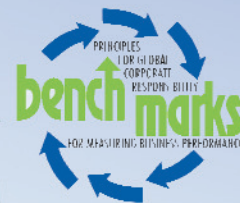


The Bench Marks Foundation

Annual Report 2008



The Bench Marks Foundation
Annual Report
2008

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he Bench Marks Foundation (BMF) specifically addresses the role of big business and their ethical and moral responsibility to conduct business in a way that does no harm to the environment and communities and that promotes human dignity and a better life for all.

2008 has been a challenging year for the BMF as we drive our agenda around mining and South African retailers' expansion in the Southern African Development Community (SADC) region. We have once again produced excellent reports measuring the gap between policy and practice and continue to receive widespread media coverage. The challenges that lie ahead are to challenge governments and their regulatory role ensuring more evenly developed economies and for corporate social responsibility (CSR) to have a developmental impact that goes beyond reporting initiatives.

Rt. Rev. Dr. Jo Seoka

Our studies reveal that the SADC countries have some of the most unequal distributions of income and wealth in the world and high unemployment rates. These inequalities produce a polarized region, as evidenced in our corporate monitoring studies. We witness, whether in our mining studies covering SADC or our retail focus, uneven economic development, wide spread poverty and a lack of hope impairing human dignity.

The economic crisis we are faced with today is a threat to humanity that must not be ignored. It has cost many people their livelihoods and in the mining industry where corporations state that their biggest contribution to sustainability is jobs, we now witness tens of thousands of jobs lost. This raises the question of just how many people actually benefit from mining. Our studies paint a grim picture of mining's contribution to overall economic development.

The BMF is very concerned about the developments resulting from the global economic meltdown, which are forcing corporations to let go of their employees. It is important to highlight the plight of the communities who are affected by the actions of corporations and to challenge the captains of industry to be innovative in their cost cutting restructuring and put people and the environment first – “we are the custodians of the earth”.

The BMF believes that corporations should allow all employees participation in decision-making at all levels that affect their lives and that the community rather than the company should be seen as the starting point of economic life.

It is important for the churches to put their support behind programmes to strengthen and support communities and to address the power imbalances that exist between corporations and communities and I urge the religious community in the SADC region to endorse the Church Leaders' Call for Responsible Investment.

I would like to thank the staff of the BMF for their hard work and to all the funders who have shown support to the organisation.

Yours in the service of our Lord

Rt. Rev. Dr. Jo Seoka, Chair, Bench Marks Foundation

e are pleased to announce in this Annual Report that the Bench Marks Foundation (BMF) is situating itself as a serious role player in the field of corporate social responsibility (CSR) and is becoming well known in South Africa, in our neighboring countries and internationally. We have been able to build on and consolidate our work during 2008 and can confidently say that we have made good progress throughout the year in realising our plans.

Specifically, the organisation has proved to be very good at quality-based research examining the gap between corporate policy and practice; raising the level of public awareness by profiling itself in print, electronic, radio and television media; building community-based forums to hold corporations accountable and sustaining two Africa-based networks focusing on resource extraction and South African retailers' expansion in the continent.

Highlights for the year include the successful staging of the Showcasing the Bench Marks Conference in June 2008 and the release of major studies on the mining industries in South Africa, Malawi and Zambia. We have also made good progress in the development of our capacity building programme at community level. We maintained a high media presence during the year and our new improved website attracted a good number of regular visitors.

More than 200 people attended the Showcasing the Bench Marks - Going beyond Reporting Conference and this gave us the opportunity to raise the level of debate on what constitutes CSR. The issue of a company's social license to operate was placed firmly on the agenda thus stimulating an international debate on mining and community engagement principles. A call by church leaders was made at the Conference for a code of conduct to govern how multinationals operate in Africa within the framework of sustainable development. This document is called the Church Leaders' Call for Responsible Investment. The Conference attracted widespread media attention and consolidated the BMF's reputation as an important role-player in the field of CSR.

The BMF influenced the South African Human Rights Commission (HRC) report on Anglo Platinum and the relocation of communities through its Policy Gap research recommendations as well as through panel discussions at the HRC's Business and Human Rights Conference. We spoke about the principles that should inform how mines engage with communities based on the framework developed in our Mining and Community Engagement Principles document.

We have strengthened our international networking through our contact with the Roundtable on the Sustainable Use of Platinum Group Metals (PGM) where we have been asked to become a

John Capel
Executive Director
Bench Marks Foundation

Steering Group member. Linked to this, we are also working closely with another partner to the PGM Roundtable – the Stichting Onderzoek Multinationale Ondernemingen (SOMO), based in the Netherlands, on supply chains and the production of platinum in South Africa.

Our international links have been strengthened with a number of organisations based in London for advocacy purposes and they include: Raid in Oxford, Core (UK Corporate Responsibility Coalition) and Friends of the Earth ACSA (Action for Southern Africa), Mining and Communities and the London Mining Network. We also made direct contact with ICCM (International Council on Mining and Minerals).

Overview

The organisation has four strategic aims:

- o To influence the responsible conduct of multinational corporations operating in the SADC and more broadly in Africa, through monitoring and research on the gaps between multinational companies' policies and practices.
- o To promote an ethical and moral voice in the media on what constitutes good corporate citizenship.
- o To empower communities and networks covering SADC countries to deal effectively with multinational corporations.

- o To promote a culture of socially responsible investment choices in the churches and religious organisations.

Major achievements to date include:

- o The BMF, in a remarkably short time, has established itself as an authoritative voice on CSR and is considered a major role player in this field.
- o The BMF has maintained a high-level media presence through its media advocacy project and with its website has raised the organisation's public profile.
- o The BMF has developed a rich body of research, especially with regard to corporate behaviour and practice in the mining sector.
- o The organisation has developed a series of activities such as workshops and forums in a number of provinces that will assist it in making an impact on communities' lives, their level of consciousness and awareness and eventually a change in the behaviour and practice of corporations.

Critical Challenges

The Bench Marks Foundation is measuring up to the critical challenges outlined in our 2007 Annual Report in the following ways:

- o We continue to maintain and raise our profile through widespread national and

Asquatter community
next to a Rustenburg mine

international media coverage (mentions and articles in more than a 100 media outlets and several radio and TV interviews). BMF is regarded as a specialist in the field of CSR and we have played a prominent part in a number of high profile conferences to speak on CSR and how it applies to communities, based on our research and work with communities.

- o Mining houses are approaching the BMF and committing themselves to a broader engagement with communities. Other companies like Shoprite Checkers are more responsive following the impact BMF had in the mining sector.
- o BMF recently joined the Third World Network Africa (TWN-Africa) initiative on the extractives industry and continues to build the BMF-led SADC mining initiatives and the African Roundtable Network on Investment (ART). It has, together with a number of organisations, formed the International Alliance on Natural Resources in Africa (IANRA).
- o The BMF, working closely with church-based groups, strengthened community forums in North West, Limpopo and the Vaal area in Gauteng and is making progress in other provinces and is about to launch a newly designed Community Monitoring Action Project.
- o The BMF works prominently in a number of local and international networks.

The challenges facing the Bench Marks Foundation are to build on its achievements and pay particular attention to:

- o Maintaining its high profile media presence.
- o Develop the capacity of communities to engage effectively with corporations.
- o Promote an enhanced ownership of the Bench Marks within the church community in order to amplify a moral and ethical voice.
- o Develop capacity for direct monitoring in the community.
- o Strengthen the organisational capacity of the BMF by enhancing its own planning, monitoring, and evaluation systems, to better reflect the impact the organisation is having.

Looking Ahead

An evaluation at the end of 2008 showed that the BMF completed cutting-edge research on CSR and that it is important now to focus on advocacy aimed at having a wider impact in the following three areas: in the communities where we work, at corporate level and in government and regional bodies. The research completed in the last three years should serve as a platform from which to develop interventions as well as serve as a “baseline” from which to measure changes happening at all three levels.

Main activities for the year 2009 will include:

- o The consolidation and publishing of existing research. A study on diamond mining in Botswana and West Coast will be completed and released in 2009.
- o The development of position papers (policy briefs with recommendations) addressed at the mining industry, regulatory bodies and government departments. These will be drawn from existing research and where necessary new research. Six such papers are envisaged and will be based on common themes that have emerged from our research studies.
- o Continue conducting educational workshops where local communities and in particular church leadership are sensitised to take up issues affecting their communities and garner support for communities organising themselves to face corporate abuse.
- o Increase the monitoring aspect of our work by revisiting some of the areas and companies studied. It is envisaged that a follow up study to the Rustenburg 2007 research will be done towards the end of 2009 (and/or the groundwork prepared to do such a study in early 2010).
- o A second aspect to this monitoring strategy is to develop a Community Monitoring Programme where dedicated monitors will be trained in local action research methods and the collection of visual data and testimonies in communities affected by mining in the North West and Limpopo provinces. This programme will also cover

corporations more broadly in the Vaal Triangle.

- o In order to increase our advocacy work the BMF will identify advocacy partners in SADC and join different networks to amplify its impact.
- o From an organisational point of view and in order to sustain our work over the long term, and specifically to address the research challenges that a research project of this nature entails, the BMF will develop and strengthen a research centre to be housed at the University of the North West from 2010 onwards.
- o Finally, a key focus area to come out of the 2008 strategic planning session was for church leaders and churches to own the work of the BMF. This will be a key area of work for the next few years, involving strengthening our relationship with the Council of Churches across Africa, starting with Zambia, Tanzania, Botswana and consolidating relations with these structures in Swaziland and Malawi.

Conclusion

The Bench Marks Foundation has made good headway in meeting our objectives for the year, and we are able to maintain the outputs and grow in stature as an organisation. It is thanks due to our partners' support that we were able to grow and strengthen ourselves during 2008.

We give special thanks to Christian Aid in the UK, EED Germany, Diakonia Sweden, and Bread for All Switzerland, AMA/CMC in the Netherlands, Development and Peace Canada, Southern African Trust and the Netherlands Institute for Southern Africa for making our dreams realisable.

We are confident that our programmes are streamlined enough to be able to measure progress and that they are interlinked and serve dual purposes. Ultimately we hope that in the next two to three years organisations and companies will not issue a sustainability report without some commentary and input from the Bench Marks Foundation.

While we need to grow in our advocacy role we have maintained a strong media presence and will focus in the next period on advocating our research recommendations at government and at a corporate level.

During the coming year we will be identifying advocacy partners across the SADC region and build on our quality research, network building and media advocacy role. The Bench Marks Foundation, with its alliance partners, will continue to play an important role in the arena of corporate social responsibility.

Thanking you for your continued support,

John Capel
Executive Director
Bench Marks Foundation

“The community rather than the company is the starting point of economic life.”

– Principles for Global
Corporate Responsibility:
Bench Marks for Measuring
Business Performance

he Bench Marks Foundation hosted a successful international conference called *Beyond Reporting: Showcasing the Bench Marks* from 2 - 4 June 2008 in Johannesburg. The first day focused on the different approaches and experiences of partner organisations with regard to CSR, the use of the *Bench Marks* research tool and how cross-border solidarity work can continue. The second day was dedicated to the release of the research studies on mining and a debate on engagement principles for communities and mining houses. The last day of the conference provided a focus on socially responsible investment in the continent that will culminate in a *Church Leaders' Call for Responsible Investment*. We also had a session focusing on how socially responsible financial institutions' investments are, an area that we want to focus on in the future. More than 15 journalists attended parts of the Conference and reported extensively on it. Finally, international guests went on a "Toxic Tour" of the East and West Rand that covered old and new mining areas and the environmental degradation that has resulted from mining activity.

Rt. Rev. Dr. Jo Seoka

The Conference brought together a number of church leaders from Southern Africa, including Bishops from Botswana, Burundi, South Africa and Tanzania. A number of ecumenical bodies attended together with members of the Bench Marks International Steering Group, which included the Interfaith Center on Corporate Responsibility (ICCR) from the United States and the Ecumenical Council for Corporate Responsibility (ECCR) based in the UK. Social Responsible Investment (SRI) organisations from the UK attended as well as representatives from the Johannesburg Stock Exchange's SRI unit. Local and international donor agencies, environmental groups, community-based organisations and mining and financial business leaders also attended. Seventy-five delegates participated throughout the three days and an additional 125 participated on the second day when we released our mining studies and findings. The press attended this session and a number of interviews were conducted.

Neville White, CCLA (Investment Management Ltd)

*Brown Motsao,
BMF staff member*

An exhibition of mining realities was on display at the Conference. The exhibition included visual displays in the form of posters and placards, videos on mining, physical displays of mining waste, contaminated water, and a rubble display showing the wealth gap between mining companies and communities. The exhibition was on display throughout the launch of the research reports and is available on DVD.

*Gugu McLaren, BMF staff
member*

The Conference had four key outcomes:

- o An agreement among church leaders to launch a call for socially responsible investment on the continent and to promote the development of a code of conduct to be developed over the next 18 months.
- o An agreement to promote a set of principles for the engagement between mining houses and communities, called the *Mining and Community Engagement Principles*.
- o An agreement to improve working relations across borders and the start of a process to use the *Bench Marks* research tool more widely and to review the tool.
- o A robust debate with financial institutions on their ethical investment practices.

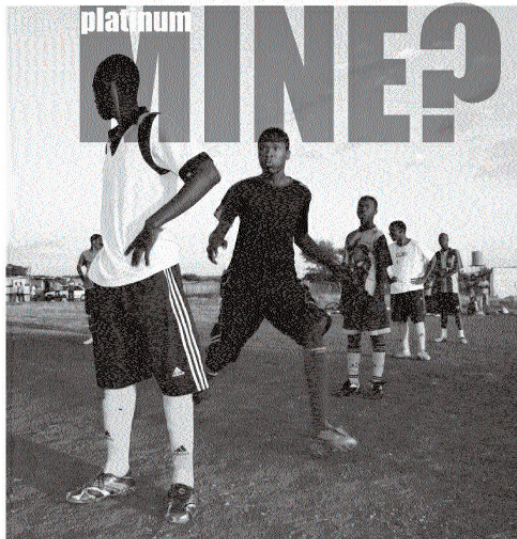
As a follow up to the June Conference the Bench Marks Foundation launched a round of e-mail discussions to start revising the *Principles for Global Corporate Responsibility: Bench Marks for Measuring Business*

Performance (the *Bench Marks* tool). This is work in progress.

The *Mining and Community Engagement Principles* was presented in a number of conferences, seminars and workshops in 2008 including:

- o The Chamber of Mines, held in September
- o Input to both Anglo Platinum and Impala Platinum
- o Mining conference in Poland, held in October
- o Meeting on Platinum Group Metals Stakeholders, held in Washington, September
- o All Africa Conference of Churches in December
- o Community Workshops in Limpopo and the North West
- o The *Church Leaders' Call for Responsible Investment* will be a focus of our Africa Roundtable Plans for 2009.

2010 Stadiums for Rich - Dirt tracks for the poor



Give us safe playing fields

One of the posters exhibited at the Conference
Below: the Conference banner



Corli le Roux,
JSE SRI



Amanda Young, CCLA
(Investment Management Ltd)



Following the release of the 2007 “*Policy Gap*” report that focused on the platinum industry in the North West province, the following research reports were released in June 2008:

- o **Policy Gap (2):** Review of the Corporate Social Responsibility Programmes of the Platinum, Coal, Gold and Uranium Mining Sectors in South Africa.
- o **Policy Gap (3):** CSR in the Zambian Mining Industry.
- o **Policy Gap (Series):** CSR and the Mining Sector in Southern Africa, a focus on mining in Malawi, South Africa and Zambia. This is an overview of mining legislation and the broader context in the countries under review.
- o A draft **Policy Gap (4):** A review of corporate social programmes of the major diamond mining firms on the West Coast of South Africa was completed in December 2008 and is due for release in June 2009.
- o A further study on **diamond mining in Botswana** is due for completion and release in 2009.

All the above reports are supported by detailed literature surveys and available on www.bench-marks.org.za.

The release of the reports during the June 2008 Conference resulted in widespread media coverage, with a number of television interviews, two SABC Special Assignment programmes, several 50/50 programmes where the topic of mining and communities was covered, SABC International and Summit TV as well as a number of radio interviews. In all between 80-100 media mentions of the BMF were made in print and on the Internet. Estimated average commercial value of the coverage amounted to more than R1.9 million, mostly generated between June and August 2008.

The engagement between mining houses and community representatives resulted in an agreement to develop principles for further engagement: the *Mining and Community Engagement Principles*. This programme is supported by a capacity building focus in communities affected by mining operations, particularly in the Limpopo and the North West provinces.

The Impact of the *Policy Gap* Research

We have witnessed over the past two years some change in corporate behaviour. Corporations on the one hand are prepared to meet with the BMF and consider the recommendations of the organisation. Impala Platinum in the North West Province, for example, brought together a team of 16 people to meet with the BMF and to listen to the recommendations arising from *Policy Gap*. They agreed to a number of issues, for example to include in their



The *Mining and Community Engagement Principles* is a document outlining principles for engagement between mining houses and communities.

sustainability reports under worker safety the number of injuries and to consider community projects in light of the negative impact of mining on water.

The *Policy Gap* studies form part of a broader research and advocacy programme on the extractive industries that covers eight countries in the SADC. Due to some funding challenges changes were made to these plans and while there will be a slowdown in research activity for 2009 this will pick up again in 2010.

Much of the research conducted in this project has been carried out in partnership with the North West University. After exploratory talks and much conceptualisation it was agreed

towards the end of the year that a research and teaching centre will be established at the university that will focus on CSR. This will increase the medium and long-term research capabilities of the BMF as well as make a larger intellectual contribution to the field of CSR. This is a joint venture between the university and the BMF and serves several purposes. It enhances the capacity of the BMF to increase its research and monitoring of corporations and allows us to influence a new course on CSR at the university. The university will benefit as it has links with a strong NGO and it creates an opportunity to make its research relevant to society.

The Church and Ethical Investment Programme (CEIP) continues to be an important outlet for the Bench Marks Foundation's research work. It also assists communities affected by mining and corporate abuse in developing their capacity to engage with corporations. It is a focal point for sensitising church leaders and mobilising their support for communities.

There are ethical investment discussion forums in communities in five provinces: North West, Limpopo, Gauteng, KwaZulu-Natal and Western Cape. These forums form the central focus of the CEIP and focus on corporate abuse and building communities to hold corporations accountable. The community forums are structured together with local partners in each province. The BMF largely partners with the SACC offices and/or other locally relevant church related institutions, while also grouping civil society organisations together.

The key objective of the programme is to get communities and churches more actively involved in issues of corporate justice and to begin a process whereby communities can start dealing with these corporations on a more equal footing. Education is an important part of the developmental role churches can play in economic justice in the private sector. We also aim to identify one Sunday a year where each church can promote and talk about the impact of corporations on communities.

This programme has crystallised into a set of distinct activities:

- o **Workshops on corporate behavior** and monitoring instruments, and strategies to hold corporations accountable



A woman from a community forum points to the cracks in her houses caused by the mining operations in the vicinity.



- o The arrangement of **Toxic Tours** to sensitise local church leaders to the environmental and social impacts of corporations active in their areas
- o The development of **ethical investment forums** comprised of church ministers and church leadership at local level.
- o A **Community Monitoring Project** aimed at building the capacity of community organisations and individuals and their ability to use new technology to bring the issues faced by communities to the attention of stakeholders.
- o **Like to Like Ministry** – A project intended to capacitate historically black churches to visit historically white congregations and lobby them to take action by preaching on issues of common interest relating to the industrial impact on surrounding communities and the environment. A theological rationale will also be developed to speak directly to the issues of interest and so a larger number of Christians will be conscientised and challenged to take action against corporate abuse.
- o **Symposiums** – This is a discussion platform created by the Bench Marks Foundation and the Ethical Investment Forums. It envisages inviting stakeholders such as community organisations, companies and government to come together and talk about challenges. This platform provides communities with an opportunity to engage with the mining companies and government on issues such as air and water pollution, mining waste and inadequate health facilities. It also addresses how mining companies can benefit communities through addressing the negative impacts of mining.
- o **Exhibitions** – raising awareness of industrial impact visually in the form of posters, flyers and booklets and DVDs and through the distribution of research findings. Exhibitions are set up in public places, like public transport ranks, seminars and conferences and even shopping malls.

Two BMF field workers are employed and a programme manager conducts regular field visits to develop the activities of this programme and an educator/trainer has been contracted to drive this programme.

Activities in 2008

The Ethical Investment Forums were represented in large numbers at the *Showcasing the Bench Marks* Conference in June 2008. The Conference exhibition drew on the work of the Rustenburg and Limpopo Forums that developed a set of posters and also videos on mining on DVD and a CD explaining a *Toxic Tour*.

The community forum in the **Rustenburg** area in the North West province deals with a number of mines and communities affected by mining operations. A *Toxic Tour* was conducted for 8 ministers of



Images on this page from Toxic Tours held during 2008

the area and a community-training project started to train community members to monitor respiratory health problems. This project is proving daunting and providing many challenges.

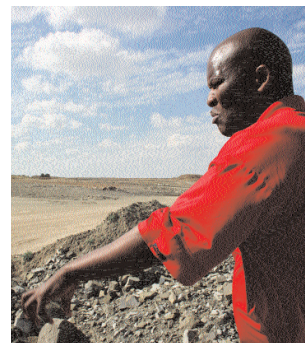
The biggest issue in **Limpopo** concerns land and the relocation of whole communities and the resultant problems of displacement. In the last two years the Limpopo Forum together with the SACC Limpopo office have managed to group together a number of communities affected by mining. A visit of church leaders was arranged to take note of the forced relocations and other areas of concern. This was followed up with letters to different South African government departments and to the ambassador of the DRC in South Africa, receiving responses from the Presidency, Safety and Security, DME and the NPA. They replied to say that the concerns are being looked into.

The **Vaal community forum** works with communities affected by mining companies such as Mittal Steel, Samancor, and others to engage with the social and environmental problems created by mining operations such as the severe water contamination and air pollution faced by thousands of people in this area. Communities are encouraged to conduct grassroots research on air quality, water quality, and waste management and to lobby business and government. A *Toxic Tour* for 10 ministers took place during 2008 and forum members participated in initiatives such as the Vaal Environmental Justice Alliance (VEJA) organised by groundWork and supported by the BMF.

The **Durban community forum** works jointly with Diakonia, KZNCC, SDCEA, groundWork, PACSA and Ujamaa Centre at UKZN to strategise around collective activities in the area. A recommendation was made that the Industrial Mission Network and its campaigns such as Workers' Sunday, be resuscitated to focus on corporate abuse issues that can be preached from the pulpit. A first meeting to discuss the nuts and bolts of implementation was scheduled for the second half of the 2008.

Church fund managers have been encouraged to form a national group, called the **Church Investors Group**, which is based on the model of the UK churches, to discuss ethical investment or as we refer to as social responsible investment.

The **Cape Town community forum** held an evaluation during April 2008. One of the outcomes was that a new Ecumenical Secretary (ES) of WCPCC was being recruited and people were encouraged to apply. Fr. Ngidi was appointed as the ES and affirmed during a SACC Central Committee Meeting his intention to work with the BMF and ESSET on current and future projects. The proposed work plan with the Forum members was that the BMF's Programme Manager would visit communities affected by fishing quotas. Collaborative organisations include the Economic Justice Network, Institute for Security Studies and Community Network Forum who are keen to work with the Forum.



Images on this page from Toxic Tours held during 2008



The Africa Roundtable on Investment (ART) held a conference in February 2008, where about 30 organisations from nine countries in Southern Africa attended. The meeting agreed on the need for a *Church Leaders' Call for Responsible Investment* governing the business operations of multinational corporations on the African continent. The Church Leaders' Call will be promoted amongst civil society networks, including trade unions, communities and churches. The Council of Churches in each country will be asked to comment and give feedback and to endorse the Call. Discussion has begun around this initiative, including input from the ART network at the *Showcasing the Bench Marks* Conference. The Call will urge governments and multinational corporations in Africa to abide by principles that consider the broader fundamental good of society.

The ART Steering Committee met at the June 2008 Conference where it discussed a multi-faceted way forward once research in the retail sector has been completed. This will include engagement with the media, governments and trade unions. Furthermore, discussion began around further research in the region.

Progress has been made in the research on the conduct of Shoprite, a South African supermarket chain that has over 120 outlets all

over the African continent. Reports for Zambia, Malawi and Swaziland were completed and a consolidated report developed that will be released in April 2009. An overview of the Socially Responsible Investment (SRI) criteria of South African asset managers was also completed during 2008.

ART Plans for 2009

- o The research report on Shoprite will be launched in April 2009 and plans are afoot in the different countries to launch the report.
- o An events and media strategy has been planned for major events on Shoprite's calendar, for example, the Shoprite Woman of the Year Awards (9th August).
- o Further country meetings to be held to discuss action plans after research has been completed and to build the network, launch the research reports and see how to further the *Church Leaders' Call for Responsible Investment* by corporations, especially South African corporations operating in Africa.
- o Other research plans include an initial report on Woolworths in Botswana.
- o The updating of a 2006 database on South African multinational companies operating on the African continent.

Website statistics

During December to January 2009 the BMF website had 16616 hits and a total of 3745 visiting users during the 59 day period.

During August 2008 the website had 8254 hits and a total of 1384 visiting users during a 27-day period.

The most downloaded pages from the website for both periods were the pages dealing with the research on platinum mining in the North West Province and the Policy Gap documents.

According to the statistics a large part of the users of the website are based in the United States followed by mostly European countries.

The BMF has developed its own South African based website which has proved a valuable vehicle in making the BMF's research studies, articles and press releases available to a large global audience.

The development of the website is an ongoing project to enhance our media presence and is a successful initiative which has undergone a number of significant changes during 2008 such as a re-design to make the site more user-friendly. The development of the website is a result of the BMF's stated intention to "increase our voice through amongst other things improving our website".

his programme challenges the present limited scope of CSR by promoting an alternative moral voice on what constitutes CSR. This programme has a number of aims:

- o Creating public awareness.
- o Holding corporations publicly accountable for any abuse and mistreatment of communities and the environment.
- o Situating the BMF as a leading authority in the arena of CSR.

This is a cross-cutting programme aimed at raising the media profile of the BMF and consists of engaging journalists in print, radio and television media, and utilising the Internet and visual media to disseminate key messages and information. Meetings were held with most of the mainline newspapers throughout the year and the BMF also addressed the Institute of Journalists on the topic of CSR.

The BMF assisted public broadcasters in developing documentary material on corporate abuse. This has led to at least six documentaries on special interest programmes such as *Special Assignment* and *50/50*. These programmes are watched by large audiences and are viewed as the best investigative journalistic and award winning programmes with international recognition. The BMF made a number of appearances on international television channels.

Voice Power also includes the development of organisational media. We have completed a mobile exhibition on mining realities and a number of DVDs based on the research studies both for international viewing and to be used as educational material.

Towards the end of the year we have embarked on the development of a Community Monitoring Project that will become an important part of our capacity building in 2009.

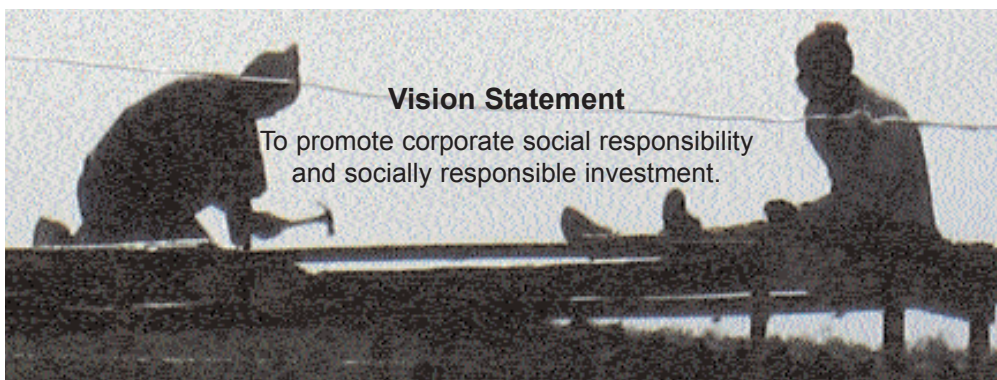
In the past year our theme has been “**Beyond Reporting**” to true sustainability practices. As long as companies are protected by limited liability and in the absence of a strong regulatory model, transforming the world of business demands high levels of public awareness, stakeholder activism and public scrutiny of corporates’ sustainability reports.

The Right Rev Dr Jo Seoka (Chairperson),
Anglican Bishop of Pretoria
Mr Allan Wentzel (Treasurer), Chairperson,
CDT Foundation
Mr Eddie Makue, General Secretary, SACC
Ds Piet Beukes, Industrial Ministry South
Africa (IMSA)
Dr Allan Boesak

Ms Chana Majake, CEO, Commission for
Gender Equality
Mr Mokhethi Moshoeshe
Ms Dudu Radebe, Ecumenical Service for
Socio-Economic Transformation (ESSET)
Fr Vincent Brennan, GS, Southern Africa
Catholic Bishops Conference (SACBC)
Mr John Capel (Executive Director), Bench
Marks Foundation

Brown Motsau, Programmes Manager
Caroline Ntoapane, Fieldworker
Erik Mokuoa, Fieldworker
John Capel, Executive Director

Moses Cloete, Deputy Director
Simo Gumede, Receptionist
Gugu McLaren, Research Manager
Ferial Adams, Project Coordinator



Vision Statement

To promote corporate social responsibility
and socially responsible investment.

