



AFRICA

SHARED VALUE

LEADERSHIP
SUMMIT · 2021

08-09
11.2021

Johannesburg
South Africa

CLOSE-OUT REPORT



OUR SPONSORS

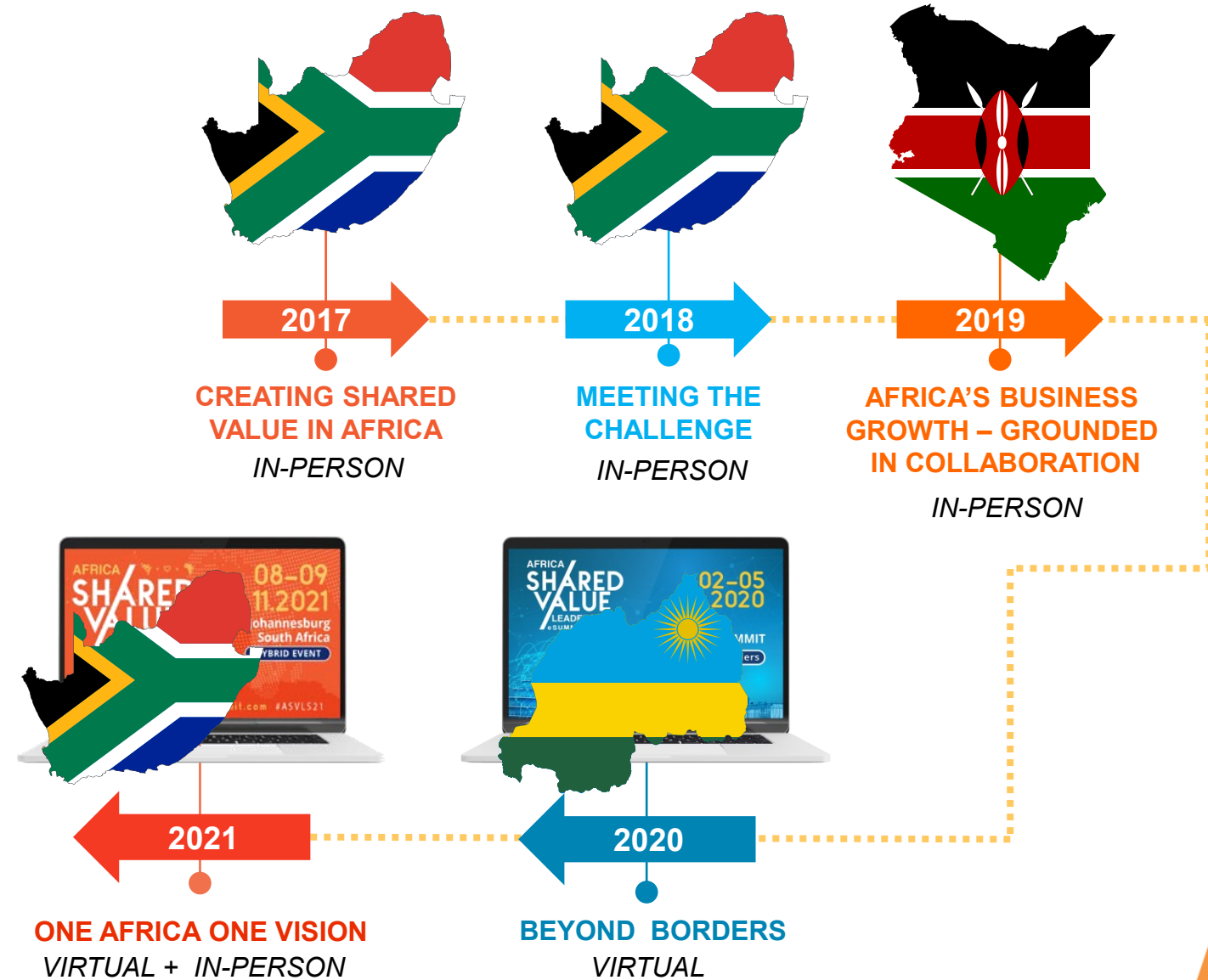


AFRICA SHARED VALUE

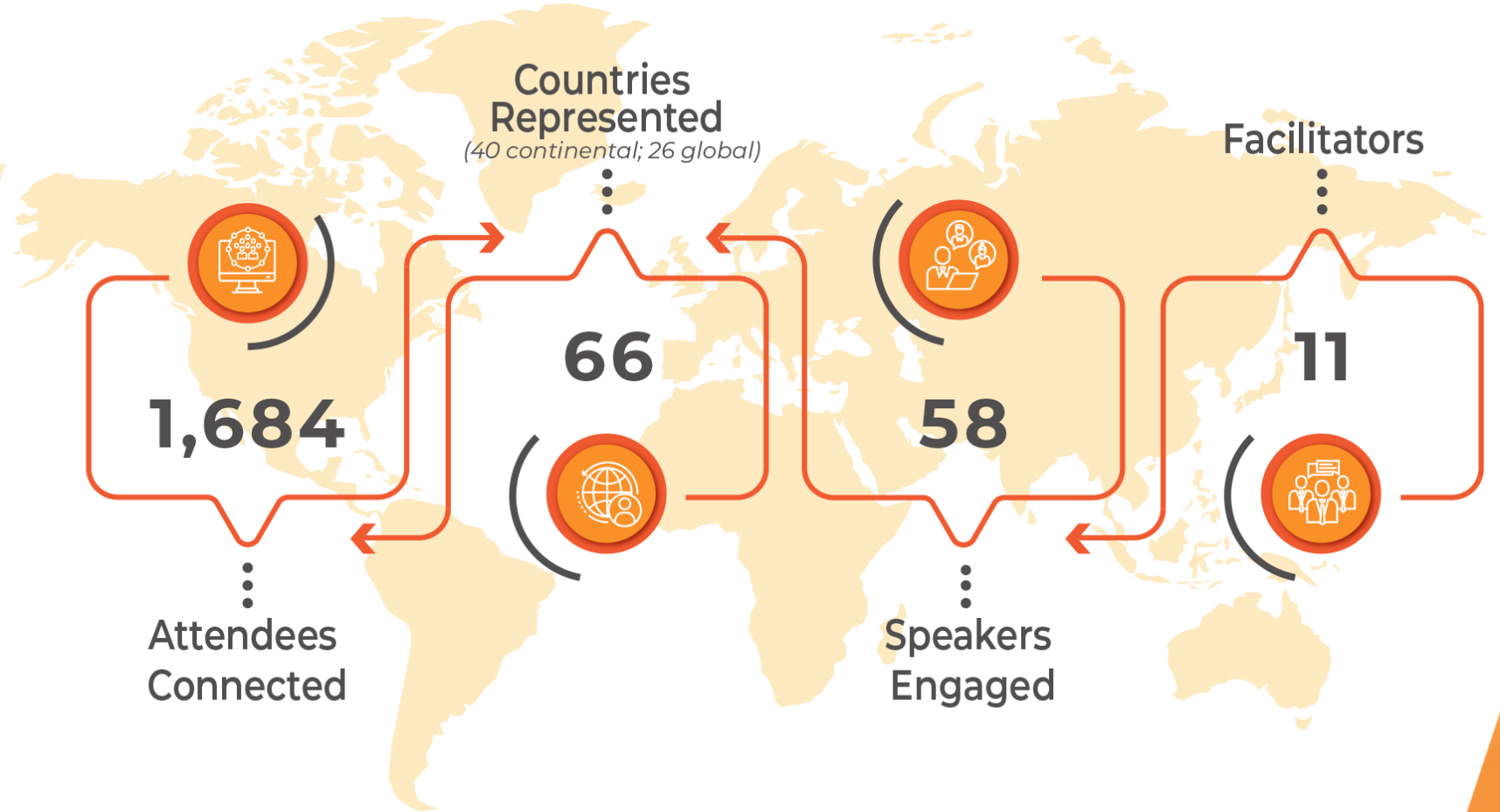
LEADERSHIP
SUMMIT · 2021

This year, the 5th Africa Shared Value Leadership Summit hosted as a hybrid event for the first time.

SUMMIT BACKGROUND

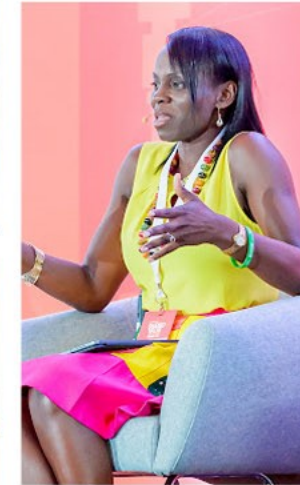


THEME: ONE AFRICA ONE VOICE



AFRICA
**SHARED
VALUE**
LEADERSHIP
SUMMIT · 2021

THOUGHT
LEADERS



DELIVERABLES



KEY ELEMENTS

- Change the Africa narrative

01



Pre-event engagement platforms (CEO Connects – June, September)
- Drive SDG alignment

02



Continental representation of delegates and speakers
- Foster ecosystem collaboration

03



Intentional inclusion of young African leaders in the programme
- Provide entrepreneurship support and education

04



Call for Entrepreneurs to present climate smart/agribusiness innovations
- Facilitate leadership participation

05



PR, Advertising & Marketing
- Demonstrate Shared Value in practice

06



Survey and commitment report
- Build the SVAI Network

07

AFRICA SHARED VALUE LEADERSHIP SUMMIT · 2021

Morning Session

ECONOMIC GROWTH & THE AfCFTA

Leadership discussions on accelerating Africa's economic growth and exploring the potential of the AfCFTA.

Afternoon Session

THE AGILE AFRICAN ENTREPRENEUR

Dialogues on the challenges and opportunities faced by African entrepreneurs face, as well as the support they need to facilitate their growth and sustainability.

Evening Session

GLOBAL PERSPECTIVES

Crossover to global Shared Value Leadership Summit in the USA, followed by a closed session for members and sponsors, featuring Prof Mark Kramer.

DAY 1: 8 NOVEMBER 2021

Live & Virtual | 8-9 November Our Hosts on Monday, 8 November
 @AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Live & Virtual | 8-9 November Fireside Chat: Trade, Unity & the AfCFTA
 @AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Live & Virtual | 8-9 November Shifting Mindsets, Leading Change
 @AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Live & Virtual | 8-9 November How Entrepreneurs Break Down Barriers
 @AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Live & Virtual | 8-9 November Breaking Down Barriers & Supporting Entrepreneurs
 @AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Speakers: Ben Okpala, Bless Ama Satsi, Andrews Akoto-Adda, Edmund, Francescab, Bright Simons, Beatrice Gakuba, Omondi Kasidhi, Dr. Nirmala Reddy, Nat Maetane, Sappi (South Africa).

Sponsors: ONE AFRICA ONE VOICE, Abbott, absa, enel, OLD MUTUAL, Safaricom.

AFRICA SHARED VALUE LEADERSHIP SUMMIT · 2021

Morning Session

GENDER EQUALITY & INCLUSION

Continuing to put gender equality on the agenda, this session led to cross-sector deliberation on what it would take to ensure scalable impact in addressing GBVF and advancing gender equality.

Afternoon Session

THE SDGs & BUILDING BACK BETTER

Ending the summit, highlighting the key topical areas of building back better through supporting the next generation of leaders.

DAY 2: 9 NOVEMBER 2021

Live & Virtual | 8-9 November | Our Hosts on Tuesday, 9 November

@AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Whole Yembra, Founder and MD, The Chrysalis Co

OLDMUTUAL Safaricom

Live & Virtual | 8-9 November | Fireside Chat: Gender Equality in Africa

@AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

L-to-R: Lindi Dlamini, CEO, PwC; Rosemary M'Kear, President, political analyst and writer; Titilola Dahunsi, Head, Sustainable Development & Corporate Brand, Infancia Africa

ONE AFRICA ONE VOICE

Live & Virtual | 8-9 November | LEADERSHIP VIEWS ON GENDER EQUALITY

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Prof Corné Davis, University of Johannesburg; Jeanne Francoise Mubiligi, Private Sector Federation Rwanda; William Price, Enel Green Power South Africa; Takalani Netshitenzhe, Vodacom Group; Sibongile Mthembu, The President's Office

Live & Virtual | 8-9 November | Mark Kramer Connects With Africa Council of 8

@AfricaSVS @AfricaSharedValueSummit www.africasharedvaluesummit.com

Afetsi Awoonor, Founder and Chairman, JBW Limited (Ghana); Simba Mhuro, Founder and MD, Oxygen Africa (Zimbabwe); Alaa Moatamed, Co founder, Taslema (Egypt); Mark Kramer, FSG/Harvard Business School (USA)

ONE AFRICA ONE VOICE

Abbott absa enel OLDMUTUAL Safaricom

A PLATFORM *For African Entrepreneurs*

In continuing to include young African entrepreneurs, for the first time, the ASVLS21 provided a platform for entrepreneur with climate smart and/or agribusinesses to present their innovations to Summit attendees.

Six finalists were selected by the ASVLS21 organising committee, and a winner voted for by attendees. The winner was Robert Chidzugwe with Athel Technology in Kenya, who also won \$1,000 towards his business.





MARKETING Social Media

REACH	TOTAL VALUE
280,000	\$157,788.64 (R2,500,000.00)

**Compiled by Meltwater, Ornico Solutions and Africa Press Organisation
Includes own targeted promotion and third-party platforms

PARTNERSHIPS & PAID MEDIA

Broadcast & Digital

CNBC AFRICA TV	CNBC AFRICA DIGITAL
2 x 1-hour panel discussions (CEO Connect)	Event promotion social media platforms
40-sec TVC (aired 70 times)	All content uploaded onto www.cnbc africa.com
5 x Recorded interviews from the event and played on In Focus Show	
2 x re-broadcasts	
Total Value: \$18,919.16 (R299,992.04)	

PARTNERSHIPS & PAID MEDIA

Print & Digital

M&G PRINT	M&G DIGITAL
1x Article	2x Digital Article
Full page Ad (Supplement)	All content uploaded onto www.cnbc africa.com
Ad	Banners
Total Value: \$30,768.29 (R488,109.74)	



PARTNERSHIPS & PAID MEDIA

Radio | Print | Outdoor

Published by over 325 websites, including Bloomberg and Business Insider

Radio: SAFM	Outdoor Billboards (Digital)	Print Adverts Placement
4x Interviews	JC Decaux: 2 Sites / 3 weeks	1x JSE Magazine Ad; 1x Digital Banner
	Gautrain: Digital Posters / 4 weeks	EU Reporter
Reach: 2,443,000		Reach: 21,551
Total Value: \$16,481.14 (R261,619.00)	Total Value: \$16,950.45 (R269 068,76)	Total Value: \$7,347.18 (R116,500.71)

Compiled by Ornico Solutions and JCDecaux Africa



PUBLIC RELATIONS

Press Releases

*Published by over 325 websites,
including Bloomberg and Business Insider*

CHANNEL	CIRCULATION
CNBC Africa	8,345,000
Africanews	11,700,000
Pulse.ng	5,000,000
APO Group widget	Viewed 936,778 times
Total APO Calculated PR Value	\$1,982,905.00 R 31,029,444.25

Compiled by Africa Press Organisations

MARKETING SUMMARY

TOTAL VALUE

*Awareness
Creation before
and during the
Summit*

USD 2,231,149.86

ZAR 35,363,725.28

KES 251,789,724.00

Exchange rate conversions calculated as per market rates on 08/12/2021

Thank you for having us and creating such a laudable platform to lend our voice to gender equality. It will always be my pleasure to support the gender cause.

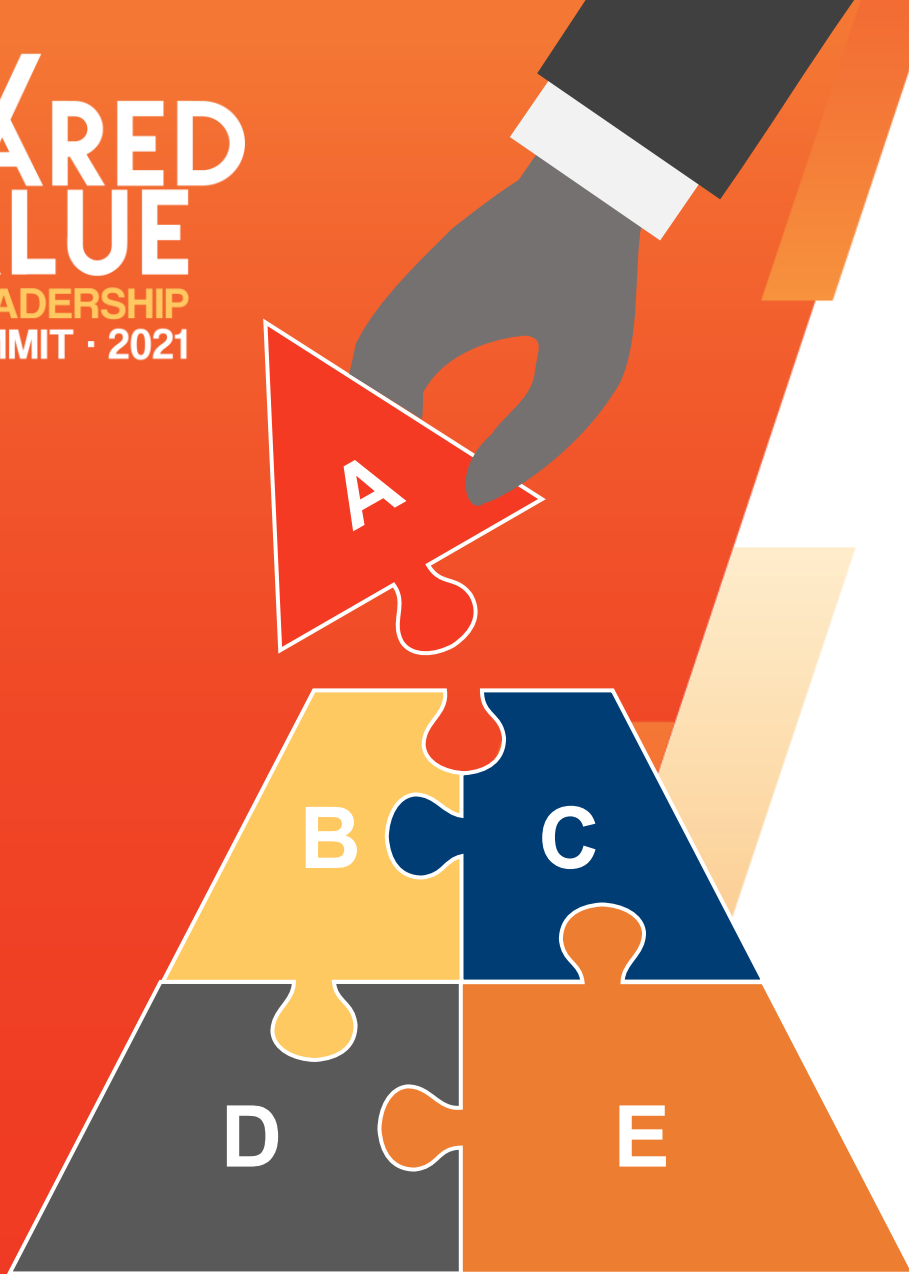
Titilope Ogutunga Lafarge Nigeria

Congratulations on holding a very enlightening and empowering summit. The content was awesome and was of great impact to me. I would really love to be part of the SVAI and would appreciate an exchange with you.

Elizabeth (Online)

Thank you for the invitation and appreciation to Fifi for guiding us through the discussion. We need more of such and with more voices.

Dr. Towela Nyarinda-Jere AUDA-NEPAD



SUCCESSSES/LEARNINGS

First-ever hybrid event

A

Good quality production

B

Well-curated content

C

Captured a wider audience
thanks to technology

D

Created more awareness
of Shared Value

E



MWVC
Africa



ASVL
SUMMIT 2022



OCTOBER 2022 · KIGALI, RWANDA