

### **3D – Emerging resources: how to ensure sustainable and equitable growth in Africa through CSR**

As an introduction, the speakers redefined the positioning of Africa within the international community: high population growth, one billion people in 2011, 2 billion in 2050, natural resources and crossroads of civilizations.

Then, the speakers highlighted the possible solutions to the implementation of a Corporate Social Responsibility (CSR) policy within the African continent but also commented the challenges that companies face.

**Franck EBA**, Sustainability Manager at SIFCA, showed how his group, a leading producer of sugar, palm oil and rubber in Africa (which has seven subsidiaries, 25,000 employees worldwide and annual sales of 560 million euros) was able to set up an effective CSR policy, through several areas of development such as respect of health and working conditions, the offer of free housing, rural screening for HIV and paludism but also a project of "carbon credits" that should be effective in early 2012. Franck EBA nevertheless emphasized on the cultural aspect to be observed in the establishment of an effective CSR policy: it cannot indeed be applied against the wishes of local people, who should not endure it but accept it.

According to **Zakaria FAHIM**, Chairman of the CJD International (Center of Young Leaders) established in 2001 and that counts over 5000 members in 12 countries, the development of CSR in Africa must go through entrepreneurship and the network it is linked to. Indeed, the training provided to entrepreneurship, by the promotion of eco-responsibility, allows the formation of a "responsible awareness" network in Africa.

**Martin ABEGA**, Executive Secretary of the Groupement Inter-Patronal du Cameroun (GIPCAM) advocates a voluntary integration of social, ethical and environmental practices by companies in their productive and commercial activities to build a socially responsible economy that respects the dignity of persons. The latter finally concluded on the role of CSR, described as "emerging wealth which is essential to promote": it is not only an added-value for the company but also for the environment in which it operates.

The conference concluded with a question-answer session mainly around the role of government in CSR that can be seen as an obstacle to the implementation of such policies to the extent that the government frees itself from it.