

CSR Practices Among Oil Companies in Angola

Interview Guide

Thank you for taking the time to participate in our study of Corporate Social Responsibility (CSR) practices in Angola's oil sector. As you may know, this interview is part of a larger study sponsored by the Corporate Social Responsibility (CSR) Practice of the World Bank's Private Sector Development Vice Presidency.

The purpose of this study is to map CSR activities in the oil sector in Angola and to assess existing and potential public sector roles for supporting them. Our recommendations will be directed to stakeholders in the public, private and non-profit sectors and will be designed to enhance the overall investment climate in Angola by supporting socially responsible corporate behavior.

All responses will be aggregated to form conclusions and recommendations that will appear in the final report. Information and statements provided in the report will not be attributed to a specific company.

Respondent Information	
Last name:	Company:
First name:	Telephone:
Title:	Email:

Part 1: Company's CSR Philosophy and Priorities (6 questions)

1.1 On a scale of 1-10 (10 being the highest), how would you rate the importance of CSR to your company's corporate HQ?

1.2 On a scale of 1-10, how would you rate the importance of CSR to your company's Angola business unit?

1.3 Who sets CSR priorities for your company in Angola? Please check all that apply, and indicate their degree of involvement in the decision making process with a percentage.

? Angola business unit _____% ? Government of Angola _____%
? Corporate HQ _____% ? Other: _____ %

1.4 Please briefly describe the process by which your company's CSR *priorities* are established.

1.5 Please briefly describe your company's CSR *philosophy*.

1.6 CSR investments can be broadly grouped into four major categories: Economic, Environmental, Social, and Corporate Governance. Typical activities under each category are as follows:

Economic	Monetary flows to Government of Angola Employment & HR development Procurement Technology transfer
Environmental	Environmental Impact Assessments (EIAs) Environmentally safe production & transport Environmental reporting & management systems
Social	Health and safety of employees, labor standards Ethical business standards HR issues, including conflict & violence mitigation Non-commercial community engagement Charitable giving
Corporate Governance	Rights and treatment of shareholders Governance policies and principles Information disclosure and reporting Customer/end-user care

Please rank these categories in descending order of importance *to your company in Angola*.

1.	2.	3.	4.
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Part 2: Specific CSR Investments in Angola (3 questions)

2.1 Using the following table as a guide, please list and describe any CSR investments your company currently supports in Angola in each of the given categories. [NB: The last two columns refer to questions 3.2 and 3.4. Please leave these blank for now.]

CSR Category	Brief project description	Location	Duration	Staff hrs.	Budget	Partner	3.2	3.4
Economic								
Environmental								
Social								
Corporate Governance								

2.2 How much did *your company's Angola Business Unit* spend on CSR activities last year, or in the last year for which data is available? During previous years? As a percentage of yearly revenues?

CSR Resource Commitments in Angola, 1999-2003					
Type \ Year	1999	2000	2001	2002	2003 (est.)
Financial					
Material/In-kind					
HR/Staff time					
Total CSR					
CSR as % of Total Revenues					

2.3 Where does the Angola Business Unit's CSR funding come from? Please check all that apply, and estimate their share of total business unit CSR funding with a percentage.

- ? Angola Business Unit ____% ? Regional Business Unit ____%
- ? Corporate HQ ____% ? Other: _____ ____%

2.4 How much did *Corporate HQ* spend on CSR activities *worldwide* last year, or in the last year for which data is available? During previous years? As a percentage of total revenues?

CSR Resource Commitments Worldwide, 1999-2003					
Type \ Year	1999	2000	2001	2002	2003 (est.)
Financial					
Material/In-kind					
HR/Staff time					
Total					
CSR as % of Total Revenues					

Part 3: CSR Measurement, Impact and Constraints (5 questions)

3.1 How does your company measure the *impact on intended beneficiaries* of CSR investments in Angola? Please check all that apply and indicate the relative importance of each with a percentage.

- | | |
|---|--|
| ? Anecdotal evidence from <i>communities</i> _____% | ? M&E Systems & Surveys (in-house) _____% |
| ? Feedback from Govt. of Angola _____% | ? M&E Systems & Surveys (external) _____% |
| ? Media coverage _____% | ? Crises averted/license to operate _____% |
| ? Other: _____ | _____% |

3.2 Please rank the programs described in Part 2 in descending order of *impact on intended beneficiaries*.

3.3 How does your company measure the *business value* of CSR investments in Angola? Please check all that apply and indicate the relative importance of each with a percentage.

- | | |
|---|--------|
| ? Anecdotal evidence from <i>clients & customers</i> _____% | |
| ? Feedback from Govt. of Angola _____% | |
| ? Media coverage _____% | |
| ? Crises averted/license to operate _____% | |
| ? M&E Systems & Surveys (in-house) _____% | |
| ? M&E Systems & Surveys (external) _____% | |
| ? Other: _____ | _____% |

3.4 Please rank the programs described in Part 2 in descending order of *business value*.

3.5 What constraints, if any, has your company encountered in the course of designing and implementing its various CSR activities in Angola?

Internal constraints	
Budgetary	
Organizational	
Technical	
Other	

External constraints	
GoA	
Int'l Dev't Agencies	
International NGOs	
Private firms	
Local communities	
Other	

Part 4: Public sector roles (2 questions)

4.1 What role, if any, has the *public sector* played in CSR activities your company has undertaken in Angola, either directly (e.g., by partnering on a CSR initiative) or indirectly (e.g., by creating a supportive or obstructionist environment for CSR)?

Past and Current Public Sector Roles	
Mandating laws and regulations	
Facilitating incentives, guidance, and deterrents	
Partnering with business and/or civil society	
Endorsing political support, awards, leadership by example	

4.2 In your opinion, *what public sector roles would be most helpful* to your company's CSR efforts in Angola?

Future Public Sector Roles	
Mandating laws and regulations	
Facilitating incentives, guidance, and deterrents	
Partnering with business and/or civil society	
Endorsing political support, awards, leadership by example	

Part 5: Future plans and final thoughts

5.1 What is your company's plan for future CSR investments in Angola?

5.2 On a scale of 1-10, how would you rate the *sustainability* of your company's CSR investments in Angola?

5.3 Are there any CSR investments your company has made that have not had the impact or effectiveness that was initially envisioned?

5.4 Are there any important issues related to CSR that we have not covered?