

Sets the **NEW STANDARD** in the Communication Industry



CICO

Founded in 1999

CSR Principles

2017-2027



UNIVERSAL
VALUABLE COMMUNICATION
FOR ALL PEOPLE

Building Communication Solutions for Humanitarian Progress



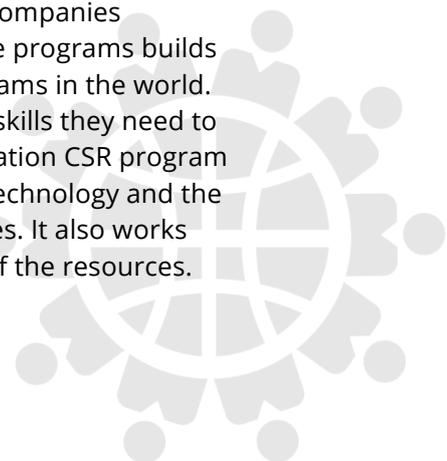
CICO Corporate Social Responsibility

"The CICO activities are rooted in the knowledge that businesses have a duty to enable all living beings to get a fair share of the planet's resources."



CICO contributes to Poverty alleviation, Protecting the planet, Democratic Peace building, promoting Prosperity and stimulating Health.

The CSR approach adopted envisages that CICO evolves and executes strategies to support communities in partnership with governments, civil society and relevant stakeholders. Key to this approach is CICO employees and collaborators who generously give of their time, experience and talent to serve communities; group companies encourage and facilitate them to do so. At the group level, CICO engage programs builds on this tradition. It is amongst the top 10 corporate volunteering programs in the world. -CICO work towards empowering people by helping them develop the skills they need to succeed in a global economy, which is now consolidated into a organization CSR program called CICO STRIVE. The group equips communities with information, technology and the capacity to achieve improved health, education and livelihood outcomes. It also works towards enabling other living things on the planet get their fair share of the resources.





The global agency

-Businesses are powerful constituents of society and the most successful, respected, and desirable businesses exist to do much more than make money; they exist to use the power of business to solve social and environmental problems. The CICO culture of giving back flows from the tradition of nation and community building sowed more than decades back from Carl Vermeulen the Founder of the organization. CICO activities are involved in a wide variety of community development and environment preservation projects. The CICO social activities relate to health, primary education, skills training and entrepreneurship, livelihoods, women empowerment and strengthening services for the differently-abled and environmental issues.

CICO believes corporate social responsibility (CSR) is a critical mission that is at the heart of everything that it does, how it thinks and what it is. CICO is committed to integrating environmental, social and ethical principles into the core business, thereby enhancing long-term stakeholder value and touching the lives of over a quarter of the world's population. The group's CSR programs aim to be relevant to local, national and global contexts, keep disadvantaged communities as the focus, be based on globally-agreed sustainable development principles and be implemented in partnership with governments, NGOs and other relevant stakeholders.



STRENGTH THROUGH
A COMMON
CONSTRUCTIVE
MINDSET





CICO 10 Core CSR Principles

1-CICO Beyond Compliance

While all CSR interventions shall fully comply with the relevant laws of the country in which CICO operates, they will strive to meet core needs, even if it is **Beyond** what is mandated and this always in the most Ethical way.



2-CICO Outcome

CICO interventions will focus on **Results**. All CICO Performances and deliverances will spearheading in a collaboratively and synergistically way to help organizations and to move them forward.





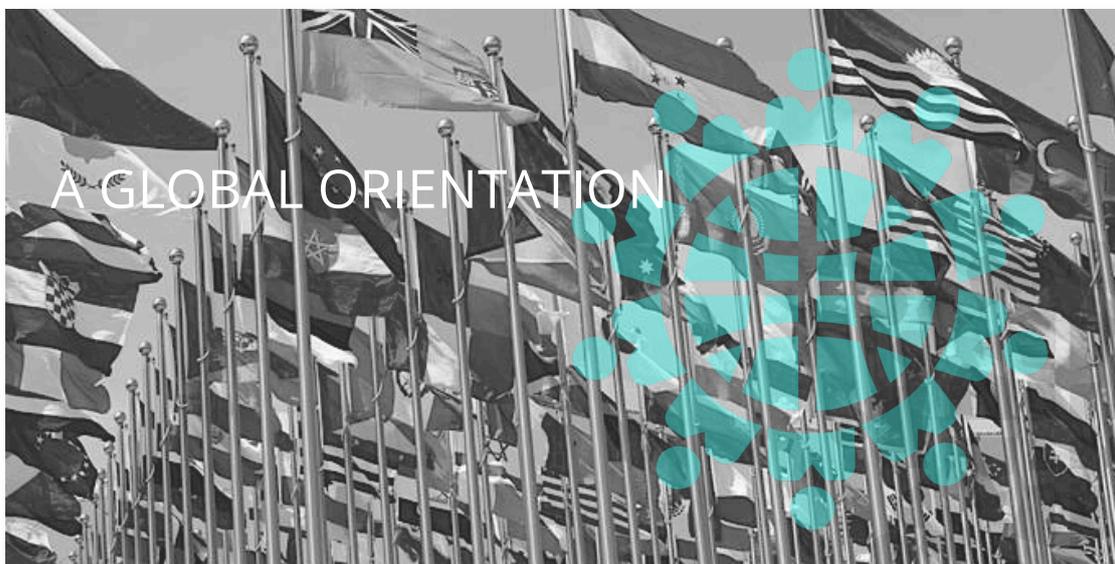
3-CICO Linked to Business

CICO seeks business benefits by leveraging its core business and competences. However CICO CSR activities benefits are to be paramount and clearly defined. Therefore our actions have a combined strength of growth benefits and a focus on **Altruism**.



4-CICO Relevant to International and Local Context

CICO CSR activities must be closely aligned with and relevant, to the **international** and **local** context in which the Client is located.





5-CICO Sustainable Development Principles

All CRS interventions will follow sustainable development principles; they will factor **Social, Human Rights, Environmental and Health impact** in their design and execution.



6-CICO Participative and Bottom-up

Communities must be central to the interventions and they must be **Actively involved** in identifying the issues to be addressed and in the management and monitoring of the interventions.





7- CICO Focus on the Disadvantaged

Special care must be taken to ensure that the needs of the **Most Disadvantaged** in the community, in terms of gender, ethnicity, disability and occupation, are addressed and helped.



8-CICO Strategic and Built to Last

By design, all CSR initiatives shall ensure that communities can **Sustain Them On Their Own**, beyond the involvement of the CICO organization. Hence, the initiatives must be part of a long term CSR Strategy.





9- CICO Partnerships

All CSR interventions will be done in **Partnerships** with institutions that are close to the ground, community organizations, NGO's, organizations (within & outside the CICO organization), and governments, local state and central.



10-CICO Opportunities for Volunteering

The CICO CSR Initiatives will be designed to provide a range of **Volunteering** opportunities for CICO Employees, Collaborators and Clients.



CICO

The global agency



WORKING ON A GREATER WORLD



INNOVATE | INSPIRE | IMAGINE | ENERGIZE | CONNECT

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