



2022

**Close-Out
Report**



**ONE AFRICA
ONE VOICE**

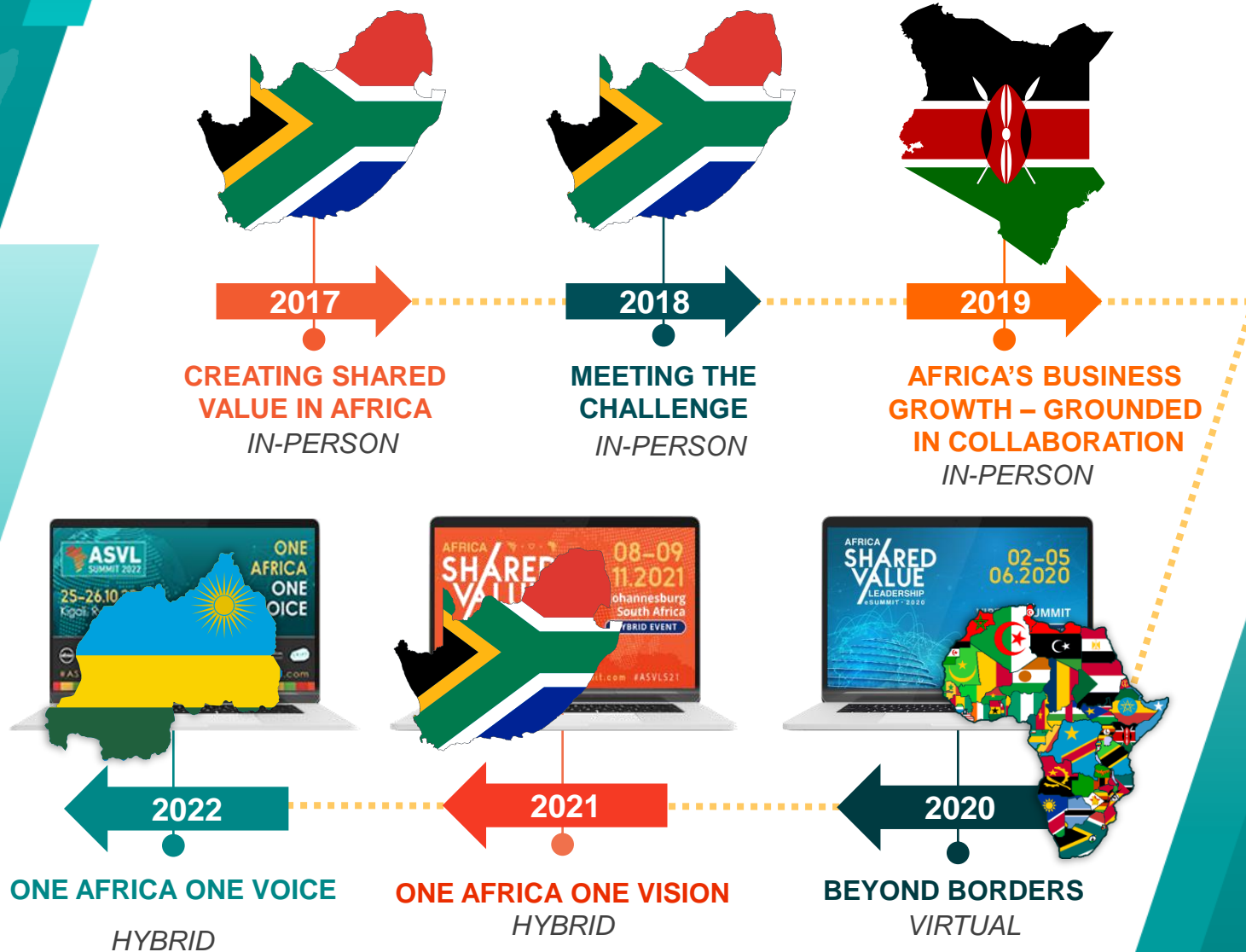
25-26 October 2022

Kigali, Rwanda



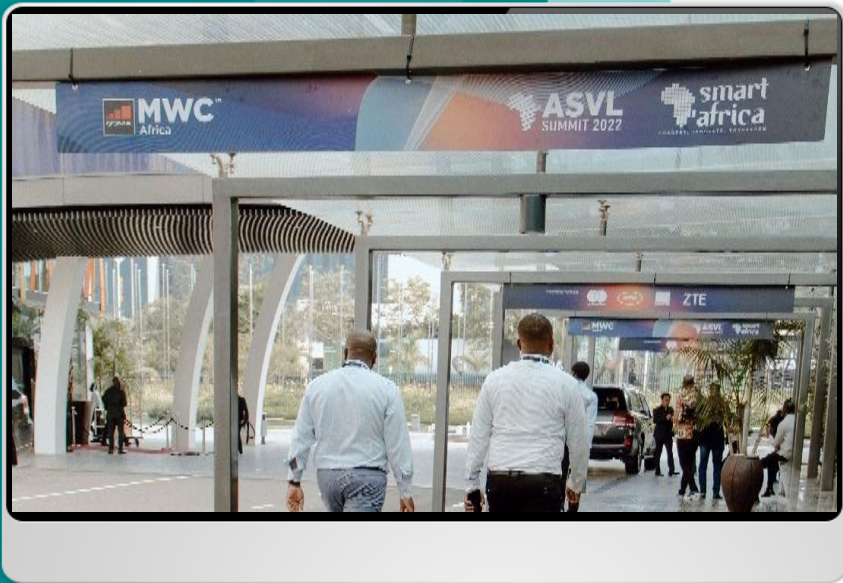
This year, the sixth Africa Shared Value Leadership Summit was hosted as a hybrid event alongside GSMA's MWC AFRICA.

SUMMIT BACKGROUND



MWC Africa Partnership: A GLOBAL FIRST

- The 2022 Africa Shared Value Leadership Summit was delivered alongside GSMA's MWC Africa in Kigali, Rwanda.
- The Summit delivered focused sessions and meetings to SVAI members, partners and the broader collective of attendees at the Kigali Convention Centre.
- The Summit featured thought leadership sessions bringing technology, connectivity and creating Shared Value together.
- In-person attendees in Kigali had access to both MWC Africa and ASVL sessions, as well as the executive leadership featured on the Policy Leaders Forum.





ASVL SUMMIT 2022



OUR PARTNERS



African
BUSINESS

africanews.

BUSINESS DAY



RegTech AFRICA®
Shorecrossing Excellence In Regulatory Innovations

jeuneafrique

the africa report



OVERALL EVENT BY THE NUMBERS



984

COMPANIES

IN ATTENDANCE

43%

SENIOR LEVEL
ATTENDEES

85%








ATTENDEES
FROM AFRICA

 20 EXPERT-LED SESSIONS
AND PANEL DISCUSSIONS

  60 SPEAKERS AND
FACILITATORS

OVER 
14 HRS 

OF BUILDING SHARED
VALUE LEADERSHIP

      
2,334

UNIQUE CHECK-INS OUT
OF 4,441 REGISTERED

DELEGATES

← FROM →

 75 

COUNTRIES

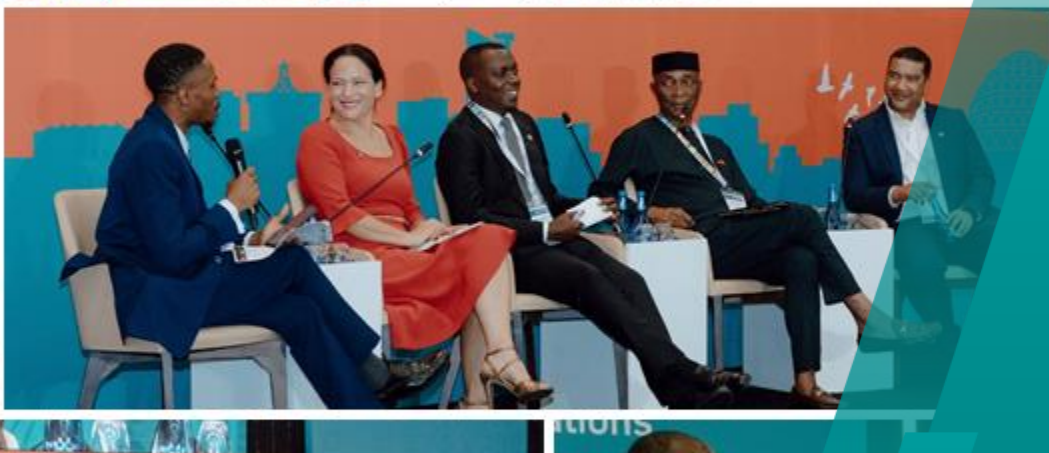
1,937  
ATTENDEES ON DAY 1

1,563  
ATTENDEES ON DAY 2



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SUMMIT 2022

Business Thought Leaders



Key Focus Areas



SUMMIT OBJECTIVES

Multi-sectoral discourse to open the pathway for discussion on opportunities for collaboration and collective action to create a more connected and inclusive society to grow the African continent.

FOCUS AREAS

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



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Overall Benefits



KEY DELIVERABLES

BENEFITS OF PARTICIPATING

- Demonstrate thought leadership
- Recognition as a purpose-driven change maker
- Build credibility as a Shared Value advocate
- Opportunity for partner/client acquisition
- Participation/attendance alongside business leaders and policy makers
- Influence others by sharing experiences and knowledge
- Networking opportunities for leadership and employees
- Build trust with all stakeholders and peers
- Global exposure and profiling



DAY 1: 25 OCTOBER 2022

SESSION 1

Creating Shared Value – Technology as an Enabler to Drive Africa’s Growth

How can digital connectivity and the creation of Shared Value to accelerate Africa’s growth?

SESSION 2

Climate Justice and Climate Finance

How do we harness the power of Shared Value and digital technology, as we transition to a more climate friendly and just society on the Africa continent?

SESSION 3

Digital Inclusion for All

How do we leverage technology to create Shared Value and deliver much needed solutions to close the growing digital gaps and the digital gender divide?





DAY 2: 26 OCTOBER 2022

SESSION 4

Digital Infrastructure to Fuel Africa's Growth

Given the historic infrastructural deficit in the developing world, what kind of collaboration and innovation is required to bridge the digital divide and foster collective impact and growth?

SESSION 5

The Fourth Industrial Revolution

Africa has been left behind during past industrial revolutions. Will it be different this time?

SESSION 6

Digital Transformation to Accelerate Trade in Africa

What role can Shared Value thinking combined with digital innovation perform to help accelerate intra-Africa Trade?





SVAI
Community
Thought
Leaders on
MWC Africa
Platform



**Better Future
Stage: SVAI
sessions on
Africa's youth
dividend and
cross-border
trade**



ASVL SUMMIT 2022

Shared Value Lounge: Networking, engagement & working space





PR & Marketing TOTAL AVE**

** AVE: Total clippings or advertising value equivalent, (a monetary value attributed to PR coverage that estimates worth if it was paid for).

BROADCAST & DIGITAL	R 2,936,429.13
ONLINE COVERAGE	R11,692,641.00
PRINT COVERAGE	R 1,679,524.00
SOCIAL MEDIA COVERAGE	R 538,978.63
AVE TOTAL VALUE: R16,847,572.76	

AVE TOTAL VALUE includes GSMA and MWC Africa coverage where ASVLS was mentioned.
Monitoring done by Meltwater, monetary values are based on Meltwater calculations



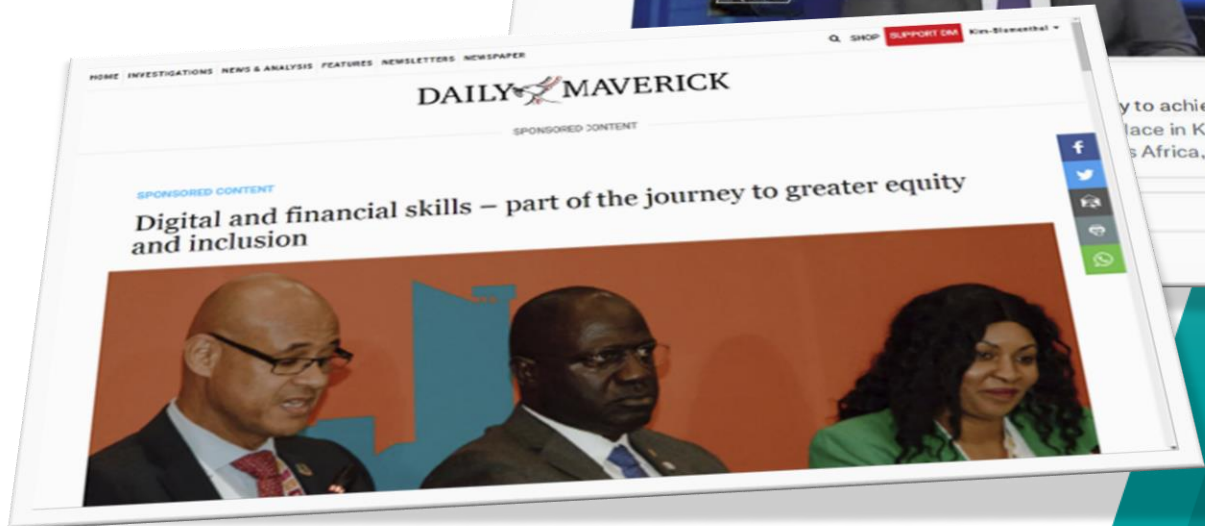
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Total Marketing Value Created

USD 972,465.32

ZAR 16,847,572.76

Exchange rate conversions as per market rates on 15/11/2022





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SUCCESSSES/LEARNINGS

First ever global partnership event

A

Good quality production
and connectivity

B

Well-curated and top quality content

C

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

D

New location facilitates in-country
awareness and relationship building

E



THANK YOU



United Nations
Global Compact



#ASVLS22

www.africasharedvaluesummit.com