

## CORPORATE SOCIAL RESPONSIBILITY SEMINAR

**Date:** 3<sup>rd</sup> April 2009  
**Venue:** Residence of the Ambassador of Switzerland  
Pretoria  
**Speakers:** Christoph Schmocker, UBS Optimus Foundation  
Sheila Mokoboto-Zwane, UBS Optimus Foundation  
**Topic:** Corporate Social Responsibility – Pain or Gain?

A Corporate Social Responsibility Seminar was held under the auspices of the Ambassador of Switzerland at the Embassy Residence in Pretoria on the 3<sup>rd</sup> of April 2009. All SwissCham members were invited to attend this event. Over fifty participants took part in this informative seminar. Ambassador Baerfuss welcomed the guests and opened the event before handing over to the panel.



Christoph Schmocker, CEO of the Zurich based UBS Optimus Foundation gave a detailed overview of the Foundation's activities, principles and goals and what needs to be considered when choosing a charitable organization. Sheila Mokoboto-Zwane, Head of Programs, UBS Optimus foundation then informed the participants of the organisation's core areas and their current projects in Africa.

The three other organizations which were invited to give a short introduction to their activities before heading-up separate working groups were SSACI, Swisscontact and Yabonga.

In this Event Review, we will briefly introduce each of these organizations.

Left: Ambassador of Switzerland, HE Rudolf Baerfuss

### UBS OPTIMUS FOUNDATION

UBS Optimus Foundation is a non-profit organisation set up by UBS that offers clients a broad range of opportunities to contribute to humanitarian projects. They have one aim : Children are at the heart of all they do.



Christoph Schmocker, CEO, UBS Optimus Foundation

Since 1999, the Foundation has supported projects around the world in their two core areas: "Education and Protection" and "Global Health Research". In this way they secure access to education and healthcare for a large number of children.



Dr. Sheila Mokoboto-Zwane, Head of Southern Africa Programs

UBS Optimus Foundation chooses its projects according to strict selection criteria and predominantly support initiatives in the southern hemisphere where aid is most urgently required, delivering most significant and sustainable impact. Their focus is particularly on projects that find targeted ways to assist girls as they firmly believe that all of society benefits if girls are better educated. UBS and its clients have supported around 100 projects in 40 countries since the Foundation was established.

Details on current projects can be obtained on their website: [www.ubs.com/optimus](http://www.ubs.com/optimus)  
E-mail: Dr. Sheila Mokoboto-Zwane: [Sheila.mokoboto-zwane@ubs.com](mailto:Sheila.mokoboto-zwane@ubs.com)

### SSACI – Swiss South African Cooperation Initiative

SSACI is a public-private partnership in development, the first of its kind, between the Swiss Agency for Development and Cooperation (SDC) and Swiss companies trading in South Africa. It promotes development in South Africa by providing financial and technical support to vocational training and job creation projects for young South African.

Since 2001, Swiss companies and the Swiss government have committed over R90 million to SSACI, which has resulted in almost 4 000 unemployed out-of-school youths being trained and placed in skilled jobs. 350 new youth-owned businesses being started and over 1 000 entirely new jobs being created. In addition, new national qualifications and training programmes have been developed in several vocational fields.



Ken Duncan, CEO, SSACI, in one of the workshops during the Corporate Social Responsibility Seminar

In his presentation, Ken Duncan said that companies could draw practical benefits from focusing their CSI spend on skills training, including: potential source of future apprentices, learners, scholarship students and employees. They can earn points on the BEE scorecard, express good corporate citizenship and obtain some PR value. In choosing the implementing partner, he said companies should look for an organization that has a proven track record of delivery, operates efficiently and effectively and presents external verification of outputs, outcomes and impact.

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### SWISSCONTACT

Swisscontact, headquartered in Zurich, was founded in 1959.

The organization focuses on pro-poor economic development by supporting the private sector, in particular small and medium-sized enterprises and economically active poor.



Hans Hagnauer, Resident Representative

Swisscontact addresses the key constraints of private sector development by facilitating access to markets, skills, financial services, information, knowledge and resources. It is internationally recognized as a leading organization for private sector development in developing countries. Over four hundred staff members promote economic development in 21 project countries throughout Asia, Africa, Latin America and Eastern Europe.

Swisscontact has been working in South Africa since 1998. In the Western Cape it supports the development of small enterprise linkages in the sectors of light engineering, agriculture and aquaculture. The present programme is financed by SECO and is focused towards growth-

oriented enterprises. One of their core principles is to request co-investments from participating enterprises.

Many of these enterprises are keen to co-invest in up-stream businesses where micro-enterprises or start-ups from previously disadvantaged groups are situated, thus enhancing the supply of quality raw materials. Such investments also allow them to earn points on the BEE scorecard.

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## **YABONGA**

**Yabonga** teaches and supports children, women and men as partners how to live positively in the context of poverty and HIV/AIDS.



Ulpha Robertson, Director, Yabonga, during the workshop

The organization was founded in 1998 and initially provided support for educare centres that were operating informally in squatter settlements. In 2001 Yabonga built the Fikelela Children's Centre for HIV orphans in Khayelitsha. The operational management was later handed to the Anglican Church.

Yabonga has since focused on providing support for HIV-infected mothers and their children. In 2001, a pilot project

was initiated with the aim of training infected mothers in HIV education, self-growth and income generation. The pilot project was then converted into a 4-month training programme and thus far 200 women have graduated as peer educators. Ten HIV/AIDS support centres have been established in the communities and 120 women are employed in these centres as peer educators.

[www.yabonga.com/site](http://www.yabonga.com/site)

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**All four organisations can be contacted for further information on ways to implement effective and sustainable corporate social responsibility programmes and how companies can ultimately benefit from them.**