



Corporate Social Responsibility (CSR) in Tanzania

Mission support Buro Four's mission to Longido, Tanzania

As part of Mission's delivery to support Buro Four's (B4) Talent Management initiatives in the UK, a team of B4 employees will soon be travelling to Tanzania. The two week CSR programme is the culmination of a 12 month programme designed to develop and retain some of B4's future leaders.

The 12 month programme has included a comprehensive personal development programme that has included a leadership 360 degree survey, psychometric testing, a residential development programme, group and one to one coaching and work place follow ups. The last part of the programme will see the group deliver a CSR project in Tanzania, East Africa.

The 2 week trip will see the establishment of a permanent relationship between B4 and the village of Longido. The aims are:

- To extend the growing season through rudimentary water catchment technology
- To equip the village with solar power technology
- To construct some communal buildings
- To equip the village with basic IT and internet capability

Throughout this CSR programme phase, Mission's Richard Tarran will be working with the team to challenge and facilitate the learning on site.

Rob Lewis (MD, Mission Performance) has worked with Jeanette Allen (Director of Human Resources, Buro Four) to develop the programme. The essence of the CSR element to the programme is to provide a real opportunity for the group to apply their learning and experience in a diverse and a challenging environment.

The process of selecting and liaising with the village of Longido has been supported by MondoChallenge who specialise in facilitating connections between the UK and overseas communities. For MondoChallenge this is a new form of CSR, defined by the scale of involvement from B4. The company intends to make the project the focus for all of its overseas CSR efforts, linking communities and

business together across the whole organisation. This enables the resources to be channelled for maximum local impact.

“Mission has spent the early part of this year pioneering ways in which they can enhance their clients’ developmental requirement whilst incorporating aspects of CSR. By developing the portfolio of training in this way, it allows Mission to accelerate the learning process for the delegates. Like many experiential learning techniques, it removes the candidates from their comfort zone and allows them to work as part of a team in a completely different environment to their norm; in this case the results of the training will also go on to benefit a community in a developing country.”

Rob Lewis - missionperformance.com

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