

**Tanzania Bureau of Standards**



**Corporate Social Responsibility (CSR) Policy**

**April, 2023**

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## PREFACE

Tanzania Bureau of Standards (TBS) is a Parastatal Organization under the Ministry of Investment, Industry and Trade established by an Act of Parliament, The Standards Act Cap. 130, which gives the Bureau powers in carrying out its mandate to undertake measures for safety and quality control of commodities, services and environment of all descriptions and to promote standardization in industry and trade.

The Bureau, like many other public institutions, has a role to positively impact in promoting and developing social welfare of the public through activities implemented under its Corporate Social Responsibility (CSR) function. Since its establishment, the Bureau has been setting aside annual budget provisions for facilitating the implementation of its corporate social responsibility activities. However, there was no policy to properly guide such activities in terms of planning, administration, monitoring and evaluation.

The establishment of this Corporate Social Responsibility Policy will enable the Bureau to properly plan, administer, implement, monitor and evaluate its CSR activities, in order to assess their impact in the public. This Policy is in line with the Bureau's Strategic Plan 2021/22 – 2025/26 and it is intended to implement the corporate social responsibility targets outlined under the Plan.

The Policy shall be subject to review when need arises to align it with the prevailing environment. When this Policy is in conflict with national policies, regulations, directives or laws, such national policies, regulations, directives or laws shall prevail.

Given the importance of this Policy, I call upon the commitment and engagement of the Bureau's Management Team and all members of staff in implementing it, with the aim of achieving an optimum level of mutual beneficial relationship with the community and enhancing the image of the Bureau.

Dar es Salaam

April, 2023



Dr. Ngenya, A. Y.

**DIRECTOR GENERAL**



## **EXECUTIVE SUMMARY**

This Corporate Social Responsibility (CSR) Policy presents a strategic direction for the Bureau's corporate social responsibility functions. It describes the Bureau's corporate social responsibility scope, objectives, strategies, resources, time and responsible persons. Importantly, it includes clear targets and indicators to evaluate CSR success.

The Policy is developed to ensure consistency in the execution of corporate social responsibility activities. It will help the Bureau to focus on the effective implementation of its strategic objectives, to promote visibility and image and to enhance awareness.

The Policy provides an analysis of the corporate social responsibility function at the Bureau and stipulates its rationale, vision, mission and core values. It highlights policy issues, objectives and statements and sets policy implementation strategies.

The overall coordination of this Policy will be in the Bureau's Public Relations and Marketing Unit (PRMU). Key implementing parties will play a pivotal role in implementing strategies and specific activities on the ground.

## LIST OF ACRONYMS

CSR	Corporate Social Responsibility
EWURA	Energy and Water Utilities Regulatory Authority
NHC	National Housing Corporation
PCCW	Pacific Century Cyber Works Limited
PRMU	Public Relations and Marketing Unit
TBS	Tanzania Bureau of Standards
TIB	Tanzania Investment Bank

## TERMS AND DEFINITIONS

In this Policy, unless the context requires otherwise;

**"Bureau"** means Tanzania Bureau of Standards as established by the Standards Act Cap. 130.

**"Corporate Social Responsibility (CSR)"** means a way an organization is socially accountable to itself, its stakeholders and the public in a defined scope.

**"Disability"** means any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions).

**"Image"** means the manner in which the Bureau presents itself to the public.

**"Policy"** means the Bureau's Corporate Social Responsibility Policy.

**"Underprivileged"** means not enjoying the same standard of living or rights as the majority of people in the society.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background

Tanzania Bureau of Standards (TBS) is a Parastatal Organization under the Ministry of Investment, Industry and Trade established by an Act of Parliament, The Standards Act Cap. 130, which gives the Bureau powers in carrying out its mandate to undertake measures for safety and quality control of commodities, services and environment of all descriptions and to promote standardization in industry and trade.

Pursuant to Section 4(1)(a) to (v) of The Standards Act Cap. 130, the Bureau is mandated to perform various functions in order to promote trade, health, safety, environment and general welfare of the people of the United Republic; and maintains, as far as may be practicable, a system of consultation and co-operation with any body established by or under any written law and having functions similar or relating to industrial or commercial standards generally.

The Bureau, like many other public institutions, has a role to positively impact in promoting and developing social welfare of the public through activities implemented under its corporate social responsibility function. Since its establishment, the Bureau has been setting aside annual budget provisions for facilitating the implementation of its corporate social responsibility programmes.

This Policy has been prepared in line with the:

- (i) The Standards Act Cap. 130;
- (ii) The Bureau's Strategic Plan 2021/22 – 2025/26;
- (iii) The Bureau's Financial Regulations, 2010; and
- (iv) The Bureau's Communication and Marketing Strategy, 2022.



The Policy will therefore enable the Bureau to properly plan, administer, implement, monitor and evaluate its CSR activities to assess their impact on the public.

## **1.2 Situation Analysis**

Since the establishment of the Bureau in 1975, countless corporate social responsibility activities have taken place. However, the Bureau has never had a corporate social responsibility policy to guide related activities towards achieving its corporate goals and enhancing its relationship and image in the eyes of its internal and external publics. The Bureau's corporate social responsibility activities have relied, instead, on an ad hoc approach.

In 2021, the Bureau developed an internal procedure for the provision of CSR activities such as donations and other charities to the public. Due to the expanded demand for CSR related requests, there has thus been a need for the Bureau to have a comprehensive CSR Policy to serve as an effective tool to manage such activities.

In view of the above context, the formulation of this CSR Policy and its subsequent implementation considered the SWOC analysis as follows:

### **1.2.1 Strengths**

- i) Existence of the Public Relations and Marketing Unit.
- ii) Existence of skilled personnel.
- iii) Existence of CSR Guideline.
- iv) Allocation of budget for CSR activities

### **1.2. 2 Weaknesses**

- i) Lack of mechanisms for coordinating CSR activities.
- ii) Insufficient budget.
- iii) Absence of CSR Policy.
- iv) Lack publicity stunt on CSR activities.



### **1.2.3 Opportunities**

- i) Visibility enhancement through CSR activities.
- ii) Existence of political will.
- iii) Readiness of media houses to publicize CSR activities.

### **1.2.4 Challenges**

- i) Existence of numerous underprivileged communities which cannot be all attended by the Bureau.
- ii) Public perception towards CSR activities.

## **1.3 Methodology**

The methodology used in developing this Policy was reviewing of relevant documents including but not limited to the following:

- a) Energy and Water Utilities Regulatory Authority (EWURA) Corporate Social Responsibility Policy 2021;
- b) National Housing Corporation (NHC) Corporate Social Responsibility (CSR) Policy 2011;
- c) PCCW Enterprises Limited Corporate Social Responsibility Policy 2018;
- d) The Bureau Strategic Plan for the Period of 2021/2022 - 2025/2026;
- e) The Bureau Communication and Marketing Strategy 2022/23 – 2025/26;
- f) Tanzania Investment Bank (TIB) Corporate and Social Responsibility 2021; and
- g) The Standards Act Cap. 130.

## **CHAPTER TWO**

### **RATIONALE, OBJECTIVES AND SCOPE OF THE POLICY**

#### **2.1 Rationale**

This policy is aimed at providing a structured approach of CSR function that will contribute to the enhancement of the organization's image. It is designed to help the Bureau to advance its image by providing financial and other resources to underprivileged communities and contribute to their welfare. The effective implementation of the Policy will increase awareness on the Bureau's products and services. It will further strengthen and maintain mutually beneficial relationships with the public.

This Policy, therefore, prevents the practice of allocating resources to individual requests on an ad hoc basis; instead, it calls for execution of CSR activities to formalized institutions which falls within the Bureau's CSR scope, thus allowing for impact assessment and clear feedback mechanism. It also sets out an elaborate financial management, accountability and transparency.

#### **2.2 Vision, mission and core values**

##### **2.2.1 Vision**

"Sustainable standardization for high quality livelihood society"

##### **2.2.2 Mission**

"To promote standardization, safety and quality assurance in industry and commerce through standards development, certification, registration, inspection, testing and metrology services for sustainable socio-economic development"

### **2.2.3 Core Values**

#### **a) Integrity**

We ensure continuous and consistent provision of services with high degree of honesty and impartiality by adhering to moral and ethical principles and values.

#### **b) Customer focused**

We prioritize customers' needs first, therefore committed to responding timely and proactively to their expectations.

#### **c) Team Work**

We work together by sharing experiences while respecting each other to realize institutional goals.

#### **d) Accountability**

We shall be responsible to our actions, decisions and outcomes in executing our functions.

#### **e) Transparency**

We ensure open sharing of information and proper provision of feedback to our stakeholders in equal treatment.

## **2.3 Policy objectives**

### **2.3.1 Main objective**

To provide guidance for the administration and management of the Bureau's corporate social responsibility function in a manner that will upgrade the welfare of the underprivileged communities and enhance the Bureau's image.

### **2.3.2 Specific objectives**

- i) CSR funding enhanced;
- ii) Identification and verification of underprivileged communities improved;
- iii) Coordination of CSR activities strengthened; and

iv) Publicity enhanced.

#### **2.4 Scope of the Policy**

This Policy shall be applied in all CSR activities conducted by the Bureau in the areas of health, education and on people with disabilities in formalized organizations.



## **CHAPTER THREE**

### **POLICY ISSUES, OBJECTIVES AND STATEMENTS**

#### **3.1 Policy issue: Corporate Social Responsibility funding**

The Bureau has been allocating funds for its core and supporting activities. However, the funds allocated for corporate social responsibility activities have been insufficient. This situation has resulted into provision of donations to individuals in minimal amounts hence difficulties in assessing CSR impact.

##### **3.1.1 Policy objective**

CSR funding enhanced

##### **3.1.2 Policy statement**

The Bureau shall prioritize allocation of sufficient funds to support corporate social responsibility activities.

#### **3.2 Policy issue: Identification and verification of underprivileged communities**

Since its establishment, the Bureau has been giving back to the underprivileged communities through various means. However, the Bureau lacks a proper mechanism to identify and verify underprivileged communities that require assistance.

##### **3.2.1 Policy objective**

Identification and verification of underprivileged communities improved

##### **3.2.2 Policy statement**

The Bureau shall establish criteria for identification and verification of underprivileged communities. This will be guided by developing CSR procedure so as to enable consistency and transparency.

### **3.3 Policy issue: Coordination of Corporate Social Responsibility activities**

Since its establishment, the Bureau has been conducting corporate social responsibility activities. However, most of such activities have been unplanned and with insufficient coordination.

#### **3.3.1 Policy objective**

Coordination of CSR activities strengthened

#### **3.3.2 Policy statement**

The Bureau shall establish an institutional CSR committee.

### **3.4 Policy issue: Public perception of the Bureau**

The Bureau has been executing CSR activities on various occasions. However, these activities had no publicity stunt.

#### **3.4.1 Policy objective**

Publicity of the Bureau activities enhanced

#### **3.4.2 Policy statement**

The Bureau shall plan and execute CSR activities to support publicity

## **BIBLIOGRAPHY**

1. Energy and Water Utilities Regulatory Authority (EWURA) Corporate Social Responsibility Policy 2021
2. National Housing Corporation (NHC) Corporate Social Responsibility (CSR) Policy 2011
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