

TANZANIA BUREAU OF STANDARDS
(TBS)



**CORPORATE SOCIAL RESPONSIBILITY POLICY
AND IMPLEMENTATION STRATEGY**

2025/2026- 2027/2028

MAY, 2025

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PREFACE

Tanzania Bureau of Standards (TBS) is a Parastatal organisation under the Ministry responsible for Industry and Trade, established by an Act of Parliament, The Standards Act Cap. 130, which gives the Bureau powers in carrying out its mandate to undertake measures for safety and quality control of commodities, services and the environment of all descriptions and to promote standardisation in industry and trade.

The Bureau, like many other public institutions, has a role to positively impact in promoting and developing the social welfare of the public through activities implemented under its Corporate Social Responsibility (CSR) function. Since its establishment, the Bureau has been setting aside annual budget provisions for facilitating the implementation of its corporate social responsibility activities guided by the policy. However, the policy did not consider strategic giving as one among the key areas of giving back to the underprivileged communities, hence need arose for it to be reviewed.

The Corporate Social Responsibility Policy enables the Bureau to properly plan, administer, implement, monitor and evaluate its CSR activities, in order to assess their impact on the public. This Policy is in line with the Bureau's Strategic Plan 2021/22 – 2025/26, and it is intended to implement the corporate social responsibility targets outlined under the Plan.

The Policy shall be subject to review after every five years and when the need arises to align it with the prevailing environment. When this Policy is in conflict with national policies, regulations, directives or laws, such national policies, regulations, directives, or laws shall prevail.

Given the importance of this Policy, I call upon the commitment and engagement of the Bureau's Management Team and all members of staff in implementing it, to achieve an optimum level of mutually beneficial relationship with the community and enhance the image of the Bureau.

Dar es Salaam
May, 2025


Dr. Ashura A. Katunzi
DIRECTOR GENERAL

EXECUTIVE SUMMARY

This Corporate Social Responsibility (CSR) Policy presents a strategic direction for the Bureau's corporate social responsibility functions. It describes the Bureau's corporate social responsibility scope, objectives, strategies, resources, time and responsible persons. Importantly, it includes clear targets and indicators to evaluate CSR success.

The Policy will ensure consistency in the execution of corporate social responsibility activities. It will help the Bureau to focus on the effective implementation of its strategic objectives, to promote visibility and image and to enhance awareness.

The Policy provides an analysis of the corporate social responsibility function at the Bureau and stipulates its rationale, vision, mission and core values. It highlights policy issues, objectives and statements and sets policy implementation strategies.

The overall coordination of this Policy will be in the Bureau's Public Relations and Marketing Unit (PRMU). Key implementing parties will play a pivotal role in implementing strategies and specific activities on the ground.

LIST OF ACRONYMS

CSR	Corporate Social Responsibility
EWURA	Energy and Water Utilities Regulatory Authority
NHC	National Housing Corporation
PCCW	Pacific Century Cyber Works Limited
PRMU	Public Relations and Marketing Unit
TBS	Tanzania Bureau of Standards
TIB	Tanzania Investment Bank

TERMS AND DEFINITIONS

In this Policy, unless the context requires otherwise;

“Bureau” means the Tanzania Bureau of Standards as established by the Standards Act, Cap. 130.

“Corporate Social Responsibility (CSR)” means a way an organisation is socially accountable to itself, its stakeholders and the public in a defined scope.

“Image” means how the Bureau presents itself to the public.

“Policy” means the Bureau’s Corporate Social Responsibility Policy.

“Strategic giving” is a purposeful provision of support that aligns with a national strategic goal that has an impact on society.

“Underprivileged” means not enjoying the same standard of living or rights as the majority of people in the society.

CHAPTER ONE

INTRODUCTION

1.1 Background

Tanzania Bureau of Standards (TBS) is a Parastatal organisation under the Ministry responsible for Industry and Trade, established by an Act of Parliament, The Standards Act Cap. 130, which gives the Bureau powers in carrying out its mandate to undertake measures for safety and quality control of commodities, services and the environment of all descriptions and to promote standardisation in industry and trade.

Pursuant to Section 4(1)(a) to (v) of The Standards Act Cap. 130, the Bureau is mandated to perform various functions to promote trade, health, safety, environment and general welfare of the people of the United Republic; and maintains, as far as may be practicable, a system of consultation and co-operation with any body established by or under any written law and having functions similar or relating to industrial or commercial standards generally.

The Bureau, like many other public institutions, has a role to positively impact in promoting and developing the social welfare of the public through activities implemented under its corporate social responsibility function. Since 2023, the Bureau has been implementing a Corporate Social Responsibility Policy by setting aside an annual budget for facilitating the implementation of its corporate social responsibility programmes.

In the course of implementing the 2023 CSR Policy, it was found that the same is implemented without considering strategic giving as one among the key areas of giving back to the underprivileged communities hence, a need arose for it to be reviewed.

This Policy has been prepared in line with the:

- (i) The Standards Act Cap. 130;
- (ii) The Bureau's Strategic Plan 2021/22 – 2025/26;

- (iii) The Bureau's Financial Regulations, 2023; and
- (iv) The Bureau's Communication and Marketing Strategy, 2022.

The Corporate Social Responsibility Policy 2025 will therefore enable the Bureau to properly plan, administer, implement, monitor and evaluate its CSR activities to assess their impact on the public.

1.2 Situation Analysis

Since the establishment of the Bureau in 1975, countless corporate social responsibility activities have taken place. However, the Bureau has never had a corporate social responsibility policy to guide related activities towards achieving its corporate goals and enhancing its relationship and image in the eyes of its internal and external publics. The Bureau's corporate social responsibility activities have relied, instead, on an ad hoc approach.

In 2021, the Bureau developed an internal procedure for the provision of CSR activities, such as donations and other charities to the public. Due to the expanded demand for CSR-related requests, the CSR Policy was first developed in 2023 to serve as an effective tool to manage CSR activities.

The general objective of the CSR Policy 2023 was to guide the administration and management of the Bureau's corporate social responsibility function in a manner that will upgrade the welfare of the underprivileged society and enhance the Bureau's image. This was achieved to some extent, in particular provision of donations to underprivileged communities in the areas of health, education and people with disabilities in formalised organisations.

Despite the achievements made during the implementation of the CSR Policy 2023, the Bureau still faces challenges in the scope of providing CSR to underprivileged communities, hence, a review of the 2023 Policy was necessary.

In view of the above context, the review of this CSR Policy and its subsequent implementation considered the Strengths, Weaknesses, Opportunities and Challenges (SWOC) analysis as follows:

1.2.1 Strengths

- i) Existence of the Public Relations and Marketing Unit.
- ii) Existence of skilled personnel.
- iii) Existence of CSR Guideline.
- iv) Existence of CSR policy
- v) Allocation of budget for CSR activities

1.2. 2 Weaknesses

- i) Lack of mechanisms for coordinating CSR activities.
- ii) Insufficient budget.
- iii) Inadequate scope of CSR Policy.
- iv) Lack of publicity stunt on CSR activities.

1.2.3 Opportunities

- i) Visibility enhancement through CSR activities.
- ii) Existence of political will.
- iii) Readiness of media houses to publicize CSR activities.

1.2.4 Challenges

- i) The existence of numerous underprivileged communities which cannot be attended to by the Bureau.
- ii) Public perception towards CSR activities.

1.3 Methodology

The methodology used in reviewing the 2023 Policy was a review of relevant documents, including but not limited to the following:

- a) Energy and Water Utilities Regulatory Authority (EWURA) Corporate Social Responsibility Policy 2021;
- b) National Housing Corporation (NHC) Corporate Social Responsibility (CSR) Policy 2011;
- c) PCCW Enterprises Limited Corporate Social Responsibility Policy 2018;
- d) The Bureau Strategic Plan for the Period of 2021/2022 - 2025/2026;
- e) The Bureau Communication and Marketing Strategy 2022/23 – 2025/26;
- f) Tanzania Investment Bank (TIB) Corporate and Social Responsibility 2021;
- g) The Standards Act Cap. 130; and
- h) Customer Satisfaction Survey report (2023/2024).

CHAPTER TWO

RATIONALE, OBJECTIVES AND SCOPE OF THE POLICY

2.1 Rationale

This policy is aimed at providing a structured approach to the CSR function that will contribute to the enhancement of the organisation's image. It is designed to help the Bureau advance its image by providing financial and other resources to underprivileged communities and contributing to their welfare. The effective implementation of the Policy will increase awareness of the Bureau's products and services. It will further strengthen and maintain mutually beneficial relationships with the public. In recognising the importance of CSR activities to the Bureau's image, the Bureau established a CSR Policy in 2023.

The TBS CSR Policy 2023 was reviewed due to its limited scope. Thus, the CSR scope was revised and improved to include strategic giving as part of it when considering its provision to underprivileged communities for the execution of CSR activities through formalised institutions.

This Policy is aimed at providing guidance in the financial management and administration of CSR activities, as well as allowing for impact assessment and a clear feedback mechanism.

2.2 Vision, mission and core values

2.2.1 Vision

"Sustainable standardisation for high high-quality livelihood society"

2.2.2 Mission

"To promote standardisation, safety and quality assurance in industry and commerce through standards development, certification, registration, inspection, testing and metrology services for sustainable socio-economic development"

2.2.3 Core Values

a) Integrity

We ensure continuous and consistent provision of services with a high degree of honesty and impartiality by adhering to moral and ethical principles and values.

b) Customer focused

We prioritise customers' needs first, therefore committed to responding timely and proactively to their expectations.

c) Team Work

We work together by sharing experiences while respecting each other to realise institutional goals.

d) Accountability

We shall be responsible to our actions, decisions and outcomes in executing our functions.

e) Transparency

We ensure open sharing of information and proper provision of feedback to our stakeholders in equal treatment.

2.3 Policy objectives

2.3.1 Main objective

To guide the administration and management of the Bureau's corporate social responsibility function in a manner that will upgrade the welfare of the underprivileged society and enhance the Bureau's image.

2.3.2 Specific objectives

- i) CSR funding enhanced;

- ii) CSR provision improved;
- iii) Coordination of CSR activities strengthened; and
- iv) Publicity enhanced.

2.4 Scope of the Policy

This Policy shall be applied in all CSR activities conducted by the Bureau in the areas of education and strategic giving in formalised organisations.

CHAPTER THREE

POLICY ISSUES, OBJECTIVES AND STATEMENTS

3.1 Policy issue: Corporate Social Responsibility funding

The Bureau has been allocating funds for its core and supporting activities. However, the funds allocated for corporate social responsibility activities have been insufficient. This situation has resulted in the provision of donations to individuals in minimal amounts, hence difficulties in assessing CSR impact.

3.1.1 Policy objective

CSR funding enhanced

3.1.2 Policy statement

The Bureau shall prioritise the allocation of sufficient funds to support corporate social responsibility activities.

3.2 Policy issue: Provision of Corporate Social Responsibility

Since its establishment, the Bureau has been giving back to the underprivileged communities through various means. However, the Bureau supported the underprivileged communities without considering the area of strategic giving.

3.2.1 Policy objective

Corporate Social Responsibility provision improved

3.2.2 Policy statement

The Bureau shall establish the criteria for the provision of CSR to include education and strategic giving. This will be guided by developing a CSR procedure to enable consistency and transparency.

3.3 Policy issue: Coordination of Corporate Social Responsibility activities

Since its establishment, the Bureau has been conducting corporate social responsibility activities. In 2023, the Bureau developed a CSR Policy and its implementation strategy, which led to the establishment of the CSR Committee to coordinate the activities.

3.3.1 Policy objective

Coordination of CSR activities strengthened

3.3.2 Policy statement

The Bureau shall strengthen an institutional CSR committee.

3.4 Policy issue: Public perception of the Bureau

The Bureau has been executing CSR activities on various occasions. However, these activities had no publicity stunt.

3.4.1 Policy objective

Publicity of the Bureau's activities enhanced

3.4.2 Policy statement

The Bureau shall plan and execute CSR activities to support publicity

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2. National Housing Corporation (NHC) Corporate Social Responsibility (CSR) Policy 2011
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5. Tanzania Investment Bank (TIB) Corporate and Social Responsibility 2021
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