

CORPORATE SOCIAL INVESTMENT POLICY

Real People Kenya Limited

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1.	1.0.0	March 2014		Initial Draft	GVR	PR & Marketing
2.	1.0.1	April 2021	Caroline Mulwa	Entire Document	RPKL	Products and Marketing
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Acronyms

RPKL – Real People Kenya Limited

CSI - Corporate Social Investment

CCO – Chief Commercial Officer

CEO – Chief Executive Officer

1 Introduction

- 1.1 RPKL believes that being responsible and contributing to corporate citizenship is a key component of the company's business strategy.
- 1.2 The need was identified for the development of a coherent framework within which CSI decisions could be made and activities coordinated with the broader goals of the organization.
- 1.3 RPKL has therefore developed a CSI policy that is aligned to the company's overall vision and values.
- 1.4 RPKL's vision has been defined as Sustainably Improving Lives.
- 1.5 Our core values have been identified as: Self-improvement, Customer Centricity, Respect, Innovation, Partnership and Teamwork.

2 Scope

- 2.1 All CSI activities in RPKL.

3 CSI Policy Statement

- 3.1 RPKL believes that is imperative to invest in the community and to positively impact the social environment within which we operate.
- 3.2 RPKL is committed to the empowerment, development, and growth of these communities by supporting needy children.

4 Objectives

- 4.1 The purpose of this CSI Policy is to:
 - 4.1.1 To guide RPKL on selection and implementation of its CSI activities
 - 4.1.2 To directly or indirectly take up programs that benefit the communities in and around RPKL workplace and results, over a period of time, in enhancing the quality of life and economic well-being of the local population.
 - 4.1.3 To generate through its CSI initiatives, a community goodwill for RPKL and help reinforce a positive & socially responsible image of RPKL as a corporate entity and as a good Corporate Citizen.
 - 4.1.4 To ensure environmental sustainability - by planting trees in addition to other environmental conservation initiatives. RPKL is committed to fostering environmental conservation and reducing negative environmental effects through planting of trees.

5 Governance

- 5.1 A CSI committee will be established. The primary goal of the CSI committee will be to generate ideas and implement the program relating to CSI activities.

- 5.2 The committee will forward a detailed brief on recommended CSI projects to the CEO, CCO and Finance Manager for further discussion.
- 5.3 The CSI Committee will ensure that a co-ordinated, coherent, and focused social investment strategy is realised.
- 5.4 The Committee shall be chaired by the Marketing and products manager and include (but not be limited to) the following members:
 - 5.4.1 Human Resources representative
 - 5.4.2 Credit Department Representative
 - 5.4.3 Finance representative
 - 5.4.4 Branch representatives (one representative per branch)
- 5.5 One member of the committee will be appointed to act as a secretary. This may be done on a rotational basis.

6 Reporting and profiling

- 6.1 The CSI Co-ordinator will report to the CSI committee on all CSI activities through project progress reports at the CSI committee meetings.
- 6.2 The CSI Co-ordinator will report to the CEO on the CSI program and include a monthly report to RPKL Exco on the projects progress.

7 Stakeholder Involvement

- 7.1 Staff volunteerism will be encouraged particularly in identifying eligible schools, as well as communication to the community.
- 7.2 Our customers will be encouraged to identify eligible schools within their communities.
- 7.3 Our board of directors are also encouraged to participate in the CSI activities. Invitations shall be extended to all.

8 CSI Implementation Strategy

- 8.1 The CSI activities shall be undertaken by RPKL, as stated in CSI Policy, as projects or programs or activities (either new or ongoing), excluding the activities undertaken in pursuance of its normal course of business. RPKL may collaborate with other organizations in undertaking the CSI activities.
- 8.2 The CSI committee will Prioritize issues by considering their commercial, environmental and social importance while aligning activities with RPKL's mandate.
- 8.3 RPKL shall focus on the following areas:

8.4 Environmental conservation

- 8.4.1 RPKL has considered the environment for CSI initiatives in line with the Sustainable Development Goals (SDGs goal 15) to Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and

reverse land degradation and halt biodiversity loss. In addition, this activity aligns well with RPKL vision of Sustainably Improving Lives as trees provide an array of benefits for the environment which in turn provides a conducive environment for people to live in.

- 8.4.2 All trees must be purchased from KEFRI for the tree planting initiative or from seedling vendors where KEFRI does not have the trees.
- 8.4.3 A suitable area must be identified for the exercise. This might be a forest, or a water catchment area.
- 8.4.4 To actualize this RPKL will focus on tree planting.
- 8.4.5 Indigenous trees will be preferred however we will seek advice from KEFRI (Kenya Forestry Research Institute) for the tree planting initiative. KEFRI will give information on the trees to plant in different locations (branch network) and provide the trees to plant.

8.5 **Fanikisha Watoto Program**

- 8.5.1 The *FANIKISHA WATOTO* Program will be the flagship CSI program for RPKL.
- 8.5.2 The program will provide school bags and school uniforms for all Grade 1 pupils in the selected schools.
- 8.5.3 The school bags will be branded with RPKL logo to enhance brand visibility. The school bag will be packed to include;
- 8.5.4 Exercise books, a pack of pencils and any other relevant educational materials will be determined by the committee.
- 8.5.5 This Program was chosen because it is deemed as economically sustainable, and it will be in line with the company vision which is sustainably improving lives.
- 8.5.6 In the first phase of *Fanikisha Watoto*, RPKL will be targeting to sponsor 200 children per branch per year. These numbers may vary yearly depending on available resources as will be set in the budget.

9 **Criteria**

- 9.1 The following criteria must be adhered to, during the selection of schools to be sponsored in the Fanikisha Watoto program:
 - 9.1.1 The school must be one that caters to children from low-income families.
 - 9.1.2 The school should preferably be in the informal settlement areas where most of the children come from disadvantaged backgrounds.
 - 9.1.3 The identification of the beneficiary school will be done by either RPKL staff or RPKL customers.
 - 9.1.4 All CSI events will be on rotation basis at all branch Levels and Head office.
 - 9.1.5 Schools owned by RPKL existing customers will be given priority where they meet the criteria above.

10 Funding

- 10.1 The CEO, CCO and the Finance Manager will decide on the amount to be spent on the CSI activity annually.
- 10.2 A budget shall be presented by the committee for approval.
- 10.3 The CSI program will be funded by RPKL's budget and sponsorships that will be sourced by the Marketing Department.
- 10.4 Subject to availability of funds, the implementation criteria will also be in the order above, 8.4 and 8.5 respectively.

11 Communication

- 11.1 The CSI communication plan will communicate information on RPKL CSI activities and success stories both internally and externally.
- 11.2 The aim of the communication plan is to enhance the company's reputation for good corporate citizenship and ensure that staff, the Board of Directors, customers, investors, potential partners, and all relevant stakeholders are kept informed.
- 11.3 The communication plan will provide feedback to staff and management on the CSI policy and strategy, projects selected, project achievements, and project volunteer opportunities.
- 11.4 The development and implementation of the external and internal communication plan will be the responsibility of the CSI Co-ordinator and the Marketing Department.
- 11.5 This will be communicated through the following mediums:
 - 11.5.1 Email
 - 11.5.2 Staff meetings
 - 11.5.3 Office Notice Boards
 - 11.5.4 New employee induction packs
- 11.6 The external communication plan will create public awareness for the company's CSI programme and their role in community upliftment through:
 - 11.6.1 Company website
 - 11.6.2 Company profile
 - 11.6.3 Sales presentations
 - 11.6.4 Newsletters

12 Evaluation and Feedback

- 12.1 An effective evaluation and impact analysis process will be developed and implemented.
- 12.2 The measurement and evaluation of the CSI program will be defined within the operationalization document which will set the framework for periodic evaluation.
- 12.3 Full disclosure of sponsorships and the donations made by third parties towards the program

- will be accounted for, in the spirit of good Corporate Governance practices.
- 12.4 RPKL will ensure effective implementation and achievement of desired outcomes by ensuring adequate monitoring, measuring, and reporting on projects.

End

Signed By:

Dr. Robert Shibutse

CEO – RPKL



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