



NEWSLETTER  
BiD

## **ABOUT BiD**

Baobab Intelligence & Development (BiD) is a private company that uses business intelligence (a data-based approach) to evaluate, transform, and support the growth and sustainability of companies. Currently, we operate in the mining sector through the development of local content through capacity building and corporate restructuring.

Our main purpose is to continuously improve the relationship between the private sector within the mining industry, financial institutions, and government institutions. BiD is convinced that the key to sustainable development is a well-equipped and ambitious private sector.

## **MISSION**

We make local businesses better, stronger and more competitive.

## **VISION**

To become the catalyst for a stronger economy through the development of local businesses.

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# OUR MONTH OF MAY WAS DEDICATED TO SUSTAINABLE DEVELOPMENT



**MAI 2021**

**Sustainable development**

Our month of May was dedicated to sustainable development, which consists of developing an organizational system based on three main pillars: economic, social, and environmental. As defined by Mrs. Gro Harlem Brundtland, Prime Minister of Norway (1987), sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

In May, we had the following activities:

- Internship Program Launch
- ISO 14001 Training
- RSE Talks Conference

## **INTERNSHIP PROGRAM LAUNCH**

As part of our Human Capital development strategy, we have developed an internship program that aims to generate a talent pool of young professionals with different backgrounds and experiences from the best universities in Mali and the Diaspora. These trainees will contribute in our Malian companies so that they can become world-class in terms of expertise, supply of quality products and services.

We have just closed the selection for the first cohort of trainees. This selection was spread over four (04) weeks with three distinct stages:

- Pre-selection (after submitting applications online on our website [www.baobabinteldev.com](http://www.baobabinteldev.com))
- Aptitude test
- The interview

Following this process, we selected the following profiles:

- Finance and Audit
- Marketing & Communication
- Data Analytics
- IT

These profiles will be of significant support in our various activities. Also, in order to support the interns in their professional development, they will have the opportunity to interact with our customers and partners who operate in various fields, ensuring a dynamic experience.



## **TRAININGS**

### **ISO 14001**

As a logical continuation of our training sessions on ISO 9001 :2015, Quality Management System (QMS) and ISO 45001 :2018, Occupational Health and Safety Management System (OHSMS), BiD organized on Friday May 14 and Saturday May 15, 2021 a training session on the requirements of ISO 14001 :2015, relative to environmental management system that can be used by an organization to improve its environmental performance. The main objective of these sessions was to inform participants about the issues, challenges, as well as the benefits of environmental management which allows companies to manage their environmental impact in a systematic way to contribute positively toward sustainable development.

According to Mrs. Gro Harlem Brundtland, Prime Minister of Norway (1987), sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

**The sessions were facilitated by Mr. Sékou Sallah OMBOTIMBE, Deputy Director General of AMANORM - Malian Agency for Standardization and Quality Promotion.**



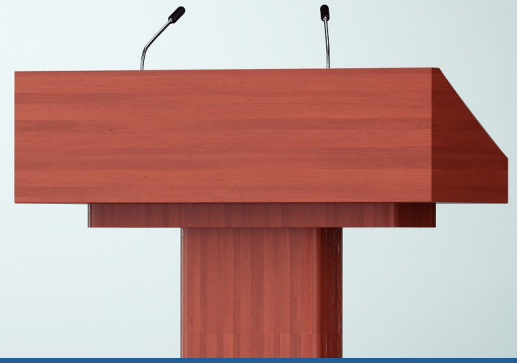
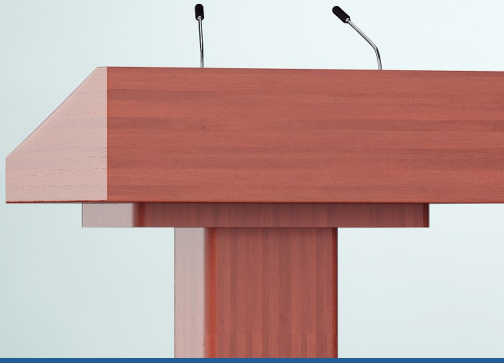
## RSE TALKS CONFERENCE

As part of our Corporate Social Responsibility consulting service, we help mining companies design CSR projects with sustainable impacts and good exit strategies that will support the local economy even after the closure of the mines. Baobab Intelligence & Development was honored to share its experience and approaches through the RSE Talks conference as a panelist on the theme of "CSR as a Governance Tool" on Friday, May 28, 2021.

The theme of the RSE Talks conference was "CSR and Sustainable Development Goals" and the event was organized by the RSE Institute in Mali.



# THE BID TRIBUNE



To fulfill our commitment to federate the actors of the private and public sectors and with the conviction that the key to sustainable development is an equipped and ambitious private sector, one of our missions is to provide a platform to all actors who want to contribute to the improvement of the business climate in Mali, through the sharing of experiences, but also through relevant remarks that can be useful for companies.

Baobab Intelligence & Development is pleased to offer you this free tribune to share your ideas, opinions and even criticism.

## HOW ?

Do you want to express yourself on the business environment in Mali?

Write your article, , from 700 words (minimum) to 1000 words (maximum)

Send it to [info@baobabinteldev.com](mailto:info@baobabinteldev.com) with the subject line: THE TRIBUNE

Please specify your profile by sending us a brief biography

## WHEN ?

Between the 15th and the 25th of each month.

We look forward to reading you soon,

Sincerely,

*Team Bid*

# THANK YOU



Thanks to our various activities, we realized that it is imperative to develop quality local content through strategy development, organizational development and human capital development to ensure a sustainable economic growth for Malian companies and the economy in general. Consequently, BiD is reassured about its perspective of providing holistic support to propel companies in the mining sector to be stronger and more competitive. We are grateful for the support of Barrick, but also of our cohort and all the stakeholders who actively participate and support us in our activities.

*Team BiD*

BAOBAB INTELLIGENCE & DEVELOPMENT  
(Data, Analytics and Strategies)

Baco Djicoroni ACI, Street 640, Lot 704 - BAMAKO, MALI  
Phone: (+223) 44 90 53 45  
E-mail: [info@baobabinteldev.com](mailto:info@baobabinteldev.com)