

Diageo plc

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A BUSINESS COALITION AGAINST CORRUPTION IN CAMEROON

1. Introduction

Part of doing good business is upholding good governance. Diageo/Guinness Cameroun has led the formation of a **business coalition in Cameroon** to encourage integrity across business practice, recognise those companies who have a strong record of governance, and effectively stamp out corruption. The coalition's **sustainability plan** is transforming the culture of business in Cameroon.

2. Company background

Diageo plc is the world's leading premium drinks company, listed on the LSE. It is a long time committed investor in Africa and has been since it introduced Guinness to the continent in 1827. Our business is built on strong partnerships across East to West, North to South. Our markets include: EABL, Guinness Ghana, Namibia Breweries, and brandhouse. Our fantastic collection of global and local brands across total beverage alcohol include Guinness, Johnnie Walker, Baileys and Smirnoff; alongside local stars such as Tusker, Pilsner, Harp, Windhoek and others. Diageo is committed to the highest standards of integrity and compliance in all that we do, this includes operating in accordance with the ten principles of the UN Global Compact across human rights, labour, environment and anti-corruption. Our long term contribution to the communities and markets where we operate, and to the continent of Africa extends beyond our day-to-day business operations. We work to create and promote programmes that make a difference to Africa and contribute real progress against the Millennium Development Goals.

3. Motivation / problem identified / issue addressed / focus

Corruption has a corrosive effect on the democracy, the economy and the general well being of a nation. It impedes the development of markets, drives away investments, increases the costs of doing business and undermines the rule of law. Yet many companies across Cameroon, and other markets, spend their resources on financing corrupt deals rather than investing in the development, manufacturing and marketing of quality products and services, by so doing, these companies increasingly lose their competitiveness. In the long run, business cannot prosper without appropriate and responsible corporate governance. The core values such as respect for the rule of the law, probity, accountability, integrity and transparency must be safeguarded and promoted as the bedrock of development and fairness for all. Private companies have an important role to play in the fight against corruption in Cameroon.

4. Description of Initiative

What

Diageo is committed to the long-term economic development of Africa and it, and many other companies, recognise that part of this means eradicating corruption in business and showcasing Africa as a continent for good business. The only way to cause a change in the way many businesses do good business is for Guinness Cameroun to share best practice standards and expertise, alongside other companies who are striving for the same outcome. Through joining industry peers as part of the '**Business Coalition Against Corruption in Cameroon**' we are taking collective action.

Development of local know-how – aligning on objectives:

Guinness Cameroun and the other lead organizations (members of The Business Council for Africa, a consortium of private companies including Standard Chartered, MTN, multinationals of the oil & energy sectors) developed the objectives of the coalition: *to build a critical mass of organisations that practically and consistently accept to embed ethics and compliance principles in their day to day business by creating a platform for discussion and partnership between public bodies and private companies to combat corruption together – and to support Government's strive to that effect.*

Investment – time and expertise:

More than 120 participants from 60 private enterprises came together on 16 February 2011 in Yaoundé, Cameroon to define its vision and ambition, and develop its sustainability plan. Other participants included:

- Public sector services and civil society organisations, including Transparency International
- The 1st Vice-Prime Minister in charge of Justice representing the Prime Minister Philomene Yang
- The Finance Minister
- Minister in charge of Supreme State Audit Office

Upgrading of product standards – brilliant execution:

The BCA members have aligned on its 2011-2013 Sustainability Plan. Its four strategic areas of focus are:

- 1) Broaden and sustain the basis of membership to the coalition
- 2) Promote and bring to life effective integrity programmes in all the adhering businesses
- 3) Set and apply measurement of progress – define a label for integrity
- 4) Earn due recognition for the companies with good track records of good governance

Advocacy:

The Business Coalition is all about promoting a shared voice for setting high standards of governance and integrity. Much of its work is focused on tapping in to other government bodies, businesses, international organisations and partnerships to raise awareness of the coalition and its programme. It also has a clear media programme of activity to raise awareness of its objectives and work.

How – true partnerships

Global operations and investments of foreign firms

The coalition currently stands at more than 60 members from across private companies alongside the Business Council for Africa (BCA). It is committed to extending its membership and recruiting more active members.

It is also tapping into existing national anti-corruption structures and strategy (eg National Committee for the Fight Against Corruption and Change Habits, Oppose Corruption) and other business bodies (Groupement Inter-Patronal du Cameroun, Enquête Camerounaise Auprès des Ménages).

Are there measures to build in sustainability in the longer-term?

Against each of the four focus areas there is a defined activity plan with targets, costs and measurement standards. Highlights included developing and implementing Compliance and Ethics training programmes, managing accurate membership records, creating channels of engagement and partnering with a credible audit partner.

It has also committed to up-scaling permanent resources – including people, budget and infrastructure – to ensure the long term impact of the programme.

5. Impact/results

The Business Coalition Against Corruption in Cameroon is committed to making a difference to the culture of governance across Cameroon. Its sustainability plan is exciting and ambitious, but its milestones and deliverables are being actioned. All members of the coalition have signed the ‘no corruptor, no corruption’ pledge and are championing integrity within their own businesses. The coalition is setting and upholding new standards.

One key measure by 2015 should be a drastic amelioration of the current poor ranking of Cameroon relating to the Transparency International corruption index.