Corporate Social Responsibility

Across the GCC, governments have a long and proud tradition of integrating corporate and social responsibility with the growth agenda. At KPMG, we are delighted to see that GCC countries are establishing leading practices in corporate social responsibility – and that local and international companies in the public and private sectors are responding positively.

Recent legislations in corporate social responsibility:

Oman’s Capital Markets Authority published its new Code of Corporate Governance which applies to all public companies listed on the Muscat Securities Market (MSM) and effective from July 2016. Corporate social responsibility (CSR) is the thirteenth principle and linked to company purposes and activities: “The Company shall seek to exercise its role as good citizen and to mitigate any adverse impact of its activities on the national economy, community or environment at large.” The salient features of the code – from a CSR perspective - include:

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<th>Salient features</th>
<th>Implications for companies</th>
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<td>Develop a CSR charter or code</td>
<td>The company (represented by the board of directors) has to develop a CSR charter or code. The board should ask management or an external consultant to propose a policy for board approval.</td>
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| Put a CSR strategy in place | Executive management should set out a strategy or an annual plan, through which it will deliver the company’s CSR philosophy, policies, and community-based principles. The strategy must outline:  
  — Allocated budget  
  — Available support and ways to participate  
  — The values and principles the company wants to establish and spread  
  — The community segments and social fields to be targeted |
| Annually report on CSR activities | The annual report must contain a section on CSR activities detailing activities, spent amounts, impact and a sustainability assessment. |
CARE offers our clients:

Better visibility into global CSR initiatives and investments

Improved program management of selected CSR initiatives, using collaboration tools that accelerate project outcomes

Better alignment of corporate values with customers and prospects differentiating brands by effectively evaluating project impact

Increased project impact by adopting leading practice in results-based project design

Increased confidence through high quality reports

Improved performance through real time reporting on progress and results

Reduced monitoring and evaluation costs through simplified data entry and reporting

Our service offerings

KPMG’s proprietary CSR Project Administration and Reporting Enablement (CARE) tool is a web-based tool which is compatible with all major browsers and is a CSR management, monitoring and reporting solution. CARE’s features include:

- MIS to ease compliance and reporting
- Traceability of funds
- Simplifies tracking and analysis of different metrics
- Reduced administrative costs
- Quality management.

Strategy

- Draft a CSR policy and design strategy
- Design high impact projects compliant with regulations
- Develop a monitoring and evaluation framework
- Develop an association strategy
- Advise on suitable implementation structures
- Design tax approach and efficiencies

Implementation

- Identify potential implementation teams
- Manage tender process
- Due diligence of shortlisted teams
- Design and sign MoUs
- Identify tax services for compliance and regulatory matters
- Develop project and annual plans
- Develop technical and financial monitoring formats
- Arrange monitoring visits
- Report quarterly
- Update and manage risk log
- Associate Management
- Update CSR committee

On-call advisory support

- Provide specialized technical support to the CSR team on:
  - Tax queries
  - Compliance with CSR regulations
  - Program delivery
  - Thematic experts
  - Customized training services

Impact

- Prepare and file annual CSR reports according to regulatory guidelines like Oman’s new code of Corporate governance
- Tax inputs for accurate representation
- CARE tool services
- Develop an evaluation log frame and plan (outcome-outputs targets and indicators)
- Baseline, midline and End line assessment
- Provide specialized evaluation services, such as social return on investment (SROI) and True Value

CARE

KPMG's proprietary CSR Project Administration and Reporting Enablement (CARE) tool is a web-based tool which is compatible with all major browsers and is a CSR management, monitoring and reporting solution. CARE’s features include:

- Program/project monitoring and administration
- Management of data, monitoring and evaluation efforts.
- Simplified, value-adding communication
- Real-time project progress
- Program visibility across locations and partners
- End to end solutions.

Contact us

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