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# CORPORATE SOCIAL RESPONSIBILITY POLICY

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## CORPORATE SOCIAL RESPONSIBILITY POLICY

### 1. Background

The Broadcasting Commission of Jamaica (BCJ) is a public body established to regulate the broadcasting sector of Jamaica. In carrying out its function the Commission has a responsibility to all its stakeholders to act responsibly, transparently, ethically and to display good corporate citizenship in all its activities. In furtherance of this objective the Commission has developed a Corporate Social Responsibility Policy (CSR Policy). The CSR Policy is a part of the BCJ's corporate governance framework.

### 2. Purpose

The BCJ's CSR policy reflects the vision and mission of the Commission and is intended to establish the basic principles and the general framework that will support the Commission's corporate social responsibility practices and will form the basis of integrating social responsibility into its operations. The Policy will:

- encourage a culture of ethical behaviour that increases the Commission's transparency in order to generate credibility and trust within its stakeholders, which includes society as a whole;
- promote relationships based on trust and the creation of value for all of its stakeholders, providing a balanced and inclusive response to all of them; and
- contribute to enhancing the reputation and the external recognition of the BCJ as a regulatory entity.

This Policy supports the core values of the Commission which are:

- **Accountability** – accepting responsibility for actions taken. The “buck” stops with the person who has responsibility/authority for the action or decision.
- **Professionalism** – Principles which govern how an individual performs their duties including how they interact with those with whom they come into contact in a manner that produces positive results for the Commission and its customers as well as the individual.
- **Transparency** – Openness and honesty in decision making, in processes and behaviour and implementation of organizational strategies.
- **Fairness** – Impartiality in conduct and in the execution of the functions of the Commission.

### 3. Definition

For the purposes of this policy Corporate Social Responsibility (CSR) is defined as the action the Commission will take to ensure that it is not only a responsible employer, but that the BCJ also

recognizes and manages its impact on all stakeholders including but not limited to the wider environment and community within Jamaica.

#### **4. Commitment and Approach**

The Commission's CSR programme places emphasis on the areas of education, community outreach and sustainability including our environment and other stakeholders. The philosophy for each area is noted below.

**Public Education and Research-** To engage, inspire and develop public media literacy whilst proactively seeking to support our local community. The Commission also seeks to support research into the broadcasting and media landscape in Jamaica.

**Media & Digital Literacy-** To promote public understanding of media and creation of content, including through encouraging exemplary and high quality productions

**Community Outreach-** To participate in charitable events as well as engage citizens through programmes such as the citizen based Media Monitors programme.

**Diversity and equality** - To treat all colleagues with dignity and respect in an inclusive and fair working environment. To promote equal opportunity for all, within the Broadcasting Commission and the sectors that the Commission regulates.

**Footprint and Sustainability-** To reduce the Commissions' carbon footprint, provide value for money and ensure that the Broadcasting Commission's practices are environmentally sustainable.

**Sustainable Development-** To practice sustainable environmental strategies in our building and resourcing arrangements.

#### **As an employer, BCJ will:**

- treat all colleagues with the dignity and respect they are entitled to;
- promote equality for all;
- consider our economic, social and environmental impacts and encourage our colleagues to adopt responsible behavior; and
- inspire and develop our colleagues and ensure the BCJ is integrated in local communities through volunteer initiatives.

**As a public body, BCJ will:**

- adopt socially and environmentally responsible behavior;
- lead by example; and
- demonstrate its commitment to being a good corporate citizen.

**As a regulator, BCJ will:**

- fulfil its statutory objectives in a manner that is consistent with its commitment to corporate social responsibility;
- treat all licensees and stakeholders fairly and with equity;
- act in a balanced and measured way; and
- have due regard for equality and human rights impact when taking strategic decisions about how to exercise its functions.

**The BCJ, to the best of its ability, will engage suppliers and contractors who exhibit the values and social responsibility that it espouses. As a contracting authority BCJ expects its suppliers of products and services (and their subcontractors) to:**

- share their approach to corporate social responsibility and their commitment to equality and diversity through their policies, principles and actions;
- understand and comply with all legislation relevant to their business, and their interactions with the BCJ covering such matters as environmental protection, discrimination, employment, minimum wage, health and safety, and equality of treatment;
- communicate openly and honestly with the BCJ; and
- manage their suppliers of products and services responsibly.

## **5. Reporting**

The Commission will publish in its annual report a CSR statement on its activities and will maintain on its website a CSR statement of commitment and philosophy to which stakeholders can hold it accountable.<sup>1</sup>

**Board Approved: June 2016**

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<sup>1</sup> Section 20 Corporate Governance Framework for Public Bodies