



**SHARED
VALUE**
AFRICA INITIATIVE

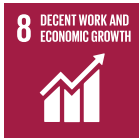


ACTIVITIES & IMPACT REPORT 2023



www.svai.africa





ABOUT THE REPORT

The 2023 SVAI Impact Report offers an extensive and insightful look into the Shared Value Africa Initiative's efforts and achievements in promoting sustainable development on the African continent.

This report aims to detail the organisation's strategic approach, emphasising its alignment with the United Nations' Sustainable Development Goals. It delves deeply into SVAI's key areas of focus, including entrepreneurship, leadership development, capacity building, and regional collaborations.

The report sheds light on the significant impacts of these initiatives, overcoming challenges, and the innovative strategies employed. It also highlights the SVAI's dedication to empowering communities, fostering economic growth, and environmental stewardship, serving as a beacon for sustainable development in Africa.

This document not only reflects the organisation's successes but also its commitment to creating a sustainable and prosperous future for all on the African continent.



**SHARED
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**Africa's most
impactful Shared Value
business network**

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CHAIRMAN'S NOTE

In our pursuit of creating Africa's largest Shared Value network, 2023 has been a milestone year. We gained PBO status, celebrated five impactful years and initiated the Shared Value Series in commemoration of this achievement. The SVAI's advocacy resonated widely, resulting in significant landmarks, such as the launch of the Gender Equality Implementation Guide, a practical African-developed tool for organisations committed to advancing gender equality. These successes, rooted in our guiding principles, showcase our unique formula and growing influence.

As the SVAI collaborates across Africa, all partnerships and opportunities to amplify our voice and impact have been informed by a set of guiding principles that our stakeholders understand, debate, test and learn to adapt to their environments. We believe in the transformative power of Shared Value to drive profitability while addressing societal needs.


Our journey, while marked by inevitable challenges, is fortified by your support. As we envision a future where businesses are a force for positive change, we invite you to join us. In the words of Nelson Henderson, "In our lifetime, we may have to plant trees whose fruit we may never eat and whose shade we may never enjoy." Let's plant these seeds of Shared Value for a prosperous and impactful Africa.

Immaculata Segooa

Chair of the Board


30
Shared Value
learning and
networking
engagements





34%
Reported
increase in
sustainable
business
practices*




**SHARED
VALUE**
Introduction
Organisations across
 **47**
countries impacted



 **72%**
Reported increased
understanding of
Shared Value principles*

 **3 341**
Individual Connections


104
Shared Value
leaders profiled
through speaking
engagements




1 055
Entrepreneurs
reached through
targeted platforms



 **SHARED
VALUE**
AFRICA ACADEMY
93.3%
Entrepreneur satisfaction measured
across training sessions on 29
March, 31 May and 27 September


91.6%
Satisfaction measured
across Entrepreneurship
Forums in 2023





REFLECTIONS FROM THE CEO

As we mark the 5th anniversary of the Shared Value Africa Initiative (SVAI) this year, I am filled with a profound sense of pride and purpose. The SVAI's journey has been one of unwavering commitment to the transformative power of Shared Value, a mission that has taken us from humble beginnings to a position of recognition and influence across the African continent.

From the outset, the SVAI has been driven by a bold vision: to intertwine the success of business with the prosperity of society. We dared to challenge the status quo, believing that profit and purpose were not mutually exclusive, but rather complementary forces that could propel Africa towards a brighter future.

As we reflect on the past five years, we are also mindful of the challenges we have faced. Catalysing a paradigm shift in the business community towards a more conscious and purpose-driven approach to business remains an ongoing effort. Securing funding to sustain and advance our mission has also been a substantial challenge.

Despite these hurdles, we have remained steadfast in our belief in the transformative power of Shared Value creation. Our resilience is fuelled by the unwavering support of our stakeholders,

members, partners and community. Our collective commitment to our shared vision has been the cornerstone of our success.

As we look to the future, we are thrilled by the possibilities for the SVAI to further enrich Africa. We envision a continent where businesses are more than economic powerhouses – they are forces for positive social change and guardians of our environment. This is the Africa we are committed to building, a place where every step forward is taken with the greater good in mind.

We invite you to join us in this endeavour to forge an Africa where prosperity and meaningful impact are intertwined, all guided by the principle of Shared Value.

Our journey has been marked by significant milestones, each one a testament to the collective impact we have made.

Tiekie Barnard

CEO and Founder, SVAI and Shift Impact Group



Celebrating **5 YEARS** of creating Shared Value in Africa



SVAI LAUNCHED

In 2018, on Africa Day, we launched the SVAI, signalling our commitment to building the most impactful Shared Value business network on the continent.



BRINGING LEADERS TOGETHER

The Pan-African Shared Value Leadership Summit in Kenya in 2019 was a gathering that brought together leaders from across Africa to explore how businesses could harness their power to drive social progress.



5 YEARS OF GROWTH

Over the past five years, we have seen our network grow steadily, our programmes expand and our impact deepen.



ENGAGEMENT

We have engaged with business schools, nurtured entrepreneurs and championed gender equality through the #ITSNOTOK movement.



EMPOWERING BUSINESSES

Through our initiatives, we have empowered businesses to adopt Shared Value principles and create lasting positive change in their communities.



EQUIPPING YOUNG LEADERS

The 2021 launch of our Purpose Playbook cohort training marked a notable advance in preparing young leaders in our region to incorporate Shared Value into their business models, signifying a sustainable and scalable future investment.





OUR **PURPOSE**

Building Africa's Most Impactful Shared Value Business Network

As the Shared Value Africa Initiative (SVAI), we are driven by a steadfast belief that businesses can achieve both financial success and social and environmental impact simultaneously.

We will continue to build Africa's most impactful Shared Value business network, staying true to our purpose and empowering organisations across the continent to harness their collective power to address the pressing challenges we face on the African continent.

Through our robust advocacy efforts, we champion the integration of sustainability and value creation into business strategies. We showcase the tangible commercial benefits of Shared Value models across diverse industries, inspiring more businesses to adopt the profit-with-purpose approach. Collaborating with thought leaders, we facilitate peer learning and strive to reshape the African narrative, where businesses are recognised not only for their financial successes but also for their contributions to social and environmental progress.

Vision

After five years, our vision is still crystal clear: we are dedicated to bringing together businesses and business communities from across the African continent to foster collaborative efforts that will shape Africa's most impactful economies; ones that prioritise long-term sustainability and economic viability. We envision an Africa where Shared Value principles are woven into the fabric of business, driving progress, and creating a more prosperous future for all.

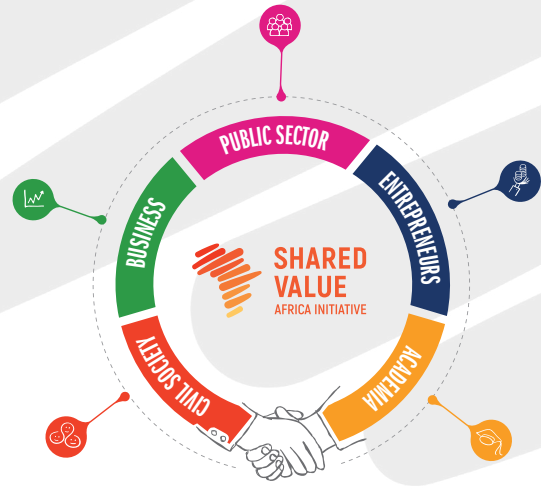
Mission

Our mission continues to focus on spearheading transformation. We are committed to empowering organisations in all sectors, as well as entrepreneurs, to embrace Shared Value as a core element of their DNA. We believe that by integrating Shared Value into every facet of business, we can unleash Africa's untapped potential.



Fostering Collaboration and Partnerships

Fostering collaboration and partnerships remains the focal point of our work. The SVAI acts as a catalyst, bringing together stakeholders from diverse sectors and industries ranging from businesses and entrepreneurs to academia and civil society. In our role as convenor, we create projects and programmes that facilitate harmonious ecosystems where collaboration is paramount. We actively cultivate an environment where through peer learning, partnerships can be created, sparking innovative solutions that address Africa's most pressing challenges at scale.



Catalysing Transformative Change



At the SVAI, we are not just empowering, we are revolutionising the way businesses and entrepreneurs across Africa operate. Our aim is to embed the principles of Shared Value into the core of business strategies. By offering comprehensive capacity building, ground-breaking impact programmes, visionary thought leadership and strategic partnerships, we equip organisations with the essential tools and insights to seamlessly integrate Shared Value, sustainability and ESG into their business models. Our commitment is to ignite transformation that extends beyond operations, fostering profound societal, environmental and economic impacts. We set organisations on a path to becoming powerful agents of change, making a lasting difference in the world.





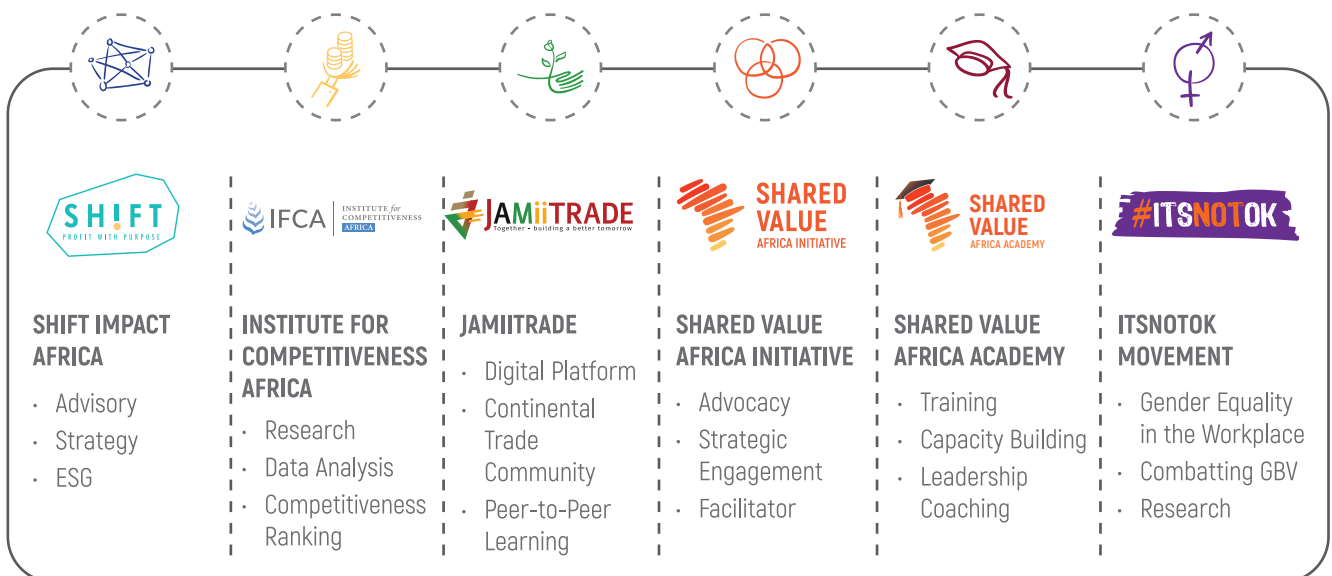
OVERCOMING CHALLENGES EMBRACING CHANGE

As an advocacy organisation, our foundation lies in the strength of our community. The challenging economic climate that is affecting business, coupled with the disruptive force of COVID-19, brought about shifts in our membership model and prompted us to re-evaluate the approach to how we build our community.

Harnessing Resilience in Uncertain Times

Central to our success in weathering these challenges has been our evolved organisational structure. The Shift Impact Africa Group structure has been pivotal in facilitating not just sustenance, but growth, forming the backbone of our collective effort to drive positive change across the continent. In pursuit of sustainability,

Shift Impact Africa Group has adopted a multifaceted structure that empowers each entity to contribute to the organisation's overarching goals. This interconnected network enables the seamless integration of diverse expertise and resources, fostering a synergistic approach to sustainable development.



Our Approach to Adversity

Shift Impact Africa leads the charge, offering invaluable advisory services, business development strategies, and consulting expertise. Through meticulous research and the seamless execution of projects, this arm of our organisation pioneers initiatives that shape the future of sustainable business in Africa. At the heart of the group lies the SVAI, which serves as the voice of our collective vision. Advocating for Shared Value principles, engaging a diverse membership base and fostering strategic partnerships, the SVAI stands as a testament to the power of collaboration in creating a lasting societal impact.



Complementing Shift Impact Africa and the SVAI is JamiiTrade, a digital platform dedicated to empowering SMMEs engaged in cross-border trade. By fostering peer-to-peer learning, capacity building, access to a trade knowledge hub and promoting best practices, JamiiTrade facilitates the growth of SMMEs and contributes to the realisation of the African Continental Free Trade Agreement (AfCFTA). Currently in its MVP1

development stage for the platform, we continue to explore funding and partnership opportunities.



Recognising the pervasiveness of gender-based violence (GBV), the SVAI established the #ITSNOTOK movement in 2020, and remains committed to this dedicated initiative to combat GBV and inculcate gender equality. Through extensive awareness campaigns, insightful research and the development of critical support tools, this initiative strives to create a safer, more inclusive environment for all.



To ensure the ongoing development of skills and knowledge, the Shared Value Africa Academy continues to provide training and capacity-building programmes. The academy offers a range of workshops, leadership coaching and specialised courses, empowering individuals and organisations to contribute effectively to sustainable development in a Shared Value ecosystem.



360-degree View of Impact

This cohesive structure not only amplifies the impact of each individual component but also forms a dynamic, interconnected network that harnesses the collective strengths of its various entities. Together, we operate in synergy, leveraging each other's strengths and expertise to create a 360-degree view of impact that unites businesses, communities and stakeholders.

Adapting to a Dynamic Landscape

Recognising the need for a more dynamic approach, in 2023, the SVAI expanded its focus beyond membership services to encompass a broader range of programmes and partnerships. This strategic shift opened new avenues for income generation and enhanced our ability to respond proactively to the evolving needs of our community.

Our programmes now encompass a diverse spectrum of initiatives, including pioneering research endeavours, middle management and entrepreneurial training that nurtures the next generation of African leaders, and flagship projects that engage and empower communities. By tailoring our programmes to address specific challenges and opportunities in different regions, the SVAI is delivering more targeted and impactful interventions.

As we evolved, it became evident that our role extended beyond thought leadership and convening engagements to actively drive advocacy. We created projects and programmes for purpose-driven organisations in our member and partnership network to participate in, establishing ourselves as credible experts in sustainability and gaining recognition as a driving force behind initiatives that foster a more prosperous and sustainable Africa. This evolution underscores our commitment to adapting to the changing landscape and continuously innovating to maximise our impact on the continent.

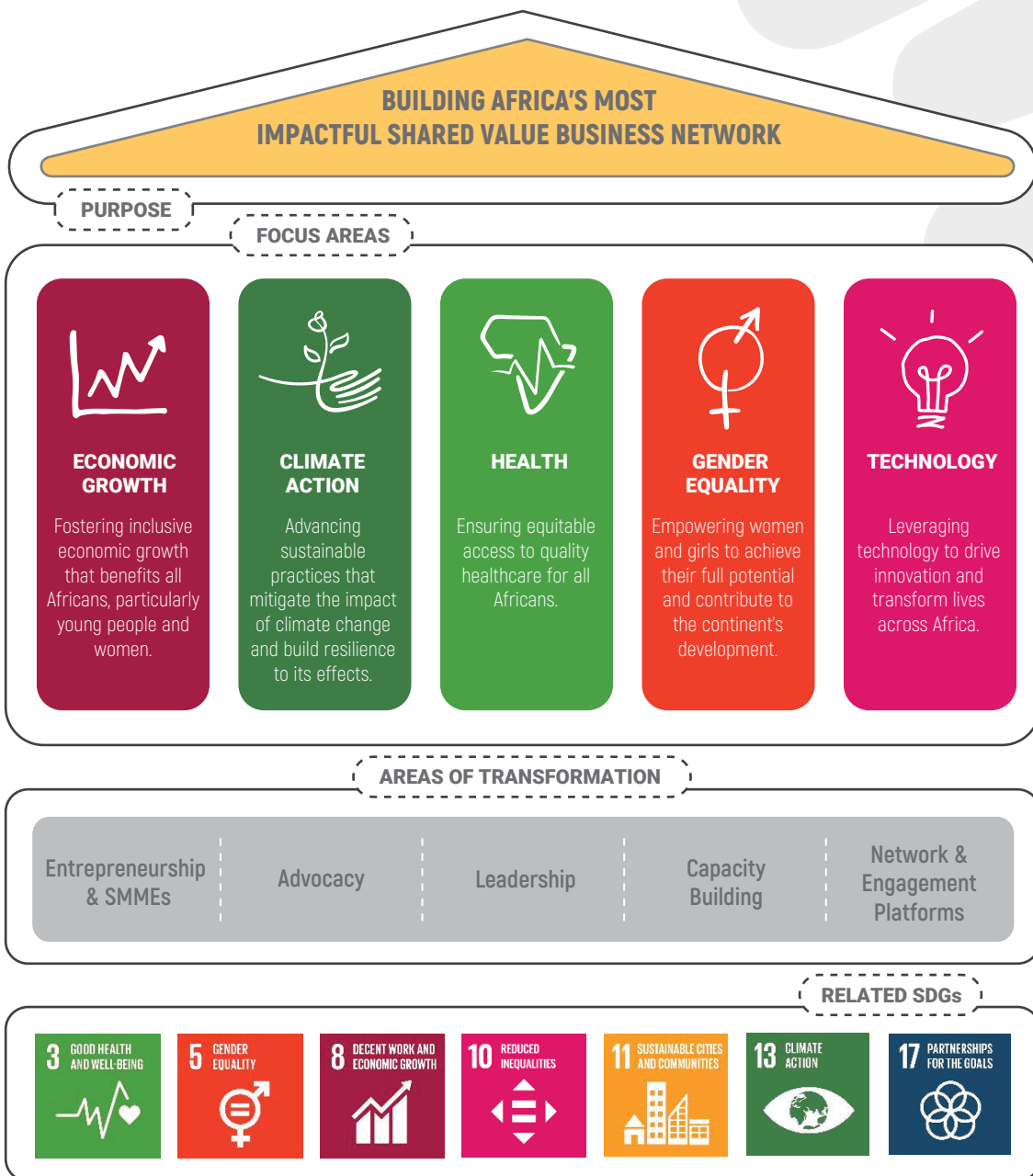




TRANSFORMING AFRICA

In 2022, we launched a strategic framework outlining our commitment to accelerating progress towards the Sustainable Development Goals (SDGs).

Our five strategic focus areas for 2022-2025 reflect our commitment to the pragmatic advancement of the SDGs in these areas:





These focus areas are not just words on a page; they are the driving force behind our work - identified after thorough assessment for their potential for high impact. In reviewing the focus areas of our broader network, as well as the development and public sectors, it became clear that the continental sustainability discourse was focused on these areas as a means to creating significant transformation and progress in the business, social as well as climate-related interventions.



We are already seeing the impact of our efforts in communities across Africa.

- In the agricultural sector, our SVAI members and community are working with smallholder farmers to adopt sustainable practices and improve yields, boosting their incomes and food security.



- In the healthcare sector, our SVAI members and community are expanding access to affordable and quality healthcare services, particularly in rural areas.

- In the technology sector, our SVAI members and community are developing innovative solutions to address Africa's unique challenges, from providing financial services to rural communities to improving access to education.



These are just a few examples of the many ways our SVAI members and community are creating value for all. We are committed to working together to build a more prosperous, sustainable and equitable Africa for all. Together, we can demonstrate that profit with purpose is the path to long-term success for businesses and communities alike.



This section delves into the areas of transformation where we exhibit the impact on our focus areas, showcasing the extent and depth of change in the following: entrepreneurship and SMMEs, advocacy, leadership, capacity building, networks and ecosystems. These work streams reflect our ongoing commitment to supporting and contributing to creating positive change within African communities and organisations.

Entrepreneurship & SMMEs



The SVAI contributed to creating an enabling environment for entrepreneurs and SMMEs. In collaboration with our partners, we provided entrepreneurs with access to training, mentorship, and financing, and where possible, assistance with connecting them to new markets and opportunities.

In alignment with our commitment to catalysing comprehensive and sustainable economic growth for the benefit of all Africans, we recognise entrepreneurship as the cornerstone of economic advancement across the continent. Our concerted efforts were directed towards empowering entrepreneurs and businesses, fostering the creation of enduring economic value. Throughout 2023, our initiatives in this pivotal domain witnessed remarkable expansion, with notable accomplishments.

1 Transforming Entrepreneurship

Through initiatives like the African Entrepreneurship Forum, Introduction to Shared Value, Purpose Playbook Training, and alongside ThreeArrows Impact Partner offering Investor Readiness Training, we equipped 1,055 entrepreneurs from 47 countries, with the knowledge and tools essential for navigating the intricacies of the business landscape. These initiatives bridged the knowledge gap and sparked innovation, creating a positive ripple effect that will continue to drive job creation, economic stability, and increased competitiveness across the continent.

Collaboration has been central to all our efforts. SVAI collaborated with its members, including prominent organisations such as the V&A Waterfront, Enel Green Power,

Momentum Metropolitan Foundation, Exxaro, Safaricom, Sappi Southern Africa, Allan & Gill Gray Philanthropies, and the Gautrain Management Agency.

Together, we continue to ignite the Shared Value movement, creating meaningful change across sectors and regions. Our members continue to drive and support the shared value principles and disciplines to create positive impact.

One such example is Sappi's Khulisa programme, a driving force in fostering entrepreneurship and empowering SMMEs in South Africa. Starting with just three beneficiaries, Khulisa has grown into a vital pillar of Sappi's supply chain, supporting over 4,000 growers across 37,000 hectares. Its commitment has translated into purchasing a staggering



4,908,850 tons of timber, valued at R3.03 billion. Beyond market access, Khulisa empowers rural communities through comprehensive training and mentorship. Its Ulwazi training centres have equipped 5,857 individuals with sustainable forestry practices, fostering a ripple effect that extends

to 871 SMMEs involved in silviculture, harvesting, and logistics. The impact is tangible.

Khulisa's story is a testament to the transformative power of creating Shared Value. It goes beyond supporting entrepreneurs to build a resilient future for generations to come.

The Khulisa programme is a jewel in Sappi's crown. As we celebrate its ruby anniversary this year it makes us appreciate the Shared Value it has created for us as a company, and for the thousands of Khulisa beneficiaries that have been part of this success story over the years.

CEO of Sappi Southern Africa

Alex Thiel



2 Accelerating Cross-Border Trade

While we introduced JamiiTrade in 2022, by demonstrating the need for an information platform that specifically addresses entrepreneurs' needs (access to information and ability to connect to each other) when it came to the AfCFTA, this year we accelerated our efforts to bring this platform to life. Starting with co-hosting the Ethiopian Business

Breakfast, where we demonstrated the platform as an example of a response to the need to accelerate the AfCFTA, and engaged with current and prospective partners across Africa. This was followed in May by a presentation to prospective investors and we also progressed significantly with the development in 2023: The launch of MVP1 is scheduled to take place end of February 2024.

3 Measuring Success and Impact

The work of our members and partners continues to fill us with pride, for example, the V&A Waterfront's commitment to sustainability and young businesses through its 'Solve' initiative, Safaricom's sustainable business practices and its unwavering commitment to championing gender equality among many initiatives, and Exxaro's continued support for the communities in which it operates as highlighted in its integrated reporting.

Safaricom, one of Africa's leading telecommunications companies, has played a pivotal role in advancing society. Testimonials from Safaricom executives underscore

their commitment to empowering communities with connectivity. Through Shared Value practices, Safaricom has expanded access to affordable communication services, connecting even the most remote areas. This exemplifies the transformative potential of responsible business practices in a digital age. ^[1]Safaricom's operations sustained over 1.1 million jobs in 2022, highlighting the company's significant positive social impact through direct and indirect employment opportunities. Safaricom's M-PESA mobile money platform has revolutionised financial inclusion in Kenya, reaching a remarkable milestone of 30 million monthly active

We work on the principle of Shared Value; that it doesn't come at the cost of shareholders; it comes together with value for society.

Senior Manager for Social Impact and Food Ecosystem Head at the V&A Waterfront

Henry Mathys



users in the 2022 financial year. This widespread adoption has transformed financial accessibility, particularly for underbanked and rural populations, empowering them to participate fully in the digital economy.

^[2]The V&A Waterfront, a leading tourist destination in Cape Town, South Africa, is actively fostering sustainability and supporting young entrepreneurs by providing spaces for smaller businesses to showcase their products at its Makers Landing and Watershed markets,

instigated by the ‘Solve’ initiative. Solve is a department within the V&A Waterfront tasked with its “build back better” mandate that seeks to increase positive social and environmental impact through a Shared Value ecosystem approach. Its annual Joy from Africa to the World programme collaborates with local crafters, designers and artists, creating sustainable festive season decorations. The V&A Waterfront has also instituted incentives for tenants who actively participate in sustainable practices, such as waste separation.

These examples demonstrate that Shared Value practices can have a significant positive impact on entrepreneurs, businesses and communities across Africa. We are committed to continuing to measure and report on the impact of Shared Value practices to ensure that we are making a real difference.

Advocacy



The SVAI has been a leading advocate for Shared Value creation on the African continent, working to promote practices, policies and initiatives that support sustainable development.

Through 2023, we worked to raise awareness of the challenges and opportunities facing Africa, with advocacy efforts encompassing a wide range of critical issues that impact Africa’s development trajectory. To this end, we actively engaged with governments, policymakers, businesses, academic institutions, civil society organisations, and communities to promote policies and initiatives that support economic growth, address

climate change, enhance public health and bridge the digital divide.

We made remarkable strides in our quest to empower women and girls to achieve their full potential and contribute to the continent’s development, notably by advocating for women’s equal participation in the workforce. In this section, we will take you on a deep dive into some of our community’s accomplishments in the area of gender equality.

1 Advancing Gender Equality through Strategic Partnerships

In collaboration with our partners, we explored effective measures to address gender disparities and empower women and girls across Africa. As a community, we set out to increase the representation of women in leadership positions, promote equal pay for equal work, and prevent sexual harassment and discrimination. Below are a few examples of the work done by some of our partners:





The Gautrain Management Agency has demonstrated a strong commitment to promoting gender equality and addressing gender-based violence (GBV) through its partnership with the SVAI ^[3]. This partnership, now in its third year, has focused on raising awareness and education around GBV, aligning with the United Nations Sustainable Development Goals (SDGs). The partnership has been well-received, generating positive feedback particularly on social media platforms. The agency's board of directors has also made significant progress in achieving gender diversity, with a **current composition of 67% female and 33% male members**, a reflection of its commitment to fostering an inclusive and equitable workplace.



Safaricom has demonstrated a strong commitment to gender diversity ^[4] within the organisation, particularly within its senior leadership. Through its Women in Leadership programme (WIL), Safaricom prioritised building a robust pipeline of female leaders by providing targeted coaching, mentorship and learning opportunities. With a clear vision for a more equitable future, Safaricom has set an ambitious goal of achieving **50:50 gender parity** at all levels, including senior leadership, by 2025. Its efforts are already yielding positive results, with 45% of its board members and 40% of its senior leadership team comprising women.

JCDecaux Africa

In a bold move to combat GBV, the SVAI has a long-standing partnership with JCDecaux South Africa to place striking billboards across specially allocated areas. These impactful billboards, seen by millions of people, served as a powerful reminder of the pervasiveness of GBV and encouraged women to break the silence and report cases of abuse. Our 2023 **#ITSNOTOK advocacy efforts** were aimed at galvanising public support for the fight against GBV and to reduce the stigma associated with it.





KPMG South Africa is fostering a more inclusive and equitable business environment through its comprehensive gender equality initiatives. The firm has made significant strides in increasing female representation across all levels of the organisation, with women now accounting for **62% of its staff and 37% of its partners, surpassing the industry average**. KPMG's dedication to gender equality extends beyond numerical representation. In addition to the Costly Impact of GBV research conducted in collaboration with the University of Johannesburg, the SVAI, and Mid Sweden University in 2022, KPMG South Africa also committed financial resources to supporting the Women's Economic Empowerment Programme at the Saartjie Baartman Centre, a shelter for GBV survivors.



The University of Johannesburg (UJ) demonstrates a robust commitment to gender equality in its business education approach. Its multifaceted strategy focuses on programme design, professional support and training initiatives, promoting gender agenda programmes, including LGBTIQ+ and GBV awareness. UJ manages a comprehensive case management system for reporting incidents and provides support, mediation and assistance. Research, innovation and policy implementation are key pillars, ensuring a data-driven and best practices approach. This holistic strategy, guided by the **Gender Equity Unit**, integrates gender principles into the curriculum, preparing future business leaders to champion inclusivity and equality.

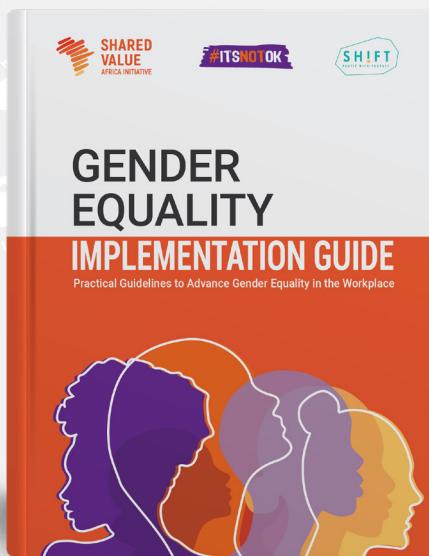


The SVAI and UCT along with diiVe, partnered on a research project to assess how the university addresses issues of GBV on campus and across the student community, and how any identified gaps could be addressed. As one of the outputs of this partnership, UCT and the SVAI co-hosted the November edition of the African Universities Gender Equality Forum (AUGEf), which aims to provide a platform for young leaders and academic institution leadership on the African continent to raise their voices and provide their perceptions and input on what an equal world can and will one day look like.



2 Empowering Change through the Gender Equality Self-Assessment Tool and Implementation Guide

The launch of the Gender Equality Self-Assessment Tool and Implementation Guide at the Johannesburg Stock Exchange in August marked a watershed moment in our commitment to fostering inclusive workplaces across the continent. Attended by 170 senior executives and key decision-makers, with an online audience in attendance, the event not only generated crucial awareness but also set in motion a series of impactful initiatives.



Key Highlights



Strategic Collaboration: The launch brought together thought leaders, industry experts and corporate decision-makers in a shared commitment to addressing gender inequality. This collaborative effort showcased the strength of partnerships in driving meaningful change.



Profound Engagement: The event witnessed extensive engagement from participants, reflecting a collective acknowledgment of the urgent need to champion gender equality. Interactive sessions, discussions and question and answer segments demonstrated a genuine appetite for change and a willingness to take concrete action.



Inspirational Insights: Renowned speakers and influencers shared insights on the critical role of businesses in advancing gender equality. Inspirational stories and case studies illuminated the transformative power of inclusive practices, leaving an indelible impact on attendees.

Demonstrating Impact



Increased Awareness: The launch significantly amplified awareness of gender equality issues within the corporate sphere and more broadly in the region. Attendees left not only informed but also inspired to initiate positive changes within their organisations.



Tool Adoption: Post-launch, there has been a surge in interest to adopt the Gender Equality Implementation Guide by various organisations. This interest in adopting the Guide signifies a tangible commitment to fostering gender diversity, equality and inclusivity.

Looking Ahead

As we reflect on the success of the launch, we are energised by the momentum gained and the palpable commitment from businesses to drive enduring change. The Gender Equality Implementation Guide stands not just as a tool but as a symbol of a collective

resolve to build workplaces that are fair, inclusive and sustainable. The journey has just begun, and the impact is poised to reverberate across industries and borders, bringing us closer to a more equitable future.



Nurturing Visionary Leaders



Throughout the year, the SVAI has been steadfast in its commitment to developing a network of African leaders who are committed to driving positive change on the continent.

We have provided young leaders with the skills, resources and inspiration they need to become effective changemakers and lead with purpose and vision.

1 Cultivating Leadership Excellence

Our Shared Value community's efforts to cultivate leadership excellence yielded tangible results, empowering individuals to reach new heights and make a meaningful impact in 2023 and beyond. Our members and partners played a pivotal role in this endeavour, ensuring our reach to numerous leaders across the continent.

Abbott's Investment in Future Leaders

Abbott is committed to nurturing future leaders through a range of development programs, including the Operations Leadership Program, Emerging Leaders Program, New Leader Program, General Manager Acceleration Program, and Global Citizen Development Program. These programs provide participants with the skills and knowledge they need to succeed in leadership roles, and their success is evident in the higher-than-average promotion rates among program alumni. Abbott's commitment to developing future leaders extends beyond its existing workforce, as the company also offers STEM internships for high school students and a three-year skilled-trades apprenticeship program. These initiatives help to create a pipeline of talent for the future of healthcare. By 2030, Abbott plans to create 100,000 STEM opportunities globally.



Safaricom Leadership Forums and Talent Development

Safaricom has taken a proactive approach to fostering leadership excellence by initiating Leadership Forums and accelerating talent development across the board. Through Safaricom Business School, they promote both functional and leadership skills, equipping individuals to navigate the complexities of the business world and lead with confidence. The company's Women in Technology (WIT) programs have continued to onboard, build, and retain women in STEM careers. In FY23, girls from 47 schools across Kenya attended one-day workshops at Safaricom's regional offices, gaining exposure to evolving technologies and nurturing their potential for future STEM careers. Safaricom has also successfully trained young people with disabilities (PwD) in information technology through the IT Bridge Academy Internship Program, onboarding 33 PwD interns.



Shared Value Africa Academy Empowering Future Leaders

The Shared Value Africa Academy (SVAA) has emerged as a key driver of leadership development, offering a suite of programmes that empower individuals to become visionary leaders. Through programmes such as the Purpose Playbook Training, African Shared Value Leadership Summits, CEO Forums, Africa Entrepreneurs Forum and the Investor Readiness Workshops, the SVAA has reached and inspired more than 3,000 leaders across various sectors.



These programmes provide participants with the tools, knowledge, and networks they need to lead with purpose, drive sustainable development, and create a more equitable and inclusive future for Africa. The SVAA's alumni have gone on to make significant contributions in their respective fields, leading organisations to adopt sustainable practices, championing social impact initiatives, and fostering

innovation across the continent.

One such example is Kiru Energy, a clean-tech company that provides smart clean energy solutions for households and businesses in Africa. Through the Academy's Purpose Playbook Training, Kiru Energy's founders, Chibunna Ogbonna and Benedict Okpala, gained valuable insights into Shared Value



principles and disciplines and how to apply them to their renewable energy business strategy. This training empowered them to expand their business operations, identify new market opportunities, and develop innovative solutions to address Africa's energy challenges.

The journey to excellence is ongoing and testimonials like Kiru Energy's

story are proof of the transformative power of leadership development across the continent. Engagement with this next generation of leaders to inspire, equip and empower them has the potential to create a ripple effect of positive change that will transform Africa and shape a more sustainable and equitable future for all.

“

The Purpose Playbook Training was timely for our journey because we needed to define our business beyond the end goal of profit. The training inspired us to think through our purpose as a business and gave us fresh perspectives on innovation, business models, and the impact we make on society.

Kiru Energy Limited

Chibunna Ogbonna

Capacity Building



We have provided capacity building to a wide range of stakeholders in Africa. The SVAI's training programmes helped to build the skills and knowledge needed to address some of the continent's most pressing challenges.

A prime example is our dedication to bridging the knowledge gap across Africa by advocating for quality education, skills development, and access to learning

opportunities. We believe that education is the key to unlocking the potential of Africa's youth and creating a sustainable future for the continent.



1 Lifelong Learning and Skills Development

In recognition of the rapidly evolving nature of the 21st century workplace, the SVAI has placed strong emphasis on lifelong learning and skills development. Our programmes empower individuals to adapt to changing demands, acquire relevant skills and enhance their employability. Members and partners including Baotree, Enel Green Power, Sappi, the V&A Waterfront and Safaricom amplified our efforts to promote this area of transformation, enabling the extension of reach to a wider audience, and providing essential skills and knowledge to those who need it most.

Baotree's Digital Literacy Initiatives empowered numerous individuals, opening up new avenues for employment and entrepreneurship. One participant, after completing a Baotree-sponsored coding course, launched a tech startup that is now thriving in this competitive market.

Sappi's Grower Entrepreneurship Programme provides training and support to small and medium-sized enterprises (SMEs) in the forestry sector, which has resulted in a remarkable 20% increase in productivity and 15% increase in profitability for participating SMEs. This data underscores the impact of targeted educational initiatives in enhancing the capabilities and success of entrepreneurs.

Safaricom's M-PESA Foundation Academy provides quality education to learners from economically challenged backgrounds across Kenya, imparting knowledge and supporting tertiary education for hundreds of students. M-PESA Foundation Academy graduates have gone on to study at top universities around the world and secure employment in leading organisations. This holistic approach exemplifies the far-reaching impact of education on individual lives and the broader community.

Academic institutions play a vital role in SVAI's capacity-building efforts. We collaborate closely with universities, such as the University of Johannesburg, to conduct cutting-edge research to provide data and information to leadership and to influence policy change. The university's dedication to producing responsible business leaders bolsters the SVAI's efforts to promote sustainable and inclusive development in Africa.

Nicodemus Omundo, co-founder of Food Solidarity International, exemplifies the transformative impact of SVAI's capacity-building programmes. Through the Purpose Playbook Training, he stated that he gained valuable insights into creating Shared Value and has since embarked on a mission to reduce food loss and waste in Africa.



Lungiswa Mzimba, founder of Border Frontier, another Purpose Playbook Training participant, highlighted the importance of embracing Shared Value as a core business principle. Through the training, Lungiswa refocused her business strategy to make it more sustainable and impactful.



As part of the youngest continent, African entrepreneurs are making contributions to the economy, while also championing social and environmental sustainability.

Founder of Border Frontier

Lungiswa Mzimba

Networking & Ecosystem



SVAI serves as a dynamic platform connecting people and organisations, facilitating knowledge exchange and fostering effective collaboration.

We take immense pride in the diversity of our network, where visionary leaders and organisations unite for a common purpose. The power of collaboration across sectors and borders cannot be underestimated. The success of this approach is evidenced through

a multitude of forums, conferences, roundtables and events hosted both in-person and virtually throughout the year. Remarkably, these events attracted substantial attendance, drawing participants from as many as 33 countries in a single gathering.





ENGAGING AFRICA

Advocacy and awareness have been vital components of our work. The SVAI's engagement platforms provided a space for advocating for positive change.

Throughout 2023, our commitment to advancing the understanding of value creation, developing inclusive ecosystems to advance sustainability and fostering transformation across the African continent did not waver. By actively engaging our diverse and dynamic community, we undertook a range of initiatives designed to promote responsible and sustainable business practices, share knowledge and insights and foster a sense of collective purpose. This section delves into the key initiatives and successes of the SVAI in 2023, showcasing how we continued to empower industry leaders, changemakers, entrepreneurs and businesses to drive Shared Value across Africa.

Regional Thought Leadership Platforms

In our pursuit of Shared Value advocacy, we orchestrated a series of high-impact regional engagement platforms and thought leadership forums that provided an opportunity for open dialogue, knowledge sharing and collaborative efforts to advance the principles of Shared Value. As mentioned above, these gatherings served as epicentres for insights, networking, and collaboration among participants from different countries and backgrounds. Below are some highlights:



Since 2017, the Africa Shared Value Leadership Summit has been an annual flagship thought leadership platform tackling key topics that can benefit business' contribution to Africa's

social, environmental and economic sustainability. In 2023, the Summit was replaced by the Shared Value Series, a series of five in-person and hybrid events that took place across four African countries between July and October. The Shared Value Series was also created to set the scene for the 2024 Africa Shared Value Leadership Summit that will take place in Nairobi, Kenya, on 24 and 25 October 2024.






Nairobi
Kenya

4 July

CEO Connect Forum | Kenya

Hosted with Strathmore University Business School, this hybrid event was a testament to collaboration and Africa’s business leadership strength. The event attracted executives from the region, and provided a unique platform for networking and knowledge exchange. Under the theme *Creating Value for All: A Business Imperative for Sustainability*, industry leaders discussed challenges and opportunities faced by African businesses, emphasising the importance of leadership in driving sustainable change. This event was also the launch of the 2024 Africa Shared Value Leadership Summit, which will be hosted in Nairobi, Kenya.



Johannesburg
South Africa

18 August

CEO Connect Forum | Johannesburg

In partnership with KPMG Southern Africa and the University of Johannesburg, we hosted a business breakfast at the Johannesburg Stock Exchange. Under the theme *Unleashing Potential: Implementing Gender Equality in the Workplace*, this hybrid thought leadership event brought together leadership from across the continent to discuss ways to accelerate gender equality, emphasising its role in economic growth and sustainable value creation.



Accra
Ghana

30 August

Value Creation Forum | Accra

This installation of the Shared Value Series, co-hosted with Reach for Change Ghana and the Afetsi Awoonor Foundation, created a platform for emerging leaders (as accelerators and impact investors) to share their endeavours in supporting value creation through their work, impact and contribution to the Ghanaian economy. Case studies from both industry leaders (delivered by Safaricom) and an entrepreneur perspective were also shared as a demonstration to upcoming entrepreneurs, our future leaders, of the power of Shared Value to guide them on their entrepreneurship journey. As an in-person event, it also provided much-needed networking across industries and sectors.





Johannesburg
South Africa

4-5 October

ESG Africa | Johannesburg

As a partner to the ESG Africa Conference, we hosted a panel themed ESG Ecosystem Changes, which offered expert views on ESG implementation and understanding in the African context. The session addressed perceptions, realities of the sustainability agenda's progress in Africa and emerging issues, fostering collective understanding.

MWC
GSMA

Kigali
Rwanda

17 October

MWC Kigali | Kigali

Aligned with our mission to establish Africa's most impactful business network, we took over the Future Stage at the GSMA's MWC Kigali summit. Focusing on emerging leaders and their innovations, this session emphasised our responsibility to drive meaningful impact, with priorities set as people, planet and profit.



Virtual


Quarterly

African Entrepreneurship Forum | Virtual

Throughout the year, we hosted the African Entrepreneurship Forum, a pivotal series of webinars that, since 2021, has brought together African entrepreneurs. The forum amplifies the role of entrepreneurship in driving societal change and creating economic value. With a diverse network of speakers, engaging presentations and interactive sessions, the event sparked meaningful discussions on the transformative potential of entrepreneurship in Africa. Entrepreneurs showcased their businesses and shared stories of innovation, resilience and community engagement. The forum also encourages mentorship, enabling experienced entrepreneurs and key sustainability players to guide the next generation.



SOURCE: Satisfaction measured across Entrepreneurship Forums in 2023



Pan African Chamber of
Commerce and Industry

Addis Ababa

Ethiopia Business Roundtable | Addis Ababa

The roundtable, co-hosted with the Pan African Chamber of Commerce and Industry, brought together sustainable investment actors - public and private, domestic and foreign - for discourse on how to work together to identify concrete reforms for sustainable investment, and ways to boost intra-African trade with the AfCFTA. This thought leadership event brought together representatives from across Africa for an opportunity to exchange views with the aim of building prosperous and sustainable economies and societies in Africa.

MEMBERS & PARTNERS' FORUM
Africa's Most Impactful Shared Value Business Network

Virtual | Quarterly

Members and Partners' Forums | Virtual

Throughout the year, we hosted regular virtual forums with our member and partner network, which entailed focused discussions on creating Shared Value, collaboration opportunities, as well as opportunities available through our own initiatives and projects. The forums provided a space for members to share their experiences, challenges and successes in their Shared Value initiatives. The SVAI offered support, expertise and a sense of community for members, reinforcing the importance of collective action.



Expanding the Sustainability Narrative

Central to the SVAI's mission is the objective of disseminating the Shared Value concept and its transformative potential to a wider audience. By actively engaging various stakeholders and partners, the SVAI ensured that the Shared Value philosophy reached beyond its network and resonated with a broader audience.



Virtual | 23 November

African Universities Gender Equality Forum | Virtual

Since 2021, this virtual forum has brought together academia, civil society and the private sector to initiate and promote gender equality within educational institutions and workplaces. By providing a platform for young leaders and academic institution leadership to raise their voices and provide their perceptions and input on what an equal world can and will one day look like, the forum facilitates active participation of this community in fighting GBV and advancing gender equality; thus providing an understanding of how academia can contribute to these societal issues, and influence policies and practices across the African continent.



Virtual | Quarterly

Introduction to Shared Value Training | Virtual

Understanding that knowledge is a powerful tool for change, the SVAI organised a series of virtual sessions aimed at individuals interested in learning about Shared Value principles. These educational sessions attracted participants from seven countries, reflecting a growing interest in this transformative concept. The Introduction to Shared Value programme acted as a bridge, allowing participants to cross into the world of Shared Value and align their businesses to purpose-driven strategies.

6.7% Unsatisfied Entrepreneurs



93.3% Satisfied Entrepreneurs

SOURCE: Entrepreneur satisfaction measured across training sessions on 29 March, 31 May and 27 September



Promoting Responsible Business Practices

As the SVAI continues to strengthen commitment to promoting responsible business practices, we are appreciative of a network of members and partners who contribute to value creation and sustainability in Africa - either through their own initiatives or in collaboration with us - collectively contributing to the Africa We Want.

Below is the breadth of reach capacitated through our Shared Value community.

- **West Africa:** We have collaborated with local partners to advance Shared Value principles and empower businesses for sustainable growth. Our initiatives have included providing training and mentorship to entrepreneurs, promoting sustainable agricultural practices and supporting the development of green technologies.
- **East Africa:** A vital part of our footprint, this region remains a hub of Shared Value activities, where we have partnered with institutions to nurture visionary leaders and foster entrepreneurship. Our initiatives have included leadership development programmes, entrepreneurship accelerators and innovation hubs that contributed to economic development and job creation.
- **Southern Africa:** We have engaged in impactful leadership development and transformative education programmes throughout the region. Our initiatives have included training and mentorship for emerging leaders, providing access to quality education for underserved communities and promoting sustainable development practices.



Through a carefully orchestrated series of regional summits, thought leadership forums and educational initiatives, the SVAI successfully expanded the message of Shared Value across Africa, engaging a diverse range of stakeholders and fostering collaborative efforts.





VALUE CREATION ACROSS AFRICA

SVAI's unwavering commitment to Shared Value has taken us far and wide, transcending borders and encompassing a diverse range of African countries.

Our impact has been felt across the continent, fostering sustainable growth, empowering communities, and nurturing visionary leaders through active engagement in three key regions.

While our geographical reach has remained consistent, we have focused on deepening our impact in these core African countries, enhancing the quality of our work, and ensuring lasting change. Our deep entrenchment is evident in several examples:

South Africa: Our involvement with organisations like the V&A Waterfront, University of Johannesburg and KPMG has been profound. By collaborating on Shared Value projects, we've demonstrated the deep-seated impact that goes beyond surface-level engagement.

The V&A Waterfront's My V&A initiative has empowered marginalised communities, contributing to social inclusion and economic development in Cape Town.

Our collaboration with Lagos Business School has led to the development of innovative programmes that promote gender equality in education and business.

Nigeria: In partnership with Lagos Business School, we've played a pivotal role in advocating for gender equality through our Africa Universities Gender Equality Forum. Our initiatives have shown that deep entrenchment can create real change, empowering women and contributing to a more equitable society.

Kenya: The collaborative efforts between SVAI and organisations like Safaricom and KENCTAD have reinforced our commitment to nurturing visionary leaders. Our engagement in Kenya has created a meaningful impact that resonates throughout the region, fostering a generation of leaders equipped to address the continent's challenges and drive sustainable growth.

Safaricom's initiatives provided young entrepreneurs with the skills and knowledge they need to start and grow their businesses, contributing to economic growth and job creation.

By working closely with local partners and tailoring our initiatives to the specific needs of each region, we are creating a lasting positive impact on the lives of millions of Africans.





EMPOWERING AFRICA'S FUTURE

At the SVAI, we are driven by an unwavering belief that the future of Africa lies in our hands.

With the understanding that Shared Value is an all-inclusive concept, our commitment is to the bigger narrative of creating sustainable organisations (no matter the sector) contributing to a sustainable society and the environment. This requires not only innovative, strategic thinking but a collaborative mindset across sectors and across borders.

Leaning on our own expertise and convening power, we will continue to drive programmes and initiate platforms for this cross-continental peer learning and collaboration, in line with the strategic pillars outlined earlier in this document.

Collective Transformation

In nearly six years of operation, we have built a strong and diverse network of organisations dedicated to contributing towards the Africa We Want. As the world evolves, so do we, in our pursuit to address challenges that both business and society faces.

As we advance the collective in partnership with leaders and partners across Africa, we invite you, our valued stakeholders, to join us in this transformative journey and be part of the collective effort that will redefine the African narrative.

Catalyst for Change

Gender equality is not just a moral imperative; it is also a business imperative. While it is one part of our strategic focus pillars, it is also a catalyst for progress across all the focus areas. By empowering women and girls, businesses can tap into a vast pool of untapped talent, foster innovation, and drive economic growth. While there is an increasing

awareness of the importance of gender equality, true impact in this area will only be achieved when gender equality is integrated into business operations and considered across all Sustainable Development Goals (SDGs). Our Gender Equality Implementation Guide and Gender Equality Assessment Tool are just two examples of our commitment to gender equality.





Unite for Impact

As we conclude this report, we are filled with a sense of both pride and purpose. The SVAI has made significant strides in advancing Shared Value in Africa, but our journey is far from over. We are committed to creating a more sustainable, prosperous and equitable Africa for all. We invite you to join us in this transformative endeavour and collaborate with us to create impactful solutions that go beyond conventional boundaries.

Advance Shared Value Across Africa

SVAI is dedicated to promoting sustainable, prosperous and equitable growth in Africa. We encourage purpose-driven organisations to partner with us, leveraging our network and initiatives to enhance your Shared Value, ESG, and sustainability efforts. Together, we aim to inspire wider adoption of the Shared Value approach and drive meaningful change across the continent. Join us in this transformative journey to realise a thriving, inclusive Africa.

Join. Act. Transform. Together, we are uniting for impact.





COLLECTIVE IMPACT

SVAI is dedicated to promoting sustainable, prosperous, and equitable growth in Africa.

We encourage purpose-driven organisations to partner with us, leveraging our network and initiatives to enhance your Shared Value, ESG, and sustainability efforts. Together, we aim to inspire wider adoption of the Shared Value approach and drive meaningful change across the continent.

Partners in 2023



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What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.

Nelson Mandela





AFRICA SHARED VALUE & ESG SUMMIT

EMPOWERING AFRICA'S FUTURE:

SHAPING THE NEXT
GENERATION OF
RESPONSIBLE BUSINESSES

2024 Africa Shared Value & ESG Summit

Nairobi, Kenya | October 24-25, 2024 | Radisson Blu, Upperhill

We're excited to announce the inaugural Africa Shared Value and ESG Summit, a strategic collaboration that brings together the renowned **Africa Shared Value Leadership Summit** and the **ESG Africa Conference**.

This event, hosted by Shift Impact Africa, the Shared Value Africa Initiative, and ESG Africa Conference, marks a significant step in unifying Shared Value and ESG principles. It provides a broad framework for managing non-financial risks and opportunities, as creating Shared Value offers a strategic approach to creating business value by addressing societal and environmental issues.

Africa's robust GDP growth and burgeoning digital economy, projected to hit \$180 billion by 2025, offer fertile ground for sustainable, impactful investments. This summit is a unique opportunity to harness these prospects, aligning business objectives with societal benefits.

Join us in charting a course towards a future where Africa's business growth and societal well-being are not just parallel goals but are seamlessly interconnected.

WHY ATTEND?

LEARN / CONNECT / GROW

- Gain unique perspectives and insights from continental and global thought leaders.
- Network with diverse, influential business leaders and change-makers from across Africa.
- Discover how integrating Shared Value and ESG can drive your business success and societal impact.



WHY PARTNER?

POSITION / EXPAND / INNOVATE

- Elevate your brand as a leader in sustainable practices.
- Gain access to new markets and forge valuable partnerships in a continental setting.
- Drive pioneering solutions for social challenges, shaping the future of business and ESG in Africa.



Be a part of shaping Africa's future. Contact us today for sponsorship opportunities or to participate in the summit. tiekie@shiftimpact.africa or joshua@esgafriacconference.com





Africa's most impactful Shared Value business network



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