



END OF ACTIVITY REPORT: ESG TRAINING PROGRAM EVENTS

FOR TIER 4 FINANCIAL INSTITUTIONS AND MEDIA



CONTENTS

Executive Summary	4
1.0 Introduction	5
1.2 Key Objective	6
2.0 Event Planning, Coordination, and Logistics Management	7
2.1 Key accomplishments in this area include:	8
2.2 Event Promotion and Media Management	9
3.0 Key Deliverables Accomplished	10
4.0 Highlights and Impact	11
5.0 Attendance in the Regions	14
6.0. Conclusion	17
ANNEX- MEDIA CLIPPINGS & OUTPUTS	18
ANNEX II- ATTENDANCE LISTS	25

Executive Summary

oyalway Media Ltd is pleased to submit this End of Activity Report for the Environmental, Social, and Governance (ESG) Training Program Events conducted for Board and EXCO members of Tier 4 financial institutions and media representatives across Uganda from March to May 2025. The program successfully executed 18 regional training events in Kampala, Mbarara, Fort Portal, Hoima, Masaka, Jinja, Gulu, and Arua.

Commissioned by aBi Finance Ltd, these events aimed to enhance the capacity of Tier 4 financial institutions to integrate ESG principles into their operations and governance structures, while fostering media engagement to amplify the initiative's impact.

Through meticulous planning, seamless coordination, and a commitment to excellence, Royalway Media Ltd delivered on all contractual obligations, creating impactful, well-organized events that equipped participants with practical ESG knowledge.

This report details the activities accomplished, key outcomes, participant feedback, and lessons learned, showcasing the success of this transformative initiative.





1.0 Introduction

he Agricultural Business Initiative (aBi) was jointly founded by the Governments of Denmark & Uganda in 2010 as a social enterprise that channels development cooperation funding to agribusinesses & agricultural service providers. aBi aims at building a competitive, profitable & sustainable agriculture and agribusiness sector in support of equitable wealth creation in Uganda. The aBi consists of two companies limited by guarantee: aBi Finance Ltd and aBi Development Ltd.

In 2021, aBi Finance transitioned from a company limited by guarantee to a company limited by shares in a bid to commercialize its operations and attract new investments. It provides funding to financial institutions & agribusinesses with a focus on SMEs & smallholder farmers through Lines of Credit, Clean Technology Fund, Agricultural Loan Guarantees & Financial Services Development. Our Development Partners include Royal Danish Embassy (RDE), International Fund for Developing Countries (IFU) and European Union (EU).

aBi Finance supported the development and launch of the ESG framework for regulated financial institutions. aBi Finance further supported the training of EXCO members of financial institutions under the UBA umbrella (Tier1-3). However, Tier 4 institutions have expressed a need for technical assistance in ESG training to enhance their internal capacity to integrate ESG principles into their operations and governance structures.

To address the above, The Agricultural Business Initiative (aBi) Finance Ltd contracted Royalway Media Ltd to organize and manage 18 ESG training events from March to May 2025, targeting Board and EXCO members of Tier 4 financial institutions (12 events) and media representatives (6 events). The program's design focused on building internal capacity for ESG integration and promoting awareness through robust media coverage.

This report outlines the activities undertaken, celebrates milestones, and reflects on lessons for future engagements.

The trainings were held at centralised locations of the respective region namely, **Central, Northern,** Western, and Eastern regions. The proposed locations are Kampala (4), Mbarara (4), Fort Portal (2), Hoima (1) Masaka (2), Jinja (2), Gulu (2), and Arua (1).





Participants in a group photo during an aBi Finance ESG training session held on May 22, 2025, at Kalya Courts Hotel in Fort Portal.

2.0 Event Planning, Coordination, and Logistics Management

Royalway Media Ltd successfully delivered 18 regional ESG training events across Uganda, strategically held in centralized and accessible locations. These included: Kampala (4 events), Mbarara (4 events), Fort Portal (2 events), Hoima (1 event), Masaka (2 events), Jinja (2 events), Gulu (2 events), and Arua (1 event). Key accomplishments in this critical area include:



Participants in a group photo after a highly engaging aBi Finance ESG training session at Dreamwood Suites in Mbarara City.

2.1 Key accomplishments in this area include:

- Venue Setup and Logistics: High-quality, accessible, and comfortable venues that aligned with
 aBi's requirements were secured. Venues were adorned with aBi-branded materials, creating a
 cohesive ESG-themed environment. Seating arrangements, flip boards, charts, markers, and WiFi
 access were meticulously organized to support participant engagement. All branding materials
 provided by aBi were transported, arranged, and displayed prominently.
- **Audiovisual Excellence:** All audiovisual equipment, including projectors, screens, microphones, and sound systems, was tested in advance and managed by an on-site technical team, ensuring seamless presentations with no disruptions.
- Participant Support: A team of professional ushers managed registration, distributed workshop
 kits (name tags, agendas, and materials provided by aBi), and assisted participants throughout
 the events. Digital feedback forms were set up to capture insights, fostering an interactive
 experience.
- Logistical Precision: Meals, refreshments, and other logistics were tailored to participant needs, ensuring a conducive environment for learning.



A Royalway Media staff member assists a participant with WiFi connection, downloading QR scanner apps for digital forms, and guiding them through the form completion process during an aBi Finance ESG training at Acholi Inn in Gulu City

2.2 Event Promotion and Media Management

The media strategy amplified the reach and impact of the ESG training program, engaging both local and national media houses. **Key achievements include:**

Media Engagement: At least three leading media outlets per event were invited and accredited, including national television stations (NTV, NBS, UBC), local radio stations (e.g., Capital FM, Radio Rupiny, Radio Pacis), newspapers (New Vision, Daily Monitor), and online publications (PML Daily, UG Standard, CEO East Africa, Nile Post, ChimpReports).

Media coverage was robust, with live broadcasts, feature stories, and social media posts.



Mr. Ali Wasswa, a senior journalist from Vision Group covers an ESG training session at Dreamwood Suites in Mbarara City

Press Coordination: Royalway Media Ltd managed media logistics, including Q&A sessions, press release dissemination, and facilitation for journalists, ensuring smooth interactions and comprehensive coverage. Monitoring and Amplification: The team monitored electronic, print, and digital media outputs, curating a collection of articles, TV segments, and social media posts that showcased the events' success and aBi's leadership in ESG advocacy.

3.0 Key Deliverables Accomplished

In line with the contractual terms, the following deliverables were accomplished:

Project Plan and Timelines: A detailed project plan was developed and shared with aBi, guiding the execution of all 18 events within the stipulated timeframe (March–May 2025).

Venue and Logistical Arrangements: All venues were booked, set up, and equipped with necessary logistics, including meals, AV systems, and workshop materials, ensuring a professional and engaging experience.



Participants
actively
engaged in an
aBi Finance
ESG training
session at
Fairway Hotel
in Kampala.

Branding and Theme Decor: aBi's branding was prominently featured at every event, creating a distinct and recognizable identity aligned with the ESG theme.

- Participant Registration and Material Distribution: Participants were registered across the 18 events, with workshop kits distributed efficiently.
- Audiovisual and Technical Setup: All equipment was tested and operational, with on-site technical support ensuring flawless delivery.
- **Successful Event Execution:** All 18 events were conducted without major hitches, receiving positive feedback from participants on content relevance and event organization.
- Weekly Engagements: Regular meetings with aBi and the procured training firm ensured alignment, with consistent progress updates.
- **Post-Event Reporting:** This report, along with participant feedback and media coverage summaries, fulfills the requirement for a comprehensive post-event report.



Participants
engaged in an
aBi Finance ESG
training session at
the branded Acholi
Inn venue in Gulu on
May 12, 2025.

4.0 Highlights and Impact

The ESG training events were a resounding success, fostering knowledge transfer and inspiring action among participants. Key highlights include:

- Participant Engagement: Board and EXCO members from Tier 4 institutions gained practical
 insights into integrating ESG principles, with many expressing intent to implement policies
 in their organizations. The post-training media demonstrated a significant positive shift
 in participants' understanding and perception of ESG, indicating the training program's
 effectiveness:
 - **Enhanced Understanding:** Participants exhibited a much clearer and more comprehensive understanding of complex ESG issues. Responses indicated a deeper grasp of the interconnectedness of E, S, and G factors.
 - Increased Confidence: A notable increase in confidence was observed regarding participants' ability to discuss ESG issues, integrate them into business strategy, and provide oversight on ESG matters. This suggests the training empowered them with the necessary knowledge and tools.
 - **Strategic Importance**: A stronger recognition emerged regarding the strategic imperative of ESG, moving beyond mere compliance to seeing it as a driver of long-term value, innovation, and competitive advantage.

• Specific ESG Dimensions:

- Environmental: Improved understanding of climate-related risks and opportunities, the circular economy, and the significance of environmental management systems.
- Social: Greater appreciation for human rights due diligence, robust labor practices, and the strategic advantages of fostering a diverse, equitable, and inclusive workforce.
- Governance: Enhanced clarity on the Board's specific roles and responsibilities in ESG oversight, the importance of ethical conduct, and effective stakeholder engagement.
- Application & Integration: Participants expressed a greater willingness and perceived ability
 to integrate ESG factors into various corporate functions, including risk management,
 capital allocation, and reporting.

Media interviews and news outputs reveal a compelling narrative of successful knowledge transfer and behavioral shift:

Feature/Area	Pre-Training Status	Post-Training Status	Observed Impact / Shift
Overall ESG Understanding	Basic, fragmented, and often theoretical.	Comprehensive, integrated, and practical.	Significant Improvement: Participants moved from awareness to deep understanding, capable of articulating complex relationships between ESG factors.
Confidence in Discussion	Moderate, hesitant on specific topics.	High, comfortable discussing and debating complex ESG issues.	Substantial Increase: Training empowered leaders to engage confidently in ESG conversations, critical for effective board deliberation and external communication.
Strategic Importance	Understood as important for reputation/risk; less for value.	Recognized as core to long-term value creation, competitive advantage, and innovation.	Paradigm Shift: ESG moved from a compliance/risk mitigation item to a strategic imperative, demonstrating a deeper appreciation for its business benefits beyond mere compliance.
Environmental Knowledge	Basic on climate change; limited on circular econo- my, biodiversity.	Enhanced understanding of climate resilience, circularity, and broader ecological impacts.	Marked Improvement: Deeper appreciation of the scope of environmental challenges and strategic responses beyond carbon emissions.
Social Knowledge	Awareness of human rights; nascent DEI understanding.	Stronger grasp of human rights due diligence, robust labor practices, and strategic DEI frameworks.	Clear Advancement: From general awareness to a more structured and actionable understanding of social responsibilities and opportunities.
Governance Knowledge	General board roles; limited on specific ESG oversight.	Clear understanding of board's specific ESG oversight, ethical leadership, and stakeholder engagement.	Profound Enhancement: Provided clarity on the specific governance mechanisms and leadership required to embed ESG effectively, ensuring accountability and transparency.
Application & Integration	Perceived as external/ compliance-driven.	Seen as integral to strategic planning, risk management, and reporting.	Transformative: Participants now view ESG as a fundamental component of core business operations, suggesting a readiness to actively champion and integrate these principles within their respective domains.

Media representatives reported increased understanding of ESG's role in financial inclusion and sustainability.

Media Reach: The events garnered widespread coverage, amplifying aBi's mission to a national audience. Royalway Media secured three live TV interviews for aBi Finance officials to elaborate on ESG topics during prime-time news programs. **These included NBS TV's "Live at One," Tayari West's leading morning show (which secured one hour of airtime), and GNTV's 9 PM Bulletin.**



David Kaweesi, Investment Manager for Financial Services Development (FSD) at aBi Finance, during a live show discussion on Tayari West. The station, a leading dynamic live events TV broadcaster, engages audiences across Western Uganda in Luganda, Runyakore, Rukiga, Rutooro, and English, amplifying critical discussions on ESG and green financing.

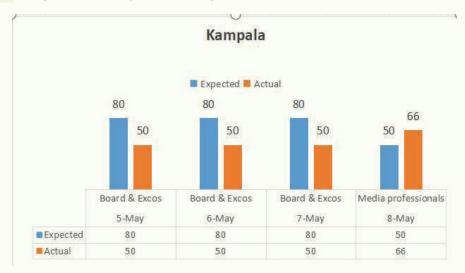
Other insightful stories were published in prominent newspapers, including the Daily Monitor and New Vision. Examples of media coverage see appendices.



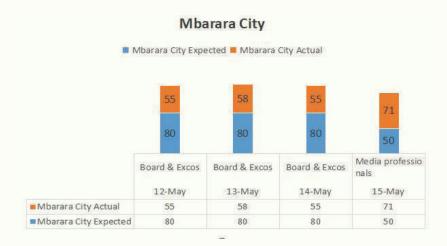
David Kaweesi, Investment Manager for Financial Services Development (FSD) at aBi Finance, during a live discussion on ESG topics on GNTV's 9 PM Bulletin

5.0 Attendance in the Regions

Kampala - Fairway Hotel Kampala



Mbarara City, Dream Wood Suites



Gulu City

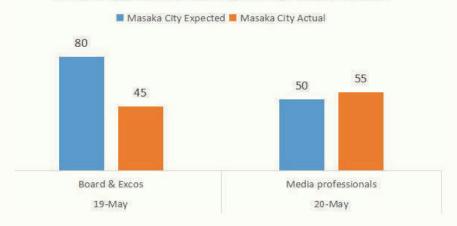


Arua City



Masaka City

Masaka City ESG Training Attendance at Zebra Hotel (May 2025). This bar graph illustrates the expected versus actual attendance for the aBi Finance ESG training sessions held at Zebra Hotel in Masaka City on May 19th and 20th

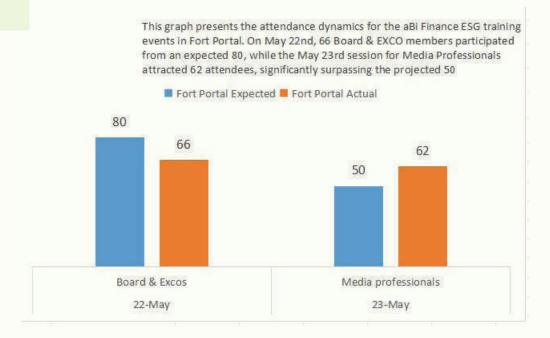


Jinja City

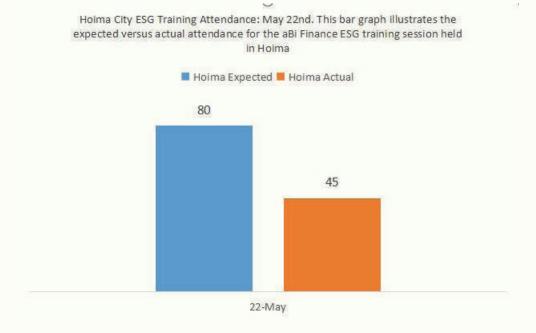
Jinja City ESG Training Attendance at Nile Lux Hotel (May 2025). This bar graph illustrates the expected versus actual attendance for the aBi Finance ESG training sessions held at Nile Lux Hotel in Jinja



Fort Portal



Hoima



6.0. Conclusion

The ESG Training Program Events for Tier 4 financial institutions and media were a triumph, delivering on aBi Finance Ltd's vision of building a sustainable and inclusive agribusiness sector.

Royalway Media Ltd is proud to have partnered with aBi to execute 18 impactful events that empowered participants and amplified ESG awareness across Uganda.



ANNEX- MEDIA CLIPPINGS & OUTPUTS

Publication/Media House

Why is ESG not sticking in **Uganda Tier 4 institutions?**

Daily Monitor, May 10 2025





New Vision

Monday May, 12 2025





Daily Monitor (Digital)

Saturday, May 10, 2025

http://bit.ly/4lXpE6J



Bukedde TV

https://bit.ly/44X5jIK





NTV Uganda

https://bit.ly/43Tzmjr









BBS TV

https://bit.ly/3Z6oVXe





https://bit.ly/3Z6oVXe





https://bit.ly/4mxmjvo





https://bit.ly/4dHn40k





GNTV







Live show on GNTV

WAN LUO TV Gulu







Mbarara





NTV Uganda

https://bit.ly/4kJLFo4







https://bit.ly/4mYk8Bx





Baba TV

https://bit.ly/4dIGPFw





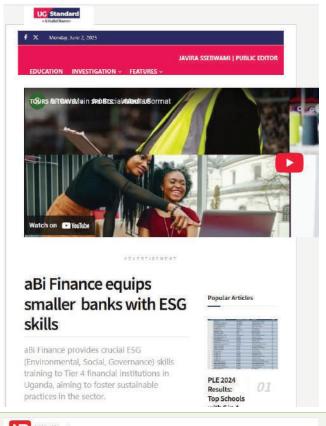
Kabalega TV

https://bit.ly/4557JoS



Salt TV

https://bit.ly/3HCljGc



PUBLISHED: 05/05/2025



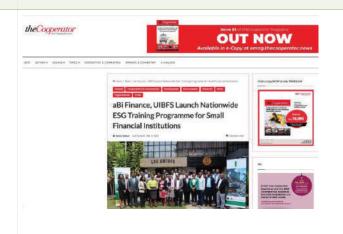
https://bit.ly/43HiVFC



Tuesday, May 6, 2025



https://bit.ly/3Sv7VGg



May 6, 2025



https://bit.ly/4klfGuC



May 7, 2025

https://bit.ly/3T3xxu4

The Insider	https://bit.ly/3FE6mmz	
UG Tribune	https://bit.ly/4mGt26r	
Daily Star	https://bit.ly/4kqUwLK	
Soft Power News	https://bit.ly/3T0z0RU	
Daily Express	https://bit.ly/3FjttCX	
The Cooperator	https://bit.ly/3Sw84t1	
The Independent	https://bit.ly/4kl32ph	
The KampalaReport	https://bit.ly/4mHz7PS	
UG Standard	https://bit.ly/4kDE3nc	
The Cooperator	https://bit.ly/4jAGplP	
Business Focus	https://bit.ly/4mMR5Re	
Kikubolane	https://bit.ly/3HmuVoH	
Eagle Online	https://bit.ly/4mI50Nc	
The KampalaReport	https://bit.ly/43pVOke	
ChimpReports	https://bit.ly/3SRk0pD	
Daily Express	https://bit.ly/43osr1x	
KFM	https://bit.ly/45Ejkv9	
Busoga Royal	https://bit.ly/4jAJbHL	
CBS FM 88.8	https://bit.ly/3T0BZK6	
Baba FM	https://bit.ly/4dGsJUW	
Busoga One	https://bit.ly/43M8dhn	
NBS Radio	https://bit.ly/3StLSQr	
Centenary FM Masaka	https://bit.ly/43HUcB9	
Vision Radio	https://bit.ly/4kJdL2N	
CBS FM	https://bit.ly/43IffDI	
Endigyito Radio	https://bit.ly/3HjsvXK	
Radio 4	https://bit.ly/4kJSypx	
Sanyu FM	https://bit.ly/4jsqcis	
Radio One	https://bit.ly/4kjjVGZ	
Capital FM		

ANNEX II- ATTENDANCE LISTS

MASAKA







JINJA-ATTENDANCE LISTS



JINJA-ATTENDANCE LISTS







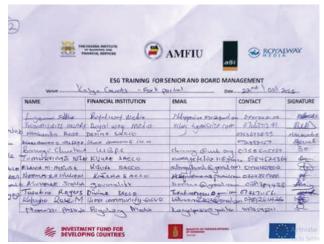
HOIMA - ATTENDANCE LISTS



FORTPORTAL-ATTENDANCE LISTS





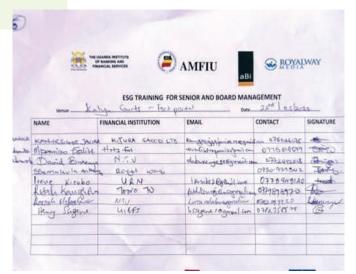








FORTPORTAL-ATTENDANCE LISTS













KAMPALA-ATTENDANCE LISTS



KAMPALA-ATTENDANCE LISTS

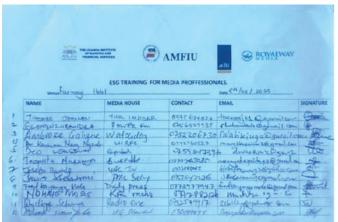




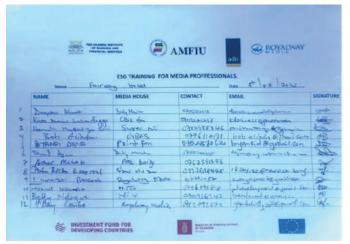






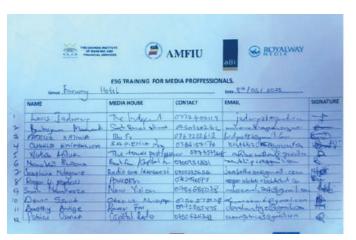


KAMPALA-ATTENDANCE LISTS











Gulu City: Acholi Inn



Gulu City: Acholi Inn





Arua City



MBARARA-ATTENDANCE LISTS

















MBARARA-ATTENDANCE LISTS































Plot 23 Cooper Road, Kisementi-Kololo P.O.Box 70348 Kampala, Uganda Tel: 031-2284552 Cell: 0742–464686 Email: sales@royalwaymedia.com, http://www.royalwaymedia.com



@2025