



2016 PwC Ghana Corporate Responsibility Highlights

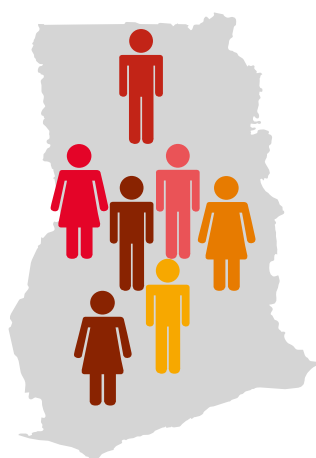
part of it:
Building Trust In Society

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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 2016 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 2015 to 30 June 2016.



This document is our second annual Corporate Responsibility publication. To produce it, we pulled together the highlights from external engagements and internal firm activities conducted throughout the 2016 financial year (FY2016).

We hope you find it useful.

Do you have a question or comment about the 2016 PwC Ghana Corporate Responsibility Highlights Publication? Contact Andrea Opoku-Dwamenah at andrea.opoku-dwamenah@gh.pwc.com for further information.

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A Message From The West Africa Corporate Responsibility Leader



Ayesha Bedwei
PwC West Market
Corporate Responsibility
and Diversity and
Inclusion Leader.



Dear Readers,

Corporate responsibility (CR) is intrinsically linked to our core business values and at PwC we believe that being a socially responsible business makes good business sense.

The strength of our brand, combined with the depth and breadth of our services, gives us an unparalleled position in the professional services marketplace. This, of course, places an obligation on us to positively impact our environment and support the societies in which we operate.

In FY 16, we made it our mission to focus on increasing the impact of our CR programmes rather than just increasing the money or time we contribute. From youth empowerment initiatives, supporting local charities, promoting literacy and entrepreneurship, we are making a greater impact in line with our purpose of building trust in society and solving important problems.

We are cognisant of the fact that tomorrow's successful businesses will increasingly be those that operate at the highest environmental and social standards. This is why we believe in leading by example.

In the Financial Year 2016, PwC Ghana volunteers gave 2101.5 hours of their time, an increase of 322% from FY15. We participated in various activities and supported many worthwhile causes which you can read more about in the pages of this document.

We are excited about what the future holds for us, and even more excited to share the progress of our CR journey with you.

Enjoy the read.

Ayesha Bedwei

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Leadership Structure



The CR Leadership Council is led by our Country Senior Partner, Vish Ashiagbor and championed by our West Africa Corporate Responsibility Leader, Ayesha Bedwei. The CR Leadership Council Champion is responsible for collating all focus area activities and leads the measurement and reporting of PwC Ghana CR activities.

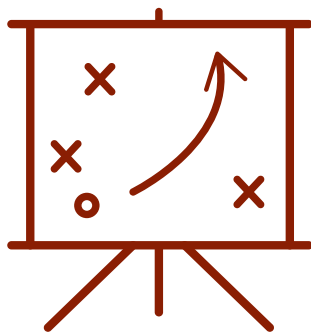
PwC Ghana FY16 CR Commitments



We are committed to:

- Being seen as a key driver for building a distinct brand by enhancing the success of our people, our community and improving our business
- Developing responsible leaders while attracting and retaining top talent in Ghana
- Building trust in society and solving important problems
- Upholding our core values of Excellence, Teamwork and Leadership
- Increasing the positive social impact of our community activities

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

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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.**

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Update on FY15 Activity

In FY15 we invested in a number of needs based projects in the community.

Orphan Aid Africa

In December 2014, we donated items that helped the children's living conditions and studies during the school year. Our donation enabled the orphanage to save funds which were later channelled into other activities for the children.

Tragedy struck the OA premises in Dodowa on 7 September 2015 when a fire started on a nearby farm spread to the OA residence. Four (4) of the structures within the premises were destroyed by the fire and the children who were lodging there had to be moved to safer lodging in Accra. Discussions with the Accountant on the way forward, indicated that the organisation is currently in the process of deciding whether to rebuild the premises or permanently move to a location in Accra.



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Vivian

Vivian is the little girl we discovered in FY14 with 4 disabilities. She was placed in school this year after we supported her with a cash donation in FY15 which paid for her fees. We paid Vivian a visit and could see that she looked well. Her hearing has improved and she responds well to greetings.

Hipsters of Nature

In FY15 we collaborated with the Hipsters of Nature for a recycling programme on waste segregation for 7 schools in Accra.

So far, one of the schools, Mount Zion 1955, has started using the waste bins and practices waste segregation. Phase 2 of this project commenced in FY16.



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Rewards and Recognition



PwC adjudged the
**2016
CSR**
consultancy firm
of the year

Our FY16 CR efforts were recognised by the Centre of CSR West Africa at the 2016 Ghana CSR Excellence Awards where we were adjudged the 2016 CSR consultancy firm of the year. It was a great honour to receive such an accolade. We look forward to making an even bigger impact in the Ghanaian society and beyond in FY17.



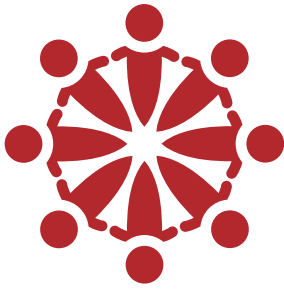
[Click on the image below to view our FY16 CR video.](#)



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FY16- Our Activity

Community Engagement



At PwC we are heavily involved in local communities through a vast range of projects, from supporting youth education and leadership programmes to helping social entrepreneurs, non-government organisations and local charities. This is a core part of our PwC culture, to which we regularly contribute our time, skills and resources.

Volunteering to make a difference

Our volunteering programmes have been created to meet our people's desire to contribute to activities that meet the needs of wider society. At PwC, we recognise that the best way we can support social causes is through the time and skills of our workforce. By donating time and skills, our people support social causes, thereby allowing organisations that are otherwise unable to attain our services to benefit from our expertise.

In FY16, our staff participated in firm led team volunteer initiatives contributing 2,102 hours to the community. This result is a 322% increase on the hours volunteered in FY15.

We are firm believers of the notion that the key to an effective employee volunteer programme is the willingness and eagerness by employees to get involved in the effort since they are the backbone of all our programmes. We will continue to foster a collaborative environment that encourages and inspires staff to participate in volunteering initiatives.

Our philanthropic efforts

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 to create and deliver initiatives that reflect the passion and causes that many of our people care about.



In FY16
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↓
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322%
from FY15

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Library Book Donation

In FY16, as part of our continuing commitment to promoting literacy in Ghana we donated a total of 6,300 books to the following five libraries in Accra: Osu, Mamprobi, Korle Gonno, and Nima Maamobi Community Libraries. The book presentations took place at the Nima Maamobi Learning Centre in Accra. The centre distributed the books to the other libraries.

Kinder Paradise

During FY16, volunteers took some time off their regular working schedules to visit Kinder Paradise, an orphanage/children's home located in Prampram outside of Accra. Kinder Paradise cares for orphaned, defenseless and street children by providing a conducive home, attention and education for self-sufficiency and social re-integration. Instead of the traditional method of classroom teaching, the volunteers opted to hold spelling bee competitions and math quizzes for the school children. The junior high students were given talks covering topics such as: overcoming challenges to be successful, self-esteem and confidence building and how to cope with peer pressure.



Korle Bu Christmas Party

Christmas came early for the children, their parents and staff of the Korle Bu Teaching hospital on 24 December 2015, when some of our volunteers threw a party for the children on admission. Aside the refreshments and gifts provided, various fun games were also held. These acts certainly put a smile on the faces of the children.

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Ghana Heart Foundation

The Ghana Heart Foundation each year assists needy patients to be able to afford the high cost of heart surgeries at the National Cardiothoracic Centre in Korle Bu. The aim of the Foundation is to give patients a hundred per cent sponsorship.

In a quest to help the foundation reach its 2016 target, we made a cash donation to save the lives of heart patients and continue to help the Foundation through their other activities.



Positive Ideas International Foundation (PIIF)

We sponsored the Positive Ideas International Foundation (PIIF) a non-government organization that seeks to advocate for people with disabilities in the area of education, employment and health. PIIF challenges people with disabilities to live beyond reproach and to defy the odds faced against them.

The free medical outreach provided many services such as voluntary HIV testing, reproductive health education, visual and respiratory examinations and breast cancer screening.

Supporting Entrepreneurship in Africa

Entrepreneurship is a strong driver of wealth creation in Africa which redounds benefits for us all. At PwC, we are dedicated to supporting entrepreneurs along the paths they wish to follow in order to create successful ventures across Africa. In FY16, we co-sponsored the Africa Awards for Entrepreneurship. The Awards highlight the achievements of Africa's most exceptional entrepreneurs whose business practices have proven to be pivotal to the economic development of the continent.



Running for a good cause

In FY16, we along with some of our colleagues from PwC Nigeria and PwC Liberia took part in the Accra International Marathon. We ran in support of the following charities in West Africa: Ghana Planetarium, Street Child (Sierra Leone), iLab (Liberia), Doctors Without Borders (Guinea) and the Longevity Project (Ghana). The event was a lot of fun and was made even better with The PwC Relay Team winning their race.



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Diversity and inclusion



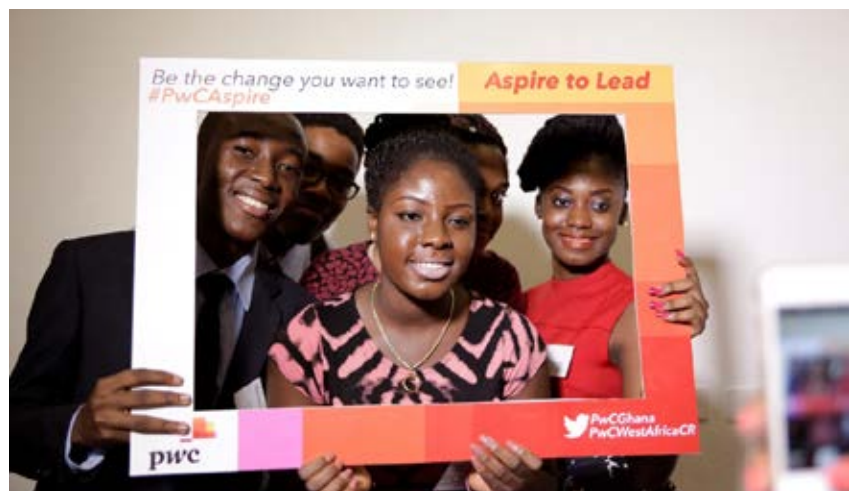
For us in Ghana, diversity means gender, cultural heritage, generation and disability. Our FY16 diversity and inclusion programmes focused on the following 5 priorities:

- Raising awareness about diversity issues at all levels of the organisation
- Addressing work-life quality issues
- Talent and mentoring programmes
- Creating a culture of inclusion
- Supporting and building clear accountability for diversity.



Aspire to Lead

PwC as a leading global professional services network has a unique global role to play in the advancement of young people as leaders. The PwC network launched Aspire to lead for students in 2014 with a global video webcast and university based programmes including skill building workshops. In FY16, we held the first Africa Aspire to Lead webcast viewing party at the Holiday Inn hotel in Accra. The viewing party attracted over 120 students from universities and educational institutions across Ghana. Over 30 PwC Ghana volunteers interacted with the students and shared their own experiences about the paths they embarked on to get to where they are in their careers today.



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PwC Mentorship Programme

As a firm, we realise the transformational potential of young people and we are committed to developing programmes that have a clear priority in favour of the youth. These programmes firmly focus on the concerns and aspirations of young people, and have been developed to enable Ghana's future leaders to contribute meaningfully to the development of the country.

In FY16, we collaborated with the Young Educators Foundation to hold the PwC Mentorship Programme 2016. The Mentorship Programme focusses on raising the educational achievements and employability skills of tertiary students, and exemplifies our efforts to support youth by creating pathways to lifelong opportunities. As a firm, we recognise the vital role that young people can and must play at the centre of Ghana's sustainable and inclusive development.

Through the annual PwC Mentorship Programme, we will continue to encourage young people to help build better communities. We will provide Ghana's up and coming generation with the means for self-improvement and the necessary skills needed in order for them to flourish in their future careers.



Women Entrepreneurship Day 2016

We sponsored the Women Entrepreneurship Day event at Alisa Hotel in Accra on Thursday 19 November 2015. The event brought together some of Ghana's finest women entrepreneurs and honoured some special ladies who were about to embark on their entrepreneurial journeys.

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Supporting causes that matter.

The month of October is dedicated globally to Breast Cancer Awareness. Here in Ghana, the colour pink headlined with decorations throughout our office on Friday 26 October 2015 for Breast Cancer Awareness Day. Apart from the special pink day, an inter office wing competition was held to determine which office wing could raise the most money in donations. Assurance Private were crowned as the winners with Internal Firm Services coming in a highly respectable second place. Both office wings were presented with pink breast cancer teddy bears. The funds raised by staff and Partners were donated to Breast care international and was able to pay for three mammograms and six months' worth of cancer medication.



The Royal Visit

Towards the end of FY16, we had the immense pleasure of being gold sponsors of the royal visit of His Royal Highness Prince Edward, Earl of Wessex KG GCVO to Ghana.

The primary aim of the Royal Visit, was to raise the profile of the Duke of Edinburgh's International Award, the world's leading youth achievement award and to build a Network of Friends in support of youth development in Ghana and beyond through the Award programme.

The visit was characterised with a number of high profile events and activities, all in support of youth development in Ghana. The events which were attended by a few of our partners and staff included: The Gold Award Ceremony with the Chief Patron & President of the Republic of Ghana, an exclusive luncheon, an Award Gala reception, a youth fair/exhibition and a royal interaction with young people.

Creating an atmosphere of inclusiveness

We as an organisation, respect and value differences. We know that when people from different backgrounds with different points of view work together, we create the most value – for our clients, our people and society. We believe that to unleash human potential you need to have an open mind. Empowering our employees and providing them with an environment in which they can thrive ensures that our services exceed client expectations.

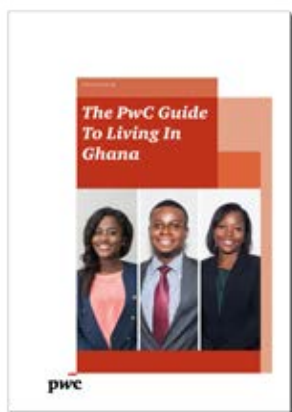
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Open Minds Training

Open Minds is a mandatory e-learning launched through our compliance tracking system that all Partners and staff are required to complete. At the end of the course, learners are given the option to subscribe for the email reminder programme to 'Do Something Different'.

Open Minds makes individuals aware of biases in their relationships and decision making.



The PwC Guide To Living In Ghana

Over the years, a number of expatriate workers have taken the bold step to move away from their home countries to work in Africa. Moving to a new country can be daunting, especially for those unfamiliar with their new found surroundings. It is with this in mind that we created *The PwC Guide to Living In Ghana*. The guide provides guidance to visitors and expatriates moving to Ghana. Readers can find detailed information on topics such as culture customs and etiquette, travelling around Ghana, tourism attractions, healthcare, restaurants, bars and nightlife.

Encouraging global mobility

Diversity and flexibility are vital features of an interesting, open and fun place to work. We actively support our employees who opt to pursue a career that will take them beyond our borders and onto the world stage. One of the key ways of creating value for our clients through PwC's Global advantage, while at the same time bringing great benefits for the people in our firm, is through our global mobility programme.

The international exchange gives people an understanding of different cultures, and gets them thinking about alternative ways of approaching problems and solving them. The international climate we maintain makes it possible for us to enrich our professional knowledge and experience day by day.

In FY16, a number of our staff and staff from other territories embarked on/returned from an international assignment.

Joseph Palmer a Manager in Internal Firm Services completed a 12 month secondment to PwC Ghana from PwC UK.

I've lived and worked in London for most of my life so moving to Ghana was a major change for me. London is where my friends and family are so leaving them (even for just a year) was one of the biggest challenges. It took time to adapt to a different environment and in some ways, a different way of doing things. I was fortunate though because my work colleagues and everyone else



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I encountered at PwC Ghana were incredibly welcoming and that helped me to settle in very quickly.

From a personal perspective, I enjoyed meeting different people and learning about different cultures. No two days were the same. From a work perspective, I got to experience different working and leadership styles, I tried to learn as much as possible during my time in Ghana.

If you want to broaden your horizons, challenge yourself, learn different things, build relationships, make new friends and share your experiences, you should definitely go on secondment.

Ensuring continuous development of our people

At PwC, we expect our people to continuously develop themselves. By combining on-the-job training, job rotations, and international assignments with innovative training approaches, we enable our people to take charge of building successful careers. In FY16, a number of face to face and on-line learnings/teachings were carried out for our Partners and staff.



Coaching and Professional Development

We believe in helping our people reach their full potential. One of the many ways we do this is through professional coaching.

Professional coaching brings many wonderful benefits: fresh perspectives on personal challenges, enhanced decision-making skills, greater interpersonal effectiveness, and increased confidence. The list does not end there. Those who undertake coaching also can expect appreciable improvement in productivity, satisfaction with life and work, and the attainment of relevant goals.



Learning how our people feel

Our Global People Survey (GPS) results are one way that we track how we're doing as a high performance culture. We continue to look closely at our results to see where we can work to make things better.

In FY16, 86% of our people were satisfied that PwC Ghana is 'a great place to work'. We hope to see even greater results next year.

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Environmental Stewardship



As a professional services firm, our environmental impact is small compared with many other industries. However our clients, our people and other stakeholders still expect us to minimise our impact, and as a responsible business whose operations ultimately rely on natural resources, we want to do everything we can to do so. Employee participation is critical to reducing our environmental impact collectively as an organisation.

In FY16, we collaborated for a second time with The Hipsters of Nature to sponsor a waste segregation programme for seven schools in Accra. This was the second stage of the project that was implemented in FY15. We continually look for new ways to raise awareness and understanding of environmental issues.

Responsible Business and the market place



Corporate Responsibility is not just restricted to community work and giving back to the less fortunate. We believe that we have a responsibility as market leaders to advise professionals on how to do business in Ghana.



[Click on the image below to watch our Doing Business In Ghana video.](#)



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Sharing our Expertise

At PwC Ghana, we have a number of sought after subject matter experts who positively impact the Ghanaian business community. Our ability to serve clients in Ghana and across the continent in addition to the range of our skills, allows us to bring added value to all our clients.

Our Partners have a wealth of professional experience which they use to write weekly columns in newspapers on subjects such as immigration, tax, energy, oil and mining. These include:

- Energy Insight- written by our Country Senior Partner, Vish Ashiagbor
- Assurance Insight- written by our Assurance Leader, Michael Asiedu-Antwi
- Tax Insight- written by our Tax Leader, George Kwatia

Focus on ethics and transparency



Risk management is an integral part of delivering distinctive service and meeting the expectations of our clients and other stakeholders. We believe that our actions define who and what we are and there can be no gap between what we do and what we say on all matters whether large or small.

We have a number of documented risk management policies and procedures in place covering all aspects of our activities, from client and engagement acceptance to service delivery.

Towards the end of FY16, we held our internal annual Ethics week campaign to remind ourselves about the significance of ethics and reaffirm the key messages contained in our Code of Conduct. The theme for the FY16 ethics week was 'Putting our values in action'. Ethics week is a fun and collaborative way to drive the importance of ethics in our everyday personal and professional lives. The climax of the campaign was an inter-Line of service competition which was won by the Advisory Line of Service.

Managing Risks



The ability to manage risk is a pivotal part of our business and something that we take very seriously. We are also aware of the role we play to ensure that our clients are risk resilient.

In helping businesses understand and increase their ability to successfully manage risks, we help them establish the confidence to seek out and take those risks; risks that generate the greatest opportunities for their business.

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Business Continuity Awareness Week

Business Continuity Awareness Week (BCAW) is an annual global event facilitated by the Business Continuity Institute (BCI), of which our Africa Business Continuity Management team are members. The event helps to raise awareness on Business Continuity (BC) and the necessity for organisations to ensure they have up-to-date and effective BC plans in place. The theme for the FY16 BCAW was Return on investment.



PwC Travel Policy

At PwC, we are committed to ensuring the safety and security of our staff at all times, particularly when delivering work in challenging security environments. The PwC Travel Policy contains mandatory information around authorisation, booking procedures, security protocols and training. There is also a travel tracker which allows tracking of all Partner and staff travel.



Doing Business The Responsible Way

PwC Expatriate Breakfast Forum

In the first quarter of FY16, we held the first edition PwC Expatriate Breakfast Forum at the Movenpick Ambassador Hotel, Accra under the theme: *Expat Mobility – playing a vital role in national development*. The guest speaker for the event was Allan Seccombe, PwC Global Mobility Partner based in South Africa. The session posed a number of mobility questions and was attended by the media.

The Benchmarking Survey

In FY16, we launched *'The Benchmarking Survey'*. The survey which was led by Assurance Leader Michael Asiedu-Antwi and driven by Serwa Dzogbenuku (Senior Manager, Advisory) is aimed at providing the Ghanaian business community with a database of benchmarks relevant to the various areas of a business enterprise. The survey benchmarked companies in areas such as fast and effective reporting, making the most of their people and their focus on internal audit.

During the launch of the survey, a general survey report was made publicly available, showing the general trends emerging from the survey, insights from the global best practices and examples from world-class companies. In addition to the general survey report, survey participants received customised reports after the launch, showing their ranking in the various areas surveyed.

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Sustainable Business Forum (SBF)

The Series 3.0 of the Sustainable Business Forum (SBF) entitled *Water as a Key Environmental Service to your Business* was held at the Coconut Groove Regency Hotel. The session explored the importance of water as a key environmental service to the business community in Ghana. The event led by Venan Sondo (Senior Manager, Sustainability and Climate Change) was organised in collaboration with International Union for Conservation of Nature (IUCN) Netherlands and A Rocha Ghana. A keynote address was provided by the Deputy Ambassador of the Dutch Embassy Ms. Caecillia Wijgers who stressed the importance of water as a key natural resource and environmental service to businesses, and the need for the business community to play their part in conserving water.

Navigating Mobility in Africa

This event specialised in the risks associated with short term business travelers, travelling across Africa.

- Immigration, tax and tracking with special reference to short term business travellers.
- Data analytics - using data to predict the shape of your work force in the future.
- Insights on the Africa Coordination Centre.

PwC Business School

The Business School delivers entrepreneurship, leadership and general skills training to both established and up and coming organisations and business leaders. The Business School helps to build talent and encourage professionals to tap into their entrepreneurial spirit. Throughout FY16, the Business school held a number of trainings that were attended by many professionals including:

- Governance, Compliance and Enterprise Risk Management.
- Compliance, Banking Fraud and Anti-Money Laundering.
- Risk Based Internal Audit Approach.



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We also launched the following annual thought leadership in FY16:

2016 Banking Survey

2016 Budget Highlights

2016 Tax Facts and Figures



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Looking ahead....



Year on year there has been a steady increase in the number of corporate responsibility activities we undertake and the causes that we support. We are proud of the progress we made in FY16 and look forward to continuing with our practices in FY17.

In FY17 we will continue to be pioneers for change by building trust and solving important problems.

We will use our skills, voice and relationships to increase the impact of our activities to contribute to a sound business environment.

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