



For Profits: Beyond CSR

Impact Outsourcing Centre.

Established by RBD, ORTEC, Ajax Amsterdam, and St. Mary's University college, it aims to maximize social impact through research & analysis, social return on investment, and public-private partnerships. Operating in Ethiopia, their data-analysis center creates job opportunities for students, enhancing their employability. As a pinnacle of excellence, RBD's Ethiopian daughter company, R&D, offers management, operation, and system expertise, including personal skills development, offshore outsourcing, SME business acceleration, and organizational consultancy services.

RBD expands with analysis centers in Romania and Brazil.

Optimizing Africa, a joint venture with RBD, R&D, and ORTEC Holding, supports African organizations in streamlining product and logistics through ICT solutions. They offer custom software and local hosting options for cost-effective Software as a Service (SaaS) models. Training local ICT consultants reduces implementation costs and drives social responsibility initiatives across 13 countries.

Lead by Example.

Through the "Lead by Example" initiative, we co-developed a talent development program with Afriflora/Sher Ethiopia. Over 2,000 employees were engaged in enhancing supervisory, managerial, and leadership capabilities. This included coaching, HR advisory, cultural mediation, and tailored training. The result? Increased productivity, higher employee satisfaction, and improved retention. Our experts collaborated with Sher Ethiopia to assess and implement effective HR processes for operational efficiency and strong business intelligence.