

AFRICA
**SHARED
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LEADERSHIP
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CLOSE-OUT REPORT





“Shared Value presents an immense opportunity for Africa... an opportunity to build a more equitable, sustainable, resilient economy.”

*Prof Mark Kramer
Co-Founder FSG and
Shared Value Initiative*

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SUMMIT BACKGROUND

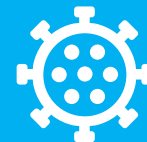
This year, the 4th Africa Shared Value Leadership Summit was set to take place in Kigali, Rwanda – one of the fastest growing economies in Africa. Preparations commenced in 2019 and we engaged government and private sector partners in the country.



Kigali, Rwanda



Engage Partners



The New Normal



COVID-19



First Virtual Summit



When the COVID-19 pandemic resulted in lockdowns all around the world, we had to adjust accordingly. What was going to be a physical event over two days in Kigali, was re-curated as a virtual event over 4 days – with a new theme, Beyond Borders.

A world first for our global Shared Value network.



BEYOND BORDERS



With the world in turmoil, it was even more evident that business leaders needed to come together to respond responsibly, and to discuss how we, as Shared Value practitioners, can support society at large while trying to reduce the risk to our businesses.



The shift from competitive leadership to collective leadership opened up the discussion for collaboration and innovation across sectors, and beyond borders.

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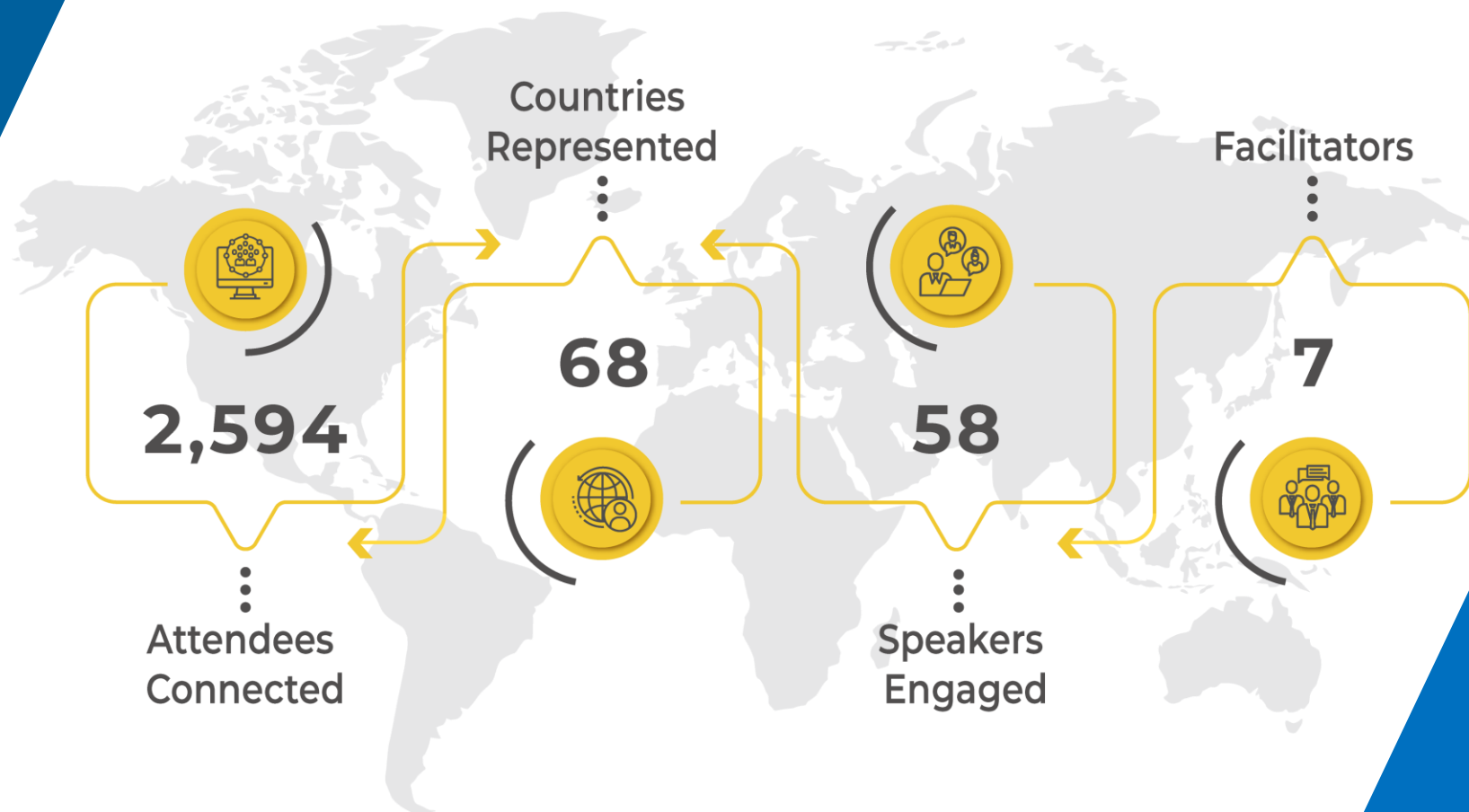
THE PLATFORMS

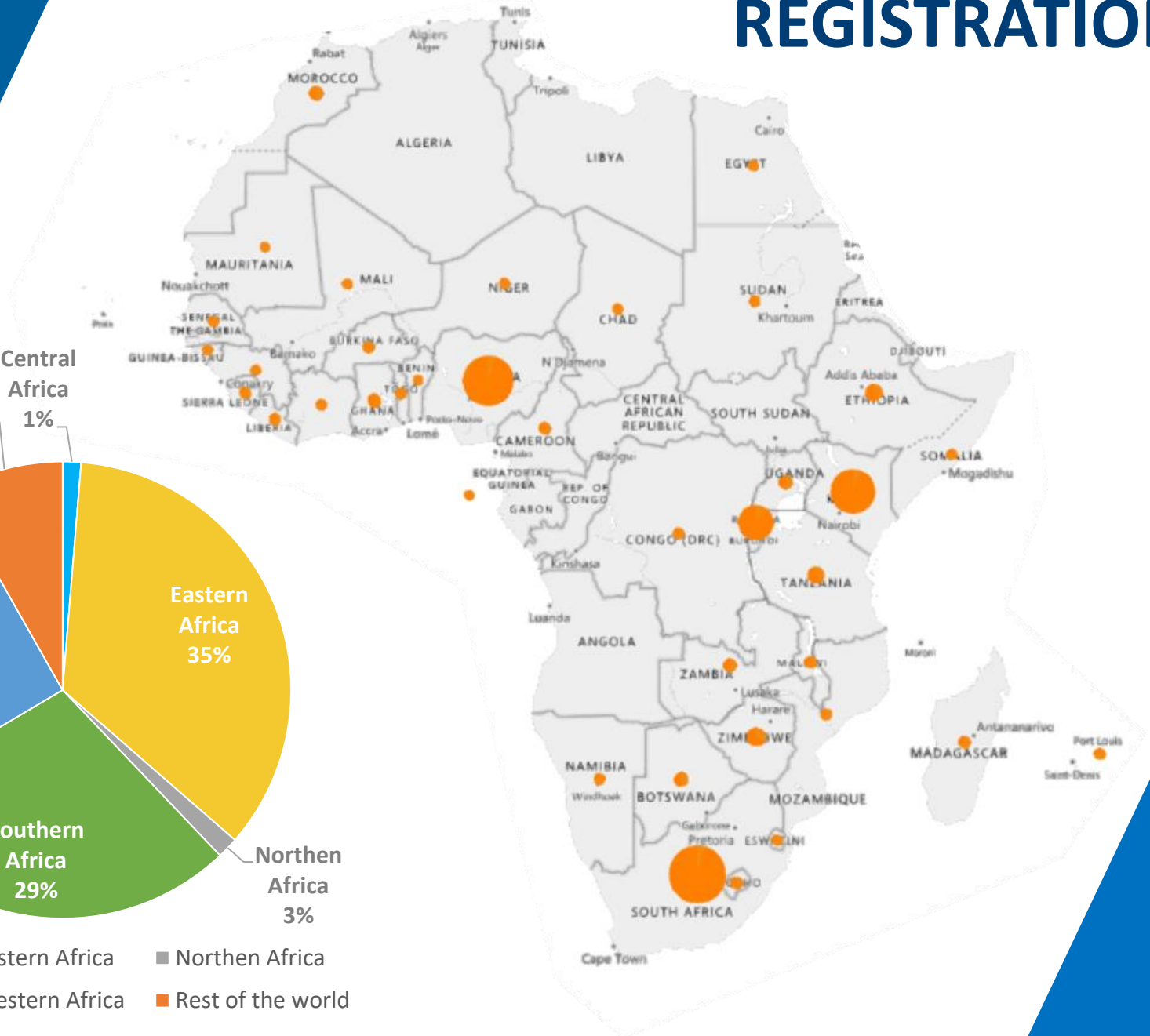
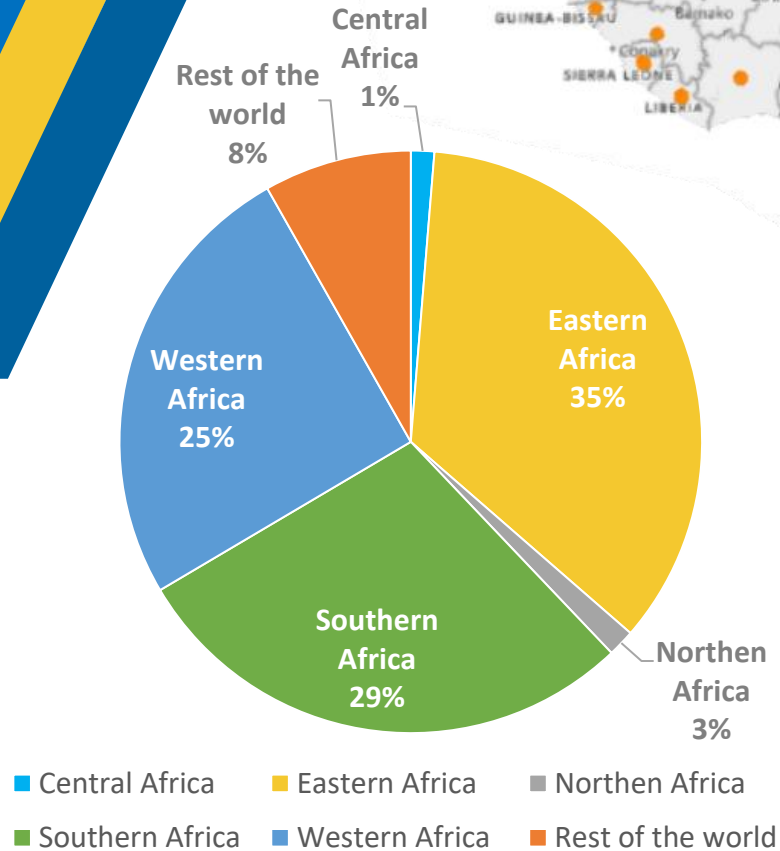


SKYROOMLIVE



2020 BY THE NUMBERS





KEY DELIVERABLES

01

Discuss how Shared Value practitioners can support society at large while reducing the risk to their businesses.

02

Explore how Shared Value practitioners have responded to a changing world.

03

Fuel critical conversations on how we as business can continue to operate within the current situation – and beyond.

04

Stimulate ideas and questions on how businesses can support their respective supply chains.

05

Demonstrate and underscore the impact that cross-sector and cross-border collaboration can have.

06

Elevate the importance of purpose-led organisations.

KEY ELEMENTS



**Pre-summit
Events**



**Content &
Speakers**



Facilitators



Delegates



**PR, Advertising
& Marketing**



Technology

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TUESDAY, 02 JUNE 2020

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Creating Shared Value in a Time of Crisis

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Beyond Borders
Virtual Summit

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Mark R. Kramer
Founder and Managing Director, FSG
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COVID-19 - The Balancing Act. Reality versus Shared Value

Khanyi Chaba, Old Mutual
Jon Duncan, Old Mutual

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Tiekie Barnard
CEO & Founder, Shared Value Africa Initiative (SVAI)
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“Creating shared value should be the new business norm in a post-pandemic world.”

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Sanda Ojiambo
Incoming CEO and Executive Director, United Nations Global Compact
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“There is an urgent need to both keep the economy moving by stimulating the SME sector, and to stop people and businesses from falling into economic shock.”

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Sazini Mojapelo
Managing Executive: Corporate Citizenship, Absa Group
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“The pandemic has indeed provided an incredible opportunity for digital disruptors to leverage technology and provide suitable financial solutions, in order to bridge that gap.”

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Financial Inclusion after COVID-19

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Amit Kapoor
Institute for Competitiveness, India

Esther Jira
Old Mutual, Malawi

Clarence Nethonwe
Old Mutual, South Africa

Sanda Ojiambo
Safaricom, Kenya

Sazini Mojapelo
Absa Group, South Africa

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Amit Kapoor
Honorary Chairman, Institute for Competitiveness, India
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“During this time of disruption, financial inclusion remains a powerful development tool to improve access to finance and to support vulnerable SMEs, individuals and households.”

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Women CEOs explore purpose-led leadership during a time of crisis

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Clare Mwangi
CEO, Rwanda Development Board

Ellen Adler
CEO, Global End Fund

Phyllis Ugochukwu
CEO, Tony Danjuma Foundation

Leahon Gathigamwangi
CEO, BOC Kenya PLC

Rebecca Mwangi
CEO, KenGen

Carole Karuga
CEO, Kenya Private Sector Alliance

Erith Kwanjile
CEO, NICE Investment Holdings

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“COVID-19 is putting pressure on everybody, and that is resulting in quite a binary response. It’s either the petty, small-minded response, or the inclusive response that we’re all in this together and we need to emerge from this stronger. Our role as leaders is to make sure we adopt the latter.”



*Iain Williamson,
CEO, Old Mutual*

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Transforming Health Care in Africa

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WEBINAR WEDNESDAY 3 JUNE 2020

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Susan Beverly
Senior Director, Sustainability & Shared Impact, Abbott

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Future Perspectives on Healthcare Transformation in Africa

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DR. CHIKWE IHEKWEAZU, Nigeria Centre for Disease Control
DR. JONATHAN BROOMBERG, Discovery Group, Vitality Health International
DR. LUIS GONZALEZ, Abbott
MANASSEH WANDEERA, Society for Family Health, Rwanda
PRIYA SHAH, CarePay

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Priya Shah
Regional Operations Director, Carepay (Kenya)

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“ In developing countries, we can transform healthcare delivery by equipping community health workers with simple technology. ”

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Luis Gonzalez
Global Director, Abbott Rapid Diagnostics

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“ Emergency diagnostics capacity can help countries be more efficient and faster in identifying new diseases and be ready to implement the right measures to respond to epidemics. ”

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Dr. Chikwe Ihekweazu
Director General, Nigeria Centre for Disease Control

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“ This pandemic has highlighted that diseases know no borders and we are only as strong as our weakest link. My focus will be on how countries can work together, in solidarity, to strengthen national and global health security. ”

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Manasseh Wandera
Executive Director, Society for Family Health, Rwanda

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“ The Society for Family Health has been on the front line in the areas of infection control and case management and risk communication and community engagement. ”

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Dr. Jonathan Broomberg
CEO, Vitality Health International

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“ Discovery has pioneered the development of the shared value health insurance model. ”

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Decentralising Healthcare in Rwanda: A Sustainable Solution

Manasseh Wandera, Society for Family Health in Rwanda
Monica Sanders from Abbott

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“Localized innovation and cross-sector collaboration will deliver the future of healthcare and support new systems.”



*Susan Beverly,
Senior Director: Sustainability
& Shared Impact, Abbott*

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Young Entrepreneurs Shaping Africa's Future

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“ As we work towards mitigating effects of the pandemic, special attention needs to be paid to helping enterprises get back on their feet, for the good of our people and our economies. ”

Jane Mwangi
Managing Director of the KCB Foundation
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How the Younger Generation Can Secure Our Future
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FRED SWANKER
Founder & CEO
African Leadership Group
KENYA

CHRISTELLE KWIZERA
Managing Director
Rwanda Water Access
RWANDA

LIBAN MUGABO
Managing Director
Safe Gas
RWANDA

REGIS UMUGIRANEZA
Chief Executive Officer
Carl Group
RWANDA

ROSINE NDAYISHIMIYE
Senior Associate, Agriculture,
Bridge2Rwanda Services
RWANDA

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“ Not to ignore, the pandemic has created local opportunities and local SMEs should step in to fill the gap that was made when the foreign multi-nationals left or reduced operations. ”

Christelle Kwizera
Managing Director of Rwanda Water Access
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“ Rwandans are gradually taking change and doing well so far, at all levels of society. Each, in their own way, mobilising the people around them to make Rwanda a better place. ”

Liban Mugabo
Managing Director of Safe Gas (Rwanda)
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“ We cannot secure our future without securing the food system. This is a time when digital agriculture can be harnessed and used to the fullest advantage. ”

Regis Umugiraneza
Chief Executive Officer, Carl Group Rwanda
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“ At Bridge2Rwanda and Foundations for Farming, we hope to create more learning opportunities that accelerate the success of young agriculture entrepreneurs. ”

Rosine Ndayishimiye
Senior Associate: Agriculture, Bridge2Rwanda Services
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“ Resources are needed for Youth in Africa to unlock the raw innovation talent to enable them to leverage on the African Continental Free Trade Area opportunity. ”

Dr. Eve Gadzikwa
Director General, Standards Association of Zimbabwe
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“ The African Continental Free Trade Area gives young entrepreneurs accelerated opportunities to make their offering available beyond their borders very early on in their evolution. ”

John Bee
Shared Value Advocate & Regulatory Affairs
Regional Head for Sub Saharan Africa, Nestlé
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Fred Swaniker
Founder & CEO, African Leadership Group

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Jeannette Umtoniwase
Founder, Inzira Dreamz Network (Rwanda)

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“The most important tool in our entrepreneurial journey is technology.”

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Elizabeth Okullow
Co-founder and CEO of Lafamia Greens (Rwanda)

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“Training is a pathway to strengthening Africa's food systems.”

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Young Leaders Creating the Africa We Want

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NICHOLE YEMBRA, AFETSI AWONOOR, JEANNETTE UMUTONIWASE, MAHRAUD JOHNSON, ELIZABETH OKULLOW

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Afetsi Awonoor
Founder & CEO, JB Williams (Ghana)

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“Africa's youth need to pay attention to wealth creation.”

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Nichole Yembra
Founder & MD, The Chrysalis Capital (Nigeria)

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“I look at downturns as an opportunity to re-build and set a path to come out stronger.”

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Can AfCFTA, the Free Trade Area, be the answer to Africa's Economic Recovery?

Dr. Eve Gadzikwa, Standards Association of Zimbabwe; John Bee, Nestle

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Shared Value 2.0 Masterclass

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TIEKIS BARNARD, JANE MWANGI, IMMACULATA REGODA



“We do not operate in a vacuum – we recognise that for us to make a profit we need to support small business.”



Jane Mwangi
MD, KCB Foundation

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Unlocking the Power of Innovation



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“ M-KOPA's journey: From initial start-up launch and creating the Pay-As-You-Go sector in East Africa, to now upgrading over 1 million underserved customers lives with clean, affordable, solar energy. **”**

David Damberger
 Chief Strategy and Data Officer, M-KOPA
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Innovation spurred by the COVID-19 crisis
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ABEY MOOKGWATSANE
 Managing Executive Brand & Communications, Vodacom

DR. RYAN NOACH
 Chief Executive Officer, Discovery Health

SHOBNA PERSADH
 Corporate Affairs Business Director, Unilever SA

PREETESH SEWRAJ
 Chief Executive Officer, Loeries

KHENSANI NOBANDA
 Group Executive, Netbank

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“ It is important that as business leaders, we recognise the need for fundamental shifts in our own structures, networks, and ways of working. **”**

Dr. Ryan Noach
 Chief Executive Officer, Discovery Health
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“ Impactful communication is key to driving sustainable change, bigger and faster. Now more than ever there is a need for businesses and organisations to rewire their approach to connecting and innovating. **”**

Shobna Persadh
 Business Director, Unilever South Africa
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 FRIDAY, 5 JUNE

Unlocking the Power of Purpose
Introduction to the Purpose Playbook
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TIEKIE BARNARD
 Shared Value Africa Initiative

BOBBI JILTZEN
 Shared Value Initiative Global

GAËLLE LOISEAU
 Shared Value Project Hong Kong

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“ We call on leaders and entrepreneurs alike to embrace 'profit with purpose' as the way forward post-crisis. **”**

Tiekie Barnard
 CEO & Founder, Shared Value Africa Initiative (SVAI)
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“We are often asked by companies who believe in Shared Value: how do we go about identifying purpose? The Purpose Playbook assists with that.”

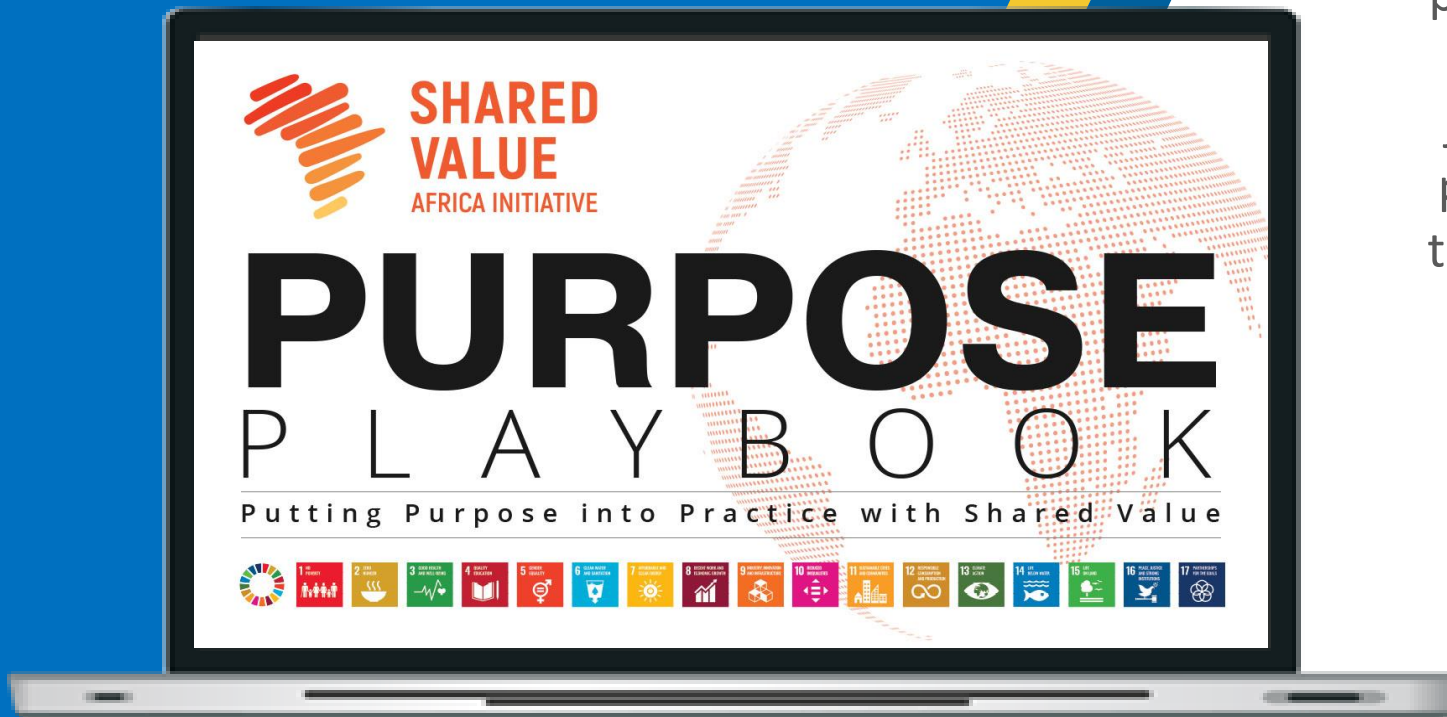


Tiekie Barnard
CEO, Shared Value Africa Initiative

PURPOSE PLAYBOOK

AFRICA LAUNCH

The eSummit also hosted the launch of the Purpose Playbook; a guide that will help put your company's purpose into practice through shared value and be an aid as you take the journey. A tool that starts with a big picture view and then takes you into the mechanics of bringing purpose to life through shared value, which we believe is the most powerful practice to deliver on the potential of corporate purpose.



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PRE-EVENTS RWANDA



20
FEBRUARY
2020

FOCUS
Profit, Purpose,
Social Impact &
Entrepreneurship

Rwanda Convention Bureau | PSF | FSP | SHARED VALUE AFRICA INITIATIVE

REMINDER 20.02.2020

PROFIT, PURPOSE, SOCIAL IMPACT & ENTREPRENEURSHIP

For more information and to book your seat,
contact Joana.Mugisha@rcb.rw & Mohamed.Habimana@rcb.rw TODAY!

DATE: 20.02.2020 | TIME: 7:30am - 11:30am | VENUE: Kigali Serena Hotel, KN 3 Avenue, Nyarugenge District, Kigali

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FOCUS
Profit with
Purpose

31
OCTOBER
2019



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INVITATION 04.03.2020 JSE SHARED VALUE AFRICA INITIATIVE

PROFIT, PURPOSE, SOCIAL IMPACT & SUPPORTING ENTREPRENEURSHIP

With social challenges flaring up worldwide, business leaders face growing demand to contribute to more equal societies. Investors are now asking about the impact a company has on society and the environment. A single-minded focus on profits is no longer an option.

Into this reality comes a growing set of entrepreneurs who, able to innovate in a way that established companies cannot, have built profitable enterprises by addressing social needs. This is the essence of the Shared Value business model – profit with purpose. Established businesses can play a crucial role in supporting young entrepreneurs to the benefit of the whole business ecosystem, providing them with business opportunities and support to scale and increase their impact.

Join corporate leaders and entrepreneurs at our upcoming business breakfast to find out how big businesses can enable small enterprises, with particular focus on women and the youth. Gain insights from leading companies on how they create financial and social impact returns. Hear young entrepreneurs on the businesses they built around growing inclusive economies. Join us for a morning of in-depth discussion on how profit-driven social impact can help your business develop a competitive edge.

TO LEARN MORE AND BOOK YOUR SEAT,
contact rachel@shimpact.africa. **SPACE IS LIMITED!**

DATE 04.03.2020 **TIME** 8:30am - 11:30am **VENUE** JSE One Exchange Square, 2 Broad St, London

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INVITATION 26.02.2020 Stanbic Bank A member of Standard Bank Group SHARED VALUE AFRICA INITIATIVE

PROFIT, PURPOSE, SOCIAL IMPACT & ENTREPRENEURSHIP

Most African nations are diversifying from traditional sources of income and ways of doing business. They seek a new business model that can create new markets, encourage new business areas and unlock new wealth through addressing social needs. With an enabling environment and support, entrepreneurship has the potential to drive the prosperity of the African continent.

Understanding this, in 2019 Stanbic opened their Innovation Hub to support young Zimbabwean entrepreneurs taking their businesses from conception to financing and beyond. Entrepreneurship makes it possible for African enterprises to disrupt 'business as usual' and create profit-driven social impact – also known as Shared Value.

Be part of the discussion. Hear how entrepreneurs grow businesses by building inclusive economies. Learn how an organisation can create economic value by focusing on solving social needs. Become a part of the dialogue around building business connections to create a more sustainable Zimbabwe.

Don't miss the opportunity to hear insights from a leading African company on its Shared Value journey at our upcoming business breakfast. Join us for a morning of in-depth discussion on how profit-driven social impact can help your business develop a competitive edge.

TO LEARN MORE AND BOOK YOUR SEAT,
contact Paida@DzirutweP@stanbic.com. **SPACE IS LIMITED!**

DATE 26.02.2020 **TIME** 8:30am - 11:30am **VENUE** Stanbic Innovation Hub, Car Herbert, Chatsworth Ave & 5th Ave, Harare

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SHARED VALUE AFRICA INITIATIVE

WHY IS CREATING SHARED VALUE IMPORTANT FOR THE FUTURE OF BUSINESS?

30.01.2020 PROGRAMME

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Safaricom KCB Strathmore UNIVERSITY BUSINESS SCHOOLS

PRE-EVENTS 2020

NAIROBI

In partnership with Strathmore Business School

DATE: 30 January 2020

HARARE

In partnership with Stanbic Zim

DATE: 26 February 2020

JOHANNESBURG

In partnership with the JSE

DATE: 05 March 2020



MARKETING Social Media

MARKETING CHANNEL	REACH	TOTAL VALUE
BizCommunity (Press releases/Banner ads)	29,815	\$1,752.30
African Press Organisation (Targeted Social Media Campaign)	1,173,737	\$68,247.52
Google Display & Own Social Media (Twitter/Facebook/LinkedIn)	4,041,093	\$88,269.87

Compiled by Ornico Solutions and Africa Press Organisations

AFRICA SHARED VALUE

LEADERSHIP
eSUMMIT • 2020





PARTNERSHIPS & PAID MEDIA

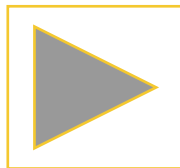
Broadcast and Electronic

CNBC AFRICA TV	CNBC AFRICA DIGITAL
1 x 13Min Highlights Special	Event promotion social media platforms
35 x TVC (aired 35 times)	All content uploaded onto www.cnbc africa.com
9 x Recorded interviews from the event and played on market shows	
2 x re-broadcasts	
Upload of event onto www.cnbc africa.com	Total Value: \$56,123.00

Compiled by CNBC Africa



AFRICA
**SHARED
VALUE**
LEADERSHIP
eSUMMIT • 2020





PARTNERSHIPS & PAID MEDIA

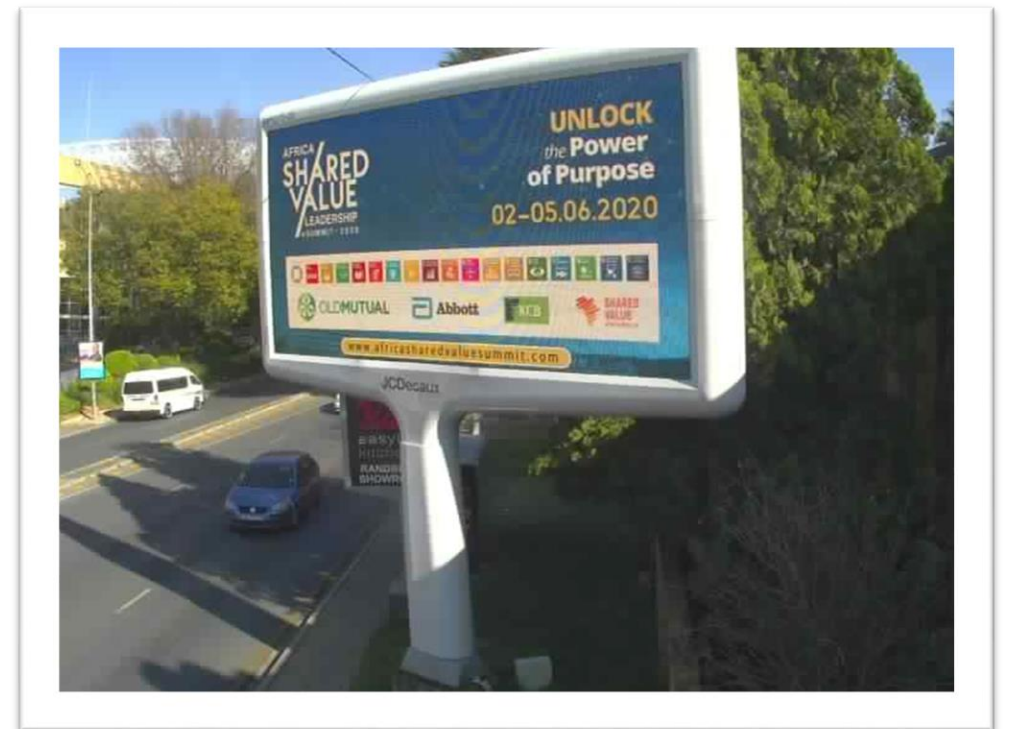
Radio/ Print/ Outdoor

Radio: SAFM	Outdoor Electronic Billboards: JCDecaux	Print Adverts Placement
2x Interviews	19 Sites	2x JSE Magazine
1-hour live broadcast	4 weeks (SA only)	Business Day
Daily coverage/Live reads/Radio spots		Sunday Times CSI Supplement
		Reach: 2,333,362
Total Value: \$24,807.00	Total Value: \$23,564.97	Total Value: \$6,541.83

Compiled by Ornico Solutions and JCDecaux Africa

AFRICA SHARED VALUE LEADERSHIP eSUMMIT • 2020

JCDecaux



Billboard on Bram Fischer Drive, Johannesburg

JS
MAGAZINE



africanews.



PUBLIC RELATIONS

Press Releases

Published by 325 websites, including Bloomberg

CHANNEL	CIRCULATION
CNBC Africa	8,345,000
Africanews	11,700,000
Pulse.ng	5,000,000
APO Group widget	Viewed 1,179,520 times
Total Value	\$1,879,993.00

Compiled by Africa Press Organisations

MARKETING SUMMARY

USD 2,149,299.49

ZAR 36,946,176.63

KES 228,685,465.74

Total Value
eSummit
Media
Awareness
Creation

Congratulations with your e-summit! You have done Africa proud!

- Dr Barbara Jensen, Gautrain

My sincere thanks to the organising committee and content creator, sponsors, partners, and all people who joined these very important and needed online discussions.

- Innocent Maniharo, Muganga Online

Well done, it was truly excellently executed.

- Adelaide Sheik,
University of Johannesburg

Exposure Value
(in relation to total media value):

ZAR **14,039,547.10**



RETURN on INVESTMENT

SPONSORSHIP
CONTRIBUTION

38%

TOTAL
SPEND

ZAR **987,500.00**

TOTAL MEDIA VALUE

ZAR **36,946,176.63**

ROI

14.1

Exposure Value
(in relation to total media value):

US\$**494,338.88**

RETURN on INVESTMENT

SPONSORSHIP
CONTRIBUTION

23%

TOTAL
SPEND

US\$**35,000.00**

TOTAL MEDIA VALUE

US\$**2,149,299.49**

ROI

14.1

RETURN on INVESTMENT

Exposure Value
(in relation to total media value):

KES **43,450,238.40**

SPONSORSHIP
CONTRIBUTION

19%

TOTAL
SPEND

KES **3,000,000.00**

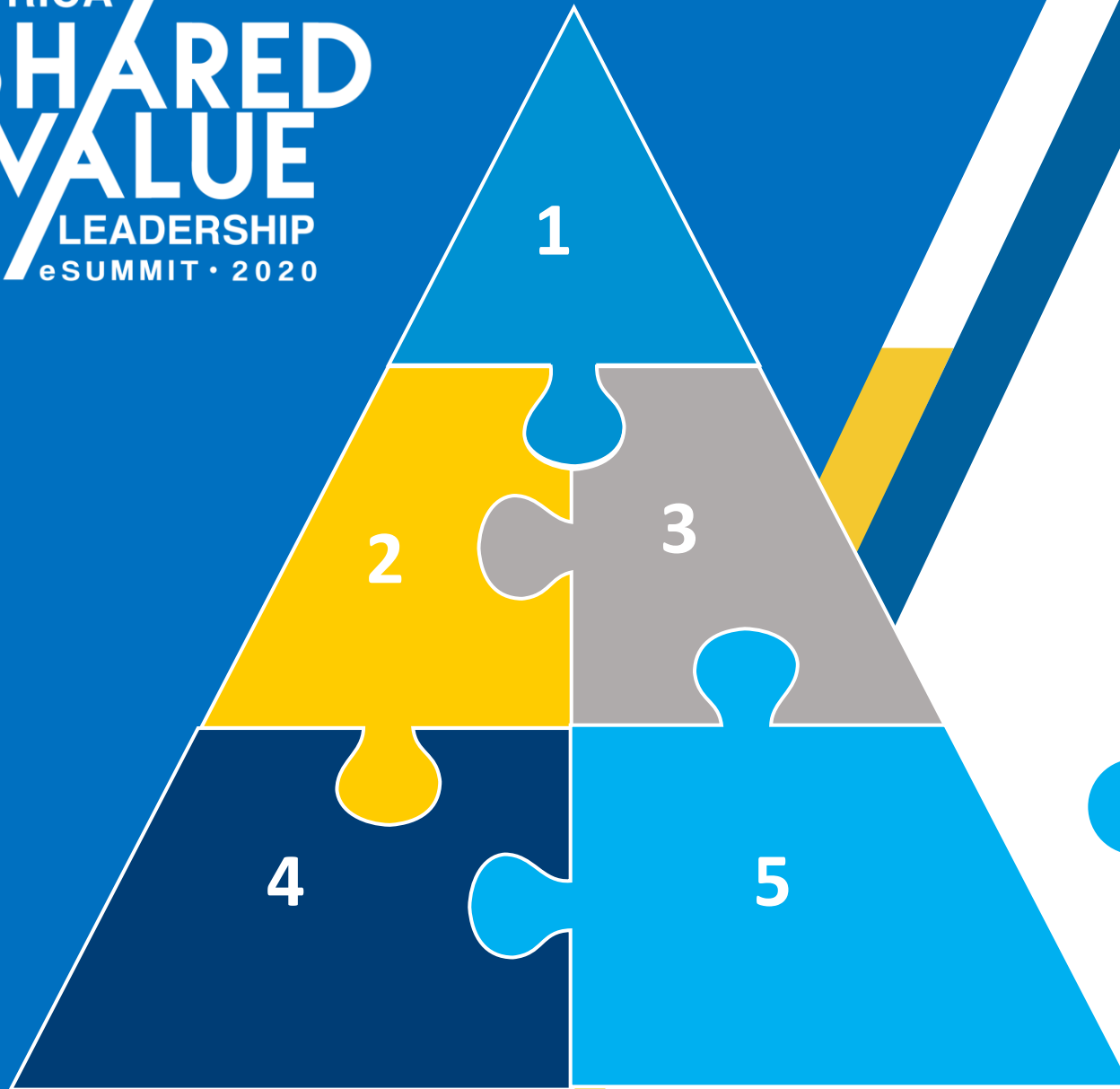
TOTAL MEDIA VALUE

KES **228,685,465.74**

ROI

14.1

SUCCESSSES / LEARNINGS



1 Sponsors' support

2

Good quality production and connectivity

3

Relevant and well-curated content drove the week's proceedings

4

Combination of studio-based and out of studio sessions

5

Captured a wider audience thanks to technology, and created more awareness of Shared Value

AFRICA SHARED VALUE LEADERSHIP SUMMIT • 2021



In 2021 we plan to host a combined live and virtual summit. We will be delivering the 5th annual Africa Shared Value Leadership Summit in Johannesburg, where the inaugural summit took place in 2017.

June 3-4, 2021 • Johannesburg, South Africa