



2nd April 2012

Dear Sir/Madam,

INVITATION TO 'GLOBAL COMPACT, STRATEGIC CSR & IMPROVED BUSINESS PERFORMANCE' - CAPACITY BUILDING THROUGH SUSBIZ KENYA PROGRAMME

Your company is hereby invited to participate in the 'GLOBAL COMPACT, STRATEGIC CSR & IMPROVED BUSINESS PERFORMANCE' programme run by Federation of Kenya Employers (FKE) in collaboration with the SUSBIZ Kenya Programme. The aim of 'GLOBAL COMPACT, STRATEGIC CSR & IMPROVED BUSINESS PERFORMANCE' is to support your business in working strategically with corporate social responsibility as envisioned in the UN Global Compact framework, thereby linking improved business performance to high ethical business standards. The Programme runs as one day capacity building seminars from June 15th 2012 to April 26th 2013. The seminars will be held by local and international experts.

Benefits of participating in the capacity building sessions

1. Envision the business sense of undertaking strategic CSR initiatives
2. For members of the UN Global Compact: Get concrete ideas and tools on how to support your Global Compact membership in a strategic, business oriented and hands-on approach
3. Promote a more efficient organisation by improving resource utilisation, motivated and better performing employees, reducing risks of costly accidents and improving your image toward internal and external stakeholders
4. Conduct a CSR audit for your company/organization and draw a work plan to address emerging issues
5. Develop a more proactive and strategic approach to corporate social responsibility
6. Measure the benefits of engaging in responsible business
7. Develop a documentation process for your Communication on Progress (CoP) reporting under Global Compact
8. Share real experiences from across the world on Corporate Social Responsibility.
9. Learn from others: Share experiences and discuss challenges and opportunities with other companies

The one day capacity building seminars with both local and international resource persons are planned for dates as follows.

Dates	Seminar	Objectives	Target group
June 15th, 2012	Introduction, Strategic CSR and Global Compact	To introduce the series of seminars, understand international perceptions of CSR and CSR management in response to the 4 principles of Global Compact.	MDs; CSR Managers; HR Managers; Production Managers; PR & Communication Managers; OSH Managers
July 27th, 2012	The Business case of HR management and high labour standards	Increase efficiency by motivating your employees through high labour standards and employee welfare	MDs; CSR Managers; HR Managers; Production Managers; OSH Managers; PR & Communication Managers
August 31st, 2012	Lean Management, Productivity and CSR	To explore how increased efficiency of production can be linked to social and environmentally responsible business conduct for improved competitiveness	MDs; Production Managers; CSR Managers; HR Managers; PR & Communication Managers; OSH Managers
October 26 th 2012	Occupational Safety and Health	To explore how efficient OSH management can contribute to steadier and more efficient production processes for improved competitiveness	MDs; CSR Managers; HR Managers; Production Managers; OSH Managers; HR Managers;
November 2nd, 2012	Business Ethics and Strategic Community Development	To find out how businesses can profitably engage the local communities through ethical practices	MDs; CSR Managers; HR Managers; Production Managers; PR & Communication Managers; OSH Managers
February 1st, 2013	Business improvements with Cleaner Production & Energy Efficiency	To explore business growth and efficient utilisation of resources with a perspective on environmental protection	MDs; OSH Managers; CSR Managers; HR Managers; Production Managers; PR & Communication Managers
April 26th, 2013	Strategic CSR Communication & Marketing, and Finalisation	To communicate CSR initiatives in a manner that results in increased business, positive image and customer satisfaction	MDs; CSR Managers; HR Managers; Marketing Managers; PR & Communication Managers; OSH Managers

FKE, being the local counterpart-organisation for the programme, extends invitation to interested companies, who **may or not** have partners abroad, but seek to explore new and strategic ways of aligning ethical and sustainable business practices with

strategy and improved business performance, to participate in the programme. Our objective is to increase awareness of strategic CSR in Kenya and promote Kenya as a frontrunner on CSR in the East African Community, more specifically within the Global Compact framework. You can read more about SUSBIZ Kenya at www.susbizkenya.org.

The venue for all the seminars will be at Federation of **Kenya Employers Headquarters in Nairobi**. Those interested are requested to sign up by filling the attached form and returning to us through the address therein, **on or before 13th April 2012**. Come and share interesting learning with partners from across the world.

Participation fee is Ksh. 10,000/= per person plus VAT for each session, which is DIT reimbursable.

Participating companies are encouraged to sign up for all seminars as the themes for the seminars are connected.

For more information, please contact Eva Atieno at eatieno@fke-kenya.org or Renee Olende at rolende@fke-kenya.org.

Yours faithfully

Jacqueline Mugo (Mrs.)
Executive Director.