

“

Robert “Bob” Collymore was a business icon on the African continent and a passionate advocate for the principles of Shared Value and business’s responsibility to play an active role in creating a better future for all.

His passing after a long battle with cancer marks the loss of a true Shared Value champion on our continent, and we hope that his legacy, of driving social progress and change on our continent, will inspire us all to use business as a tool not only for profit, but to create a better, more inclusive world. Bob’s last public appearance was at our 2019 Africa Shared Value Summit, where he shared his message of bridging inequality and committing to purpose.

”





AFRICA
**SHARED
VALUE**
SUMMIT 2019

CLOSE-OUT REPORT 2019



ASVS19 IN NUMBERS



**TOTAL UNIQUE
DELEGATES 354**

- **DAY 01 ATTENDEES 313**
- **DAY 02 ATTENDEES 212**



46 SPEAKERS



COUNTRIES REPRESENTED



Australia



Botswana



Cameroon



Ethiopia



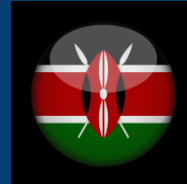
Ghana



India



Italy



Kenya



Nigeria



South
Africa



Rwanda



Sierra Leone



Switzerland



Tanzania



Uganda



United
Kingdom



United States



Zimbabwe



KEY DELIVERABLES

ONE

Build upon and continue the Shared Value conversation started at the first Africa Shared Value Summit in 2017



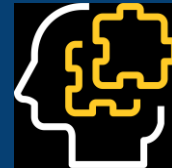
TWO

Provide a platform for business to share case studies and insights from their Shared Value journey



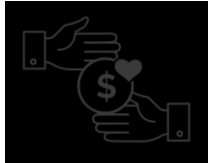
THREE

Focus on implementation, impact and alignment to the 2030 UN Sustainable Development Goals





KEY ELEMENTS THAT **HELPED US ACHIEVE OUR GOALS**



Sponsors



Content &
Speakers



Delegates



Pre-Summit
Events



PR, Media &
Advertising



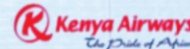
Africa Shared
Value Summit App

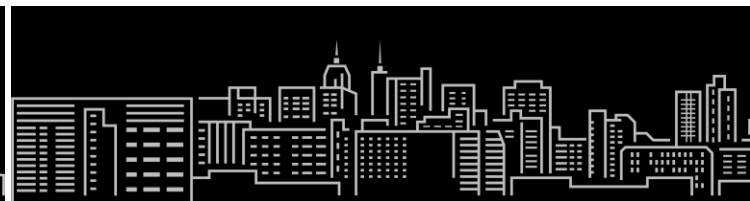


ASVS19 SUMMIT SPONSORS

AFRICA
**SHARED
VALUE**
SUMMIT 2019
NAIROBI, KENYA

PROUD SPONSORS





ASVS19 SPONSORS

PROUD SPONSORS





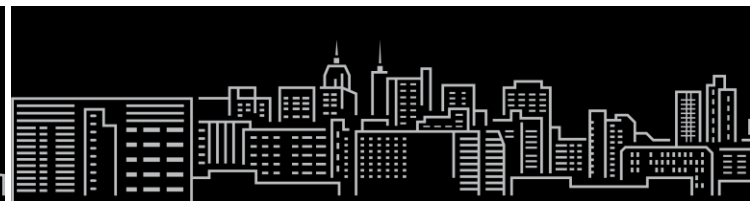
ASVS19 PARTNERS

MEDIA PARTNERS



TRAVEL PARTNERS





CONTENT & **SPEAKERS**





SUMMIT
THEME

**AFRICA'S BUSINESS GROWTH -
GROUNDED IN COLLABORATION.**





SUMMIT THEME

The Summit tracks focused on some of Africa's most important business sectors:



Agriculture



Energy



Manufacturing



Infrastructure



Health care

This also aligned the Summit content with host country Kenya's Big Four agenda, which focuses on four key socio-economic targets: manufacturing, food security, universal health coverage and affordable housing.



KEYNOTE **SPEAKERS**





KEYNOTE 1 **DAY 1 HEADLINE**



▀▀ We believe that the Sustainable Development Goals provide the opportunity to really engage in a purpose-driven business, and business that is both sustainable and inclusive. ▀▀

BOB COLLYMORE



KEYNOTE 2

DAY 1 SHARED VALUE INITIATIVE GLOBAL



“ A really sustainable competitive advantage comes from picking the particular customer segment you want to serve and designing every activity in your organisation to serve their needs better than anyone else. ”

Mark Kramer



KEYNOTE &
HEADLINE SPEAKERS DAY 1



Mark Kramer

RENOWNED HARVARD ECONOMIST
CO-FOUNDER & MD, FSG



Bob Collymore

CEO,
SAFARICOM



Nzioka Waita

CHIEF OF STAFF & DELIVERY UNIT
HEAD, EXECUTIVE OFFICE OF THE
PRESIDENCY (KENYA)



CD. Glin

PRESIDENT & CEO,
USADF



KEYNOTE &
HEADLINE SPEAKERS



Ross Smith

SENIOR REGIONAL PROGRAMME
ADVISOR WORLD FOOD PROGRAMME
(EAST & CENTRAL AFRICA)



Joshua Oigara

CEO,
KCB GROUP



Dr Amy Jadesimi

CEO,
LADOL



Khanyi Chaba

HEAD OF RESPONSIBLE BUSINESS,
OLD MUTUAL LIMITED



KEYNOTE & HEADLINE SPEAKERS DAY 2



Ross Smith

SENIOR REGIONAL PROGRAMME
ADVISOR WORLD FOOD PROGRAMME
(EAST & CENTRAL AFRICA)



Joshua Oigara

CEO,
KCB GROUP



Dr Amy Jadesimi

CEO,
LADOL



Khanyi Chaba

HEAD OF RESPONSIBLE BUSINESS,
OLD MUTUAL LIMITED



BREAKAWAY SESSIONS





BREAKAWAY SESSIONS

COMPETITIVENESS; SOCIAL PROGRESS AND SHARED VALUE

• **Dr Amit Kapoor**, Chair, Shared Value Initiative India



FACILITATOR:

AFETSI AWOONOR
SVAI Africa Council
of 8 (Ghana)

ATTENDEES:

52





BREAKAWAY SESSIONS

ELECTRIFYING AFRICA: THE WAY FORWARD

- **Marnus Botha**, Shared Value Africa Initiative
- **Tshegofatso Makofane**, Shared Value Africa Initiative
- **Malani Ramasamy**, Shared Value Africa Initiative
- **Grace Mahlomotja**, Shared Value Africa Initiative
- **Lizeka Dlepu**, Enel Green Power



FACILITATOR:

**SIMBARASHE
MHURIRI**

SVAI Africa Council of 8

ATTENDEES:

27



BREAKAWAY SESSIONS

RSG WEF: RECLAIMING PUBLIC AND POLITICAL SECTOR LEADERSHIP FOR A SHARED VALUE CONTINENT

A Joint Initiative with the Africa Regional Strategy Group, an Initiative of the World Economic Forum

- **Laban-Cliff Onserio**, Deputy Communications Director, Office of the President
- **Dr Kamau Gachigi**, Managing Director, Gearbox



FACILITATOR:

CLIFF LABAN

Deputy Communications
Director, Office of the President
(Kenya)

ATTENDEES:

19



BREAKAWAY SESSIONS

BUILDING AFRICA'S MOST POWERFUL SHARED VALUE NETWORK: BECOMING A PART OF THE SHARED VALUE AFRICA INITIATIVE

- **Tiekie Barnard**, Shared Value Africa Initiative
- **Sanda Ojiambo**, SVAI Africa Council of 8 (Kenya)



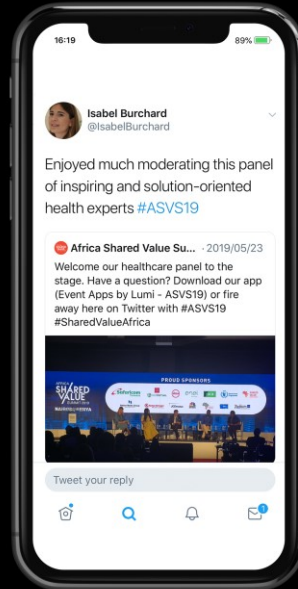
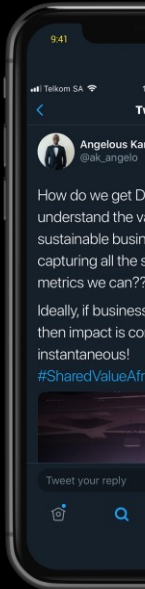
ATTENDEES:

40



ASVS19 DELEGATES







ASVS19 DELEGATES PHOTOGRAPHS





PRE-SUMMIT EVENTS





**PRE-SUMMIT
EVENTS | ASVS19 MEETINGS WEEK**

**ASVS19 MEETINGS WEEK
19-22 MAY 2019 | NAIROBI, KENYA**

Shared Value Africa Initiative CEO Tiekie Barnard and Summit keynote speaker and co-creator of the Shared Value business concept Mark Kramer met with key Kenyan business leaders to discuss their Shared Value journeys and the advancement and implementation of Shared Value in the region going forward.



**PRE-SUMMIT
EVENTS | ASVS19 MEETINGS WEEK**





**PRE-SUMMIT
EVENTS | SHARED VALUE 101 MASTERCLASS**

**SHARED VALUE 101 MASTERCLASS
22 MAY 2019 | RADISSON BLU, UPPER HILL, NAIROBI**

An opportunity to find out more about the Shared Value business model ahead of the Summit, the Masterclass featured speakers Shared Value Initiative India Chair Amit Kapoor and Shared Value advocate Immaculata Segooa.



PRE-SUMMIT EVENTS | SHARED VALUE 101 MASTERCLASS





PRE-SUMMIT

EVENTS | SPEAKERS MEET & GREET COCKTAILS

SPEAKERS MEET & GREET COCKTAILS

22 MAY 2019 | RADISSON BLU, UPPER HILL, NAIROBI

An exclusive opportunity for Summit speakers to meet and network before the Summit.



PRE-SUMMIT EVENTS | SPEAKERS MEET & GREET COCKTAILS





PRE-SUMMIT EVENTS | CEO'S LUNCH

CEO'S LUNCH

23 MAY 2019 | RADISSON BLU, UPPER HILL, NAIROBI

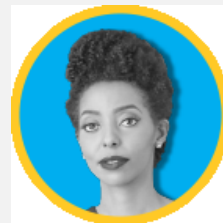
Sponsored by Safaricom, this closed lunch event brought together some of Kenya's top CEOs and featured an in-depth Shared Value panel discussion on purpose-driven business leadership.



Mark Kramer,
Co-Founder & MD, FSG



Bob Collymore,
CEO, Safaricom



Dr Amy Jadesimi,
CEO, LADOL



PRE-SUMMIT EVENTS | CEO'S LUNCH





ASVS19 **SUMMIT APP**





ASVS19 SUMMIT APP
HOSTED BY EVENT APP BY LUMI

TOTAL NUMBER OF USERS: 134
ACTIVATION RATE: 100%

97,81% WERE ACTIVELY USING THE APP THROUGHOUT THE TWO DAYS OF THE SUMMIT.





ASVS19 **SUMMIT APP**

CONTENT AVAILABLE ON THE APP INCLUDED:

- SPEAKER BIOS
- LIVE PROGRAMME
- REPORTS & ARTICLES
- DOWNLOADABLE SUMMIT AUDIO
- SUMMIT PHOTOGRAPHS & VIDEOS CLIPS









THE RESULTS





SOCIAL MEDIA VALUE

PLATFORM	ENGAGEMENTS	VALUE
 FACEBOOK	2 610	\$ 3 028
 TWITTER*	561	\$ 1 028 426
 LINKEDIN	111	\$ 118.97
 YOUTUBE	37	\$ 667.24

* Hashtags trended on 23 and 24 May

SOCIAL MEDIA IMAGE EXAMPLES

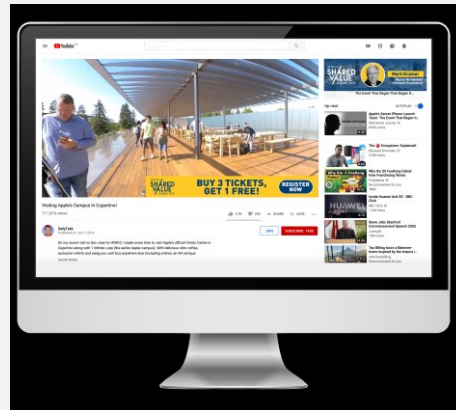




ADVERTISING VALUE

PLATFORM	FLIGHTINGS	VALUE
PRINT	17	\$ 78 122
RADIO	143	\$ 109 761
TV	54	\$ 124 559
OUTDOOR	29 SITES – 5 COUNTRIES	\$ 101 488
GOOGLE DISPLAY ADS	818,400	\$ 49 495

ADVERTISING IMAGE EXAMPLES





INTERNATIONAL DISTRIBUTION (AFRICA PRESS ORGANISATION) **PR/MEDIA VALUE**

DATES	WEB ENGAGEMENT	VALUE
FEBRUARY	282 WEBSITES	\$ 1 657 712
MAY	278 WEBSITES	\$ 1 682 142

APO PR/MEDIA IMAGE EXAMPLES





VALUE OF INTERVIEWS

	PLATFORM	NO. OF INTERVIEWS	VALUE
	SAFM	8	\$ 58 650
	CHANNEL AFRICA	9	\$ 32 909
	CNBC AFRICA	12	\$ 26 937



AREAS OF **IMPROVEMENT**

- **Better panel moderation – drive discussion not just Q & A**
- **MC/Facilitator use of app for delegate engagement (Q & A function, etc.)**
- **Sit-down lunch areas to facilitate more networking opportunities**
- **Move breakaway sessions before lunch**



WHAT **WORKED**

- **Strong partnerships** with key regional sponsors
- **World-class conference and A/V design/presentation**
- **Good regional speaker representation**
- **Inclusion of young businesspeople** and practical examples of Shared Value implementation

AFRICA
**SHARED
VALUE**
SUMMIT 2020

25-26
.05.2020

JOIN THE MOVEMENT NEXT YEAR IN KIGALI, RWANDA!