



# Concept Note

## 100 CEOs Initiative

**EVENT: 100 CEOs Information Meeting & Launch**  
**DATE: TBC**  
**VENUE: British Council, 20 Thompson Road, Ikoyi, Lagos**  
**ORGANIZERS: CSR Children**  
**HOSTS: British Council**

### INTRODUCTION

With the support of the **British Council**, we, the **Foundation for CSR and Children's Rights** ("CSR Children") will be hosting a CEO Information Meeting on **TBC**:

- to brief all prospective CEOs about the 100 CEOs Initiative;
- to discuss the scope of the initiative & the list of CSR focus activities
- to discuss the business commitments sought.

The idea of the 100 CEOs initiative was birthed at the 2nd Annual CEO Forum on Children's Rights held in London in October last year, where *Lord Michael Hastings* of **KPMG** was our host and *Cecilia Akintomide* of the **African Development Bank** delivered the Keynote Address.

At the Forum it was re-iterated that making a serious investment commitment to the education and development of children in Africa was key to significant economic growth.

### VISION

The vision of the initiative is to recruit, by 2020, 100 CEOs/business leaders with significant business interests in Nigeria to make a serious commitment to support the educational & emotional development of children in Nigeria, both boys & girls.

With the success of the Nigerian launch, it is hoped that the initiative can be replicated in other parts of Africa.

### ADVISORY COMMITTEE

The advisory committee will be made of high level stakeholders who will provide guidance and advice on the policy and objectives of the 100 CEOs initiative, operating documents and marketing strategy.

### SCOPE OF CSR ACTIVITIES & COMMITMENTS

**1.** There will be a strong focus on the girl child but boys must be included in CSR initiatives adopted on an annual basis selected from the 6 focus areas:

- basic education
- access to play & leisure
- computer & science education
- sports education
- mentoring & youth empowerment
- vocational training

**2.** Members will have the discretion to select which of the CSR focus activities they wish to adopt on an annual basis. Monitoring & Reporting mechanisms will be put in place and a child rights policy drafted to be adopted by each member organization.

### INVITATIONS

**The CEO Information Meeting is strictly by invitation.** For further information, sponsorship or to request an invitation, please contact:

#### **Toyin Olakanpo**

President/CEO, CSR CHILDREN

Email: [toyin@csrchildren.com](mailto:toyin@csrchildren.com)

Tel: +44(0) 203 287 2961 (Global Direct)



# "100 CEOs"

Lagos

# MEETING

[www.csrchildren.com/100ceos](http://www.csrchildren.com/100ceos)