



Sustainability Report



Media of Africa for Africa



Sustainability Report

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The Group has ensured this is the case through the incorporation of 'creating value' as one of the key pillars of its business strategy. Sustainability will continue to be in sharp focus by consumers, employees, investors, environmental and civil society, shareholders and other key stakeholders who are increasingly taking this into consideration when making a decision to purchase from, work for, invest in and associate with a business.

NMG continues to be committed to embedding sustainability in its operations as part of its business strategy

The United Nations General Assembly, 1987, described sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". This statement continues to hold true. In the prevailing business environment, it is impossible to operate with a long term view without factoring in the socio-economic and environmental dynamics that have an impact on the business. Michael Porter and Mark Kramer of Harvard Business School, the founding fathers of Shared Value, advocate for private organizations bringing business and society back together by redefining their purpose through shared value, which they define as generating economic value in a way that also produces value for society by addressing its

challenges. It is for this reason that sustainability in organisations is not a 'good to have' but must be ingrained in the strategy of the business.

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NMG continues to be committed to embedding sustainability in its operations as part of its business strategy. The execution of this strategy and the company's existing community activities were however hampered by the onset of the pandemic. In this regard, the focus of the business was to join hands with other organisations in dealing with the pandemic.

The following are the key sustainability initiatives undertaken by the Group over the past year:

Safe Nation Campaign

The confirmation of the first cases of Covid-19 in the region came with misinformation, panic, lack of clarity and heightened suspicion. The *Safe Nation* campaign, a brain child of the Nation Media Group, therefore sought to disseminate accurate, verified and up to date information about the Covid-19 pandemic to internal and external stakeholders. The campaign focused on awareness about the virus, its symptoms, prevention measures and protocols to follow to decrease spread and steps to take in the event of an infection as well as how to operate in the new normal; working from home and maintaining



Light show projected against Nation Centre as part of the Safe Nation campaign to celebrate frontline workers during the Covid-19 pandemic, and beam messages of hope for the Kenyan citizens

mentally and emotionally healthy patterns.

The campaign, which ran across the Group's print, digital and broadcast platforms, included animated graphics targeted at children, television infomercials, print and digital advertisements in both English and Kiswahili to reach a wider audience. The communication material complemented the editorial efforts that carried daily updates on the situation in the country, analyzed the financial and socio-economic impact of the pandemic, discussed the effects of the new normal in the region and tracked the progress of the different intervention measures being taken globally.

In addition, the Group hosted a series of virtual *Nation Leadership Forums* with industry experts that drove critical conversations around the pandemic and its impact on businesses and the community. The themes addressed during these forums ranged from the economy, food security, vulnerable communities, the creative industry, sports and gender violence among others. The forums had a reach of over 730 million on social media.



Nation Media Group staff applaud Kenya's frontline workers as part of the Safe Nation campaign

The campaign resulted in a more informed citizenry contributing to behavioural change that led to a decrease in the number of Covid-19 cases. The Group spent over Shs 100 million in media space to communicate key messages to various stakeholders across the country. This spend included Shs 10 million in free media value donated to the Kenya Covid-19 Emergency Fund that played a key role in raising more than Shs 2.6 billion to support the government's efforts in the supply of protective equipment to medical facilities and support for vulnerable communities with their immediate needs, including food.

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Health

According to the World Health Organization (WHO), cancer remains the second leading cause of death globally, accounting for one in every six deaths, with breast, colorectal, lung, cervical and thyroid cancer being the most common among women. With a health pandemic at hand in 2020, cancer patients had a difficult time accessing information and health care services.

This informed Monitor Publication Limited's (MPL) decision to run an editorial campaign in the month of October to mark Breast Cancer Awareness month. The campaign focused on driving awareness about the disease and highlighting stories of patients living with the condition in the middle of the pandemic. MPL also hosted oncologists on its broadcast (radio and television stations) talk shows to keep the audiences informed, enhance engagement and answer questions from the community.

In addition to this, MPL partnered with health care providers (UMC Victoria Hospital, Ruby Medical Centre and AAR Health Services) to drive awareness about screening and testing



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for cervical cancer at subsidized rates. This resulted in a total of 415 people being tested within the period of the campaign.

15 LIFE ON LAND



Environment



Waste Management

▼ **2.99%**

wastage reduced
from 3.6% in 2019
to 2.99% in 2020.

Nation Media Group is committed to minimizing its environmental footprint and use of natural resources, carefully managing the effects of our operations on the natural environment. Our approach to environmental management involves identifying and controlling environmental risk events across all phases of our business from importation of raw materials through to production, operations and distribution of products across our markets.

We recognise that sustainable environmental management is not only the right thing to do, but also makes sound business sense given our dependence on natural resources such as trees for our products. Securing access to these resources, as well as being prepared for future changes, is key to ensuring the sustainability of our business.

Waste Management

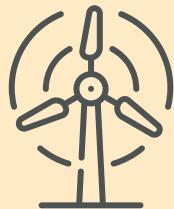
Our day to day operational activities generate waste, some of which is chemically reactive and has the potential to negatively impact water and land quality if not identified early and managed effectively. In implementing our waste control plans, we focus on managing its storage to limit environmental impact and minimise operating and handling costs.

In 2020, newsprint (our most significant raw material) waste management remained a key focal point for the company. Following the various interventions taken over the years, the newsprint wastage reduced from 3.6% in 2019 to 2.99% in 2020.

7 AFFORDABLE AND CLEAN ENERGY



Energy Use



Our focus on energy efficiency continues to reduce our existing power requirements and minimise our greenhouse gas emissions footprint.



Reduction in energy emission ▼14%

2019
1,063,678

2020
911,418



8 DECENT WORK AND ECONOMIC GROWTH



Human Capital

The digital disruptions in the media landscape have continued to impact our business model with the Covid-19 pandemic accelerating the need to reengineer the Group's digital journey. In the past year, NMG has adopted nimble organisational structures to ensure that we are lean and remain aligned to the three pillars of Content, Technology and Consumer. Our greatest asset remains our human capital, who have shown great resilience in the face of adverse working conditions and disruptions to the normal work cycle, to continue to support of our vision of being the Media of Africa for Africa.

Culture Transformation & Change Program

The focus of the culture transformation for 2020 was on the new NMG and transformation to enhance digital readiness in the workforce.

The culture initiatives commenced in quarter four with a clear road map on *Nation.Africa* - the Group's digital brand - and an overview of the digital transformation journey, followed by a talent mapping and upskilling survey aimed at identifying gaps in digital skills sets and disablers within the different business units in Kenya.

In Tanzania, employee sessions to discuss the Group's and Mwananchi Communication Limited's (MCL) objectives, values, culture and digital transformation journey were held to enable staff to understand their role in the transformation.

Uganda also rolled out a staff engagement survey to assess the commitment and satisfaction index of the employees in readiness for the Group's digital transformation journey.

Three pillars of Content



Consumer



Technology



Content



Awards and Recognition

KENYA

Sila Kiplagat

: Photography/Digital Contest 2020 Winner
Powered by The Chinese Embassy in Kenya
& The Kenya Union of Journalists

TANZANIA

Halili Habibu Letea

: Overall EJAT Winner for 2019
Best Reporting on Oil, Gas and Mining Governance
Best Reporting on Education
Best Reporting on Data Journalism

Harieth Isaya Makweta

: Best Reporting on Children

Godfrey Kahango

: Best Reporting on Menstrual Health & Hygiene

Rehema Matowo

: Management

UGANDA

ACME Journalist Awards

Frank Walusimbi

: Best Arts Reporting Award

Sudir Byaruhanga

: Best Investigative Reporting Award

Edgar Batte

: Best Data Journalism Award

Abubaker Lubowa

: Best Photo & Video Award

Ismail Musa Ladu

: Best Business, Economy & Finance Reporting Award

Abdul Nasser Ssemugabi

: Best Sports Reporting Award

George Katongole

: 1st runner up - Sports Reporting Award

John Cliff Wamala

: 1st runner up - Breaking News

Felix Ainebyoona

: 2nd runner up - Features Reporting Award

Andrew Kaggwa

: 2nd runner up - Arts Reporting

Patience Ahimbisibwe

: 2nd runner up -National News Reporting Award

Misiari Thembo Kahungu

: 2nd runner up- Political Reporting

Herbert Kamoga

: 2nd runner up - Local Reporting

Gerald Luyima

: 2nd runner up - Local Reporting

Merck Foundation Media Awards

Esther Oluka

: Best Print Reporting Award

Uganda Press Photo Awards

Abubaker Lubowa

: 1st runner up

Alex Esagala

: 2nd runner up





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