



## Corporate citizenship

**Rand Mutual Assurance (RMA)** was looking for an overarching policy to provide the business case for the its efforts in social investment, employment equity and risk management. GreaterCapital consulted on the integration and implementation of a corporate citizenship policy for RMA based on value drivers.

Our process included:

- Existing policy review and benchmark against national and international good practices.
- Internal workshop facilitation to identify key stakeholders and establish business value drivers.
- Individual stakeholder consultation to establish structure and perceptions of existing policies and processes.
- Practical recommendations for implementation of an integrated strategy.

A Corporate Citizenship policy is the DNA of a company where success is embedded. This process provided RMA with a clear strategy to leverage their assets and business operations for the benefit of the communities where it operates.