

CITIZEN W – GOOD CORPORATE CITIZENSHIP IN THE SOUTH AFRICAN WINE INDUSTRY

Cape Wine Masters Seminar

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December 2005

EXECUTIVE SUMMARY

All industry sectors and countries face an increasingly complex and challenging set of economic pressures, political uncertainties and growing, often contradictory, stakeholder expectations. In response to these challenges, the concepts of corporate citizenship and corporate social responsibility are moving beyond the boundaries of legal compliance and glamorous philanthropy to a more central and challenging position.

Globally, legislation regulates a comprehensive set of business procedures that facilitate good corporate citizenship. In addition, more contemporary guidelines and prescriptions relate specifically to certain aspects of sustainability and environmental or social stewardship. South African examples include the King Report on Corporate Governance and the establishment of the JSE's Socially Responsible Investment Index.

Historically, good corporate citizenship issues in the wine industry were approached in a conservative, patriarchal fashion, with the emphasis on farm worker development and eradication of the tot system. A stakeholder approach offers a much more transparent, inclusive and comprehensive conversation about the future of good corporate citizenship in the industry.

The seminar considers several international and local examples of good corporate citizenship, and concludes that the South African wine industry needs to engage its stakeholders and support the emerging leaders in this area. Good corporate citizenship in the South African wine industry needs to address those issues particularly relevant to the industry and society, and needs to support initiatives which are aligned with government policy.

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