

# *Being Part of it*

*PwC Ghana 2015 Corporate Responsibility Highlights*









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## **About PwC Ghana**

PricewaterhouseCoopers (Ghana) Limited is one of the largest professional services firms in Ghana and a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity. PwC's global network provides us with a broad resource base of in-depth knowledge, methodologies and experience that we use to provide value for our clients.

PwC Ghana is located in Accra and Takoradi with a branch office in Sierra Leone. The firm has over 300 employees and 10 resident Partners/Directors. We provide industry-focused audit and assurance, advisory and tax services to both the private and public sectors.

### **About the 2015 PwC Ghana Corporate Responsibility Highlights Publication**

This publication provides an overview of PwC Ghana's Corporate Responsibility (CR) actions and performance for the period 1 July 2014 to 30 June 2015 (FY 2015).

This document is our first annual Corporate Responsibility publication. To produce it, we pulled together the highlights from external engagements and internal firm activities conducted throughout the 2015 financial year (FY2015).

We hope you find it useful.

Do you have a question or comment about the 2015 PwC Ghana Corporate Responsibility Highlights Publication? Contact Andrea Opoku-Dwamenah at [andrea.opoku-dwamenah@gh.pwc.com](mailto:andrea.opoku-dwamenah@gh.pwc.com) for further information.







# Foreword

Dear Readers,

It is my pleasure to bring to you the first PwC Ghana Corporate Responsibility Highlights publication.

The 2015 Corporate Responsibility (CR) Highlights publication documents the community and environmental achievements we have experienced over the past year. It also highlights the efforts we make at PwC Ghana to ensure our people are empowered and provided with enriching work experiences in order to achieve their full potential.

At PwC we believe in being ‘part of it’: part of the global conversation and movement towards responsible business practices that create positive change in the world.

Locally, we have used the global CR strategy as a blueprint to develop our own CR agenda for PwC Ghana. This strategy enables us to be pioneers working towards making a difference, by doing the right thing and being a catalyst for change.

Our broad CR strategy and efforts are linked to the goal of creating a distinct “PwC Experience” for our clients and people through our actions and behaviours.

The CR activities that you will read about in this publication would not have been possible if it were not for the enthusiasm, passion and dedication of the Partners and staff of PwC Ghana. We are of the common view that CR is the responsibility of us all, and it is with this at the forefront of our minds that we work together to make a positive impact on the community in which we live and work.

Take a look at our story so far in the pages of this document. I hope you enjoy it!

I look forward with great excitement to what the future holds in FY 2016 and beyond for our CR journey.



**Ayesha Bedwei**

PwC West Market Corporate Responsibility and Diversity and Inclusion Leader





# Our CR Strategy



At PwC we commit to doing the right thing in our own business and to be a catalyst for change in the world around us.

As a global professional services firm, our purpose is to build trust in society and solve important problems. Our purpose drives PwC's need to be 'part of it': part of the global conversation and movement towards responsible business practices that create positive change in the world.

We have many capabilities that are relevant to CR – the same ones we use in our businesses every day – and we put these to use working with others to make a difference. We help organisations around the world strengthen their own CR agendas through the many services that we provide every day. For example:

- We're managing our own impact, but we're also uniquely positioned as a network of professional services firms to help integrate and foster change around CR issues in ways that have more widespread effects.
- We review, advise and transform thousands of businesses around the globe every year.
- We offer services that enhance trust and transparency between government, business and society.
- We contribute to the development of the standards that underpin financial systems and industries.
- We're developing new ways of measuring environmental, social and economic impacts as well as other services through our Sustainability and Climate Change practices.

However, we want to go further. Through our own CR agenda, we can be part of the solution to global challenges in two ways. We have set out our strategic intent as:

Being a catalyst for change: using our skills, voice, and relationships to work with others and influence activities that make a difference, create change and have a lasting impact on the world around us.

Doing the right thing: playing our part in responsible business issues that are central to our business – from the quality of our services and the diversity of our people, to our engagement with communities and our environmental footprint.

These aims form the core of our global CR Strategy and across the PwC network, our firms support these goals. Our local CR strategy in Ghana is tailored to our specific strengths and opportunities. To align and structure our CR activities, we focus on four areas in which PwC people across the world can play their part: responsible business, diversity and inclusion, community engagement, and environmental stewardship.



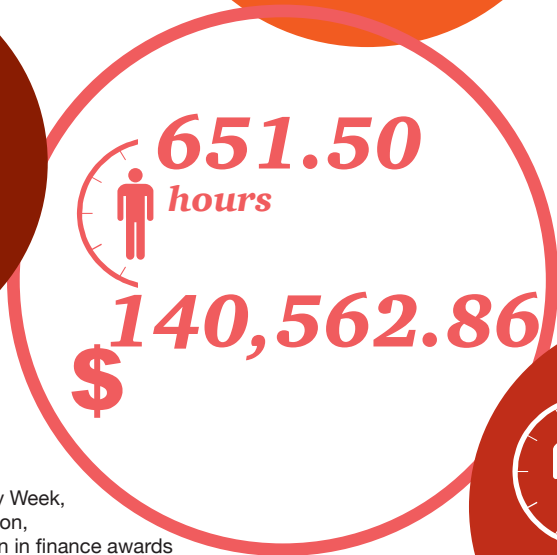
# PwC Ghana: Our FY 15 Corporate Responsibility Contribution

## Community



Make a child smile, The Children's Heart Foundation, Psychiatric hospital donation, Purchase of library items, Girls/Boys mentoring day, Vlisco Women's Month, Africa Awards, CR projects

## Diversity



World Environment Day



Global Diversity Week, UNAIDS donation, National women in finance awards



## Staff profile

## Environment





# Community Engagement

Community engagement plays an integral part of our CR strategy. Our FY 2015 CR strategy focused on using our skills, voice and relationships to work with others and to influence and create tangible change to help make communities better.

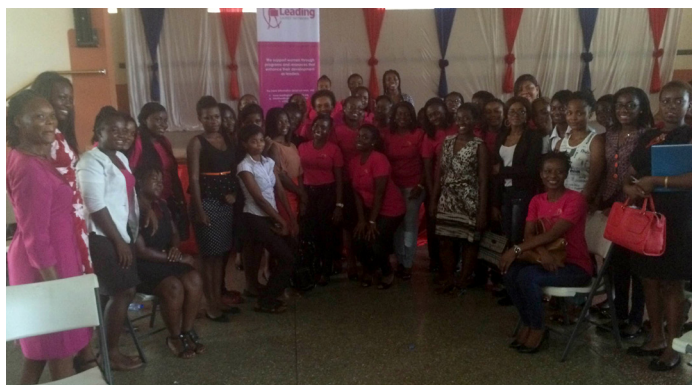
## Volunteering

Volunteering allows us to give back to the people and places that our business depends on, while providing a different experience and development of skills for our people. Our diverse workforce consists of many individuals who take part in volunteering and mentoring activities outside of their work at PwC. Overall, volunteering allows us to support the wider community in a way that is inspiring and rewarding.

## #PwCMentoring

In FY 2015, we collaborated with the Leading Ladies Network, a non-profit women's leadership development organisation, to provide mentoring sessions to male and female students ranging from secondary school education age to those entering university.

The Boys and Girls Mentoring programmes which were separate events, saw 25 female and 22 male staff mentor 150 young men and 120 young women on the challenges of growing up in modern day Ghana and also on topics that affect both men and women in their careers and personal lives.



We received very positive reviews from the young men and women who attended the mentoring sessions. The general consensus was that the sessions were very helpful and educational. Feedback from our employees was also very positive. The PwC mentors were grateful for the opportunity to engage in initiatives which allowed them to demonstrate their leadership skills.

Volunteering and mentorship is an integral part of our CR strategy which has proven to be extremely beneficial to our staff.



“Thank you PwC. We sure will work together to see more young ladies and gentlemen in our society tap into knowledge *“outside the box”* to help them improve their lives and fit well into society”.

**Olivia Okine, Leading Ladies Network**  
March 2015

“What an exciting experience. When can we do it again?”

**PwC Manager, mentor for Boys mentoring day**  
June 2015

“I didn’t realise I had so much to give”!

**PwC consultant, mentor for Girls mentoring day**  
March 2015.



## Sharing our Expertise

### PwC and the Africa Awards for Entrepreneurship

The African Awards for Entrepreneurship (AAE) which is organised by the African Leadership Network, are well known and supported by business leaders in Africa and abroad.

PwC partners and staff spent a total of 1,229 hours conducting interviews in ten countries across Africa. In total we donated US\$133,000 in chargeable hours. The value we received from our involvement went far beyond the costs.



### Pro-bono activities

In FY 2015, a group of our Assurance staff led by our Assurance leader Michael Asiedu-Antwi, volunteered their time and efforts to provide pro-bono accounting services to the children's heart foundation. In total 23 hours of chargeable time worth US\$ 1,697 were contributed and the firm also made a cash donation to the foundation.



## Our Philanthropic Initiatives

At PwC we have a strong culture of giving through philanthropy and community service. We believe our success and viability is dependent on sustainable communities. Our community minded ethic has enabled us create and deliver initiatives that reflect the passion and causes that many of our people care about.

### Make a Child Smile – Orphan Aid Africa, Ayenya Dodowa

In December 2014, PwC staff and their families embarked on a journey to Orphan Aid Africa in Ayenya, Dodowa to spend the day with the orphans. Staff came out in their numbers to make sure the spirit of Christmas was felt by all of the children. Activities on the day included teaching the younger children to read, colour, and answering general knowledge questions while older children were treated to a career talk. There were also outdoor games that encouraged inclusive participation from all. PwC staff who organised and coordinated activities relating to the visit spent a total of 204.5 hours at the orphanage translating to US\$ 14,575. It was a fun day and our objective was achieved- the children smiled.



Thanks again so much to you and your team for today. The kids had an amazing time... it was surely a party they will always remember, and a great way for them to be able to feel 'festive' at this time of year!

**Bianca Collier, CEO OAfrica**  
December 2014





## Donation of Library Books.

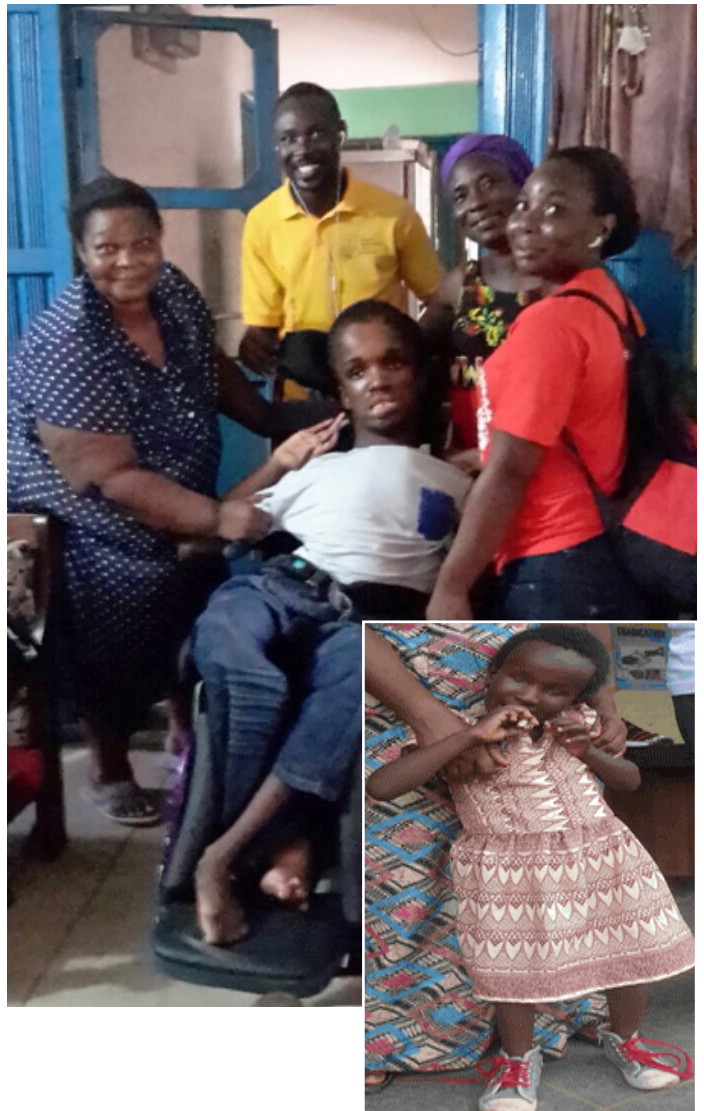
January 2015 began with us donating a number of books to the Nima and Mamooobi community libraries in Accra. We will continue to support libraries and are committed to doing our part in promoting literacy and education in Ghana.



## Donations to Children at Accra Psychiatric Hospital and Korle Bu Children's Sickle Cell Unit

In FY 2015, we visited the children's section of the Accra Psychiatric Hospital and the children's sickle cell unit at Korle Bu Teaching Hospital. We donated sanitary items to both hospitals as well as food items. In addition, the firm donated funds towards Korle Bu's sickle cell educational days targeted at young patients and their parents.

Two children that particularly touched the hearts of us at PwC were Enoch, a young boy with untreated hydrocephalus and multiple disabilities and Vivian Afriye Bentum a 7 year old girl who also has multiple disabilities. Both were in desperate need of basic items to help them and their parents. We donated funds to enable the purchase of items for both children, our donation also paid for Vivian's fees for a year at the Demonstration School for the Deaf and Dumb in Mampong.





### **PwC and UNAIDS Commission**

Over the years we have supported the UNAIDS Commission with a number of their HIV awareness campaigns. In FY 2015, we donated funds towards maternal health and HIV prevention.

### **Supporting the community in crisis – GOIL explosion and Accra Floods June 2015.**

The explosion at the Ghana Oil petrol station and the severe floods which occurred on 3 June 2015 resulted in wide spread destruction and loss of lives. The devastation of the floods affected many members of the community including some of our staff. We responded to the disaster by raising funds and receiving donations of essential items from PwC partners and staff. Funds raised were used to buy a wide range of food items and our total donations were presented to JOY FM as part of the national fundraiser to help survivors.





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# Environmental Stewardship

*At PwC, we have a responsibility to understand and reduce our impact on the environment. We undertake efforts to embed environmentally friendly business practices in our work processes. We are cognisant of the role we play in making a positive influence through our client work and thought leadership when it comes to protecting the environment.*

## Sustainability Initiatives Group

The Sustainability and Climate Change Group (S&CC) help businesses integrate environmental, social and governance (ESG) safeguards into their core business operations. Within the firm, the Sustainability Initiative Group (SIG) drives our environmental stewardship and advises on measures the firm can adopt to reduce its environmental footprint while raising staff awareness about their responsibility in contributing towards the success of the firms environmental stewardship drive.

## World Environmental Day 2015 – Collaboration with Hipsters of Nature

Engaging in internal and external environmental initiatives to support the environment and community in which we operate is an important part of our CR strategy. In FY 2015, PwC SIG assisted Hipsters of Nature a non-government organization (NGO), whose main objective is to explore creative and engaging solutions to environmental problems in Ghana. They undertake this through environmental education for our leaders of tomorrow in aspects of waste management and climate change.

To mark World Environment Day on 5 June 2015, PwC Sustainability Initiative Group (SIG) collaborated with Hipsters of Nature, EPA and City Waste Management to implement a waste segregation programme for a select number of schools. The campaign involved educating seven schools around Accra on waste segregation and providing them with waste containers for segregation of various types of waste such as paper, plastic and organic waste. Workshops were given for teachers and pupils on how they could be creative with waste. The main purpose of this project was to promote the principles of the 4R's: **Reduce, Re-use, Rot and Recycle**.

We believe in educating children of today to be leaders tomorrow. Supporting them to actively engage in the concept of waste segregation will further educate the communities in which they live, and is, in our opinion, the best way of encouraging a change in attitude within the wider community.

This year's event was a pilot project to scale the waste project initiative. The plan for subsequent years is to increase the number of schools to be part of the waste segregation campaign and to attract further participation. We will continue to work with Hipsters of Nature and attract further collaborators in driving waste segregation activities in addition to conceiving and delivering other environmental projects.



# Diversity & Inclusion

We believe our people are important in our success as an organisation. We are firm believers that in order to achieve long term success with our CR activities and business, our workplace should be as diverse as the clients that we serve.

Often, the term 'diversity' refers to visible differences, for example, age, race, gender and physical (dis)ability, but really, diversity is so much more. In PwC, when we talk about diversity, we are referring to all the ways employees are unique, for example, our life experiences, our religions, our caring responsibilities and our study disciplines. We believe that by creating an inclusive workplace culture, we can understand and leverage each person's unique contribution.

To succeed in our network-wide goal to be number one for talent, we have to attract, develop and retain highly-motivated men and women who can work with each other easily and effectively. Our goal is to build an iconic professional services firm by delivering distinctive client service through the quality of our people. Inspiring and providing an environment in which all our people can give their best is fundamental to this aim.

Our core corporate sustainability objective is to be a responsible employer; one which develops a diverse pool of talented people creating a high performance culture, and provides the support our people need to create a career which they value and that motivates them.

We have a long standing commitment to nurture talent from all backgrounds and foster a culture that brings out the best in people. We focus on:

- Encouraging Diversity;
- Promoting wellbeing; and
- Maximising the performance of employees by removing barriers that could potentially limit an individual's potential.

## Overall approach to providing equal opportunities

PwC is committed to providing a working environment where equal opportunities are promoted and discriminatory practices are prohibited.

Our equal opportunity policy applies to:

- All aspects of the human capital processes – including recruitment and selection, appraisal, coaching and counselling, training and promotion, pay and conditions;
- Staff members' day to day approach to their colleagues, which is one of mutual trust and respect;
- Existing facilities and working practices which are constantly reviewed; and
- Discrimination or harassment of any kind against colleagues

## PwC Ghana Diversity and Inclusion Council

In order to manage diversity and inclusion every day, we have a dedicated Diversity and Inclusion Council. This group of committed professionals comprises of both men and women of various grades, ages and nationalities. The role of the council is to support the Diversity and Inclusion Leader, Ayesha Bedwei, on driving the diversity agenda and to raise staff awareness on diversity issues.

Our diversity efforts were recognised at the National Women in Finance Awards in February 2015 when we won the coveted "Workplace Initiative Award 2014". We were honoured to win such an accolade and will continue to strive for diversity to be a part of our daily business practices.



The Diversity and Inclusion team have rolled out internal staff schemes and helpful guides that support expectant and working mothers:

The Mentor Mum's programme was officially launched on 30 March 2015. Sixteen (16) mothers in PwC Ghana volunteered for this programme to support and counsel other mothers on a one-on-one basis. It is designed to support all mothers especially new ones within the firm to help them better integrate their new role of motherhood with their work in PwC.

In addition to the mentor mum's programme we also have the 'What you need to know guide' This guide is aimed at working mothers, women who are either going on maternity leave or returning to work. This guide provides advice and answers questions relating to:

- Our policies regarding employment;
- Helpful hints as an expectant mother; and
- How we can support prospective and working mothers.



## Communicating our CR progress and activities

Our CR activities are communicated broadly to Partners and staff in the form of our CR newsletter, *Pulse*. The quarterly internal e-newsletter informs staff about the progress of projects, fundraising activities and details of upcoming events. There is also a section entitled Inspirational 'YOU' which is dedicated to staff who have gone above and beyond the call of duty with their commitment to CR.

## Global Mobility

At PwC we believe in tapping into our global network to retain and attract top talent. Global staff mobility, or creating opportunities for people to gain experience working in other offices, regions and territories, is an important area of PwC Ghana's people development strategy. In FY 2015, 25 people participated in a global mobility secondment (8 outbound, 4 inbound and 13 short-term). These secondments expose staff to new ideas and processes. They can also help to increase a person's confidence as they often involve individuals stepping outside of their comfort zones to live and work with people in countries they may not be familiar with.

## Global Diversity Week

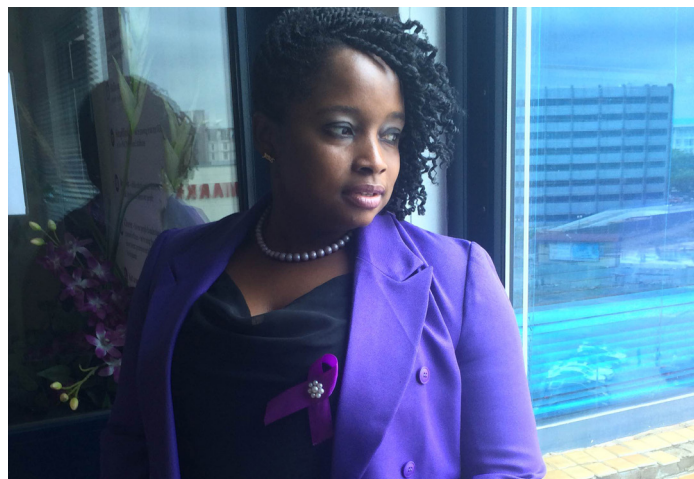
In FY 2015, we took a significant step in embracing diversity by celebrating Global Diversity Week (GDW). GDW is celebrated across the global PwC network and is a week of activities to reinforce why diversity and inclusion matter to us as a business and individuals and provide a tool for change. The 2015 GDW took place from 15-19 June and focused on two elements – valuing differences and working better across gender lines.

In view of the global GDW focus, a number of activities were undertaken in the PwC Ghana office to champion diversity such as:

### *The Purple Reign*

The colour purple reigned supreme on the first day of GDW. Purple has been known to convey wealth and extravagance. It is associated with wisdom, dignity, independence and creativity and therefore we thought the perfect colour to show support to Global Diversity Week.

Staff were encouraged to wear an item of purple clothing to celebrate the day.





## Opening Minds to Diversity: Open Minds e-learning

An online training on Open minds was rolled out for PwC Staff to complete as part of Diversity Week. The mandatory e-learning was developed for people to recognise that our inherent biases mean we are not as open minded to differences as we would like to believe. Open Minds makes individuals aware of biases in their relationships and decision making. The e-learning was just one of the ways we drive cultural change and enable inclusiveness in the workplace.

## HeforShe Campaign

Globally PwC are supporting the United Nations 'HeForShe' Campaign. The HeForShe campaign invites men and boys to build on the women's movement as equal partners in crafting and implementing a shared vision of gender equality that will benefit everyone. For PwC, HeforShe is about making real change by helping men and women work together to realise everyone's full potential. We dedicated a full day to HeforShe in the PwC Ghana office with Partners and staff both male and female, pledging their support to the worthwhile cause.





## Multicultural Day

The final activity of GDW was multicultural day; a day in which we celebrated the many different cultures and nationalities of the world. Partners and staff were encouraged to wear an item of clothing from any country to represent multicultural day.

In the spirit of learning and recognising the different countries and cultures of the world, staff were treated to a lunch buffet which consisted of the finest delicacies from Ghana, Nigeria, Egypt, Senegal, South Africa, Cameroon and India.





# PwC Ghana – A Responsible Business

PwC recognises the important responsibility we bear as professional advisors to the business community. We believe many of today's biggest business opportunities lie in society's biggest challenges – from managing natural resources to making business more transparent, trusted and fair.

- We are looking to build corporate responsibility into relevant services and products where it will help us to deliver enhanced quality and value.
- We are focusing on ethics, integrity and building trust – by reflecting our ethics, standards and integrity in everything we do and also by working to ensure we generate the greatest impact we can on these issues which are fundamentally related to our business
- We have developed a Sustainability and Climate Change (S&CC) business unit and are continuously investing in research and innovation to meet the growing demand for support on the opportunities and risks on environmental and social challenges.

## **Our focus on ethics and transparency.**

Supporting ethical and transparent business practices is a key component of our overall CR strategy. Some of the ways we do this is by engaging staff with the following initiatives:

- Code of conduct;
- Ethics hotlines;
- E-learning sessions;
- Risk Management;
- Anti- money laundering training;
- Compliance Training; and
- Independence training.

We also have a dedicated Ethics and Business Conduct team who provide oversight to our reporting processes.

## **PwC Code of Conduct**

The PwC Code of Conduct sets out "the way we do business" – being responsive to clients, making people feel valued and putting ourselves in each other's shoes.

It is the responsibility of each member of staff to embrace the Code of Conduct and all PwC policies promptly and consistently and to help others do so. Compliance with the Code of Conduct serves as a cornerstone to our working life.

At the core of any great firm is the unwavering commitment to integrity in all things. In addition to our work related responsibilities, there are also ethical responsibilities we must all be aware of.

PwC is committed to making our firm a great place to work. This benefits everyone, but also requires the participation of everyone. It is therefore our responsibility to report any violation of the Code of Conduct, however, remember that filing false complaints about a colleague constitutes a breach of our Code of Conduct as well.

There are four (4) basic actions that are required under "sustaining a culture of integrity":

- Model appropriate behaviours – behaviours that set the tone for an ethical culture,
- Talk about ethics,
- Keep promises; and
- Don't go-it alone.

## **Ethics Week Campaign**

At the end of each financial year, the Ethics team run a week-long "Ethics Campaign" to remind staff about the significance of ethics and re-affirm the key messages of our Code of Conduct. The theme for the FY 2015 campaign was "*sustaining a culture of integrity*". At the end of the week an inter-line of service quiz was held. The purpose of the quiz is to test the knowledge of our staff on mandatory PwC ethical risk management procedures. The Ethics Week is both interesting and thought provoking and a good way for staff to interact and discuss ideas on ways we can make PwC a better place to work.



## Health Talks

The health and wellbeing of our staff is of utmost importance to us. Prior to commencing employment with the firm staff are asked to take routine medical examinations. Staff who have been with the firm in excess of 3 years are asked to go on regular health checks.

In response to the Ebola outbreak which claimed the lives of many across West Africa in FY 2015, the firm in collaboration with the Infection and Disease Control Unit of the Korle-Bu Teaching Hospital arranged for a doctor to come to the office to give a special talk to partners and staff and answer questions about the transmission of Ebola and Cholera. Partners and staff also received regular emails from Africa leadership and regional risk and quality teams about preventative measures to keep safe and prevent the transmission of Ebola.

## Our role in creating a sustainable society

### Sustainable Business Forum

In FY 2015, the firm's S&CC business unit lead Venan Sondo formed The Sustainable Business Forum (SBF). The SBF is a platform for the business community in Ghana to network, dialogue, learn and share ideas on practical sustainable business solutions that have the potential of creating value through increased operational efficiencies and savings. The aim is to support the business community through its Series on 'Enhancing Business Sustainability' in practical and hands-on approaches and best practice in integrating environmental, social and governance factors in their decision making and business operations. In FY 2015, Series 1.0 on Creating Shared Value, and Series 2.0 on Energy Conservation and the Business Strategy was organized in collaboration with the Konrad Adenauer Stiftung. SBF eventually will provide businesses the opportunity to understand how the 'mega trends' affect their businesses and how they can unlock greater opportunities through applying the sustainability lens. Eventually, this will encourage the business community to self-regulate on those aspects of environmental profitability that add value to their business operations, and then liaise with the Government of Ghana on policy frameworks to stimulate such development.

## Connecting our subject matter experts to the market

### The PwC Business School

The PwC Business School was launched in February 2015 to equip clients and members of the community with the knowledge and skills required to solve many of businesses most complex problems. PwC believes in skilling up the abilities and competencies of today's workforce in a changing and challenging business environment. The PwC Business School harnesses the international experience of PwC experts to deliver a wide range of business insight and knowledge-based programmes. The PwC Business School provides professionals in Ghana and in the sub-region with many of the skills and core competencies required to reach their full potential.

## Connecting the market to thought leaderships

### The Ghana Banking Survey

Since 2000, PwC has undertaken an annual survey of the banking industry together with the Ghana Association of Bankers. The aim of the banking survey is to highlight the challenges and opportunities CEOs deal with as they position their banks to succeed in the future. We also explore industry trends to provide perspectives on how the banking industry in Ghana could evolve in the future.

### Budget Highlights

As part of our regular thought leadership initiatives, PwC Ghana publishes an annual *Budget Highlights* publication. This publication is used as a reference document by sector participants, prospective investors and other stakeholders. It also serves to highlight key topical issues that are of interest to many sector leaders in the business community.

The Post Budget Breakfast Forum is an annual event where our *Budget Highlights* publication is presented and discussed by sector leaders and stakeholders.



# Corporate Responsibility... The Road Ahead

We are extremely proud of the progress we made in FY 2015 with our CR activities. In FY 2016, we will continue to engage in sustainable need-based projects in the community. We will continue to build trust, integrity and accountability in our business endeavours. We will provide growth and service opportunities for our people while also benefiting society by asking the right questions, concentrating on business alignment and providing choices so people feel empowered to contribute in their own individual ways.

This is our CR commitment; that we will lead for others to follow.











PwC Ghana ([www.pwc.com/gh](http://www.pwc.com/gh)) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for its clients and their stakeholders. Almost 195,000 people in 157 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

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