

VRA Makes Strides Towards CSR Integration



Executive briefing on CSR held for Management Staff

The Volta River Authority's efforts to integrate sustainability and social responsibility issues into core business processes took a giant leap in October this year with an overwhelming support from the Executive.

In addition to approving a customized training programme for over 40 staff as CSR Champions from all departments and Strategic Business Units (SBUs) of the Authority, Management members availed themselves for a half-day Executive briefing session on Corporate Social Responsibility (CSR) and its ramification for today's businesses.

The Executive's session looked into the theory and practice of CSR, its significance for contemporary businesses and incorporation into organisational core business practices.

The CSR Institute, a mission-driven international social responsibility training institution that helps businesses and organisations thrive in the new reality of linking shareholder value to society's value, conducted the two events.

A renowned Professor of CSR Practice, Wayne Dunn, who doubles as the Founder and President of the Institute, conducted the briefing and training sessions from Tuesday, October 24th to Friday, 27th October 2017 in Accra and Akuse respectively.

The objective of the Executive session was to provide an understanding of contemporary CSR and to position VRA to better integrate the concept into decision-making and management activities.

It brought together all Heads of Departments and Deputy Chief Executives of the Authority for the session that combined lectures, videos, case studies, group work and role-playing.

The three-day Champions programme also combined a high-level understanding of CSR from a global perspective with a pragmatic, hands-on toolkit for practical development and deployment of CSR within VRA.



VRA raises Departmental CSR Champions

The participants received tools and knowledge to run CSR awareness sessions as frontline officers in their departments and units. They are expected to work hand-in-hand with the CSR Section under the General Services Department to coordinate all CSR activities in the Authority.

The VRA's effort to integrate CSR begun four years ago. The institutionalization of CSR and sustainability practices will make VRA more efficient in the delivery of its mandate as well as facilitate a more modern management approach to CSR.

In 2013, the Authority created a special unit for CSR under the General Services Department and in 2015 adopted a CSR Policy, which spells out decision rules and guidelines for Management and Departments.

The Deputy Chief Executive in charge of Services is functionally responsible for the policy implementation but the ultimate responsibility rest with the Chief Executive of the Authority.

VRA's value proposition as spelt out in the policy is to conduct its business of power generation sustainably with maximum positive impacts while mitigating negative impacts to communities and the environment.