

# Sustainability Report



In the current environment, sustainable business, social impact, purpose, community engagement and shared value have now become bona fide terminology in the global business community. The Covid-19 pandemic further heightened the need for organisations' leadership to balance organisation, environmental, social and human needs with issues such as climate change, gender equality, mental health and others coming to the fore.

This case has been made boldly by corporate leaders such as Paul Polman and Andrew Winston in their Harvard Business Review article *"The Net Positive Manifesto"* where they made the call that "both

**NMG Group Chief Executive Officer, Stephen Gitagama and Global Compact Executive Director, Judy Njino at the partnership signing with the UN body, at Nation Centre.**

**“Nation Media Group renewed its commitment to the attainment of the Sustainable Development Goals (SDGs) by joining thousands of private sector players as a signatory to the United Nations (UN) Global Compact.**

practically and morally, corporate leaders can no longer sit on the sidelines of major societal shifts or treat human and planetary issues as "someone else's problem." For their own good, they must play an active role in addressing our biggest shared challenges. The economy won't thrive unless people and the planet are thriving."

NMG has begun a journey examining our impact on society across environmental, social and governance while partnering with like-minded institutions to drive this agenda. We are cognisant that we may be in the early stages of this journey, but we are committed to run the marathon.



## Sustainability Report (continued)

In addition to this, we continue to provide platforms to convene critical discussions and disseminate information to enable businesses in Kenya, the region and the continent to operate with purpose and adopt sustainable business practices.

It is this resolve that drove NMG to be a member of the United Nations Global Compact Network Kenya to continue advancing this agenda.

Nation Media Group renewed its commitment to the attainment of the Sustainable Development Goals (SDGs) by joining thousands of private sector players as a signatory to the United Nations. The UN body mobilises over 20,000 organizations from across the globe, seeking to align their strategies and operations with universal principles on human rights, labour, environment and anti-corruption. Companies across the globe face unique challenges developing and implementing sustainable business strategies with a net positive impact on the environment and stakeholders across their value chain.

The UN Global Compact Strategy for Africa focuses on opportunities for the continent to catapult itself



**20,000**

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into a sustainable future. It focuses on the implementation of continental agreements (such as Agenda 2063

(The Africa We Want) and the Africa Continental Free Trade Agreement (AfCFTA)), the development of robust digital and technological innovations and renewable sources of energy to enable communities to leap-frog into the next global revolution. In addition to this, the strategy highlights the continent's demographic dividend and its vibrant SME sector as the enablers that need to be enhanced for a sustainable future.

Earlier this year we engaged with the Deputy Secretary General H.E Amina Mohammed in a meeting she convened the Kenya private sector to talk about rebuilding the social contract between business and society. Following this meeting, NMG together with the Global Compact Network Kenya convened a Dialogue with business leaders on lessons for business from the Ukraine crisis.

As a partner, NMG committed to driving sustainable practises within its operations to deal with societal issues while also galvanizing support from other corporates by driving awareness and adoption of the SDGs across its print, digital and broadcast platforms.

### In its effort to contribute towards the SDGs, NMG continued on its path of social impact in its operations and the community in the following ways:



**N**MG contributes towards the achievement of good health and wellbeing of the East African citizenry through the dissemination of information via its various platforms, with niche products such as *Healthy Nation*, our weekly newspaper pull out, and *Healthy Diary*, a weekly TV show dedicated to creating awareness around health issues. In addition to this, the organization runs periodic campaigns such as the Fibroids Awareness Campaign that was driven by the Editorial team at *Daily Monitor* in Uganda. The team at Monitor Publications Limited (MPL) also conducted a fundraising drive in October 2021 in partnership with the Uganda Cancer Institute to raise money for child cancer treatment.

## Sustainability Report (continued)



Nation Media Group, represented by Head of External Affairs, Clifford Machoka, donates text books to Kawangware Primary School students.

According to the World Bank, a shortage of teaching and learning materials in schools undermines the quality of education, a powerful agent for sustainable development. SDG 4, seeks to ensure that all children have access to inclusive and equitable quality education, and promotes lifelong opportunities for all. With the onset of Covid-19 in 2020, education institutions faced increased pressure on already limited resources due to the need to adapt to the Covid-19 measures such as social distance, hand washing and temperature checks.

NMG sought to ease this ballooning burden by partnering with like-minded institutions to provide text books, foodstuff, water tanks, school shoes, computers, printers, wheel chairs, sanitary towels and Personal Protective Equipment (PPEs) to primary schools across the region. In 2021, NMG in partnership with Bata Shoe Company PLC, Ramrod Tanks Limited, Giants of Nairobi Twiga & Shree Vanik contributed over Shs 10m worth of items to primary schools and children's homes in Nairobi, Kwale, Mombasa, Nakuru and Eldoret counties, impacting over 5,800 pupils.

The Group also runs the Newspapers in Education (NiE) program that seeks to grow the

reading and retention of content in the digital age through the provision of English and Kiswahili language newspapers to their schools to give students access to diverse daily content. Currently, 183 schools are subscribed to the program receiving an total of 107,632 copies of the *Daily Nation* and the *Taifa Leo* each school week. The provision of these newspapers in secondary schools has served to develop the languages among the students and drive their average grade from C-plain to B-plain in the last academic year.

In Tanzania, Mwananchi Communications Limited (MCL) women celebrated International Women's Day by visiting the Yoco

Orphanage where they donated clothing and food items, while spending time with the children at the centre.

# 10 million

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NMG team from Nakuru play with children from Nakuru Primary School during the social responsibility activity where the organization and its partners donated text books, shoes, wheelchairs and other needed items.

# Sustainability Report (continued)

## 7 AFFORDABLE AND CLEAN ENERGY



**S**DG 7 calls for global players to not only ensure universal access to affordable, reliable and modern energy services, but also emphasizes the need to increase the share of renewable energy and double the global rate of improvement in energy efficiency among other key factors and indicators.

Over the years, NMG has taken measures to maximise its energy efficiency, with a hybrid of clean energy and traditional sources utilized to drive a sustainable mix of power sources. This has seen a 14.6% reduction in energy used, which has in turn resulted in a 7.9% decrease in the total electricity bills at the Printing Plant since 2019.



## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**T**his SDG aims to drive the efficient use of natural resources, reduce waste generation and achieve environmentally sound management of chemicals and other waste. In this regard, the NMG printing plant has put systems in place to monitor newsprint consumption, waste generation and control contaminated press waste such as inks, oils and water, in a bid to limit the environmental impact from our production processes.

2021 also saw NMG enter into a partnership with Aquavita Limited, an East African company that provides eco-friendly, safe and cost-effective drinking water to workplaces through sustainable Point of Use Water Dispensers. This partnership contributed to the organization's journey to reduce its environmental footprint by decreasing its use of plastic by over 90,000 disposable cups in 2021.



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# Sustainability Report (continued)

13 CLIMATE ACTION



Climate Change has been recognized as the major existential threat of our time, with its impact already being felt across all facets of our lives including the environment, economy, health, water supply, finance, security and agriculture. The swift return of the US to the Paris Climate Agreement signals the global

recognition and urgency that climate change should be accorded. The COVID-19 pandemic has further highlighted the interconnectedness of our entire planetary system, with threats occurring in far flung places beyond our national borders, quickly being transmitted and experienced in our backyard.

## Climate Action Series

It is within this context that Nation Media Group launched the *Sunday Nation's* monthly *Climate Action: Why It Matters* series on April 18th 2021, to raise public awareness on climate change and as a countdown to the crucial UN Climate Change Conference, COP26. Nation Media Group was represented by a team of senior editors who dissected and reported on the discussions at COP26 in Glasgow, UK. We also hosted a breakfast forum that saw civil society, private sector, government players and other industry leaders come together to deliberate on the commitments and actions industry players could take to combat climate change and its impact in Kenya.

The impact of businesses on the environment is more evident, with increasing global concerns on environmental degradation. At NMG, we are keen to identify and control the environmental risk events across all phases of our business while pro-actively working to reverse any negative impact caused. We recognise that our planet urgently needs drastic and lasting action to protect our communities, businesses and natural environment from the damaging effects of climate change, and as such, the organization took the following measures to combat climate change and its impacts.

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L-R: Hon. Keriako Tobiko, CS, Ministry of Environment and Forestry, Eng. Morris Aluanga, Executive Committee Member, Machakos County, Stephen Gitagama NMG Group CEO and Dr Azim Lakhani, Diplomatic Representative of the Aga Khan Development Network in Kenya kick off the tree planting exercise at the NMG plant during the World Environment Day celebrations.

## Tree Planting

The onset of the Covid-19 pandemic showed the world the tangible negative impact of human activities on our environs – with reduced industrial activities, and movement restrictions in place during the initial period of the pandemic, nature appeared to be healing. Wild goats were seen taking over a town in Wales, the canals in Venice were clearer than they had been in years and the pollution

levels in Delhi-NCR saw a drastic decline, with their Air Quality Index (AQI) dropping to as low as 50, from a range of 500-600 during the winter season.

However, in the same way that human activities can have a negative impact, so can conscious and collective effort bear positive fruit. The 2021 World Environment Day, marked on 5th June, was themed “Ecosystem Restoration”, sought to engage and drive action



## Sustainability Report (continued)

by Governments, businesses and citizens to address environmental issues. It called on all of us to take action towards the restoration of Mother Earth by growing trees,

cleaning up rivers and coastlines and creating sustainable cities.

To mark the day, Nation Media Group hosted key Government officials, partners and members of

staff at a ceremony at its Printing Plant where the organization planted trees in an effort to play its role in driving 10% forest cover in Kenya. NMG also conducted tree planting activities at Kipkorosyo Primary School and Mafisini Primary School to entrench environmental sustainability among children

In addition to this, the organization partnered with the County Governments of Uasin Gishu and Machakos, to donate 10,000 seedlings to each county to plant in the Kaptagat Forest Water Tower and Maruba Dam respectively.

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### Farm Clinics

To drive effective and sustainable agricultural practises, Monitor Publications Limited (MPL) through its *Seeds of Gold* magazine (a weekly pull out contained in the *Daily Monitor*) has over the years organized farm clinics across Uganda. These are forums where farmer groups and experts disseminate information and practises to stakeholders in the different regions. Last year, MPL collaborated with various entities under the theme 'Climate smart farming', to provide practical information, knowledge, training and solutions for agribusiness through increasing awareness and enhance adaptation and mitigation against the impact of climate change in different regions of the country.



A trainer demonstrates to farmers how to make feeds from maize at the farm clinic hosted in Mayuge, Uganda.

### Training Programs

Talent Management and Training in 2021 focused on the recruitment of the key roles to drive the digital agenda, media lab program and the implementation of the learning program.

The 2021 Media Lab Program, our signature graduate trainee program attracted interest from across the continent with applicants from Nigeria and South Africa, signalling the growing popularity of the program and its impact on journalism. Last year's program kicked off in August with 17 trainees (from Kenya, Tanzania and Uganda) graduating at the end of the five months. The curriculum was customised to meet the needs of NMG with a focus on modern

journalism and a digital bias, to help the organisation transition to a mobile-first media organization. The training was conducted in partnership with Aga Khan University Graduate School of Media and Communication (AKUGSM).

To support the new NMG and transition to *Nation.Africa*, the digital skills gaps identified in the Talent Mapping and Culture Survey were analysed and the skills gap matrix developed. This formed the basis of the learning program aimed at bridging the skills gaps required for new NMG. Staff within NMG were also facilitated to access online, internal and external trainings, with 745 employees trained by December 2021.

### Human Capital

The challenges of Covid-19 continued into 2021 and key HR initiatives concentrated on supporting employees' wellbeing to increase productivity. Through partnerships with various Government agencies and hospitals, NMG organized for Covid-19 vaccination drives leading to an inoculation rate of 75% of our employees across the Group at the turn of the year.

Mental health is increasingly becoming an issue of concern for people across the globe. To enhance our staff's mental wellbeing, NMG has hosted regional webinars on mental health awareness and enhanced our medical insurance to cater for mental wellbeing.



# 2021 Awards

## Kenya

| Awards                              | Category                                                                           |
|-------------------------------------|------------------------------------------------------------------------------------|
| <b>Annual Journalism Excellence</b> |                                                                                    |
| Beatrice Kangai                     | Winner: Journalist of the Year Award (Print)                                       |
| Faustine Ngila                      | Winner: ICT and Telecommunications Reporting Award (Print)                         |
| Dorothy Kweyu                       | Winner: Lifetime Contribution in Journalism Award                                  |
| Dennis Okari                        | Winner: Health Reporting Award (TV)                                                |
| Bernadine Mutanu                    | Winner: Covid-19 Reporting Award (Print)                                           |
| Celestine Olilo                     | Winner: Sports Reporting Award                                                     |
| Paul Wafula                         | Winner: Environmental Reporting and Business and Financial Reporting Award (Print) |

### Amref Health Africa

|                 |                                                             |
|-----------------|-------------------------------------------------------------|
| Elizabeth Merab | Global Universal Health Coverage (UHC) Journalism Recipient |
|-----------------|-------------------------------------------------------------|

### International Sports Press Association (AIPS)

|              |                                                              |
|--------------|--------------------------------------------------------------|
| Idah Waringa | Special Category Award for Investigative Reporting Recipient |
|--------------|--------------------------------------------------------------|

## Tanzania

| Awards                                                   | Category                                     |
|----------------------------------------------------------|----------------------------------------------|
| <b>Health and Environment Protection Excellence</b>      |                                              |
| Aurea Simtowe<br>Harieth Isaya Makweta<br>Nasra Abdallah | Winners: Environmental reporting (Print)     |
| <b>Champions of Women Empowerment</b>                    |                                              |
| Lilian Timbuka                                           | Special Category Award for Women Empowerment |



# 2021 Awards

## Uganda

### Awards Category

#### African Centre for Media Excellence (ACME), HIV and Sexual and Reproductive Health (SRH)

|                        |                                                                                                                                                                                      |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Walter Mwesigye</b> | <b>Winner:</b> Best TV News story<br><b>Winner:</b> News Illustration – The devastating Impact of floods in Kasese on Kilembe Hospital<br><b>First runner-up:</b> Best Feature story |
| <b>Gillian Nantume</b> | <b>Winner:</b> Best Online Feature story                                                                                                                                             |
| <b>Nobert Atukunda</b> | <b>Winner:</b> Data Journalism –Civil Data Contradicts EC campaign Freeze                                                                                                            |

#### JANZI

|                      |                                          |
|----------------------|------------------------------------------|
| <b>Edgar R Batte</b> | <b>Winner :</b> Outstanding Photographer |
|----------------------|------------------------------------------|

#### Uganda Sports Press Associations (USPA)

|                          |                                                                        |
|--------------------------|------------------------------------------------------------------------|
| <b>George Katongole</b>  | <b>Winner:</b> Best Sports Special Report (Edrisa Mayanja Njuki Award) |
| <b>Andrew Mwanguhya</b>  | <b>Winner:</b> Best Investigative Report (Kevin Aliro Award)           |
| <b>Makhtum Muziransa</b> | <b>Winner:</b> Best Feature story                                      |

#### African Centre for Media Excellence (ACME)

|                                           |                                                                                                                                                                                                                              |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Irene Abalo</b>                        | <b>Winner:</b> Features – Scars of the LRA War<br><b>Second runner-up:</b> Investigative Reporting: Alleged Sexual Abuse of Deaf Girls puts officials on the spot                                                            |
| <b>Frank Walusimbi</b>                    | <b>Winner – Arts Reporting –</b> The impact of covid-19 in the Arts                                                                                                                                                          |
| <b>Paul Murungi</b>                       | <b>Winner:</b> Business, Economy & Finance – What can Uganda do with her Milk surplus.<br><b>First runner-up:</b> Agriculture: Pearl Dairy Dilemma: Farmers stare at Bleak Future.                                           |
| <b>Herbert Kamoga</b>                     | <b>First runner-up:</b> Local Reporting- Domestic violence: Nakaseke mother of 7 sleeping in the cold with her children                                                                                                      |
| <b>Norbert Atukunda and Isaac Mufumba</b> | <b>First runner-up:</b> Explanatory Reporting: Money spent in the name of corona virus                                                                                                                                       |
| <b>Franklin Draku</b>                     | <b>First runner-up:</b> Environment Reporting: In-depth series on the nature and Impact of pollution on L. Victoria<br><b>Second runner-up:</b> National News(Print) –Covid-19 Promises: What went wrong with implementation |
| <b>Abubaker Lubowa</b>                    | <b>Second runner-up:</b> Photo &Video Journalism: Series Titled Drawing the lines                                                                                                                                            |
| <b>Damali Mukhaye</b>                     | <b>Second runner-up:</b> Education: Series of Investigation on Makarere Gown Series                                                                                                                                          |
| <b>Benjamin Jumbe</b>                     | <b>Third runner-up:</b> National News (Broadcast) Series on defilement                                                                                                                                                       |

#### Merck Foundation

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|------------------------|----------------------------------------------------------------------|
| <b>Walter Mwesigye</b> | <b>Winner:</b> Multi-Media Category; Story on infertility awareness. |
|------------------------|----------------------------------------------------------------------|

#### Uganda Press Photo Awards (UPPA)

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|------------------------|----------------------------------------------|
| <b>Abubaker Lubowa</b> | <b>Second runner-up:</b> Photo News Category |
|------------------------|----------------------------------------------|

