

SOUTH-EAST NIGERIA

SEREDEC's CSR MODEL

For the

SOCIO-ECONOMIC DEVELOPMENT OF SOUTHEAST REGION

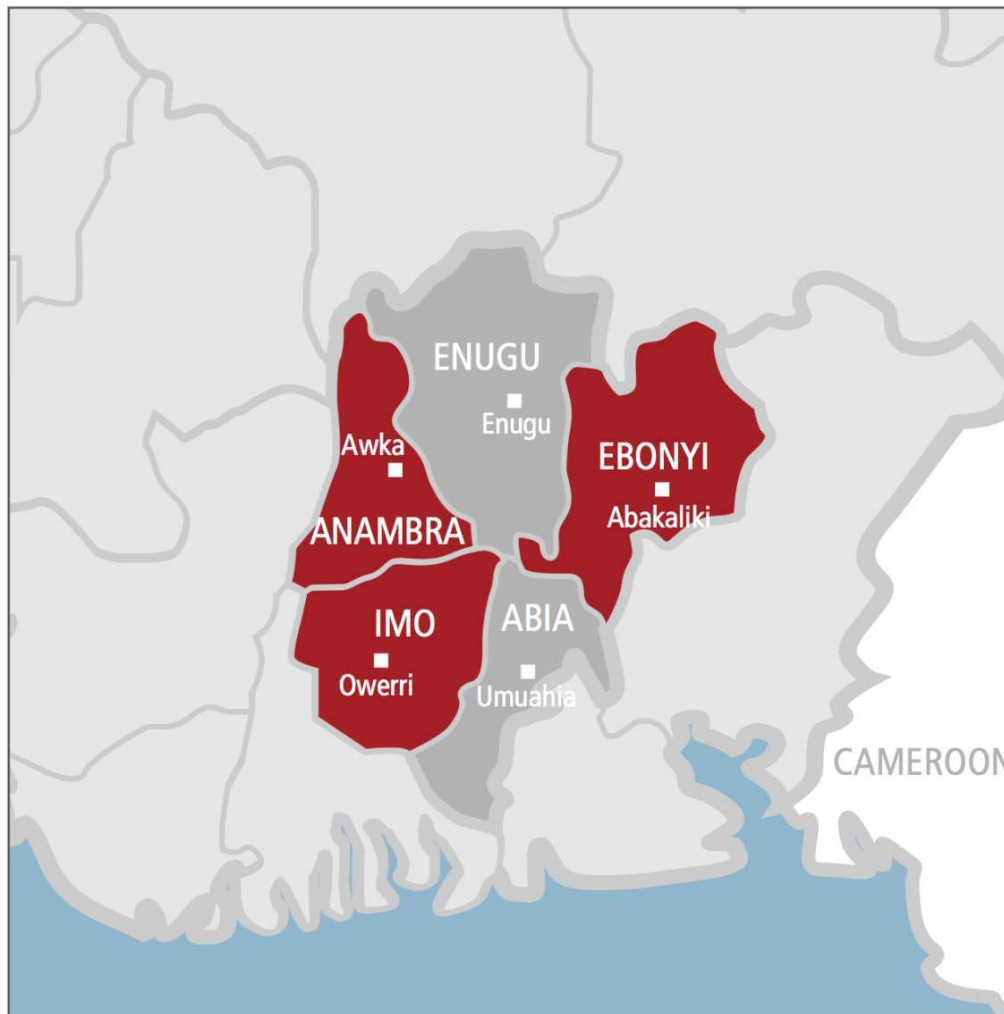
Presented by:

Mrs Agatha Nnaji, Board Member

At South East Economic Development Summit (SEES 2018)



SEREDEC: FIVE SE STATES



- **Host States:** Abia State, Anambra State, Ebonyi State, Enugu State & Imo State
- Owners of a key development asset: **Land**

SEREDEC

Platform for strategic, private sector driven overarching economic development projects in SE region



SEREDEC

Platform is:

- Project driven
- Largely overarching projects across all the SE States
- Long-term gestation period (5 to 20 years)



SEREDEC: COMMON CHALLENGES IN OUR COMMUNITIES

- Rising insecurity in the SE villages
- Deepening inequities & inequalities (Gender/Youths/Disabled)
- Economic hardship and other social challenges in the SE
- Rapid migration of our youths and professionals
- Widening gap between the perceived “haves” and “have nots”
- Resentment of “*Youths left behind*” in our villages
- Land grabbing by local Leaders in communities



SEREDEC: CSR GOAL

To create sustainable development in the South East region through projects that can offer:

- enormous entrepreneurial opportunities, especially to the youth;
- create massive jobs with adequate social security packages like access to health and retirement;
- reduce poverty and vulnerabilities, with special focus on women, children and the elderly;
- promote social security systems, especially for the informal sector of the economy; and
- foster peace and security in communities.



SEREDEC:

GUIDING PRINCIPLE FOR

CORPORATE SOCIAL
RESPONSIBILITY (CSR)

“ONYE AHALA
NWA NNE YA”



SEREDEC: KEY TO SUCCESS

- Sustainability through:
 - **Human Capacity Development** - develops skills set for talented youths including through internship program
 - **Community Development**
 - **Strategic Partnerships**



SEREDEC: CSR – CORE COMMUNITY ASSETS

1. Land
2. The People –
Human Capital
3. Cash Equity(?)



SEREDEC: CSR – CORE COMMUNITY ASSETS

1. Example: Land

Application of SEREDEC guiding principles to the proposed South East Rail Network Project

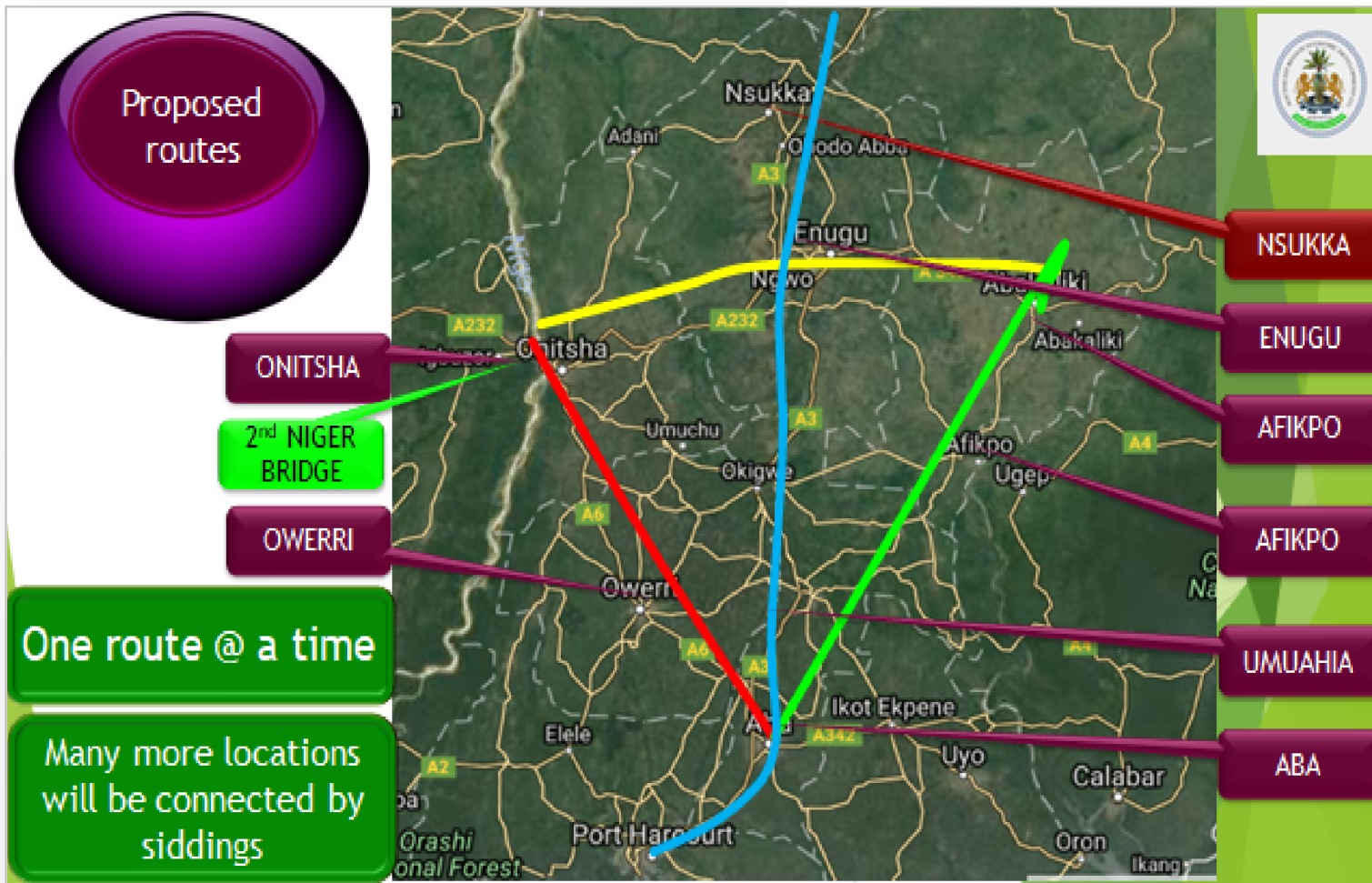
Building a rail road project as a national asset will entail a robust PPPP(i.e. **P**ublic, **P**rivate, **P**eople, **P**artnership) between:

- a) The State
- b) The private sector (investors) and
- c) The Community through which the rail road will pass, with SEREDEC acting as the project coordinator.

SEREDEC's CSR negation will culminate in a **social contract** between the project and the community, with a delineation of roles and responsibilities among the project stakeholders.



SEREDEDEC: THE RAIL PROJECT – PROPOSED ROUTE



SEREDEC: CSR – CORE COMMUNITY ASSETS

1. Land cont'd:

E.G. Application of SEREDEC guiding principles to the proposed South East Rail Network Project

- The communities in every 20 miles radius can be used as **focus partner groups** for implementing and monitoring the project.
- Each community within the 20 miles radius will be reasonably **compensated** for flora, fauna and minerals lost due to the rail road development process
- **Benefits** to community members would include preferential offer of jobs, especially the Labour intensive ones, social services like access to water, health, education, electricity etc., other negotiated benefits with the communities.
- The community also stands to benefit from **special training** of its indigenes in areas related to rail road building and maintenance.



SEREDEC: CSR – CORE COMMUNITY ASSETS

1. Land cont'd:

E.G. Application of SEREDEC guiding principles to the proposed South East Rail Network Project

- Define and implement the Community's role that ensures sustainability i.e.
 - Part of the ownership structure of the project
 - Part of the security team protecting the asset
 - Note: they will jealously protect the project with pride since their source of livelihoods and overall development depends on it.

The sustainability of the Project is assured PPP Partners: Investors, the State, the Community; including SEREDEC are all winners.



SEREDEC: CSR – CORE COMMUNITY ASSETS

2. The People

- Human Capital Development Workshops and other empowerment activities



SEREDEC: CSR – COMMUNITY/HUMAN CAPITAL DEVELOPMENT

- Key focus areas using the GHEEES Model:
 - **G**overnance
 - **H**ealth
 - **E**ducation
 - **E**nvironment
 - **E**nterprise/Entrepreneurship
 - **S**ecurity

Courtesy, Other Half Foundation



SEREDEC: CSR NEXT STEPS

- Liaise with Project Development Teams to identify Local Communities along the “Project Development Corridor” of the SE.
- Initiate Sensitization & Advocacy activities
- Roll out Human Capital Development Program targeted at key stakeholders, primarily the next generation including Workshops for Community Leaders. Youths etc
- Skills development for employability needs of the project and the community. E.G. specific skills will be required for communities in Ebonyi State which are largely geared to the agriculture sector, and on hospitality for communities in Imo State
- Roll out the “GHEEES” development model to ensure systemic linkages in development activities in stakeholder communities
- Identify and work with strategic Partners



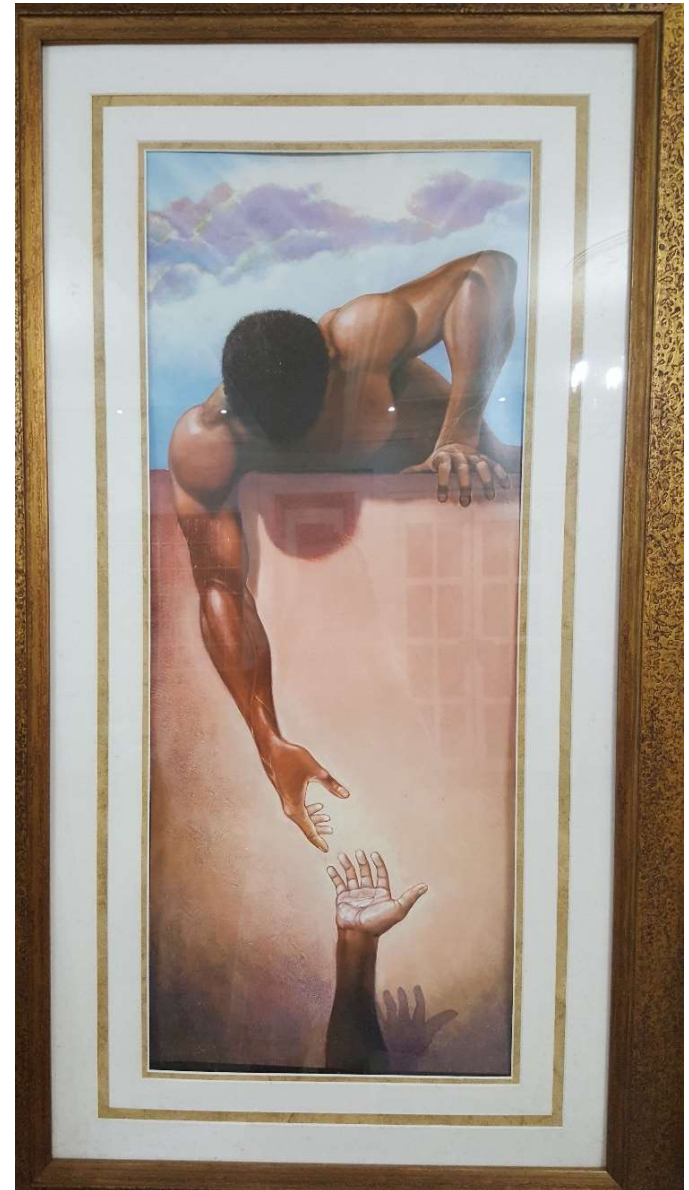
SEREDEC – WAY FORWARD

SEREDEC invites you to partner with us to ensure economic win-win dividends for investors and all beneficiaries especially our younger generation and Community Owners of natural resources required for socio-economic development of the South East region



**CSR
TAKE AWAY:**

**“ONYE AHALA
NWA NNE YA”**



SEREDEC

THANK YOU

