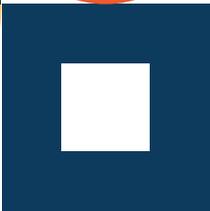
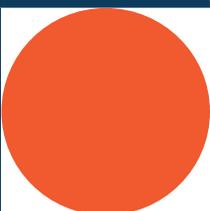
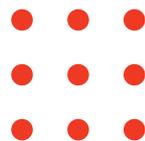
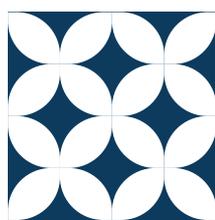


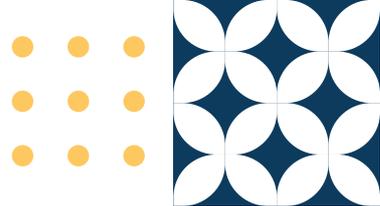
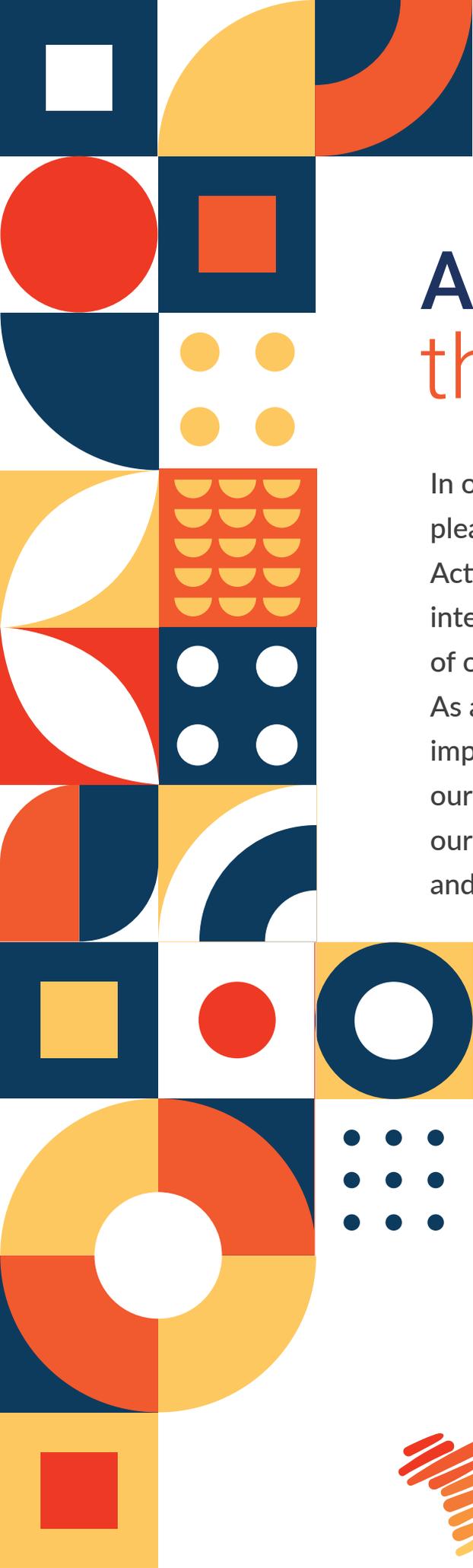


**SHARED  
VALUE**  
AFRICA INITIATIVE

# Impact and Activities Report 2022

[www.svai.africa](http://www.svai.africa)





# About the report

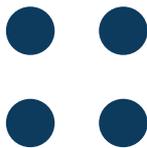
In our fifth operational year, we are pleased to present our Impact and Activities Report for 2022. It is our intention to create a better understanding of our work and our overall impact. As a member-based organisation, our impact is related to the impact created by our members and partners, and through our various engagement, advocacy and research platforms.



**SHARED  
VALUE**  
AFRICA INITIATIVE



Africa's most  
impactful Shared Value  
business network





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# Reflections from the CEO

## 2022 HIGHLIGHTS

Multi-party collaboration to measure perceptions of the prevention of GBV and interventions among private sector leadership and employees in SA.

Office in Kenya opened in collaboration with Apprentice Job Work Africa.

Hosted Africa Shared Value Africa Leadership Summit alongside MWC Africa in Kigali, Rwanda.

As the year began, we set out to make 2022 the year of intentionality. We encouraged business to drive profit intentionally and consciously with purpose, positively impacting the bottom line as well as the communities in which they operate and consciously setting targets to assist in meeting the UN Sustainable Development Goals to create value for all.

Determined to create the Africa we want, we engaged in conversations and provided platforms for individuals and business to go beyond Shared Value lip service and find practical African solutions for Africa's challenges. I firmly believe Africa is where we are building the global future and that the continent can realise its potential to reveal itself as an economic powerhouse of the 21st century.

We created spaces and egged our partners on, to find new ways to do business that are more efficient, more innovative, reach more markets, and make organisations more sustainable over the long term – while also being less harmful to the environment, less onerous for employees, less neglectful of the value chain and less exclusionary.

Today's consumer has much higher expectations of business and asks that organisational strategies, business practices and actions should benefit society beyond the boardroom and bottom line.



Further to this, consumers have taken to using the power of purchase to demonstrate that they expect companies to address social impact and create value for all.

Youth, Small Medium and Micro Enterprises (SMMEs), technology and gender equality were dominant themes through the year. On the subject of youth, it remained clear that Africa's youth holds the key to its development and growth potential and not so much as part of the workforce, but rather as the drivers of SMMEs, increasingly taking an active role in shaping their future and disrupting how we think about African agriculture, industry, information technology and sustainability.

2021 was in fact a record-breaking year for Africa's start-up scene, which secured over \$2 billion in funding for technology startups with 2022 projected to maintain or surpass this record.

The SVAI founded the GBV #ItsNotOK movement in 2020 to cast a light on GBV and gender inequality and their destructive impact on society. The #ItsNotOK movement and SVAI convene forums, host ongoing discussions and webinars to create awareness and motivate the private sector to take action and increase gender equality.

With the knowledge that gender equality is a key driver of growth, SVAI this year partnered with the University of Johannesburg (UJ) and Mid Sweden University with support from KPMG South Africa on a much-needed research project to measure perceptions about the prevention of gender based violence (GBV) and intervention among private sector leadership and employees in South Africa.

The purpose of the "Costly Impact of GBV" research report that was



published is to drive accountability within the private sector and influence GBV-related system and policy change. It is clear that business can no longer sit on the sidelines, watching the talk on gender equality, without taking action to change internal policy and strategy accordingly. Our CEOs need to consciously include gender equality on the agenda in the boardroom in order to secure a prosperous future for Africa.

In August, Shift Impact Africa and the Shared Value Africa Initiative officially opened an office in Kenya, in collaboration with Apprentice Job Work Africa (AJW Africa). The partnership was established to strengthen and grow the Shared Value community, as well as increase the membership and client base, not only in Kenya but also in East Africa. Our objective is to provide a supporting ecosystem to guide entrepreneurs on their journey to becoming thriving businesses that contribute to society and the economy.



This partnership will also support our growing Shared Value network in the region.

This year, the Africa Shared Value Leadership Summit joined forces with Mobile World Congress (MWC) Africa in October 2022, and the two events were hosted under one roof at the Kigali Convention Centre in Rwanda.

We convened a collective of leadership from the Shared Value and ICT communities across the continent, with the purpose of finding solutions for Africa's connectivity and digital transformation challenges.

Every business relies on connectivity and information to support operations and business growth. As such, exploration of what a connected future looks like was at the core of the discussions that took place throughout the summit. A more digitally connected and inclusive environment based on creating Shared Value will enable innovation for solutions that address the challenges we face across the continent.

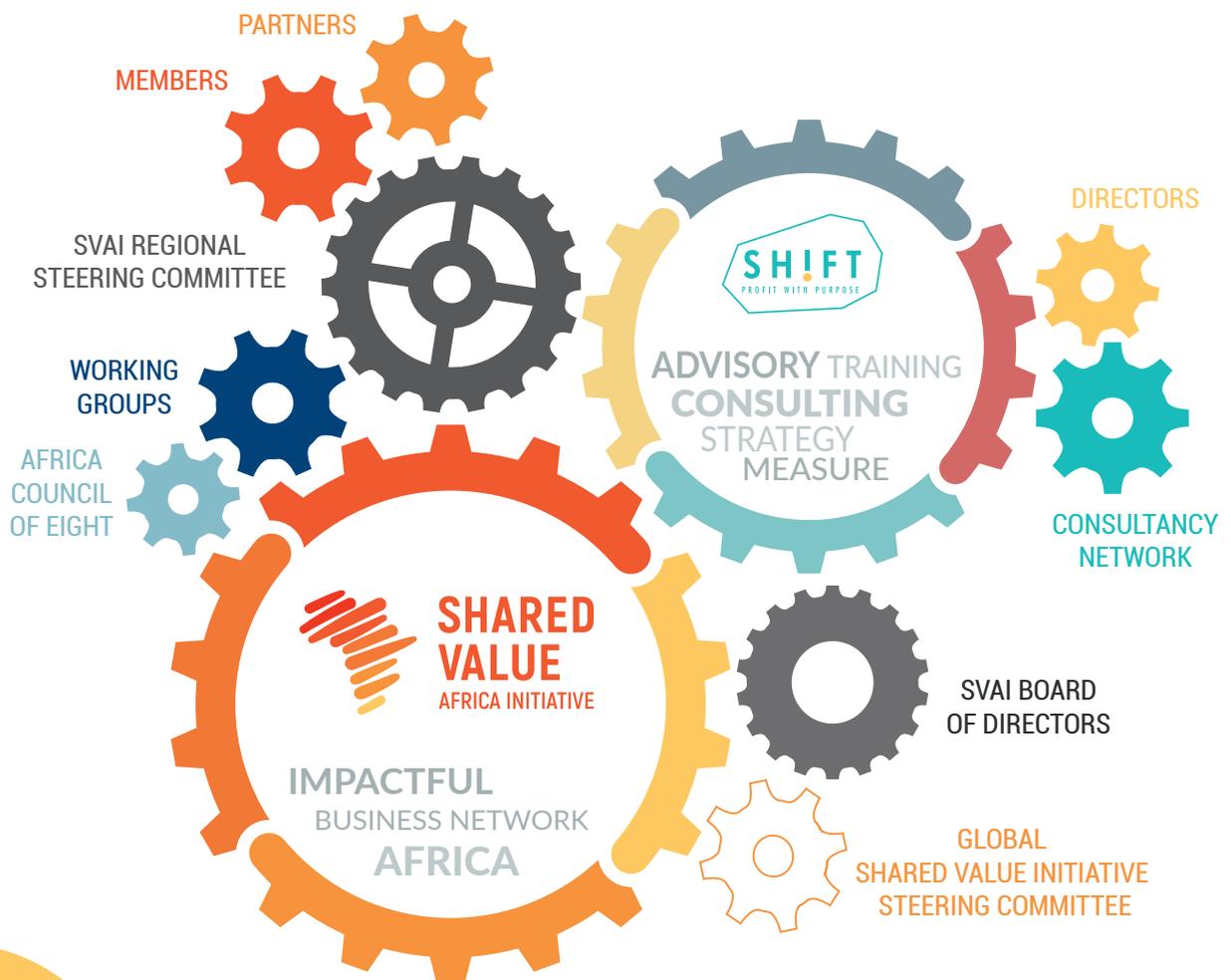
**Tiekie Barnard**  
*CEO & Founder*



# Driving Shared Value Creation Across Africa

*Our Purpose: To build Africa's Most Impactful Shared Value Business Network.*

By bringing together purpose-driven businesses and business communities from across Africa to build Africa's most impactful economies and create long-term sustainability, we demonstrate to Africa and the rest of the world how we are creating solutions – for Africa, by Africa. Through our network of purpose-driven organisations from across the continent, we influence more businesses to align with the Shared Value Business Management concept.



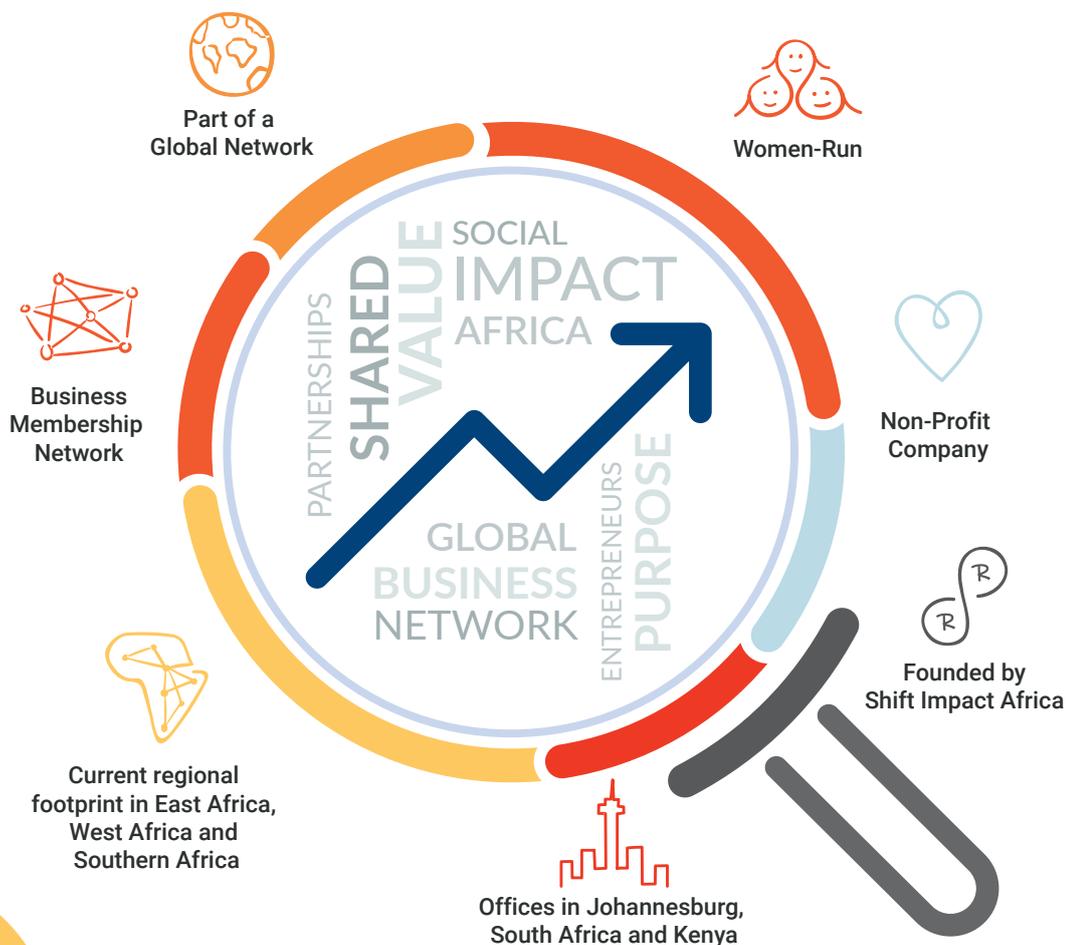


# About the Shared Value Africa Initiative

The Shared Value Africa Initiative (SVAI) is a pan-African organisation and the regional partner of the global network of organisations drawn together through a common purpose: to assist and collaborate to create Shared Value and build prosperous and sustainable economies and societies through focusing on profit with purpose.

There is a real need for African-driven solutions to African challenges. Adopting a Shared Value business model enables innovative, forward-thinking business to find growth opportunities in addressing social and environmental challenges using the UN Sustainable Development Goals (SDGs) as the guiding principles.

“Development is about more than money, or machines, or good policies – it’s about real people and the lives they lead”, Paul Kagame, President of the Republic of Rwanda.





# Strategic Focus

## 2022 – 2025

*The SVAI has identified specific strategic focus areas where our Shared Value community is most active and where higher, scalable impact can be achieved.*

Following the November announcement that the world population has reached eight billion people, alarmist views that Africa's population growth could undermine sustainability goals are quite prominent.

With 60% of Africa's population currently under the age of 25, projections for the future suggest that by 2030, young Africans will constitute 42% of global youth. The contrasting view is that with the rate at which African youths are increasingly taking an active role in shaping their future, the youth population can create an opportunity to tap into the dynamism of this unique scenario. Furthermore, Africa is a continent with numerous identified opportunities as well as challenges, for which the Sustainable Development Goals provide a framework toward the Africa We Want.

An article published in the World Economic Forum's Centre for the New Economy and Society points out that when it comes to creating value, Africa's youth is anything but passive. For this very reason, it is timely to promote the Shared Value business management concept to create a sustainable future for this youthful and vibrant continent.

The private sector has been identified as our lead partner and collaborator to accelerate change in the following priority areas: economic growth, climate action, health care, with gender equality and

technology serving as the "golden threads" or "foundations" on which to address these issues in the quest to build Africa's most influential Shared Value business network.

In addition to the urgent need to drive economic growth by supporting youth and women across the continent, the Africa Continental Free Trade Area was launched in 2021, and presents a major opportunity to boost economic inclusion, by expanding employment and entrepreneurial opportunities and increasing incomes for African citizens.

Despite the fact that Africa contributes less than 4% of the global greenhouse gas carbon dioxide, the developing world is paying the climate change price for the developed world and bearing the brunt of a hotter climate through more severe heat waves, floods and droughts. It is a cruel irony that the people living on the continent that has contributed the least to global warming are in line to be the hardest hit by the resulting climate changes.

We have chosen to play our part by supporting collaborative and collective impact for climate action as one of our focus areas. By building climate resilient communities that can anticipate, prepare for, and respond to disturbances related to climate change, and are able to proactively mitigate its effect, we will be able to significantly minimise climate risk exposure at a regional scale.

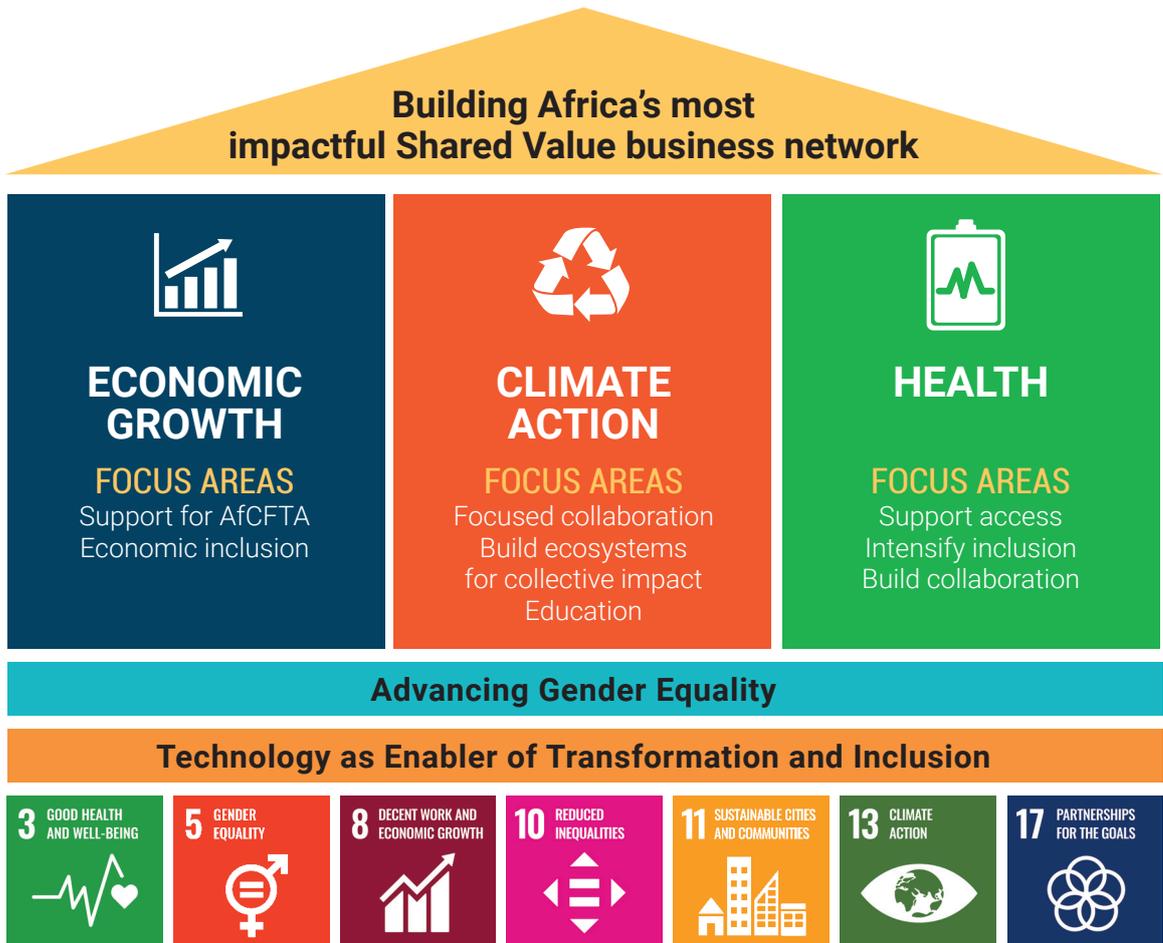




Covid-19 served as a stark reminder of the inequalities that permeate healthcare systems – but it also highlighted the opportunity to tackle those inequalities. As such, health is one of our priority areas over the next three years, with a focus on intensifying inclusion to assure equity in access and equity in care. We also aspire to advance gender equality across all focus areas owing to its potential to unlock economic growth. A McKinsey Global Institute report found that \$12 trillion could be added to global GDP by 2025 through advancing women’s equality.

We also identified technology as the great equaliser which has the capability to enable lasting transformation across all focus areas.

Although significant progress has been made with regards to digitisation and connectivity in Africa, the reality is that they remain a challenge for most. Addressing the digital divide is imperative as it affects everyday life of communities. To succeed, it is essential to re-envision the current systems through a Shared Value lens in order to strategically create viable and robust businesses that use technology as an enabler.

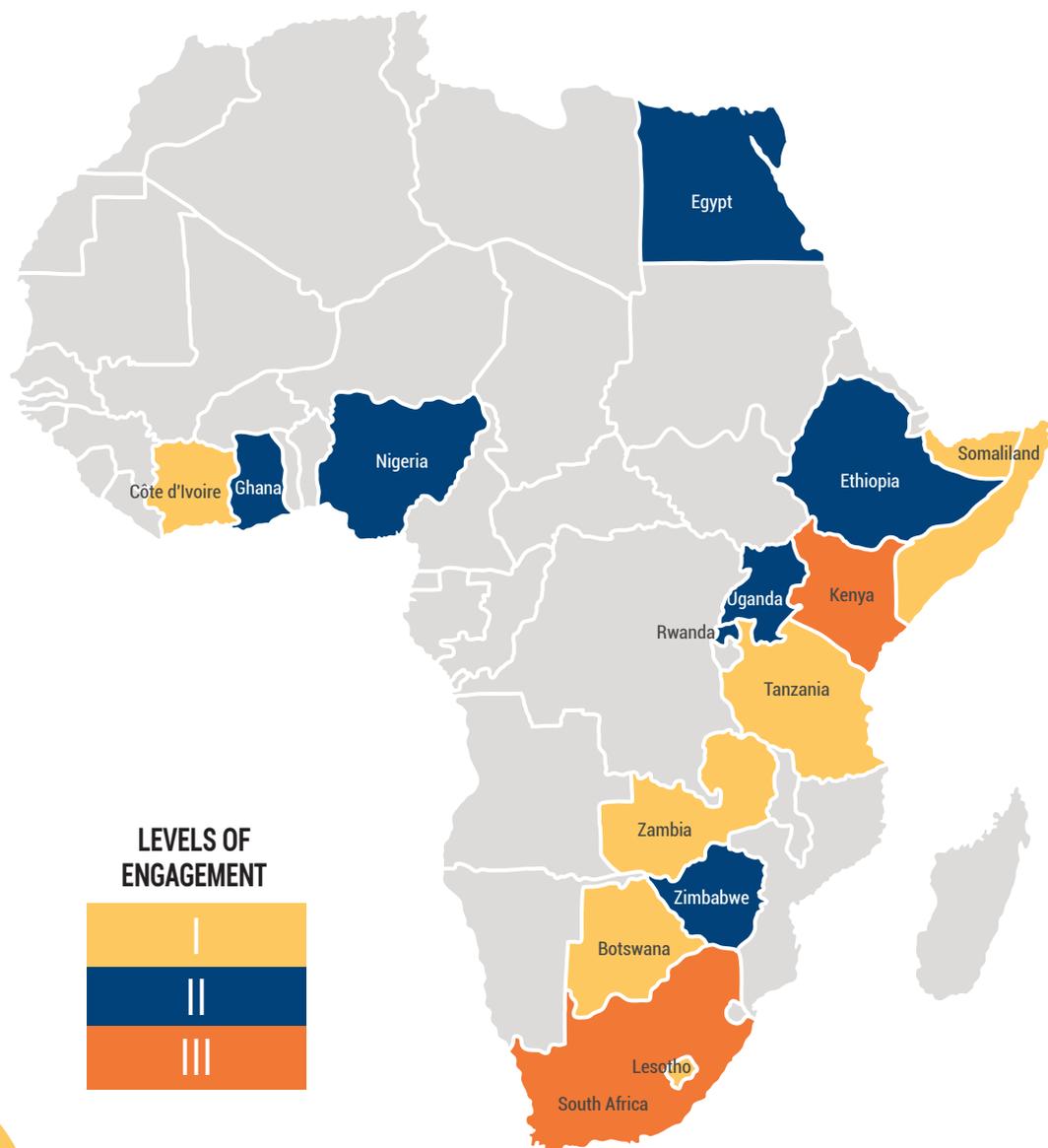


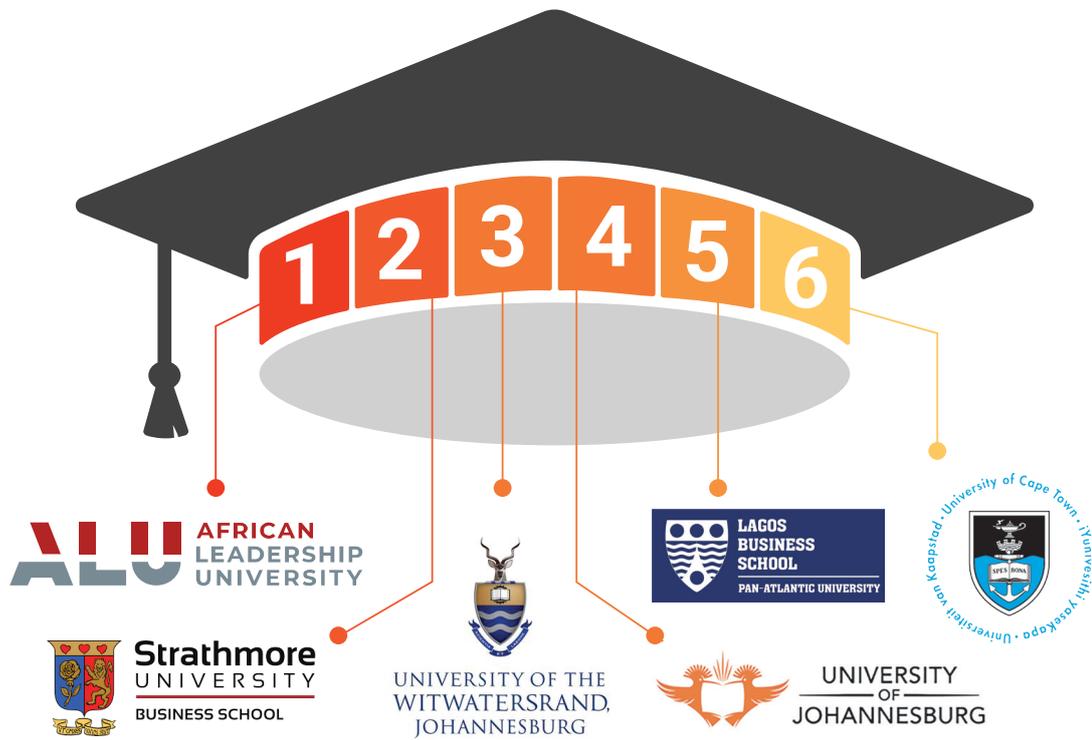


# SVAI Footprint

## Where we work

*The Shared Value Africa Initiative (SVAI) presence spans over 15 countries across the continent with varying levels of engagement in each of them. In Level 1 countries, Shared Value awareness and community mobilisation are in development, while Level 3 countries have a vibrant, engaged and growing sustainability and Shared Value community (with Level 2 countries sitting in between).*





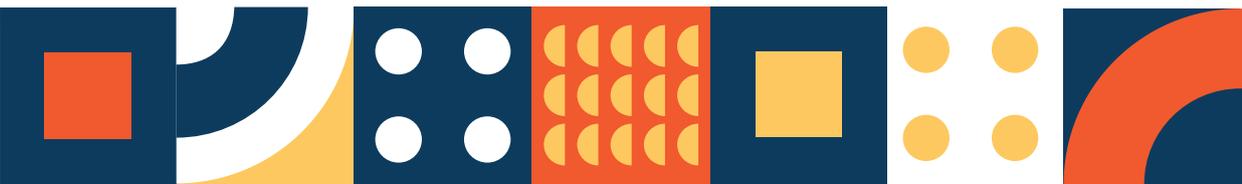
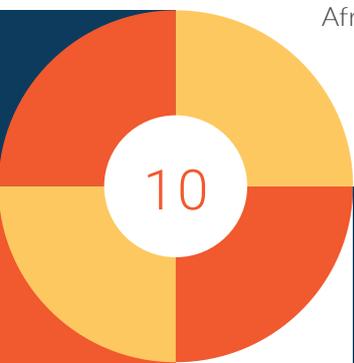
Our goal is to propel countries at levels I and II to level III within the next three years.

After South Africa, Kenya is home to the SVAI's largest and most engaged network. With growing relationships in Rwanda, Uganda, Tanzania, and Ethiopia, Kenya proved to be the ideal location from which to strengthen the East African network through membership, related engagements, training, and consultancy services. That led to the establishment of the Kenya office which was opened in August 2022, in collaboration with Apprentice Job Work Africa (AJW Africa).

Universities are at the forefront of the continent's development more than ever before. There is growing recognition that Africa's education programmes must be reimaged in order to foster the entrepreneurial spirit that benefits

society and prepare youth for an ever-changing knowledge economy. This entails removing top-down curricula that have for years limited African youth's potential within the confines of theory.

University education for this era must be designed to encourage the demographic potential of youth and help to shape the continent's future. Understanding that African academia is a particularly important variable in the developmental process, dynamic partnerships with academic institutions in different countries have been fostered to facilitate the education of future leaders on the concept of creating Shared Value. Examples include Lagos Business School, Strathmore University Business School in Kenya, African Leadership University in Rwanda, and the University of Johannesburg, University of Cape Town and Wits University in South Africa.





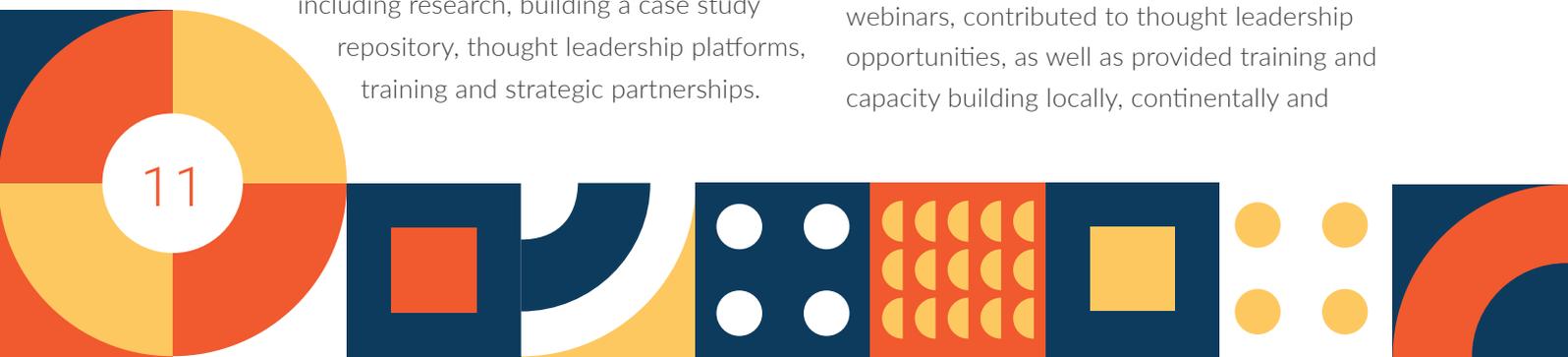
# Key Activities 2022

SVAI-LED ENGAGEMENTS			
<b>18 FEBRUARY</b>  403 Registrations	<b>17 MARCH</b>  177 Registrations	<b>13 MAY</b>  293 Registrations	<b>31 MAY</b>  260 Registrations
<b>11 AUGUST</b>  337 Registrations	<b>19 AUGUST</b>  188 Registrations	<b>1 SEPTEMBER</b>  648 Registrations	<b>25 OCTOBER</b>  1371 Registrations
<b>26 OCTOBER</b>  1371 Registrations	<b>18 NOVEMBER</b>  82 Registrations	<b>25 NOVEMBER</b>  140 Registrations	

With a mandate to drive understanding and implementation of Shared Value across Africa, SVAI's advocacy is grounded in creating and growing ecosystems with purpose-driven organisations that have a common interest to drive change in Africa. In order to achieve this, the SVAI creates and facilitates programmes and platforms that support this strategy, including research, building a case study repository, thought leadership platforms, training and strategic partnerships.

Covid-19 affected both business and society, globally, in unprecedented ways. And while challenges were abundant, this further drove the need for Shared Value discourse and action, with key highlights and milestones achieved.

Over the course of 2022, we created multiple engagement platforms, convened forums, hosted ongoing discussions, roundtables and webinars, contributed to thought leadership opportunities, as well as provided training and capacity building locally, continentally and





on the global scale. The SVAI identified key partners whose engagements and platforms could help leverage our advocacy mandate and our members participated as co-hosts, facilitators and speakers – totalling 21 events during the 2022 calendar year.

A few of the SVAI-led and partner events for 2022 are highlighted below.

## SVAI-LED EVENTS



**The African Entrepreneurship Forum** was established by the SVAI in 2021 to support and connect entrepreneurs by providing a continent-wide engagement platform for sustainable growth and impact. Hosted quarterly, it connects entrepreneurs to funders as well as to their peers for networking, insights, and access to growth opportunities on their journey to success. We started the 2022 sessions by explaining how entrepreneurs could join the SVAI fellowship and reap the benefits of being a part of the network. The following sessions

covered topics such as economic growth and entrepreneurs, the impact of climate change on African communities, the potential of technology to accelerate Africa’s economic growth, strengthening the continent’s entrepreneurial ecosystem, and finally the role that SMMEs can play in driving equality and access in the workplace.

This network also benefits from application opportunities for training by SVAI and its partners and other capacity building initiatives through our broader network.



The SVAI and the GBVF #ItsNotOK movement, in collaboration with Mercedes-Benz South Africa, celebrated International Women’s Month by shining a light on the LGBTQIA+ community. This was done in the hope that we can #BreakTheBias and prejudice that so unfairly exists against this group of fellow human beings.



# 970

*Participants in quarterly African Entrepreneurship Forums in 2022*

The SVAI through the principles and disciplines of the Shared Value Business Management concept supports and advocates for the private sector addressing diversity and inclusion. To create a more equal society, we need to break the biases that exist within our own mindsets. That requires empathy and understanding of gender diversity, non-binary genders and the LGBTQIA+ population.

This year, the SVAI reconvened academic institutions, to continue the dialogue on





the role of Africa's academia in advancing gender equality and eliminating gender-based violence. The forum, hosted by the SVAI and the #ItsNotOK movement, built on the first discussion held in August the previous year (2021).

The objective of these sessions was to identify additional opportunities for collaboration to advance the Academic community's active participation in fighting GBV and advancing gender equality.

Sessions provided contextual understanding of how academia can contribute to these societal issues, influence policies and practices on the continent, and advance collaboration with global academic institutions to strengthen the African Academic Voices in this fight.



# 1 226

*Participants across all gender equality forums & engagements during 2022*

compliance can create trust and economic growth. The hybrid CEO Connect Forum, was live-streamed from the JSE, and included a great lineup of distinguished speakers who collectively shared how conscious and intentional leadership that moves beyond compliance, can secure a more sustainable future.

## PARTNER EVENTS

Pursuant to the Shared Value advocacy deliverable and mandate to raise awareness of Shared Value, we actively engaged in partnership events that would provide thought leadership opportunities for our members and partners.

### EABF EU-Africa Business Forum

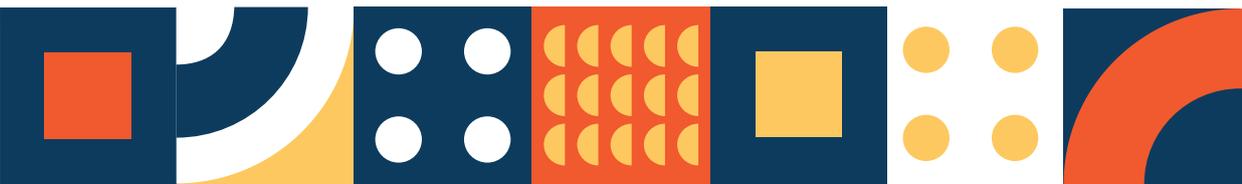
- 14 FEBRUARY 2022  
BRUSSELS, BELGIUM

The 7<sup>th</sup> EU-Africa Business Forum (EABF22) took place online from 14 until 18 February 2022 and in hybrid format on 16 and 17 February 2022, at The Square, in Brussels (Belgium). EABF22 is co-organised by the European Commission, the African Union Commission, as well as EU and African business organisations.



The CEO Connect Forum aims to convene leadership to discuss current business challenges and this year was hosted at the Johannesburg Stock Exchange (JSE), in partnership with the Global Reporting Initiative (GRI), under the theme ESG and Trust: Beyond Compliance Lies Building Trust.

We convened a discussion among African business leaders to explore how purpose-driven leadership and moving beyond





## EABF EU-Africa Business Forum 2022

# 18 900

*Participants from Africa, Europe,  
Asia, and the Americas*

The EABF brings together African and European business leaders and decision makers and provides a unique opportunity to meet, exchange and discuss partnership and investment opportunities with participants from various sectors and countries.

There were over 18 900 participants from Africa, Europe, Asia, and the Americas, with 43% from the private sector and others from the public sector, civil society, and other organisations.

With 1063 unique viewers, the workshop on supporting a strong entrepreneurial mindset through mentoring and accelerating sustainable and Shared Value business ideas was the most viewed. African and European private and public sector representatives signed major agreements to support Africa's long-term growth and job creation.

More than 20 agreements were signed or announced by financial institutions, business organisations, and other actors to support areas such as health, agriculture, clean energy, youth and entrepreneurship, digital, automotive, and others.

## Strategic Leaders' Summit

● 23 FEBRUARY 2022  
LUSAKA, UGANDA

On February 23, 2022, Human Capital International hosted the 4th Strategic Leaders' Summit in collaboration with the SVAI, Private Sector Foundation-Uganda, Enterprise Uganda, and a number of other long-standing strategic partners. The summit, themed "Africa's Start-ups and SMEs in the AfCFTA Era: Rethink, Retool, Innovate, Digitalize, and Transform," emphasised the need for African entrepreneurs to innovate in order to participate in the global and continental economies that AfCFTA provides.

The summit drew 889 general registrants from 33 countries, including startups and SME entrepreneurs, experts, professionals, policymakers, and bankers from across the continent. In her keynote address for a panel discussion on system change and prosperity, Ms. Sazini Mojapelo, chairperson the SVAI, stressed the importance of prioritising Shared Value over profit alone.

## Strategic Leaders' Summit 2022

# 889

*General registrants  
from 33 countries*



## Prosperity Africa Small Business Exporters' Conference

# 120

*Participants from both private and  
public sector organisations.*

### Prosperity Africa

- 17-19 MAY 2022  
GABORONE, BOTSWANA

The Prosperity Africa Small Business Exporters' Conference was launched by the Pan African Chamber of Commerce and Industry (PACCI) in 2012 to create a dialogue and knowledge sharing platform on pertinent issues experienced by SMEs across Africa.

The 5<sup>th</sup> edition was organised in partnership with the Association of SADC Chambers of Commerce and Industry (ASCCI), and Business Botswana, with support from a range of global public and private sector partners as well as international NGOs and the Shared Value Africa Initiative (SVAI).

It was envisioned that through knowledge exchange and learning among international participants involved in SME export trade and the sharing of innovations, this convening would identify best practices and develop recommendations to eliminate bottlenecks and maximize the potential of SMEs for the achievement of the AfCFTA. Close to 120 participants – including ministers, diplomats, academics, business people, chambers of commerce, business association leaders, and civil society activists – shared expertise and broad experience, through lively and dynamic discussions.

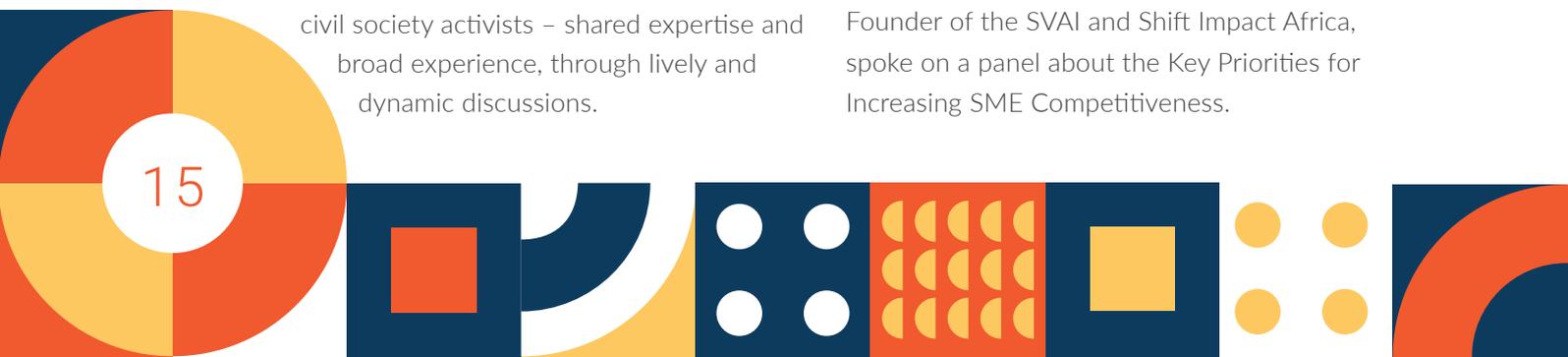
Discussions centred on broad issues affecting African small businesses' exports, such as AfCFTA, investment, quality, standards, value chains, financing, and certification, among others. The meeting identified the structural changes in policy, technology, and investments that are needed to address the various challenges that are limiting exports. The SVAI organised and participated in Session Nine – the African Entrepreneurs Trade Journey. Tariff reductions and increased access to information were discussed as critical to the success of AfCFTA, as well as the provision of innovative funding solutions or structured financial support for SMEs.

### African Union (AU) SME Development Program Partnership Platform

- 26-27 MAY 2022  
ADDIS ABABA, ETHIOPIA

The AU developed the SME Strategy for Africa in 2019 as part of its efforts to inspire economic growth and transformation on the continent, with the goal of developing competitive, diversified, and sustainable economies underpinned by dynamic, entrepreneurial, and industrial sectors that generate employment, reduce poverty, and foster social inclusion over a five-year period.

The Africa SME Development Program Partnership Platform (ASMED PP) aims to foster mutual and collective responsibility, alignment, and harmonisation of efforts in supporting the development of SMEs on the continent and the implementation of the AU SME strategy. Ms. Tiekie Barnard, CEO and Founder of the SVAI and Shift Impact Africa, spoke on a panel about the Key Priorities for Increasing SME Competitiveness.





## Lagos Business School International Sustainability Conference

● NOVEMBER 18 NOVEMBER 2022 | LAGOS, NIGERIA

The International Sustainability Conference (ISC) is an annual dialogue-to-action forum hosted by the Lagos Business School Sustainability Centre that brings together a diverse range of stakeholders to advance sustainable development through business.

The virtual conference was co-hosted by Global Reporting Initiative (GRI) Africa, IHS (Nigeria) Limited, and the SVAI. The forum drew over 659 registered participants from 31 countries, including 10 African countries,

and attendees represented a wide range of private sector, development, and government organisations. One of the key takeaways from the event was that business leaders must start thinking seriously about how climate change affects their operations and develop adaptation strategies as the impact of climate change becomes clearer. The emphasis should not be solely on the survival of their companies, but on implementing the sustainability mindset – how do you create Shared Value?

### WHAT VALUE HAVE YOU GAINED FROM YOUR PARTNERSHIP WITH THE SVAI?

The partnership has expanded our reach beyond the scope of West Africa for most of our programmes. Audiences joined from other parts of Africa because of the association with SVAI. Content and experiences from other parts of Africa make our content richer. Issues such as gender equality has been another strong area of alignment.



### ANY HIGHLIGHTS FROM YOUR COLLABORATIONS?

First collaboration was on the Africa Responsible Business Forum and SVAI was a very good match. Value has been outstanding. Our main base is in Nigeria, but this association has enabled us to reach out to other businesses on the continent. The International Sustainability conference was another fruitful collaboration, as well as the Gender Equality forum.





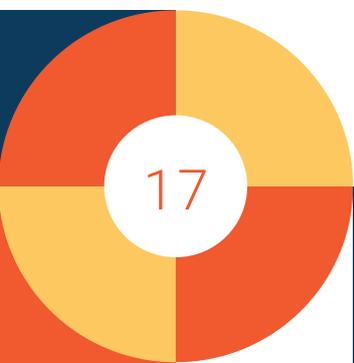
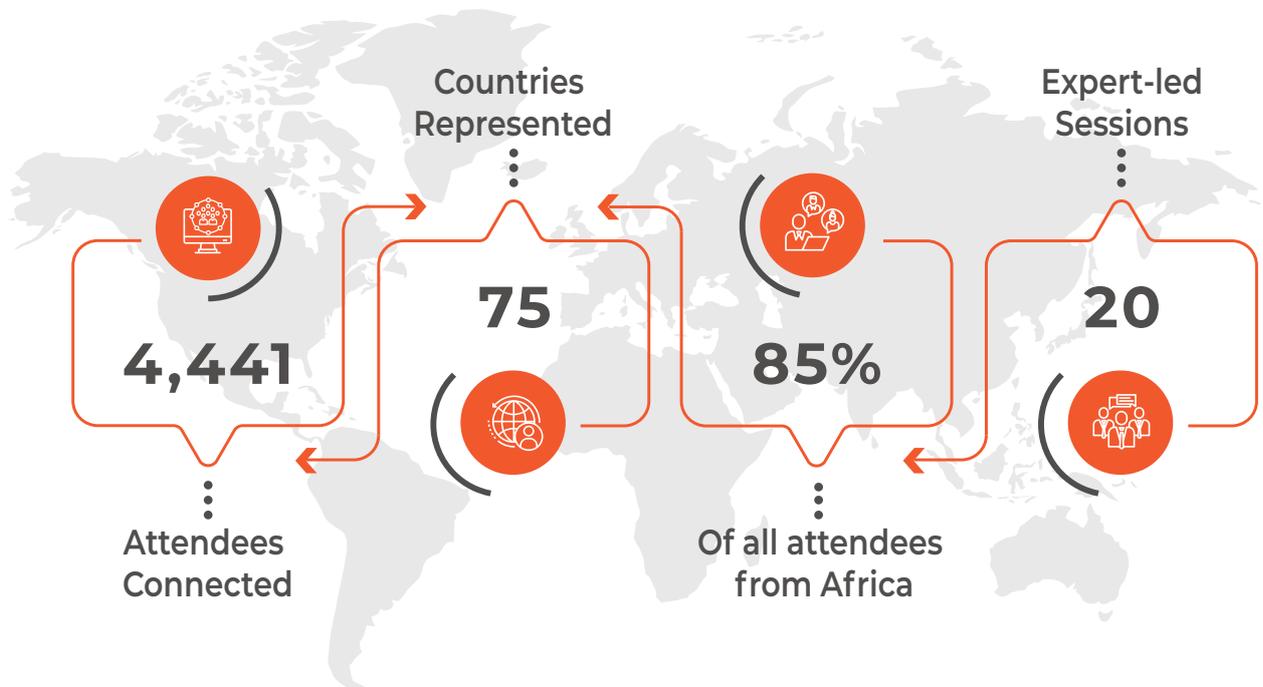
# 2022 Highlights

## Africa Shared Value Leadership Summit

### ONE AFRICA, ONE VOICE

Since 2017, when the SVAI held its inaugural Africa Shared Value Leadership (ASVL) Summit in South Africa, the initiative has consistently and successfully executed year-on-year for the next six years. The 2022 edition, hosted under the theme “One Africa, One Voice”, was a global first in partnerships.

Our flagship event, the ASVL Summit joined forces with Mobile World Congress (MWC) Africa in October 2022, at the Kigali Convention Centre in Rwanda. The collaboration convened a collective of leadership from the Shared Value and ICT communities across Africa and the rest of the world, with the purpose of finding solutions for Africa’s connectivity and digital transformation challenges.



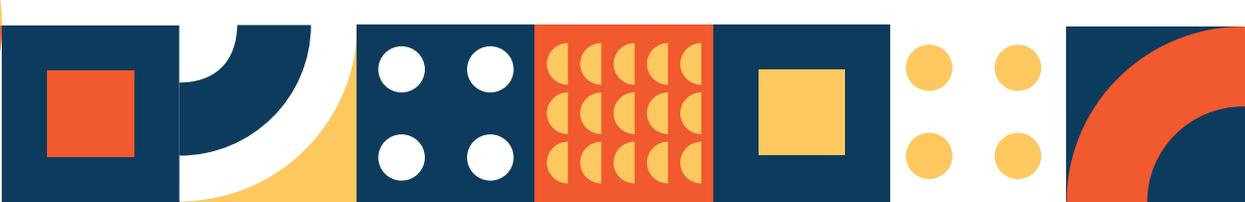
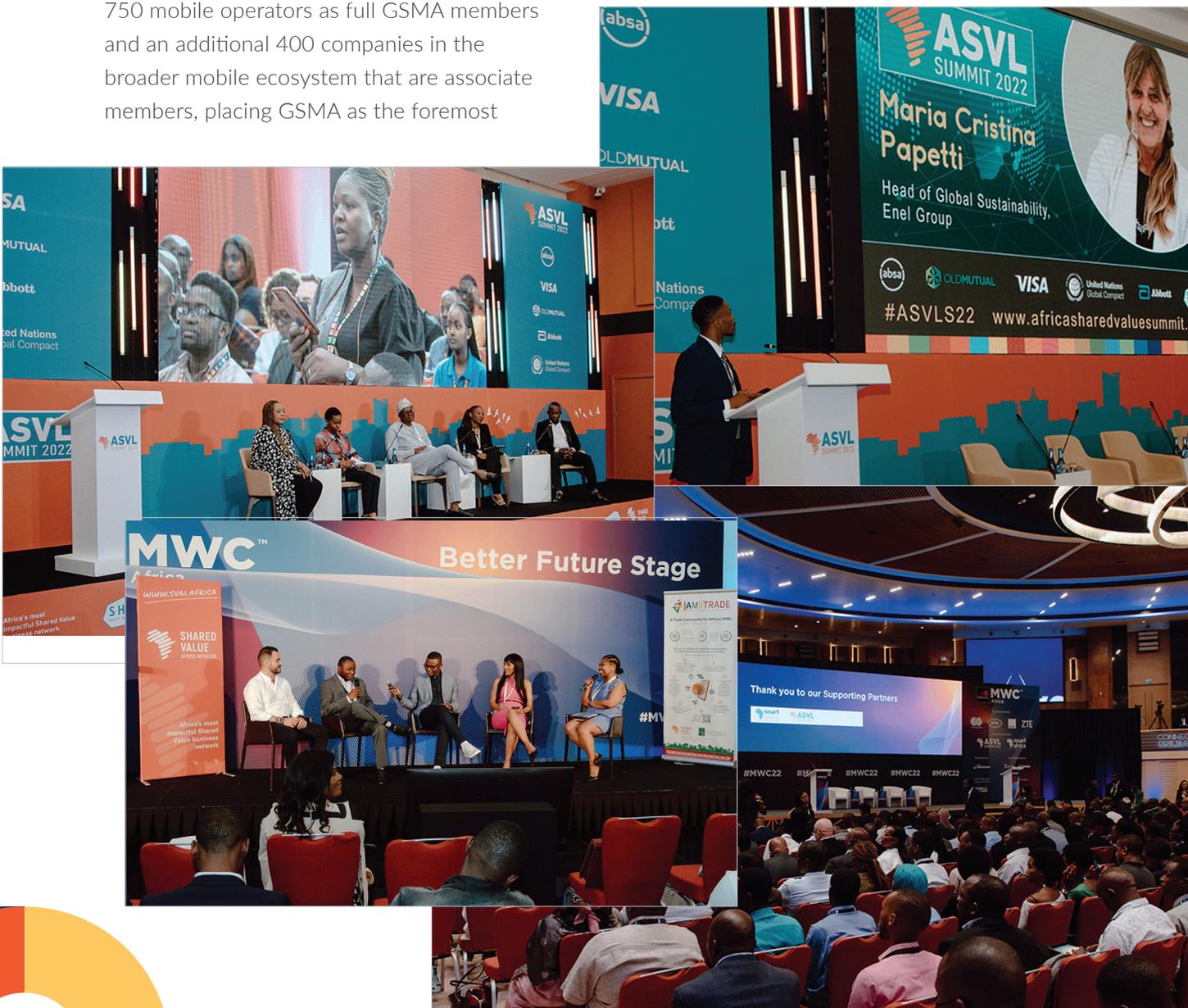


Given the reliance of every business on connectivity and information to support operations and business growth, a more digitally transformed and inclusive environment based on creating Shared Value will enable innovation for solutions that address the challenges we face across the continent.

GSM Association is a global industry organisation that represents the collective interests of mobile network operators (MNOs) from across the world. There are in excess of 750 mobile operators as full GSMA members and an additional 400 companies in the broader mobile ecosystem that are associate members, placing GSMA as the foremost

formidable digital inclusion theme partner. MWC is the premium event in GSMA's annual calendar. MWC Africa's primary event objective was to convene industry, combine technology with purpose, fuel innovation and advance the digital economy of the continent – all for a better future.

The unique partnership with both MWC Africa and Smart Africa, co-located three critical and influential events to create the single most





impactful gathering on the African Continent. The event unpacked focused sessions and meetings to SVAI, GSMA and Smart Africa Communities and participants, both in-person and online during the three-day event hosted at the Kigali Convention Centre.

- Illustrating real results when profitability and social impact are aligned in purpose-led organisations;
- Highlighting the vital importance of entrepreneurship, technology and building Africa's prosperity.

## OBJECTIVES

The Summit's main goal was to establish a forum for multi-sectoral discourse in order to pave the way for discussions on opportunities for cooperation and group action to build a more connected and inclusive society and advance the development of the African continent. The summit's focus areas were as follows:

- Showcasing the benefit and exploring the potential of connectivity and value creation for Africa;
- Addressing the importance of cross-sector innovation and collaboration in solving continental issues;

## KEY OUTCOMES

During this combined gathering, Kigali Convention Centre hosted 4,441 delegates from 75 countries registered for the 20 expert-led sessions and panel discussions held over the three days, with Africa accounting for 85% of the attendees and senior level attendees accounting for 43%.

The high-quality production, combined with carefully curated top-quality content, generated R16,8 million in marketing value across broadcast, online and print coverage for the Africa Shared Value Leadership Summit and its sponsors.



# Shared Value Africa Academy

The Shared Value Africa Academy (SVAA) provides bespoke online training on the principles, disciplines, and framework of the Shared Value business management concept. Our mission is to empower entrepreneurs and young executives through lifelong learning and training on creating Shared Value and social impact in business, and addressing their social and environmental impact. Shift Impact Africa, as the official SVAI training partner, was instrumental in the Academy's launch.

Shift, a business consulting firm, helps organisations harness the power of a Shared Value sustainability strategy. The training courses are all internationally recognised and CPD (Continuing Professional Development) accredited. Throughout 2022, SVAA continued to host Introduction to Shared Value (5) classes, and trained two cohorts of entrepreneurs (32 individuals) who participated in the 5-week Purpose Playbook Training course, which delved into Shared Value implementation.





# #ItsNotOK

## GBV Movement



Gender-based violence and femicide (GBVF) have long been a scourge in our society, becoming even more visible during the global Covid-19 pandemic.

The Shared Value Africa Initiative (SVAI) launched the #ItsNotOK movement in 2020 to support the fight for gender equality and the abolition of GBVF on the African continent, including assisting the marginalised LGBTQIA+ community in creating understanding and empathy. Since then, the movement has rallied citizens and organisations to band together and make a difference in the lives of others by raising awareness of this scourge, in order to influence policy change.

The establishment of academic forums to look at how to create safe spaces on campuses; participation in the National Strategic Plan, which is led by the South African Presidency; leveraging opportunities for thought leadership for our member network; incorporating youth voices; initiating and participating in research as well as actively connecting our Africa-wide network in addressing GBV and gender inequality have all contributed to the progress of this movement over time.

#ItsNotOK is a movement that belongs to everyone, and we are cognisant of the long road ahead of us as a collective in driving sustainable change.



73

Interviews with company CEOs, executive directors, and leadership

2 270

Written responses to online survey questionnaire completed by employees

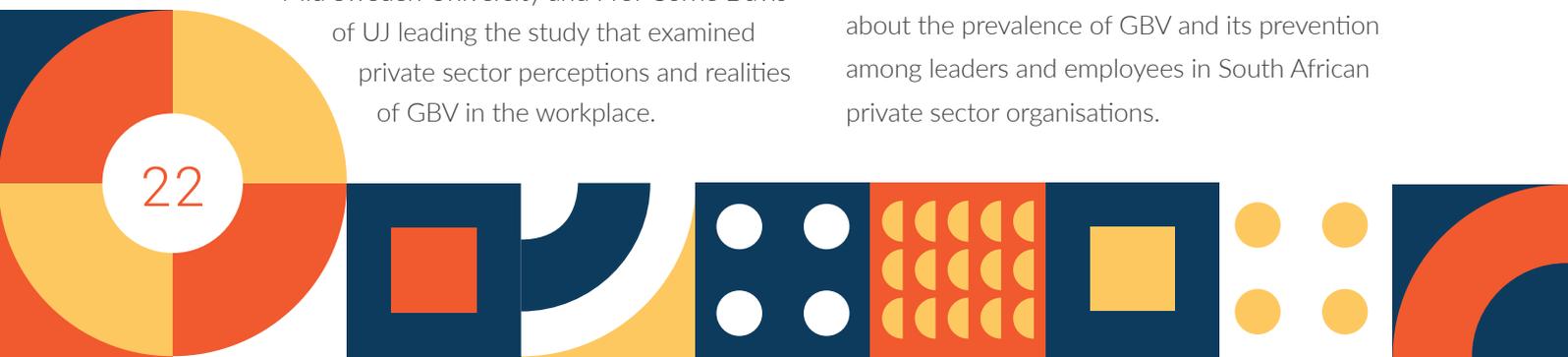
## RESEARCH:

### The Costly Impact of GBV - Private Sector Perceptions and Realities in South Africa

In conjunction with Mid Sweden University and with funding from KPMG South Africa, the Shared Value Africa Initiative (SVAI) and the University of Johannesburg (UJ) initiated a research project. With Prof Koustuv Dalal of Mid Sweden University and Prof Corné Davis of UJ leading the study that examined private sector perceptions and realities of GBV in the workplace.

GBV is commonly acknowledged to be mostly fueled by gender inequality. However, the corporate sector in South Africa has not yet completely accepted the part it must play in achieving equality. As a result, the main reason for commissioning the research was to promote accountability, influence GBV-related system change, and affect private sector policy making.

The study aimed to investigate two main areas: human capital and healthcare costs of GBV, as well as the awareness, knowledge, and opinions about the prevalence of GBV and its prevention among leaders and employees in South African private sector organisations.





## Key Findings

According to the findings of the study, out-of-pocket medical costs for GBV victims are estimated to be in the region of R10 billion, human capital loss is estimated to be R26 billion, and judicial costs are estimated to be R104 million.

According to the research, South Africa lost more than R36 billion in 2019 alone due to GBV (a conservative estimation due to limitations in accessing medical, insurance, police and judiciary records and out-of-pocket expenditure date of GBV victims).

## Private Sector Recommendations

Various recommendations were put forward to ensure that gender equality is incorporated into the business strategy and that gender pay gaps are addressed.

Some of these included recommendations to:

- Develop and implement a more holistic approach to employee wellness that includes GBV education spending, perpetrator rehabilitation spending, useful information and statistics.
- Address GBV in company policies and governance structures. Companies' efforts to combat GBV should be detailed in their ESG and integrated annual reports.
- Create equal opportunities for all genders for growth, promotion, and training, as well as equal access to leadership positions.

While the scope of this project was limited to South Africa, the research will be extended across Africa in the near future, starting with East Africa. We will also be launching a Gender Equality Toolkit in 2023 to assist organisations with self-assessment tools and implementation of measures to address GBV internally and drive gender equality within the workplace.

The report can be viewed/downloaded here. <https://bit.ly/svai-gbv-report22>



# Why Shared Value?

The Shared Value Africa Initiative (SVAI) is a Non-Profit Company that is building Africa's most impactful Shared Value business network to accelerate sustainable change on our continent. We believe that the future of our continent is too important to leave to chance. That is why we need to work together to create a sustainable future for all.

Membership is a minimum commitment of two years and provides limitless access to:

- Business opportunities through collaboration
- Advancement of organisational Shared Value goals
- Positioning of organisational leadership in the field of sustainability and creating value





# The Shared Value Difference

Reviewing the social and economic projects and programmes undertaken by our members in their respective operational territories is one of the best ways to demonstrate the value-creation model and impact resulting from association and membership with SVAI.

*“We applaud the Shared Value Africa Initiative for leading the way and bringing the practice of shared value to corporations and entrepreneurs on the African continent,”* said Bobbi Silten,

former Co-Chair of the World Economic Forum’s Global Future Council on Systemic Inequalities and Social Cohesion.

“As a member of the Shared Value Global Network, the SVAI contributes to global innovation and leadership in the field of shared value.” Bobbi currently serves as the Shared Value Initiative’s Managing Director (Global).

The SVAI, founded on nine pillars, seeks to orchestrate mutually beneficial business relationships between like-minded organisations that share values and principles that focus on creating economic value as well as value for society – Profit with Purpose. As SVAI members, organisations become change agents, and through the creation of Shared Value, they build a reputable and profitable organisation that is recognised for truly making a difference.

In this report, we highlight six SVAI member organisations and their outstanding work in East and Southern Africa, focusing on their core business and the broad impact that has resulted from their intentional Shared Value and sustainability journey.



Earlier in the year, CNBC Africa interviewed Stephen Kiptinness, Chief of Corporate Affairs at Safaricom, a founding SVAI member and often cited as a great example of a purpose-driven company. Stephen emphasises that the impact of benefits in the society in which organisations operate creates Shared Value. M-PESA, Africa’s leading and first mobile money tool, was developed by Safaricom as a solution to financial inclusion for the unbanked and low-income members of society.

The essence of social impact in banking the unbanked resonated through the continued uptake and growth of mobile money services enhanced by the convenience and cashless nature of M-PESA during the Covid-19 era. Safaricom’s mobile money business profited Sh50 billion before tax in the fiscal year ended March 31, accounting for nearly half of the company’s total gross earnings and cementing M-Pesa’s position as its most profitable service.

In his presentation at the 2022 Africa Shared Value Leadership Summit, Stephen spoke about how *“at Safaricom we believe that we have a social contract with the communities that we are living with, with the communities whom we expect to buy our services and purchase our products. That community contract is to say - ‘What can we do for you?’ What can we do for them to change and transform their lives.”*





He further spoke about how Safaricom wants to be held to account in our social contract. "When we say we want to transform lives then we want SVAI as a third-party to say, 'Yes, we can see that you transformed the following lives in the following ways.' This is the value that you have added to these communities"



On Fortune Magazine's Change the World List 2021, KCB Kenya was named one of the top ten companies in the world. The annual list recognises businesses that use capitalism's creative tools, including the profit motive, to address society's unmet needs. Each year Fortune Change the World list showcases over fifty companies that have made an important social or environmental impact through their profit-making strategy and operations. Companies are recognised for innovative business strategies that positively impact the world.

Speaking of a purpose-led economy, which considers shared values created by KCB's relationships with customers, stakeholders, and investors, the bank believes purpose enables institutions to future-proof their business for future generations.

Says Rosalind Gichuru, Group Director, Marketing, Corporate Affairs, and Citizenship: "KCB has renewed its focus on growing MSMEs and female entrepreneurs, with over KSh89 billion disbursed to MSMEs and KSh44.6 billion disbursed to women-led businesses, thereby augmenting our offerings to SDG 1, 8, 10, and 11."

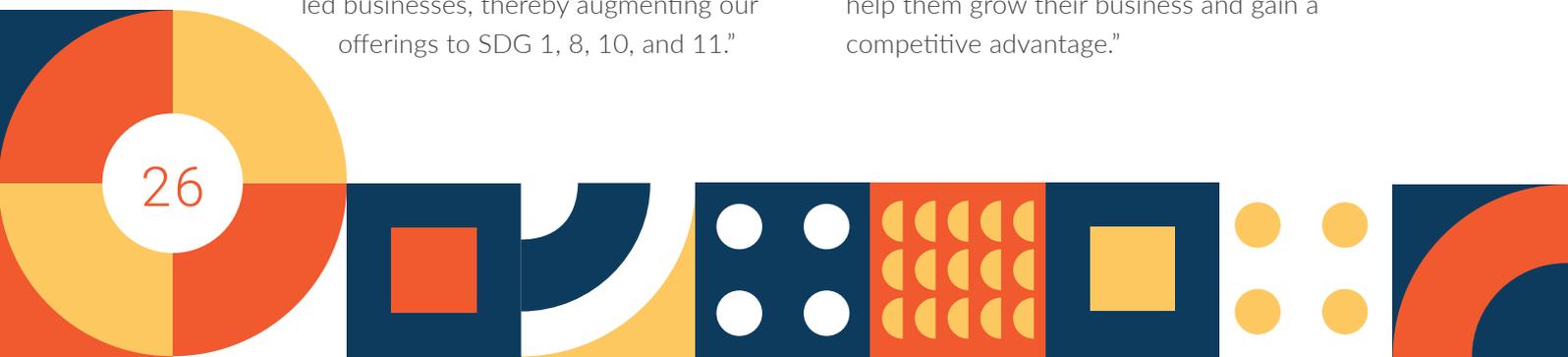
## sappi

Sappi is a global leader in the production of everyday materials from woodfibre-based renewable resources. Sappi is best known in Southern Africa for Typek, its flagship paper products that are used in home and office printers and copiers. With a year-to-date EBITDA of US\$1,339 million, the company and its partners are working to build a thriving world by acting boldly to support the planet, people, and prosperity.

In the company's 2021 Sustainability Report, SVAI is listed as the ONLY non-core business industry association. According to SAPPI, "the membership enables us to collaborate and partner on mutually beneficial business relationships with like minded organisations, sharing values and principles that focus on creating economic value and value for society - Profit with Purpose..."

Professor Mark R. Kramer, senior fellow at Harvard Kennedy School of Government and a leading researcher, writer, speaker, and consultant on social impact strategies, is quoted as saying, "corporate Shared Value is a management strategy in which companies find business opportunities in social problems."

SAPPI expands on Professor Kramer's contribution when it states, "we see again and again that when companies adopt a sense of social purpose, it can actually redefine the industry in which they play. They accomplish this by broadening their horizons and considering other dimensions that can help them grow their business and gain a competitive advantage."





In his remarks at the ASVLS 2022, James Agin, Regional Corporate Director for East Africa at Absa Group said that he is “a great supporter of Shared Value; a great believer in its power to make a difference across the African continent”.

He added that **“technology, especially under the lens of the Shared Value approach, considers the power of scale, ecosystems and partnerships to enhance service delivery, keep the frontline empowered, and address the value of diverse social and economic needs”.**

He emphasised the need to accelerate growth from both industry and most importantly, a societal perspective. It is no wonder that ABSA was named the #TopGraduateEmployer in Banking and Financial Services, as well as Top Overall Employer across all the categories at the Momentum Metropolitan Holdings Limited GradStar Students' Choice Awards.

ABSA led the way in advancing the #ItsNotOK GBV agenda in its most recent ESG Report, with a dedicated focus on gender diversity initiatives that included the IgniteHer Programme, He4She Campaign and #STOP Campaign. The banking group completed a gender equality gap analysis guided by the UN's Global Compact and facilitated important conversations during 16 Days of Activism for No Violence Against Women and Children.



**vodacom**

Shameel Aziz Joosub, CEO of Vodacom, shares his sentiment on what value creation means to the organisation in his closing statement of the 2022 Annual Report, “we are committed to reducing barriers to financial and digital inclusion, and believe the many strategic milestones achieved during FY2022 will meaningfully enhance the Group's growth potential while connecting people for a better future.”





# Conclusion

## A Shared Value Future

The current global, and particularly continental climate has demonstrated the need for business to strategically and proactively participate in innovations and solutions that respond to and mitigate challenges faced by society and the environment.

While discourse around Creating Shared Value has grown across Africa, the SVAI acknowledges that our advocacy work continues and if anything will be ramping up as we further entrench ourselves – through members and strategic partners – across the continent.

In fact, there is opportunity to grow the network as our research and engagement has shown a vast business community with the potential to strategically implement Shared Value – a tool to assist with ESG implementation and reporting.

The SVAI's strategic focus areas for 2022-2025, as shared earlier in this document, will guide our roadmap in demonstrating the collective power of businesses in driving sustainability across Africa. We will focus on continuing to grow our community (members and strategic partners), with a focus on not just talk but capacity building, impact and outcomes of our business collective.



**Vuyo Lutseke**

*Head of Stakeholder Relations, Fundraising & Sponsorship*



## WHY DID YOU JOIN SVAI AS A MEMBER?

The entire concept of creating shared value appeals to me, and was inspired by an article published years ago. We jumped at the chance to be part of a collaborative that has an intended footprint across the African continent when we learned about the "local" chapter.



## WHAT VALUE HAVE YOU GAINED FROM YOUR MEMBERSHIP?

Learning from other organisations has been extremely beneficial, especially in terms of the practical application/implementation of creating shared values, as well as the enormous benefit of networking with like-minded organisations and the potential for partnership and collaboration to advance the work across the African continent.

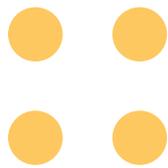
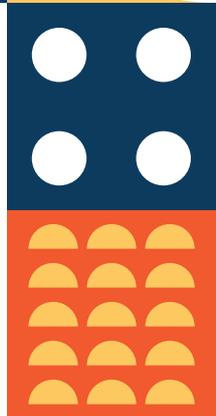
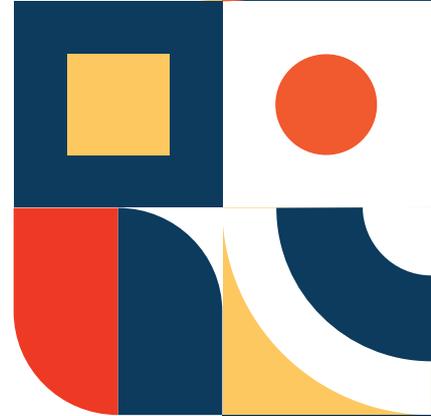


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