

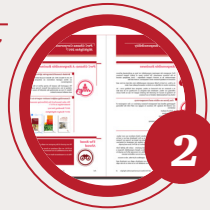


# PwC Ghana Corporate Responsibility Highlights 2017

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# PwC Ghana Corporate Responsibility Highlights 2017



## 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 PwC Ghana Corporate Responsibility Highlights Publication 2017

This publication provides an overview of PwC Ghana's Corporate Responsibility (CR) actions and performance for the period 1 July 2016 to 30 June 2017.

This document is our third annual Corporate Responsibility publication. To produce it, we pulled together the highlights from external engagements and internal firm activities conducted throughout the 2017 financial year (FY17).

We hope you find it useful.

*Do you have a question or comment about the PwC Ghana Corporate Responsibility Highlights 2017 Publication? Contact Andrea Opoku-Dwamenah at [andrea.opoku-dwamenah@pwc.com](mailto:andrea.opoku-dwamenah@pwc.com) for further information.*

# *PwC Ghana Corporate Responsibility Highlights 2017*



## *A Message From The West Africa Corporate Responsibility Leader*

Welcome to PwC Ghana's third annual Corporate Responsibility Highlights Report.

At PwC, we align the way we do business to our values of integrity, care, teamwork, reimagining the possibilities and making a difference. We take care to ensure that our values are at the forefront of our corporate responsibility agenda.

Our third Corporate Responsibility Highlights publication outlines some of the key achievements in our corporate responsibility journey. Our FY17 activities which included marathons, mentoring and volunteering demonstrate our commitment to building trust in society and solving important problems.

Our CR strategy is focussed on promoting responsible business practices. These include building an inclusive workplace where people regardless of their cultural backgrounds can reach their full potential, engaging the communities we serve and being an environmentally friendly organisation.

I am proud of the Partners, and staff of PwC Ghana for the difference we continue to make with our CR practices all of which can be found inside the pages of this report.

*Ayesha Bedwei*

**Ayesha Bedwei**  
West Africa Corporate Responsibility,  
Diversity & Inclusion Leader.

# PwC Ghana Corporate Responsibility Highlights 2017



## Leadership Structure

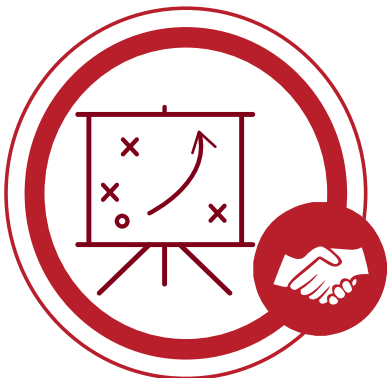
The CR Leadership Council is led by the Country Senior Partner, Vish Ashiagbor and championed by the West Africa Corporate Responsibility Leader Ayesha Bedwei. The CR Leadership Council Champion is responsible for collating all focus area activities and leads the measurement and reporting of PwC Ghana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



## PwC Ghana FY17 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 acting with integrity, making a difference, care, working together and reimagining the possibilities
- 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.

# PwC Ghana Corporate Responsibility Highlights 2017

## Our CR strategy



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.

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.



# PwC Ghana Corporate Responsibility Highlights 2017

## Our CR strategy

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.

### Our Values






Our values define who we are, what we stand for, and how we behave.

While we come from different backgrounds and cultures, our values are what we have in common. They guide how we work with our clients and each other, inform the type of work we do, and hold us accountable to do our best. They govern our actions and determine our success.

Our values help us work towards our Purpose of building trust in society and solving important problems.

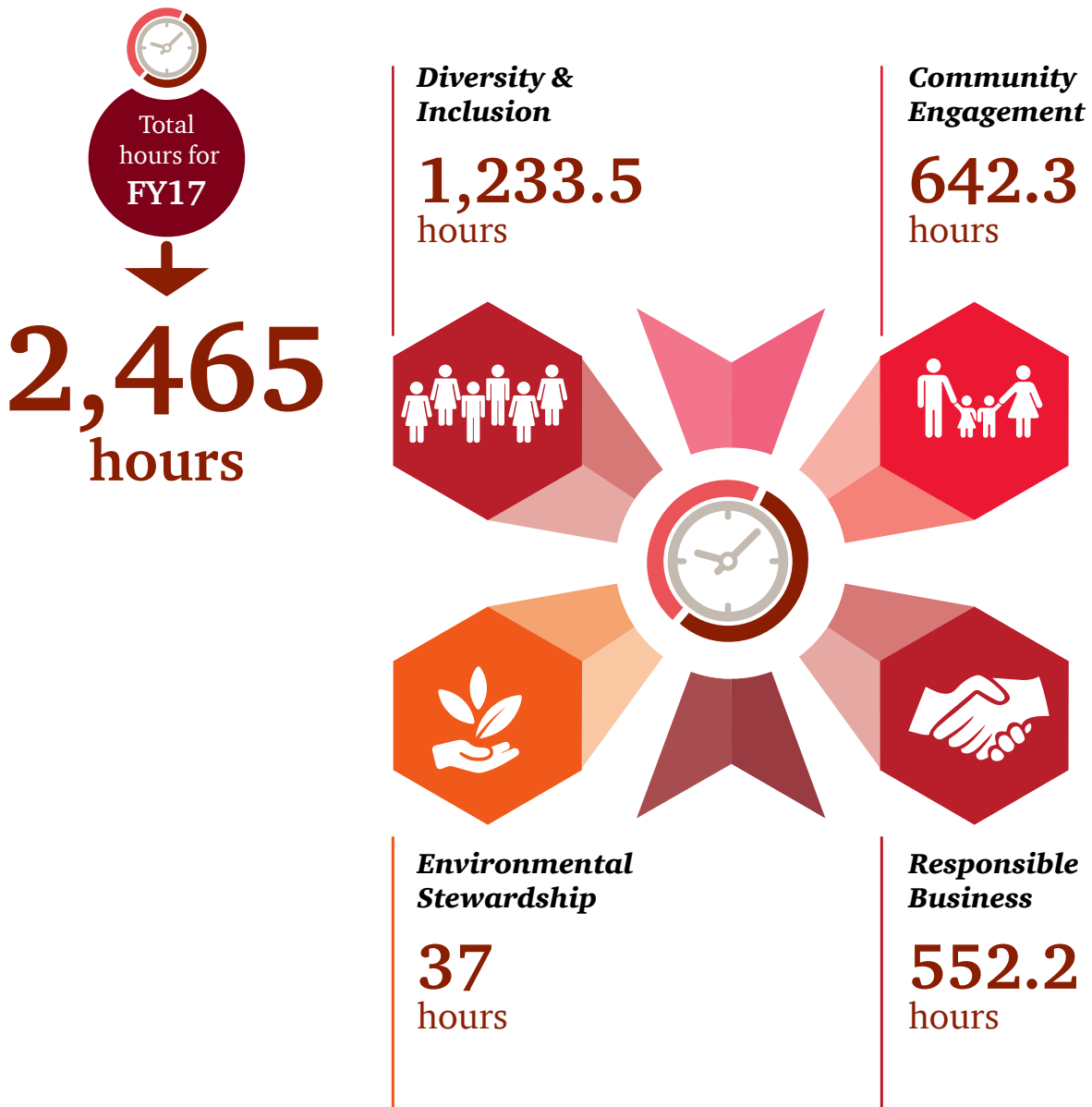
The trust that our clients, communities and our people place in us, and our standards of ethical behaviour, are fundamental to everything we do. Our values underpin our Code of Conduct which is our frame of reference for the decisions we make every day. It's how we do business.

## Our Values and behaviours

 <p>Act with integrity</p>	 <p>Make a difference</p>	 <p>Care</p>	 <p>Work together</p>	 <p>Reimagine the possible</p>
<p>Speak up for what is right, especially when it feels difficult.</p> <p>Expect and deliver the highest quality outcomes.</p> <p>Make decisions and act as if our personal reputations is at stake.</p>	<p>Stay informed and ask questions about the future of the world we live in.</p> <p>Create impact with our colleagues, our clients and society through our actions.</p> <p>Respond with agility to the ever changing environment in which we operate.</p>	<p>Make the effort to understand every individual and what matters to them.</p> <p>Recognise the value that each person contributes.</p> <p>Support others to grow and work in the ways that bring out their best.</p>	<p>Collaborate and share relationships, ideas and knowledge beyond boundaries.</p> <p>Seek and integrate a diverse range of perspectives, people and ideas.</p> <p>Give and ask for feedback to improve ourselves and others.</p>	<p>Dare to challenge the status quo and try new things.</p> <p>Innovate, test and learn from failure.</p> <p>Have an open mind to the possibilities in every idea.</p>

# PwC Ghana Corporate Responsibility Highlights 2017

## Our FY17 Corporate Responsibility Contribution



# PwC Ghana Corporate Responsibility Highlights 2017

## Community Engagement

Community engagement plays an integral part of our CR strategy. Our FY17 CR strategy focussed on using our skills, voice and relationships to work with others and to influence and create tangible change to help make communities better.



### Donation to Nneka Foundation

In early FY17, we made a donation to support the summer camp of the Nneka Foundation. The Nneka Foundation is a non-government organisation that is committed to providing the necessary guidance and support to children in rural communities in an attempt to curb the social vices among the youth and bring them to the point of believing that they too can be world changers. The Foundation believes that the transformation in the thinking of our future leaders will inevitably lead to a positive transformation of our nation. Each summer the Foundation runs a camp where hundreds of children learn about the qualities and behaviours they need to possess in order to defy the odds stacked against them.

The main objectives of the Nneka Foundation are:

- To reduce teenage pregnancy among school children in the Volta region by 30% in the next 5 years.
- To increase enrolment of students particularly girls in Senior High School by at least 30% in the next 4 years.
- To reduce the number of high school drop-outs as a result of drug abuse and other social vices in the Volta region by 30% in the next 3 years.
- To improve examination results particularly BECE by at least 20% (20% more passes than currently) within the next 2 years.





# PwC Ghana Corporate Responsibility Highlights 2017

## Community Engagement



**Operation Smile Ghana**

*We dream a country where no child suffers from lack of access to safe, well-timed and effective surgery.*

**pwc**

**Volta Regional Hospital  
Ho, Ghana  
20<sup>th</sup> April – 1<sup>st</sup> May 2017**

Your generous support has ensured the continued success of our volunteer medical services to provide a brighter future for children in Ghana.

We offer our sincere appreciation for helping create meaningful change for so many children, families and communities.

*Bill Magee*  
Dr. Bill Magee  
Co-Founder and CEO  
Operation Smile

### Donation to Operation Smile

In FY17, we were “PwC Proud” to support Operation Smile. Operation Smile is a non-profit medical service organisation founded in the United States in 1982.

In addition to providing cleft lip and palate repair surgeries to children worldwide, Operation Smile works as a non-governmental organisation to reduce the occurrence of cleft lips and palates worldwide; develops ambassadorships to raise awareness of cleft issues and sponsors a World Care Programme for international cases requiring special care.

Since 2011, Operation Smile has conducted medical programmes across Ghana in Accra, Cape Coast, Tamale, and Tema. Operation Smile’s global volunteer network includes over a dozen medical professionals from Ghana who donate their time in country and around the world. Operation Smile has conducted seven medical missions in Ghana and treated more than 550 patients with cleft lip, cleft palate and other facial deformities.

# PwC Ghana Corporate Responsibility Highlights 2017

## Community Engagement



### **One size fits all- Christmas clothes and toys drive**

In December 2016, as part of the festive season, we carried out a firm wide clothes and toys drive. The week long drive allowed us to donate clothes and toys that our families no longer needed. Items from the drive were donated to Accra Boys Correctional Centre and New Horizon Special School, an education and training centre for adults and children with intellectual disabilities.



### **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 enables us to support the wider community in a way that is inspiring and rewarding.



### **Akropong School for the blind**

On Friday 3 February 2017, a group of approximately 30 PwC volunteers travelled to Akropong to spend time at the school for the blind. We had the opportunity to meet the headmistress and teachers and also observed how the students were taught subjects such as Math and English. After familiarising ourselves with our surroundings, we got to work by painting the canteen and cleaning classrooms and dormitories. The day concluded with the students singing and showing their appreciation to us during an assembly in the newly painted canteen which also serves as an assembly hall. In addition to the painting of the canteen, we also constructed a security wall next to the girls' dormitory.



# *PwC Ghana Corporate Responsibility Highlights 2017*

## *Diversity & Inclusion*



At PwC Ghana, 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 of being 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 our people can give their best is fundamental to this aim.

### *Diversity Month 1-30 September 2016*

Across the PwC network a week is usually dedicated to raise awareness about Diversity related issues, however at PwC Ghana, we decided to dedicate the month of September to Diversity and Inclusion.

The main objective of Diversity Month was to address diversity issues that affect both Partners and staff. Discussions centred on work life balance, generational diversity in the workplace and political correctness were held as part of the firm's diversity awareness campaign.

### *Session 1- The Balancing Act. (Work life balance)*

The Balancing Act focused on some of the methods used to effectively juggle home life and careers. A panel consisting of PwC staff spoke about some of the challenges they faced while trying to maintain a healthy work life balance, and how they managed to sustain their momentum during such challenges while either staying connected to their families or pursuing other interests outside of work such as studying and/or social commitments. The main objective of the forum was to share knowledge, develop good practices and identify ways to take action and drive change on work-life balance strategies.





# *PwC Ghana Corporate Responsibility Highlights 2017*

## *Diversity & Inclusion*

### *Session 2- Talking About My Generation (Generational diversity in the workplace)*

The Talking about My Generation session addressed many topics including cross generational leadership and tension, employee relations and the importance of organisational structure when it comes to encouraging and motivating staff of different generations. Guest speakers for the session were Peter Yobo, an Innovation Strategist and Rosie Ebe-Arthur, Head of HR for Ghana and West Africa at Standard Chartered Bank.



### *Session 3- The Elephant in the Room (Political Correctness)*

The Elephant in the Room discussion focussed on instances where major problems or controversial issues are avoided as subjects of discussion and the effects this avoidance has in the workplace. The session also looked at the wrong turns people often take when tackling sensitive issues. The main objective of the discussion was to enhance effective and caring communication.



# PwC Ghana Corporate Responsibility Highlights 2017

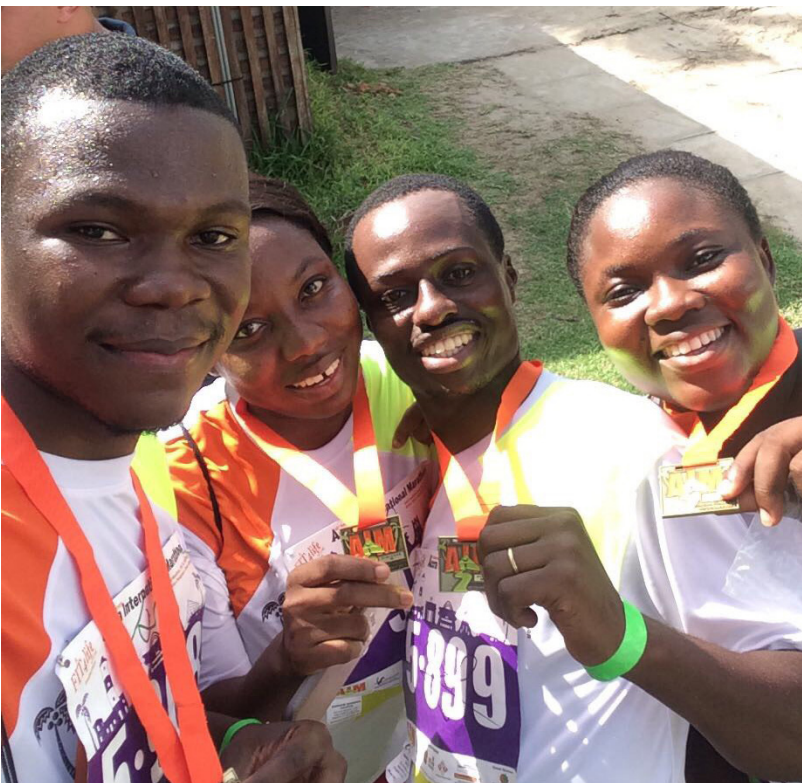
## Diversity & Inclusion



### Multicultural Day

As part of our ongoing commitment to support diversity and respect individual differences, on Friday 20 October 2017, we held our annual Multicultural Day celebration.

Multicultural Day is a day in which we celebrate the many different cultures and nationalities of the world by wearing items of clothing from different countries. We ended the day with a party which was filled with food and music from across the globe.



### Accra Marathon

Towards the end of October 2016, we along with some of our colleagues from PwC Nigeria, took part in the Accra International Marathon. Each year the marathon is organised to raise funds for medical charities in West Africa. The 2016 chosen charities included: Ghana Planetarium, Street Child (Sierra Leone), iLab (Liberia), Doctors without Borders (Guinea) and the Longevity Project (Ghana).



# *PwC Ghana Corporate Responsibility Highlights 2017*

## *Diversity & Inclusion*

### *PwC Opportunity Clinics*

In May 2017, we collaborated with the British Council for the PwC Opportunity Clinics. The overall objective of the partnership was to help young people by connecting them to training, networking, mentoring and advisory services to move them from unemployment into employment and also support their entrepreneurial initiatives.

The two day event gave our staff the chance to interact with entrepreneurs and students from vast backgrounds. Our volunteers sat on panels while budding entrepreneurs pitched their business plans/

ideas to them. Business plans varied from fashion, technology, music and food. Our role in the exercise was to give feedback on how the entrepreneurs could improve their pitch styles. In addition to the panels, we held workshops on keeping good books, business planning and risk.

The second day of the programme focused on graduates and job seekers. Topics discussed included CV and interview preparation, corporate styling and career choices.



# PwC Ghana Corporate Responsibility Highlights 2017

## Environmental Stewardship

Engaging in internal and external environmental initiatives to support the environment in which we operate is an important part of our CR strategy.

In order for us to fully achieve our environmental stewardship objective, we have collaborated with Environment360, a local NGO, to assist us with our recycling programme. Environment360's role in our partnership is to regularly collect recyclables from our office, while ensuring that they are handled in a responsible and ethical manner.

Our recycling programme intends to not only have a positive effect on our environment, but also on our business operations as well. The programme supports United Nations Sustainability Goal 12 "to encourage corporations to adapt sustainable consumption and production patterns" and Goal 13 "to take immediate action on educating communities on climate change and mitigation".

Like the majority of PwC firms, our recycling programme enables us to undertake efforts to embed environmentally friendly business practices in our work processes. It also allows us to manage our environmental footprint by assessing and changing how we impact the environment.



# PwC Ghana Corporate Responsibility Highlights 2017

## 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.

As a firm, we look to build corporate responsibility into relevant services and products where it will help us to deliver enhanced quality and value.

As a business we are focussed 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.



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

Supporting ethical and transparent business practices is a key component of our overall CR strategy. We continue to engage our staff with the following initiatives:

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



### **PwC Code of Conduct**

The Code of Conduct is supported by policies which reinforce our core values. These policies are collectively referred to as Our Standards and are tools used by us at PwC. Our Standards are based on “Living our Purpose and Values”. The global Code of Conduct defines the standards of our expected behaviour and provides a framework for conduct by all PwC firms and people.

Our Standards outline specific policies and practices - under the global Code of Conduct. “Doing the right thing” is often a shared responsibility. A minor issue can develop into a larger problem, therefore we encourage all of our people to voice concerns as soon as they arise. Doing so serves our collective interest.

Our Standards apply equally to all of us - regardless of job title, role or tenure.

As a firm we urge each other to know our standards, apply our standards and be familiar with the tools and resources available for us in order to do the right thing.

# PwC Ghana Corporate Responsibility Highlights 2017

## PwC Ghana- A Responsible Business



### **British Council Enterprise Africa Summit**

On 23-24 March 2017, the British Council held the Enterprise Africa Summit, an Africa regional conference on enterprise development targeted at entrepreneurs.

We supported the summit by giving advice to the entrepreneurs on matters relating to tax, accounting and finance during sessions known as Enterprise Clinics. It was an interesting day attended by some of Ghana's top dignitaries and notable business leaders.

### **Connecting subject matter experts to the marketplace.**

**We also launched the following annual thought leaderships in FY17:**

**2017 Banking Survey**

**2017 Budget Highlights**

**2017 Tax Facts and Figures**



## The Road Ahead



We are proud of the progress we made with our CR agenda in FY17.

In FY18, we will continue to focus on strengthening trust, integrity and accountability in our business and society.

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

[www.pwc.com/gh](http://www.pwc.com/gh)

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