

Dear reader

While we all know just how challenging 2020 has been for everyone, we are mere weeks away from 2021, which will bring us a step closer to a vaccine against Covid-19. Although the vaccine is no cure-all, and the effects of the pandemic will be with us for years to come, it will help to restore a sense of normalcy to society and be a factor in the reanimation of the global economy.

‘Normalcy’ is a relative term, however, since we most assuredly do not want to return to where we were at the beginning of 2020.

This year has demonstrated that ‘business as usual’ cannot continue, and we need to find a more conscious, purpose-driven way to serve society. Companies originally defined their role in terms of societal purpose, but over the years this has given way to excessive consumption and short-term gain. Now more than ever, they need to rethink the way in which they operate, exchanging complacency for empathy, a greater willingness to listen, and a more inclusive approach.

By harnessing the power of [integrated thinking and reporting](#) and focusing on [strategic social programmes](#) that give back to society, companies can effect real change. As we have seen during the pandemic, those companies that worked side by side with stakeholders and found better ways of delivering products and services managed to create real value – a lesson we can definitely take into 2021.

This year, our knowledge-sharing platforms showcased the sterling work that the private sector and civil society have done to augment the public sector’s response to the pandemic. The [Trialogue Business in Society Handbook 2020](#) highlights the vital role corporates have played in assisting their employees, customers, and communities, while our [Knowledge Hub](#) features a Business Response to Covid-19 topic. Our [Business in Society Virtual Conference 2020](#) took place in October, and we were delighted to share the unique insights delivered by our more than 50 speakers with a hugely diverse audience (including attendees from Ivory Coast, Guinea Bissau, Sudan and Iran).

A big thank you to our valued partners for working with us through this challenging year – we look forward to ‘building back better’ with you in 2021.

With warmest wishes from the Trialogue team.

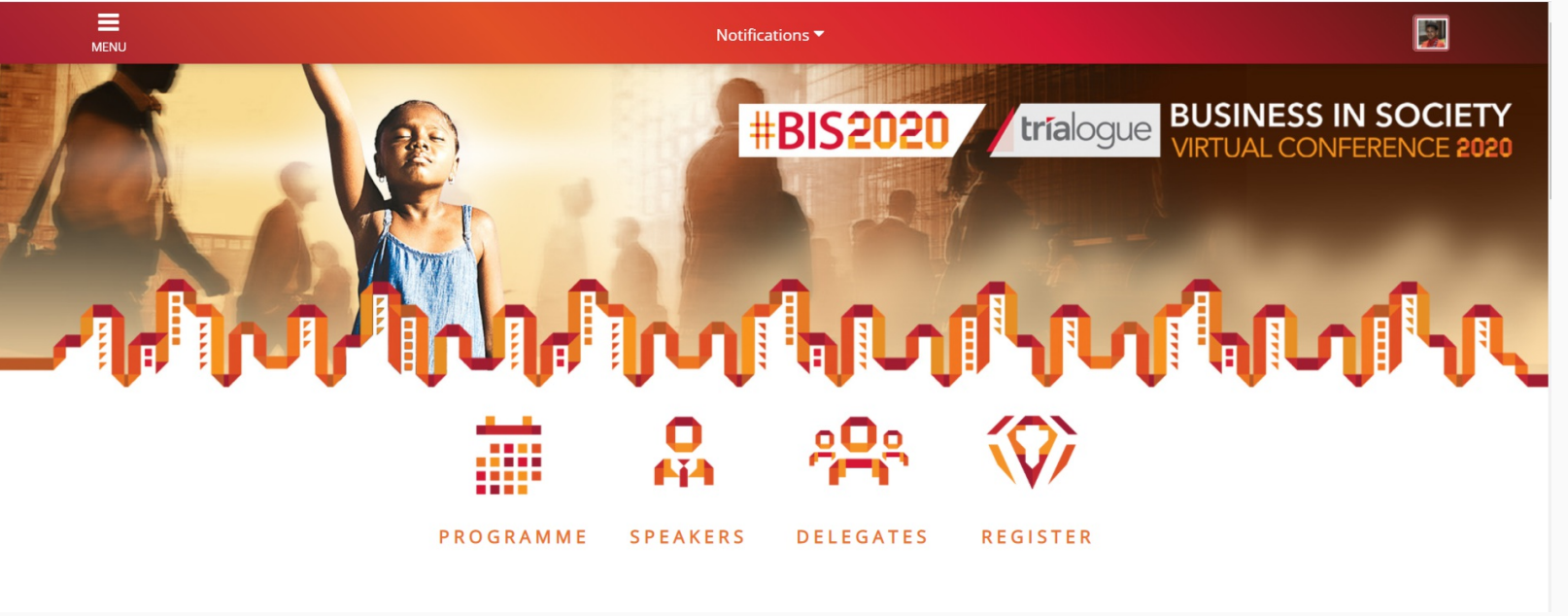
TRIALOGUE BUSINESS IN SOCIETY HANDBOOK 2020



This year’s edition of Trialogue Business in Society Handbook is now available. We look at the effect of the pandemic, but also cover ‘hot topics’ like the Fourth Industrial Revolution, threats and opportunities in the water sector, and how to mobilise business for a post-pandemic recovery. The Handbook also contains Trialogue’s latest corporate social investment research, trends in corporate giving, and insights from the non-profit sector.

Download a complimentary copy [here](#).

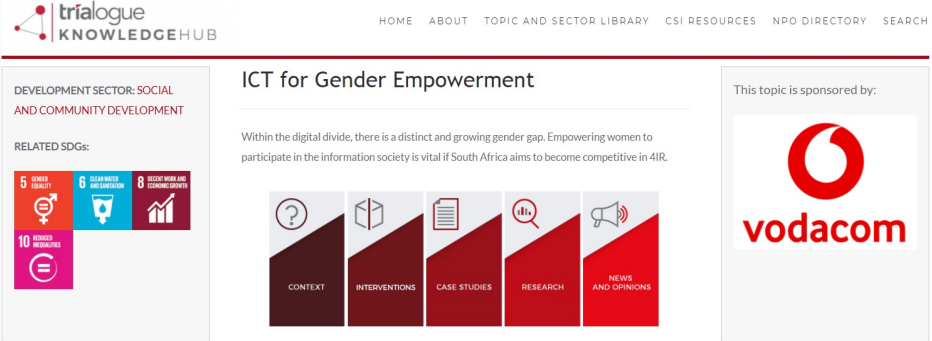
TRIALOGUE BUSINESS IN SOCIETY VIRTUAL CONFERENCE 2020



In partnership with corporate partners and sponsors, Trialogue hosted the 13th annual Trialogue Business in Society Conference on 13 and 14 October 2020. Due to the Covid-19 pandemic and restrictions on movement and gathering, we changed our in-person event to a virtual conference – a first for us. This two-day industry-leading event convened 432 stakeholders in the development sector, including more than 50, to share lessons and insights on how to enhance effectiveness, with emphasis on the integral role of business in society, and the urgent need for collaboration and solidarity across sectors and brands to ensure sustainable impact.

Read all the insights and watch the highlights video from the conference [here](#).

TRIALOGUE KNOWLEDGE HUB: ICT FOR GENDER EMPOWERMENT

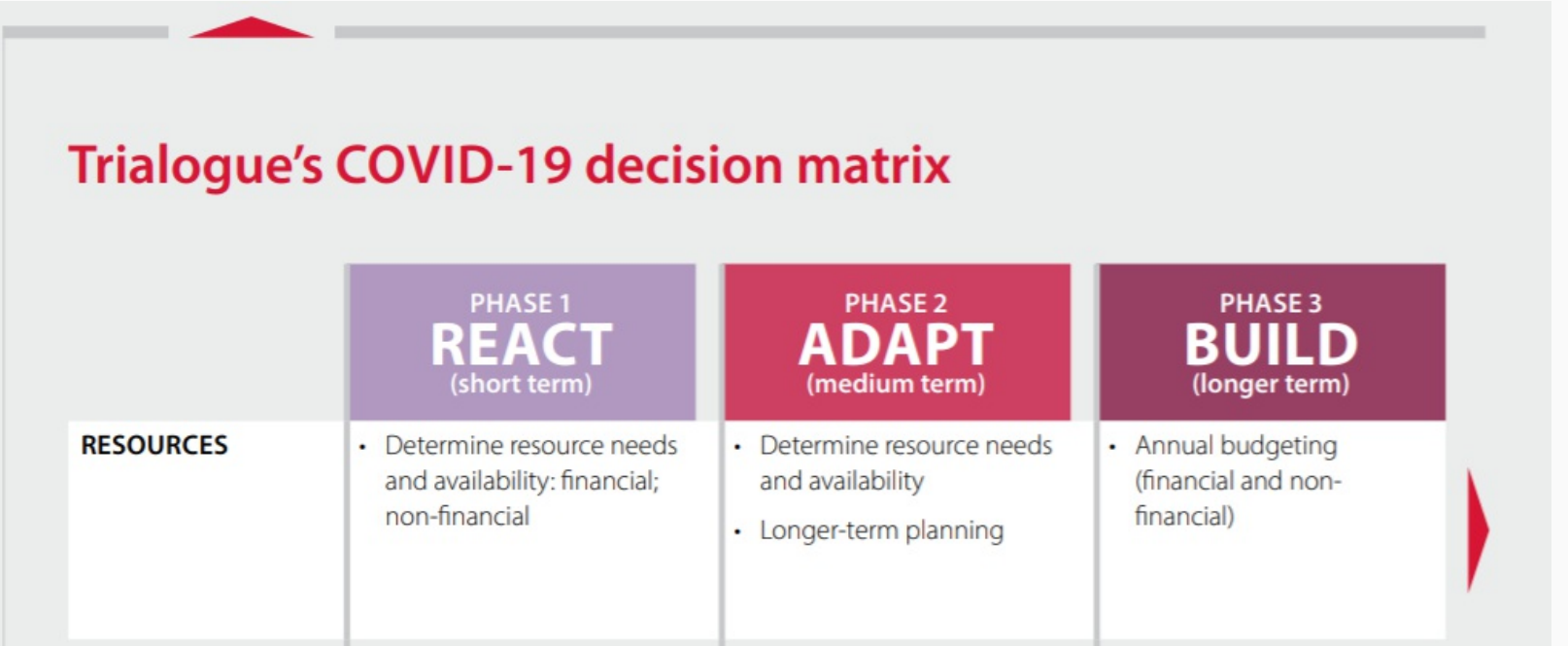


Within the digital divide, there is a distinct and growing gender gap. Empowering women to participate in the information society is vital if South Africa aims to become competitive in the much-discussed Fourth Industrial Revolution.

This Knowledge Hub topic, sponsored by Vodacom, unpacks the importance of gender empowerment through ICT.

Visit the topic [here](#).

TRIALOGUE'S CSI STRATEGY REFRESH OFFERINGS IN RESPONSE TO COVID-19



The urgency with which all sectors of society must act to address South Africa’s gaping socioeconomic divide is only reinforced by Covid-19. The environment has changed irreversibly in 2020 and corporate social investment (CSI) needs to adjust to the new and growing societal needs as well as the additional resources or constraints on the business.

Read more [here](#).

[CASE STUDY] AIRPORTS COMPANY SOUTH AFRICA INTEGRATED REPORTING



Trialogue has supported Airports Company South Africa for the past two years (2019 and 2020) in report advisory, research, writing and producing their integrated annual report suite. In 2020, the integrated report won a CGISA/JSE Integrated Reporting Award in the category State-owned Companies.

Read more [here](#).

[CASE STUDY] EVALUATION OF MOMENTUM METROPOLITAN'S YOUTH EMPLOYMENT PROGRAMME IN THE TIME OF COVID-19



Early in 2020, MMF commissioned Trialogue to conduct an independent evaluation of six MMF-supported programmes, with the intention of evaluating the relevance and appropriateness of these programmes, the quality of implementation, and the achievement of outcomes. The overall purpose of the study was to identify lessons learnt in the implementation of the strategy, to identify good practices, and to make recommendations regarding future programmes.

Read more [here](#).

We wish you a peaceful and healthy festive season and look forward to reconnecting in 2021!