining. As a co-executive producer alongside veteran actress Ego Boyo, we were instrumental in bringing this important story to life.

'Earth Women' is an initiative of CSR-in-Action Advocacy, the development-focused arm of the CSR-in-Action Group, and was primarily funded by the Ford Foundation.

The docudrama earned an International Award at the Spotlight Documentary Film Awards for its contribution to sustainability, social justice, and gender inclusiveness advocacy.

Through this documentary, we aim to raise awareness about the challenges faced by women in these communities and inspire action towards creating a more inclusive and equitable society. By supporting this project, we are contributing to empowering women and promoting gender inclusion in Nigeria.

Zenera Consulting supported the 'Earth Women' documentary, co-executive produced with actress Ego Boyo, to highlight the struggles of women in extractive communities. This project aims to raise awareness, inspire action, and promote gender inclusion in Nigeria. The Docudrama was produced by CSR-in-Action Advocacy, funded by the Ford Foundation and it won an award at the Spotlight Documentary Film Awards.



# The Leadership Project

In early 2020, one of our business mentors advised us to team up with GLS4Business to enhance leadership development in corporate Nigeria. This collaboration led to the creation of The Leadership Project (TLP), which aims to provide African leaders with top-notch content, excellent networking, and fantastic mentoring opportunities.

On 4th April 2020, we launched the first West African Business Leaders Summit at the Civic Centre, Victoria Island, Lagos.

The event featured prominent speakers such as Mitch Barns (former CEO, Nielsen Holdings, US),

Horst Schulze, Carla Harris, and Toyin Sanni, making it a highly impactful event. Continuing our partnership with GLS and TLP, we have organised three business summits, helping leaders achieve outstanding results, grow intellectually, and genuinely care for their teams while contributing to Nigeria's economic growth. Through TLP, we are committed to empowering leaders to tackle challenges and drive growth, staying true to our mission of fostering impactful leadership for communities across the continent.



In early 2020, Zenera Consulting partnered with GLS4Business to launch The Leadership Project (TLP) to enhance leadership development in corporate Nigeria. The first West African Business Leaders Summit, held on 4th April 2020, featured notable speakers like Mitch Barns and Carla Harris. Since then, TLP has organised three business summits, helping leaders achieve remarkable results and contribute to Nigeria's economic growth. TLP aims to empower leaders to tackle challenges and drive growth across the continent.

# Project Light International

To address the challenge of low employment in Nigeria and empower women to develop profitable enterprises, Zenera Consulting partners with Project Light International, a global initiative championing knowledge-based development in Africa. Leveraging our years of experience in navigating Nigeria's local markets, we share time-tested principles for success, contributing to Project Light's vision of raising 10,000 business leaders and improving social welfare at the grassroots.



To tackle low employment and empower women in Nigeria, Zenera Consulting partners with Project Light International. By sharing market expertise, we help raise 10,000 business leaders and improve grassroots social welfare. Free seminars on sustainable business practices empower entrepreneurs to boost family income and drive community change were also conducted.

# Supporting Entrepreneurial Ventures

As part of our commitment to fostering indigenous entrepreneurship, we partnered with Nutrboom, a health food production company founded by the innovative Oluwakemi Laniyan. Inspired by her desire to provide natural and nutritious meals for her children, Oluwakemi created NAFDAC-approved ready-to-eat Nutrboom cereals. Today, the company uses organic ingredients to develop a range of nutritious products for children and adults alike.

Moved by Oluwakemi's entrepreneurial journey, which she shared at the "Made for More" women's annual conference hosted by The Jewels Ministry, we were compelled to support her vision.

Through a three-month brand repositioning program, we helped Nutrboom refine its brand strategy, positioning the company for growth and excellence. This partnership not only empowers Oluwakemi to achieve her full potential but also inspires other young entrepreneurs to pursue their dreams.



Zenera Consulting supported Nutrboom, a health food production company founded by Oluwakemi Laniyan, to contribute to indigenous entrepreneurship and empower her vision. Through a three-month brand repositioning program, we helped Nutrboom refine its brand strategy, positioning the company for growth and excellence, and inspiring other young entrepreneurs to pursue their dreams, fostering entrepreneurship and innovation in the health food industry.



# Applause For Impact

It is with great pride that we acknowledge the recognition and accolades bestowed upon us by respected institutions at home and abroad. This endorsement validates our tireless efforts to deliver exceptional results and underscores our position as a leader in our field.

## OUTSTANDING PR AGENCY OF THE DECADE 2024

The Edge Awards, Lagos, Nigeria

## INNOVATIVE LEADERSHIP IN PR AND IMAGE MANAGEMENT AWARD 2019

National Marketing, Branding and Advertising Awards, Lagos, Nigeria

## INSPIRING AGENCY OF THE YEAR

Marketingworld Awards, Kempinski Accra, Ghana, November 2017

## OUTSTANDING BRAND MANAGEMENT COMPANY OF THE YEAR 2019

National Marketing, Branding & Advertising Awards, Lagos, Nigeria







# Transforming Impact Amplifying Possibilities

As we reflect on our journey so far, we are reminded that the true measure of success lies not in our achievements, but in the impact we have on people, communities, society, and the world at large. At Zenera Consulting, we are driven by an insatiable desire to create a better future for all, where everyone has the opportunity to thrive.

Our story is one of passion, purpose, and dedication to igniting positive change, and we are committed to continuing this journey, amplifying our impact, and creating a brighter future for generations to come. We believe that the best is yet to come, and we invite you to join us on this transformative journey, as we strive to make a difference, one impact at a time.

