



Together
we solve.

It's time.

Our 2020 Corporate Responsibility Highlights



About PwC Ghana

PricewaterhouseCoopers (Ghana) Limited is one of the largest professional services firms in Ghana and a member firm of PricewaterhouseCoopers International Limited, each member firm of which is a separate legal entity.

PwC's global network provides us with a broad resource base of in-depth knowledge, and expertise that we use to provide value for our clients. PwC Ghana is located in Accra and Takoradi with a branch office in Sierra Leone Partners. The firm has over 300 employees and 15 resident Partners/Directors. We provide industry-focused audit and assurance, advisory and tax services to both the private and public sectors.



About the PwC Ghana Corporate Responsibility Highlights Publication 2020

This publication provides an overview of PwC Ghana's Corporate Responsibility (CR) initiatives and performance for the period 1 July 2019 to 30 June 2020. This document is our fifth annual Corporate Responsibility publication which highlights our external engagements and internal firm activities conducted throughout the 2020 financial year (FY20). Do you have a question or comment about the PwC Ghana Corporate Responsibility Highlights 2020 Publication? Contact Andrea Opoku-Dwamenah at andrea.opoku-dwamenah@pwc.com for further information.

A Message from The West Africa Corporate
Responsibility Leader

**Welcome to
PwC Ghana's fifth
annual Corporate
Responsibility
Highlights report.**



The current global pandemic has rewritten the rules of business. Now more than ever, we are demonstrating our commitment to living our values of integrity, care, teamwork, reimagining possibilities and making a difference.

Our fifth Corporate Responsibility Highlights publication outlines key achievements in our corporate responsibility journey and also demonstrates our commitment to building trust in society and solving important problems. Our CR strategy is focused on promoting responsible business practices. These include creating an inclusive workplace which supports our people to reach their full potential regardless of their gender or cultural backgrounds, engaging the communities we serve and being an environmentally friendly organisation. I would like to thank the Partners and staff of PwC Ghana for the progress we continue to make with our CR strategy. Together we can bring the best of PwC, now and in the future.

Ayesha Bedwei

Ayesha Bedwei

West Africa Corporate Responsibility, Africa Diversity &
Inclusion Leader.

Our year in numbers

Community
Engagement

1206
hours

Diversity &
Inclusion

1402
hours

Responsible
Business
initiatives

563
hours

Environmental
Stewardship
practices

263
hours

We spent a total of 3456 hours on corporate responsibility activities in FY20



New world, new skills

At PwC, we believe that everyone should be able to live, learn, work and participate in the digital world.

Our jobs are changing, and fast. Many roles are disappearing altogether, while new ones are springing up. The discrepancy between the skills people have and those needed for jobs in the digital world is one of the most critical problems of our time. The need to upskill is a complex problem that will require decision-makers — educators, national, regional and local governments and business leaders — to come together.

Over the next four years, the global PwC network is committing US\$3 billion to upskilling. This will primarily be invested in training our people, and in technologies for supporting clients and communities. In the process, we'll make the world a more resilient, more capable and more inclusive place.

PwC Digital Fitness App

The PwC Digital fitness application is part of PwC's efforts to upskill its workforce in preparation for the digital future. The app begins with an assessment of the user's digital knowledge and provides a tailored plan which includes interactive content to improve the user's digital fitness score. The app covers over 60 subject areas ranging from blockchain to design thinking and robotics. The application is available for free on the Apple app store and the Google play store.





Part of PwC’s global commitment to the environment is to optimise our use of energy and reduce plastic waste in our offices. Like the majority of PwC offices in the network, our sustainability programme enables us to undertake efforts to embed environmentally friendly features such as waste separation, reduced refrigeration and energy consumption into our offices. By assessing our monthly consumption levels and conditioning sustainable behaviours in our people, we are reducing the environmental impact of our operations on our communities.

PwC Ghana sustainable behaviour- our focus

Travel less, connect more- we are focused on highlighting less carbon intensive ways to work utilising our digital platforms.

Power down, switch off- our focus is on getting our people to switch off lights and devices when they’re not in use.

Rethink, refuse/reuse/recycle- our focus is on highlighting the switches we can make as individuals around consumption, plastics and waste.

Our new energy efficient home

In January 2020, we moved offices to the PwC Tower in Cantonments City. The building has been designed per PwC’s environmental stewardship ambition to reduce the negative effects of our operations on the environment. This ambition is focused on waste reduction and resource conservation.

Each floor is equipped with a filtered tap system designed to prevent overflowing. Solid waste is also separated on composition to allow easier recycling and disposal. PwC Tower’s power system is designed to be energy-efficient and as a result reduces our carbon footprint. The building also absorbs natural lighting which reduces our reliance on electric lighting and has motion sensors that control light fixtures and air conditioning units.



Community Engagement

Community engagement plays an integral part of our Corporate Responsibility strategy. Our FY20 CR strategy focused on using our skills, voice and relationships to address the changing needs of our people and create tangible change to help make communities better.

At PwC, we commit to doing the right thing in our own business and to be a catalyst for change in the world around us.

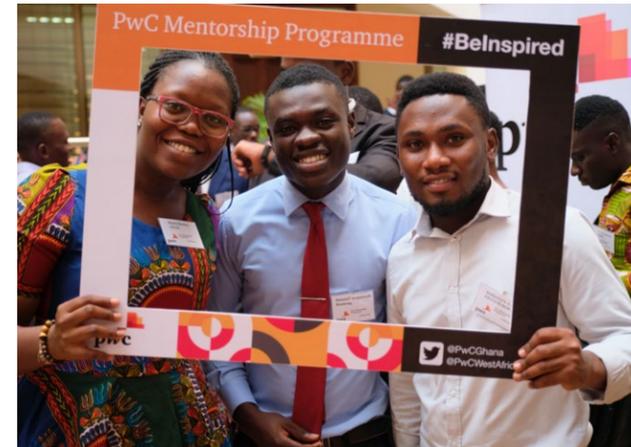
As a global professional services firm, our purpose is to build trust in society and solve important problems. Our purpose drives our need to be 'part of it': part of the global conversation and movement towards responsible business practices that create positive change in the world. We have many capabilities that are relevant to CR – the same ones we use in our business every day – and we put these to use working with others to make a difference.

Skills and Education



In FY19, we developed our flagship education programme PwC L.I.F.E (looking inward for excellence) to address the increasing educational needs of disadvantaged schools in Accra. In FY20, we continued the programme at the Nima Cluster of Schools in Accra. The programme ran over the course of six months with each session being linked to the UN Sustainable Development Goals (SDGs). Through the L.I.F.E programme, we were able to empower the students with knowledge on financial literacy, entrepreneurship and personal development.

PwC Mentorship Programme



In FY20, we held our fourth annual PwC mentorship programme. Through the programme, we connect young people with mentors at PwC who can provide insight, guidance and skills necessary when choosing a career and approaching working life.

Accra International Marathon 2019



In October 2019, our people took part in the annual Accra International Marathon. Each year, the marathon is organised to raise funds for medical charities in West Africa. The proceeds from AIM 2019 were donated to Ghanaian charities: The Longevity Project; a charitable organisation with the mission to increase the life expectancy and quality of life of ghanaians and the Wise Youth Foundation; a non-government organisation that advocates for the rights and well-being of adolescents by providing education and resources on sexual and reproductive health.

Community Engagement

PwC Xccelerate



At PwC, we recognise the important responsibility we bear as professional advisors to the business community. In November 2019, we rolled out our business mentorship programme PwC Xccelerate. Xccelerate is aimed to provide entrepreneurs with training to enable them to create sustainable business ventures. Over thirty entrepreneurs with businesses in industries including food, sanitation and technology attended the three-day programme. Six knowledge-based sessions were held as part of the programme. The topics covered included:

- Business Planning
- Accounting and Finance
- Taxation
- Legal
- Business Sustainability and Risk
- Marketing

▶ Click on the image below to view PwC Xccelerate video.



Christmas in a Happy Box

Each December, we identify charitable organisations to support during the festive season. In 2019, our people made donations to The ESKA Foundation Happy Box initiative. ESKA is a non-profit organisation that carries out various charitable projects to improve the lives of underprivileged and disabled people in Ghana. Each box contained food items and were distributed to disadvantaged people and persons with disabilities over the Christmas holidays.

COVID-19 Response

The COVID-19 outbreak highlighted the need for us to keep abreast of the changing needs of our people and the communities we operate in. As a firm, we responded to the pandemic in various ways.

PwC Ghana is currently acting as the fiduciary agent for a joint fundraising venture by the Ghana Medical Association and the Association of Doctors in Residency

(GADOR) to purchase personal protective equipment (PPE) for frontline healthcare workers. We are also part of the West Africa COVID-19 Working Group who coordinate the various efforts and activities of the private sector in the West Africa sub-region. We have been sharing our experiences and expertise gained from managing the Ebola pandemic with members of different teams across West Africa.

Our Business School also held webinars on the impact of COVID-19 on business operations. The webinars focused on navigating uncertainties using result-orientated business continuity plans, financial reporting, tax implications and tax administrative considerations

PwC's SDG (Sustainable Development Goals) Challenge 2019

In our largest analysis of published reporting on the United Nations' Sustainable Development Goals (SDGs) to date, we explored over 1,000 company reports to find out how businesses are engaging with the SDGs. The results suggest that while there is a general acknowledgement of the importance of the goals, there is room for more concrete action to take place in support of the SDGs if the SDGs are to be achieved by 2030.

At PwC, we're committed to helping businesses engage with and embed the SDGs into their strategy and operations.

With that in mind, we took a look at business engagement with the SDGs, integration into strategy and top-level support.

In summary we found that:

72%
of companies mentioned the SDGs in their reporting.

25%
of companies included the SDGs in their published business strategy

21%
of CEO or chair statements include reference to the SDGs

14%
of companies mentioned specific SDG targets

[View the full report here](#)



Diversity and Inclusion

Our purpose and values

Our purpose to build trust in society and solve important problems is why we exist. Our values define who we are, what we stand for, and how we behave. While we come from different backgrounds and cultures, our values are what we have in common. They guide how we work with our clients and each other, inform the type of work we do and hold us accountable to do our best. They govern our actions and determine our success. The trust that our clients, communities and our people place in us, and our standards of ethical behaviour, are fundamental to everything we do.



Embracing our differences

PwC values the unique experiences and perspectives each individual brings to the table. We seek to achieve an environment of inclusion and belonging where our people can reach their potential and work to solve important problems. Our clients rely on us to see things differently, uncover new approaches to challenging issues and bring fresh perspectives. We believe an inclusive workplace is key to delivering this for our people and our clients.

Every day, we work to foster a culture of inclusion and belonging for our people.



Diversity and Inclusion

#ThinkPink: Breast Cancer Awareness Month



In October 2019, PwC Africa supported Breast Cancer Awareness Month with several initiatives across the territory. In Ghana, we celebrated Breast Cancer Awareness Month by sharing regular breast cancer facts and messages about the importance of screening for early detection. We ended activities with a campaign called 'Get Your Pink On' which saw staff outfitted in items of pink clothing.



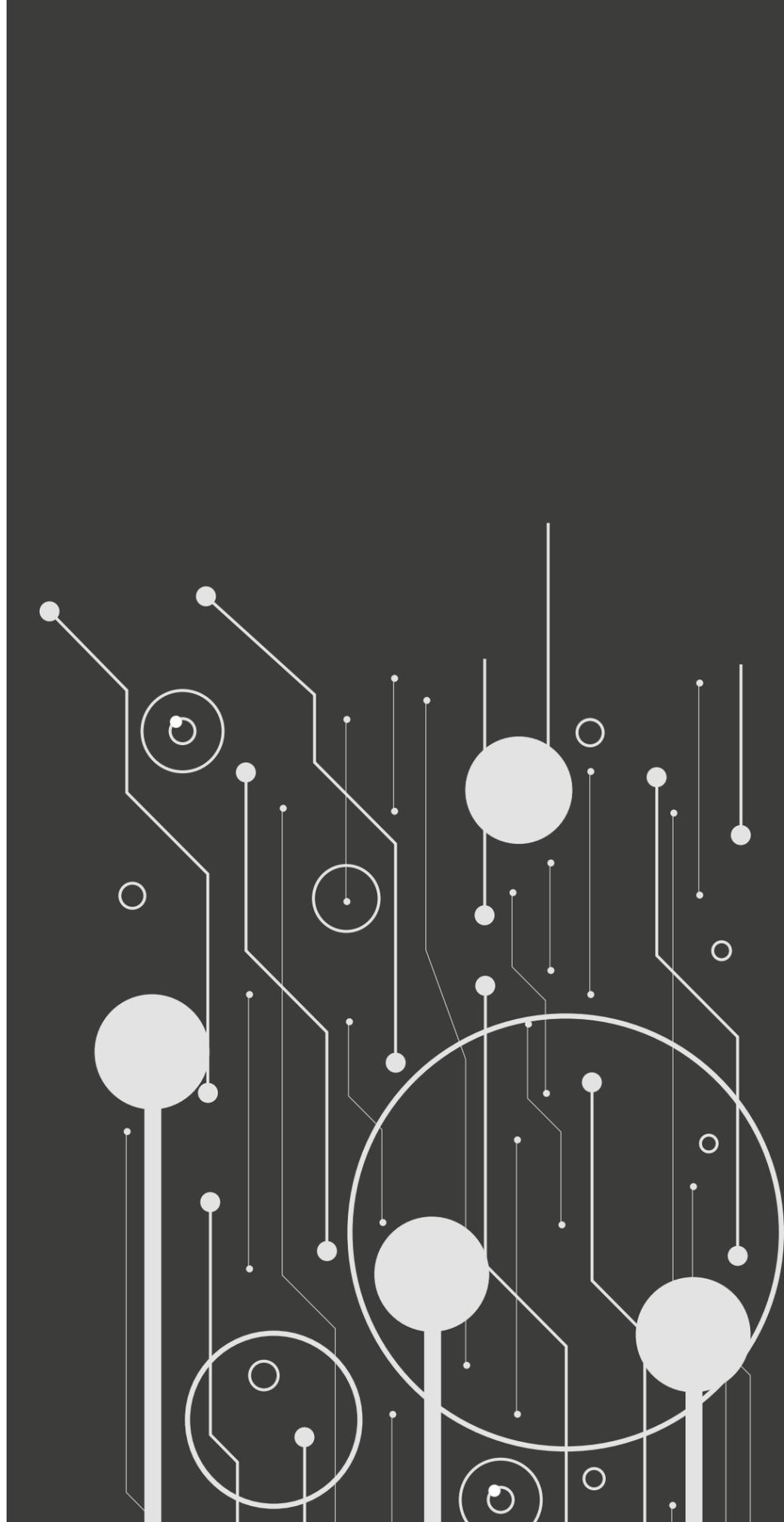
Green Light to Talk- Mental Health Awareness Month



October was also acknowledged globally and across the PwC network as Mental Health Awareness Month. PwC Ghana shone the light on mental health with the "Greenlight to talk" campaign. The month-long campaign saw Partners and staff receive daily mental health tips and ended with our NextGen Vice President, Esther Addei interviewing Psychologist, Dr Carol Mathias-O'Chez of Thrive Ghana and SOS Hermann Gmeiner International College, about the common misconceptions around mental health and practical self-care tips for professionals.

Kings and Queens

For International Men's Day, we hosted a candid conversation about gender entitled Kings' Day for the male members of our workforce with Pakwo Shum, (Managing Director, Aviation Alliance Ltd). In March, for International Women's Day, we held a similar event (Queen's Day) with guest speaker Arese Ugwu, author of "The Smart Money Woman" and "The Smart Money Tribe", who led a discussion on female financial empowerment.



Responsible Business

At PwC, we believe that many of today's biggest business opportunities lie in society's biggest challenges – from managing natural resources to making businesses more transparent, trusted and fair. As a firm, we look to build corporate responsibility into relevant services and products which help us to deliver enhanced quality and value. As a business, we are focused on ethics, integrity and building trust – by reflecting our ethics, standards and integrity in everything we do and also by working to ensure we generate the greatest impact we can on these issues which are fundamentally related to our business.

Our focus on ethics and transparency

Supporting ethical and transparent business practices is a key component of our overall CR strategy. We continue to engage our staff through our code of conduct, ethics hotlines and e-learning.

PwC Code of Conduct

The Code of Conduct is supported by policies which reinforce our core values. These policies are collectively referred to as our standards and are tools used by us at PwC. Our standards are based on “Living our Purpose and Values”. The global Code of Conduct defines the standards of our expected behaviour and provides a framework for conduct by all PwC firms and people.

As a firm, we urge each other to know our standards, apply our standards and be familiar with the tools and resources available for us to do the right thing.

Connecting subject matter experts to the marketplace.

We launched the following annual thought leadership in FY20

Banking Survey 2019



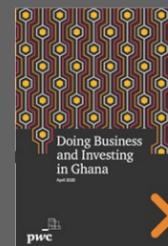
2020 Budget Highlights



2019 Tax Facts and Figures

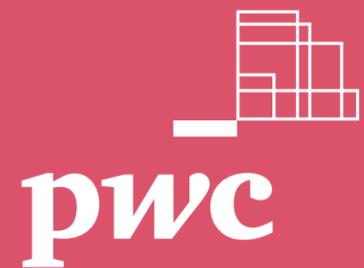


Doing Business and Investing in Ghana



Ghana's tax measures in response to COVID-19





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