



REPUBLIC OF KENYA

| MINISTRY OF TOURISM,
| WILDLIFE AND HERITAGE
| TOURISM PROMOTION FUND

CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY

EXECUTIVE SUMMARY

This policy is developed to guide in the implementation of Corporate Social Responsibility programs that promote sustainable development. This commitment is deeply ingrained in the Fund's core values. The Fund is committed to addressing environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, conservation of natural resources, protection of national heritage, art and culture, and Promotion of social justice and education empowerment.

TPF is committed to integrating social, economic, and environmental considerations in all its projects, programs and activities during the planning and implementation phase and will work to add value to the lives of the residents just beyond providing funds to support the development, promotion and branding of the tourism sector in Kenya.

To this end, TPF will work with the stakeholders to support the cause, improve the lives of communities, and will seek to provide economic opportunities to empower the local communities through employment, capacity building and skills development. This will involve institutions or other corporate bodies including county Governments who are engaged in activities or programs which fall within the purview of Fund's CSR Policy and areas of focus.

This policy has identified environmental sustainability; protection of national heritage, art, and culture; promotion of social justice, education empowerment and health; disasters and emergencies as the major areas of the CSR investment. It is the responsibility of all as individuals and as corporate to facilitate improved welfare of the society for sustainable development.

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CHIEF EXECUTIVE OFFICER

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ABBREVIATIONS

- TPF** - Tourism Promotion Fund
CEO - Chief Executive Officer
CSR - Corporate Social Responsibility
TIAs - Tourism Implementing Agencies
MDAs - Ministries, Departments and Agencies

1. INTRODUCTION

Corporate Social Responsibility (CSR) is defined by the European Commission as “the integration by companies of social and environmental concerns in their business operations and in the interaction with their stakeholders on a voluntary basis”. It’s about managing companies and organizations in a socially responsible manner.

Tourism Promotion Fund highly values Corporate Social Responsibility (CSR) as an avenue to optimize the opportunities available for the Fund in impacting society. The essence of CSR is also to integrate the social, economic, and environmental objectives with the Fund's mandate.

2. MANDATE

The mandate of the Fund is to provide funds to support the development, promotion and branding of the tourism sector in Kenya.

TPF provides funds to finance projects/programs to tourism implementing entities (Ministries /Departments /Agencies) in the government.

3. VISION

The Ideal Funding Partner for Tourism Development

4. MISSION STATEMENT

To provide funds to public agencies for supporting development, promotion and branding of Kenya's tourism sector to enhance destination competitiveness.

5. CORE VALUES

As a Public institution, TPF is committed to excellence and provision of high-quality professional services to its customers. The following values guide TPF in achieving its vision and mission:

- a. Accountability and Honesty
- b. Impartiality and Openness
- c. Efficiency & Accuracy
- d. Fairness and Integrity
- e. Transparency and Objectivity
- f. Reliability and Credibility
- g. Sustainability

6. CORE FUNCTIONS OF TPF

The functions and purpose of the Fund are:

- i. Financing development, promotion and branding programmes and initiatives in relation to tourism products including tourism niche products and tourism events;
- ii. Financing marketing, promotion and branding of Kenya in specific local, regional and international market segments;
- iii. Financing tourism data capture, analysis and dissemination of the same and any other related research which may include deployment of technology based applications;
- iv. Financing development of tourism facilities and establishments in areas where the private sector is unable or unwilling to develop, but with a high potential for tourism promotion and branding;
- v. Co-financing of tourism development and promotion projects with the county governments on the basis of an agreed ratio of matching grants;
- vi. Funding programmes and initiatives for tourism safety and security geared towards development, promotion and branding of tourism sector;
- vii. Financing development of innovations and inventions which promote tourism development, promotion and branding;
- viii. Funding of plugging projects which contribute to development, promotion and branding of tourism sector;
- ix. Financing programmes and initiatives geared towards tourism intelligence and information gathering for purposes of developing, promoting and branding tourism in Kenya; and
- x. Standards development and capacity building in the tourism sector

7. DEFINITION OF TERMS

The ACT

Refers to the companies ACT, 2013

Corporate Social Responsibility (CSR)

Refers to the Fund's commitment to organizing and managing the impacts of its delivery of services on society and ensures that its projects and activities are undertaken in a socially and environmentally responsible manner. By understanding and addressing the impact of its operations, the Fund can also manage a broader range of risks, improve its corporate image, and enhance its working relationship with society.

Sustainability

It is the capacity to continually obtain the benefits of CSR programs in society without relying on external support.

Sustainability also recognizes the interdependence of economic, social, and environmental objectives in ensuring the long-term **viability of the organization**.

Ethics

Ethics refers to the codes of principles and values that govern decisions and actions within the Fund. From the CSR perspective, ethics are based on the belief that the Fund should consider, in its decision-making, the potential impact of those decisions and actions on multiple stakeholder groups.

Stakeholders

These are individuals, groups or government Agencies who affect or who may be affected by the Fund's actions and decisions in relation to CSR programs. Stakeholders include tourism implementing agencies, suppliers, contractors, local communities, service providers, and any other relevant MDAs.

CSR Committee

This means the Corporate Social Responsibility Committee of the Fund established under this Policy.

Laws

Means binding rules of conduct whether formal or informal meant to enforce justice and prescribe obligations.

8. SCOPE OF THE POLICY

The policy applies to all activities undertaken by the Fund towards fulfilling its Corporate Social Responsibility objectives in accordance with its Mandate, Vision, Mission, and Core values of the Fund.

The policy ensures compliance with guidelines under the Mwongozo Code of Governance and Section 135 of the Companies Act, 2013 and includes the activities covered under Schedule VII of the Act and the Companies (Corporate Social Responsibility policy) Rules, 2014, and as amended from time to time. It sets out the obligations of TPF secretariat as well as Board Members of the Fund regarding Corporate Social Responsibility. This Policy should be read together with other Fund policies as well as legislation and regulations.

In the event of any conflict between the provisions of this policy and of the Act or any other statutory enactments, rules, the provisions of such Act or Statutory enactments, rules shall prevail over and automatically be applied to this Policy and the relevant provisions of the Policy would be amended/modified in due course to make it consistent with the law.

9. PURPOSE

The purpose of this CSR policy is to enable the Fund effectively to identify, plan for and implement strategic Corporate Social Responsibility programmes aimed at enhancing the visibility of the Fund, corporate image, and corporate citizenship.

This will be achieved by:

- a. Laying down guidelines for the Fund to manage its social, economic, and environmental contribution to the society
- b. Complying with the relevant legal requirements and Codes of conduct
- c. Providing a framework for identification and evaluation of projects to be included in the CSR Programmes
- d. Establishing structures and mechanisms to govern the Fund's CSR activities.
- e. Seeking to partner with stakeholders in appropriate community development programs within the laid down procedures governing such ventures;

10. POLICY STATEMENT

TPF aims at undertaking its mandate in an environmentally friendly and socially responsible manner while maintaining the highest standards in workplace health and safety.

Beyond the statutory requirements, TPF ensures that its operations meet ethical, environmental, and social best practices.

TPF is committed to value addition and has an impact on residents beyond providing funds to support the development, promotion and branding of the tourism sector in Kenya.

TPF will seek to work with stakeholders to improve the lives of the communities.

TPF is committed to address the needs of the vulnerable and marginalized members of society including the orphans through participation in project implementation and will partner with the TIAs and County Governments in activities which fall within the purview of the TPF's CSR Policy and areas of focus.

TPF is committed to complying with all the relevant policies, legal and institutional frameworks guiding its operations.

11. SPECIFIC RESPONSIBILITIES

11.1 Oversight Board

The Oversight Board as the apex policy organ of TPF shall provide Policy direction for the implementation of this Policy.

11.2 Chief Executive Officer

The CEO shall:

- i. Ensure the principles of the policy are included in the TPF's Strategic Plan
- ii. Constitute Fund CSR Committee
- iii. Provide high-level leadership and support for the implementation of this Policy;
- iv. Provide support to the CSR Committee
- v. Build capacity of CSR Committee in Corporate Social Responsibility interventions;
- vi. Advocate for Corporate Social Responsibility issues in decision-making at all levels;

- vii. Mobilize and ensure adequate allocation of resources for Corporate Social Responsibility Interventions.
- viii. Monitor and evaluate the compliance with the policy through regular briefings from the CSR Committee chairperson and Committee members;
- ix. Create partnerships with key partners and stakeholders;
- x. Facilitate, develop, implement and review of the Fund CSR Policy; and
- xi. Take immediate and appropriate corrective action when provisions of this Policy are violated.

11.3 Directors

Directors are responsible for the implementation of the policy and to ensure that the Fund's plans, projections, and performance contracts are built taking the policy into consideration.

They will also ensure that CSR components and funding are included in all projects.

11.4 TPF CSR Committee

A CSR Committee appointed by the CEO and chaired by the Committee chairperson administers the CSR Policy and Guidelines. The Committee develops the Annual CSR Work plan and its budget and prepares and issues out quarterly progress reports to the CEO.

11.5 Stakeholders

The Fund will work with stakeholders to achieve the objective of this Policy.

12. GUIDING PRINCIPLES

The guiding principles of this policy are:

- An understanding that CSR has become an integral part of public service and therefore TPF appreciates its role to the society as a socially and environmentally responsible entity.
- To ensure that all TPF staff are informed of the Fund's CSR activities to enable them effectively to support the strategic direction of the Fund; and are aware of maintaining good corporate image.
- TPF is committed to greater involvement in corporate, team/individual projects in support of the wider community. The projects shall have maximum benefits to the communities and will embrace diversity.
- TPF shall adopt innovations and technologies that promote, embrace, and conserve the environment.

- Equity and Inclusivity. The Fund commits to maintain and promote fundamental freedoms enshrined in Chapter 2, Article 10(National values and principles of governance) as well as chapter 4(Bill of Rights) of the Constitution of Kenya. Equity in terms of the target beneficiary will be upheld by the Fund.
- Impartiality. TPF will seek to encourage wide consultative support for projects but will not associate itself with individuals or groups with political interests.

13. FOCUS AREAS

Due to the nature of its operations, TPF will endeavor to adopt an integrated approach to address the community, societal and environmental concerns by taking up a range of projects in the following broad themes for consideration:

13.1 Environmental sustainability (animal protection)

TPF will integrate policies that are pro-environment in its practices. The Fund remains committed to environmental conservation and sustainability. In this regard, TPF will take part in various activities aimed at protecting the ecosystem such as tree planting, animal protection, donation of tree seedlings, environmental clean-ups, beautification, and landscaping of select areas among others. This will be done either, individually or in collaboration with other attuned institutions like the Kenya Wildlife Service and Kenya Forest Services.

13.2 Protection of national heritage, art, and culture

TPF will promote public awareness to the stakeholders to maintain, protect and develop the past, present, and future manifestations of their cultures, such as archaeological and historical sites, artifacts, designs, ceremonies, technologies, visual and performing arts and literature.

TPF will adopt a general policy aimed at integrating the safeguarding of intangible heritage into planning programs with a view to effective continuance.

The Fund will adopt appropriate legal measures aimed at ensuring access to the intangible cultural heritage while respecting customary practices governing access to specific aspects of such heritage.

13.3 Promoting health care

TPF will support the provision of health services if the local community identifies that as a priority. Specific emphasis will be given to efforts towards mitigation of HIV/AIDS impact on society.

The Fund will partner with other stakeholders to provide support for health care initiatives by creating and implementing measures to protect the communities living around tourist attraction areas.

TPF shall further, promote public awareness on health promotion and related national health welfare.

13.4 Promotion of social justice and education empowerment

The Fund shall support education and vocational training initiatives focusing on the disadvantaged groups – orphans, vulnerable students, and women - that allow them to acquire life skills. The Fund shall also engage them in accessing opportunities for growth.

13.5 Disaster and Emergencies

In pursuit of good corporate citizenship, the Fund commits to respond to disasters that may befall society from time to time. This may include but not limited to fire, flooding, collapse of buildings, and the wide outbreak of communicable diseases. The Fund will partner with other organizations like the Red Cross, Kenya Police, and Disaster Response Unit of the Military in such responses. The Fund may either contribute personnel, money or offer any other form of support to mitigate such disasters.

14. FUNDING

TPF shall set aside an amount in its annual budget to support CSR activities.

15. POLICY IMPLEMENTATION

15.1 Implementation Date

This policy takes effect on the date it is approved by the TPF Oversight Board.

15.2 Implementation process

CEO shall appoint a CSR committee whose role is to coordinate and recommend CSR programs to the management, crafting of the budget, oversee the execution and resource mobilization for the selected activities.

The Fund Management Directorate shall ensure transparency and accountability of CSR funds.

In addition, CSR activities will be publicized both through the internal newsletter, intranet, and annual financial report and externally as appropriate, through the various media platforms including social media handles and TPF website.

16. REPORTING, MONITORING AND EVALUATION

16.1 Reporting

CSR Activities and achievements will be reported as part of the Fund's Work plan report, non-financial report and Board's Report and any other statutory and regulatory reporting requirements.

16.2 Monitoring and Evaluation

The CSR Committee shall conduct monitoring and evaluation of the effectiveness of this policy in line with the Monitoring, Evaluation and Reporting framework. This will be done periodically by the TPF's CSR committee.

Quarterly reports on the implementation of CSR activities will be submitted to the CEO

17. POLICY REVIEW

The Board in its discretion and on recommendation of the CEO, may make any changes/modifications and or amendments to this Policy from time to time.