



STAKEHOLDER REPORT 2016



OUR PURPOSE

Genesis Analytics is committed to making a difference

We live up to our purpose of unlocking value in Africa by leveraging our rigorous analytics skills to help companies, countries and communities make better decisions to tackle the challenges that they face



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Introduction

Over the past three years Genesis Analytics has **doubled** in size. We have added new capabilities and geographies to our work. We now have more than **100 members of staff**, of which **85 are consultants**.



WE HAVE ADDED THRIVING PRACTICES IN:

- Agriculture and Agribusiness
- Health
- Infrastructure
- Shared Value

We also launched the **first Applied Behavioural Economics practice in South Africa**.

FIRST

They assist businesses to grow and become more profitable by effecting large scale behaviour change using behavioural economics.

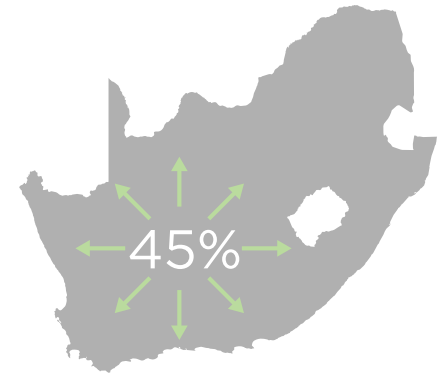


Introduction

OUR REGIONAL FOOTPRINT HAS ALSO GROWN

Work outside South Africa now accounts for **45% of our revenue**.

In November 2015 we opened an office in **Nairobi** to accommodate our expanding work in development, competition and regulation and financial services in East Africa.



JUST ONE EXAMPLE OF THE EXCITING OPPORTUNITIES IN THAT MARKET:

We were appointed the lead transactional adviser on a project to address the student accommodation crisis in Kenya by creating accommodation for **34 000 students** at five universities.

[We believe this initiative will provide new solutions to an urgent need experienced in many other countries on our continent.]





Introduction

2016 promises to be a challenging time in Africa. And we have elected to continue to grow Genesis by investing in strong professionals, technical leadership and new areas.



Our market-leading **COMPETITION** practice now has six partners, and we are building skills in trade disputes, damages quantification, and tariff and price determination. All three areas are of prime importance to both our corporate and public sector clients.



Our **MONITORING AND EVALUATION** team - which evaluates large development projects for governments, foundations and corporates - is adding staff in Johannesburg and East Africa to accommodate rapidly growing demand.



Our **FINANCIAL SERVICES STRATEGY** team, which worked in 23 countries last year, launched a strategic partnership with the international risk consultancy Parker Fitzgerald to jointly offer cutting edge risk management services in Africa.



In February, we launched a **HEALTH** practice. Headed by Dr Saul Johnson, a well-known epidemiologist, the new practice will focus on public health, particularly in the context of infectious diseases and, - leveraging off our behavioural economics knowledge - behaviour change to improve the health of communities.



UNLOCKING VALUE IN AFRICA

Genesis Analytics was one of the first economics-based consulting firms to be established in Africa and has since grown into the largest

Our purpose is straight forward:
to unlock value in Africa



Unlocking Value in Africa

Our purpose is **to unlock value in Africa**. We use our rigorous analytical capabilities to improve decision-making, and through better decisions we unlock substantial value for our clients and society.

HOW DOES OUR WORK UNLOCK VALUE?

We do this in many ways. For instance, we unlock value when:

1. We figure out the mobile-entry strategy for a bank operating in a fast-growing market.
2. We provide a litigation-proof analytical foundation for a regulator wishing to reduce mobile phone termination rates, saving low-income consumers hundreds of millions of dollars a year.
3. We devise a horticulture strategy for a large East African country that can create a hundred thousand jobs.
4. Our analysis prompts the restructuring of the plan for a water scheme that could serve thousands more households in poorer, rural areas in Malawi.

These are just four examples drawn from our large archive of case studies.

Our Purpose
is to unlock value
in Africa.

We do this by
using Plus Ultra
thinking to bring
about better
decisions.

**#unlocking
valueinafrica**



Unlocking Value in Africa

Genesis is an African Firm

45% of our revenue is generated outside the borders of South Africa.

Over the past two years Genesis has worked in these countries in Africa.



Genesis has worked in 23 African countries over the past 2 years.

**#unlocking
valueinafrica**



UNLOCKING VALUE THROUGH OUR WORK

The term 'unlocking value' has a specific meaning at Genesis. It refers to our purpose to map out a path to value for our clients and for society that was not immediately apparent

When a project unlocks value, we celebrate it!



Unlocking Value through our Work | PROJECT EXAMPLES

ENCOURAGING SOUTH AFRICANS TO SAVE FOR THEIR RETIREMENT

In South Africa, retirement benefits accumulated through instruments such as pension and provident funds are only accessible to policy-holders at specific times, for example when they change employers. It is well documented that withdrawing funds before retirement is the main reason why most South Africans cannot afford to retire when the time comes.

The Applied Behavioural Economics team worked with a global insurance provider's call centre to encourage more South Africans to save adequately for retirement by 'conserving' or reinvesting their retirement reserves rather than withdrawing them when they have the option.

The Genesis's work, using the **principles of behavioural economics**, led to a **156% increase in the value of retirement benefits conserved**. For the insurer, this realised considerable value, given that it will **conserve close to R600-million** in 2016, off a base of R250-million in 2015. [The project therefore delivered a 19-times return on investment.]

Encouraging more South Africans to save adequately for retirement by 'conserving' or reinvesting their retirement.

#saveforretirement

For further information on this project, refer to our website www.genesis-analytics.com



Unlocking Value through our Work | PROJECT EXAMPLES

PLAN EXPANDS WATER SUPPLY TO 25 000 MALAWIANS

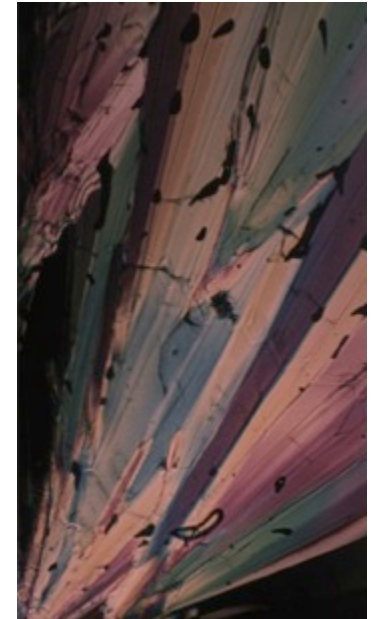
Illovo Sugar Malawi wanted to improve the water supply for Nchalo town and the communities surrounding its sugar facility, which is a very poor area that lacks clean water and sanitation.

The Genesis's work resulted firstly in the decision to proceed with the project. Secondly, and going beyond standard analysis and reverting to the engineers to help redesign the project to expand the water network to poorer communities not part of the original design, the **Genesis team increased the economic impact of the project and its value for money.**

The project is now expected to benefit an additional 12 000 people in the original target area. With the expansion to outlying villages, it is expected that 25 000 additional individuals in poorer, rural villages will also benefit from the project.

Nchalo is in the Chikwawa district in the southern region of Malawi. This will provide water for a growing population that would otherwise not have access to clean water.

#makingadifference



This is the molecular structure of a sugar crystal

For further information on this project, refer to our website www.genesis-analytics.com

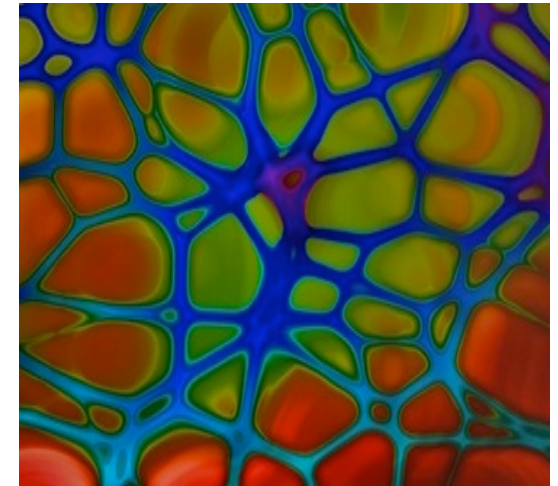


Unlocking Value through our Work | PROJECT EXAMPLES

A NEW HIV PREVENTION STRATEGY FOR THE GATES FOUNDATION

The HIV prevention field is changing rapidly as treatment becomes widely available and as new prevention technologies reach the market. The Bill & Melinda Gates Foundation (BMGF) commits significant funding to healthcare and HIV, and needs to decide whether its strategic focus areas are appropriate in this changing landscape.

The Genesis Health team has ensured that the approaches and recommendations used in these projects are grounded in the reality of the Southern African HIV epidemic, which is the most severe in the world.



Intricate structure of blood

The Health team has ensured that the approaches and recommendations used in these projects are grounded in the reality of the Southern African HIV epidemic, which is the most severe in the world.

#changeformthebetter

For further information on this project, refer to our website www.genesis-analytics.com



VALUES AND CULTURE

Genesis Analytics supports the values of human dignity, equality and freedom as detailed in our Values and Code of Ethics

This lays the foundation for creating a culture within the company where transformation becomes the responsibility of all Genesis staff and is entrenched in every aspect of our management practices





Values and Culture

OUR PEOPLE DEFINE US

I respect, value and help grow the people around me

- lived and demonstrated by the following questions:

- Did I build the people around me today?
- Did I grow today?
- Do I respect diversity and the people around me?
- Do I help Genesis become a better place?
- Do I leave a positive impression on all those with whom I interact?
- Am I someone who personally makes a difference?

Our strength is working together

- demonstrated through the following behaviours:

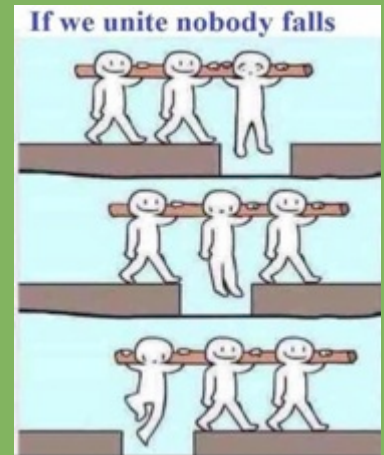
- I treat, speak and think about people around me with fairness and kindness.
- I give colleagues space to honour their aspirations and commitments outside of work.
- I cherish our diversity and respect the beliefs of others.

I love coming to work.
The people I work with
make work a pleasure.

#ourpeopledefineus

Why the word 'grow'? -
All other words were too
limiting, they only
encompassed a part.

#ourpeopledefineus





Values and Culture

GLASS BOX

My work and decisions can withstand scrutiny.
Our people value and exhibit integrity and ethical behaviour.

What does this mean...

- Everything I do – my work, my decisions – can all be independently scrutinised.
- That scrutiny would show that my work was ethical and done with integrity and honesty.
- Glass box is a test you apply on the work you have done.
- **Would we be able to hold our heads up high?**

Take ownership of
your responsibilities.

#glassbox

Being rigorous may take
time but the rewards can
be longer lasting.

#glassbox

The word scrutiny is a
'harsh' word, but it is meant to be.
It sends a powerful message.

#glassbox



Values and Culture

PLUS ULTRA

My work pushes frontiers. We work with courage, imagination and passion.

What does this mean...

- Going beyond is what we do. I don't settle for the obvious solution.
- I care about the work I do because it pushes boundaries.
- Plus Ultra is an attitude. **There are no traffic jams along the extra mile.**
- It's about having the brightest young minds with the unique insights they bring.

Even Buzz Lightyear went to "infinity and beyond".

#plusultra

Faster and further to the next horizon.

#plusultra

I spend time at the beginning of each project thinking - is there a new and better way of doing this?

#plusultra



Values and Culture

THE PLUS ULTRA STORY

Plus Ultra (Latin for further beyond): It is closely associated with the Pillars of Hercules, which according to Greek Mythology were built by Hercules, near the Straits of Gibraltar, marking the edge of the then known world. According to mythology the pillars bore the warning *Nec plus ultra* meaning "nothing further beyond" indicating "this is the end of the (known) world", serving as a warning to sailors and navigators to go no further. This was the end of creation, there was nothing further!

But when a courageous explorer ignored this warning, and discovered "new worlds" in the late 1400's it was changed to "Plus Ultra", "Further Beyond."

SO WE ASK OURSELVES... Did we go beyond?... Did we push the boundaries? As who knows what is further beyond? And thus we epitomise this courage and imagination in our value!





Values and Culture

OUR CODE OF ETHICS

The work we do

- My work tries to improve social outcomes. Where my work actively harms these, I stop doing it.
- I never write a lie. I don't fit the truth to the client.
- I credit others for their ideas.
- I try to live and work sustainably.

My work
tries to improve
social outcomes.

#theworkwedo

Dealing with Clients

- I make sure all team members are ethically comfortable with the work.
 - I promise only what I can deliver, and deliver what I promise.
 - I strive for financial success, but don't charge dishonestly.
-



Values and Culture

OUR CODE OF ETHICS

Working together

- I treat, speak and think about people around me with fairness and kindness.
- I give colleagues space to honour their aspirations and commitments outside of work.
- I cherish our diversity and respect the beliefs of others.

Working together to make a difference.

#teamwork

Conflicts of Interest

- I keep confidential information confidential.
- I seek to avoid conflicts of interest between our clients, or between our practices. When in doubt, I ask.
- I abide by the laws of the communities in which I operate.

I can be trusted with information.

#confidentiality



TRANSFORMATION

Transformation is one of Genesis Analytics' strategic initiatives

It is essential to the sustainability of our business, both in terms of our ability to service our clients and win work, as well as being a driver for attracting top talent



Transformation

GENESIS HAS DEFINED OUR TRANSFORMATION STRATEGY WITH THE FOLLOWING PILLARS:

- We aim to be demographically representative of our country, at all levels within the company.
 - We commit to fair opportunity for all.
 - We commit to maintaining a high performance culture.
-

Genesis ascribes and commits to the statements and ethos as contained in the relevant South African legislation regarding Employment Equity and Affirmative Action, in an effort to support and enable those who have previously been disadvantaged by discrimination.

Genesis further endorses the South African Constitution's statement that everyone is equal before the law and has the inherent dignity and the right to have that dignity respected and protected while at work.



Transformation | EMPLOYMENT EQUITY

Genesis is committed to the implementation of Employment Equity as detailed and defined in the Employment Equity Act No 55 of 1998.

Genesis encourages a work environment that is free from discrimination, harassment, favouritism, victimisation and intimidation by facilitating the creation and maintenance of a workplace in which the dignity of every employee is respected, and there is equal opportunity for all in terms of access to opportunities, treatment, remuneration and benefits.

Genesis recognises that our value to clients lies in the experience, skill, knowledge, creativity and diversity of our people. As such Genesis seeks to recruit, retain, develop and promote exceptional people at all levels and to create an environment that is demanding, stimulating, fun and financially rewarding.

Strive for
no discrimination.

#equalopportunity



THE GENESIS TRANSFORMATION AND EMPLOYMENT EQUITY COMMITTEE (“TEEC”) WAS FORMED IN NOVEMBER 2014 AND IS TASKED WITH THE FOLLOWING:

- Conducting an employment equity barrier analysis which aims to identify barriers which adversely affect people from designated groups;
- Preparing and implementing an EE plan which will achieve reasonable progress toward transformation in Genesis;
- Preparing and compiling reports to be submitted to the Department of Labour;
- Monitoring the implementation of the EE plan within Genesis.

The TEEC started work on the EE plan in 2015. In order to collect information on barriers to employment equity and gauge the views of staff on employment equity and affirmative action, the TEEC conducted a staff survey and thereafter held a number of workshops with various groups to further interrogate the issues raised during the survey.



The information gathered through these processes, coupled with the TEEC's own analysis of the firm's policies and processes, was compiled into a diagnostics report that identified the barriers to employment equity at Genesis. The diagnostic report informed the development of the EE plan which identifies affirmative action measures to be implemented to address the identified barriers.

Over the next year, the TEEC's focus will be to manage the implementation of the affirmative action measures outlined in the EE plan.

MEASURES WILL ADDRESS BARRIERS IN FOUR KEY AREAS:

- Junior Recruitment and Talent Management
 - Senior Recruitment
 - Policies and Procedures
 - Diversity Consciousness
-



Transformation | BROAD BASED BLACK ECONOMIC EMPOWERMENT

Genesis subscribes to the principles of broad-based black economic empowerment (B-BBEE), and is an audited level four (4) contributor under the revised codes gazetted on 11 October 2013. We work closely with our network of black-owned suppliers to provide business support and advice. We also have preferential procurement policies, which ensure that we support emerging black-owned SMEs.

Over the past 18 months Genesis has been working hard to achieve this score under the revised BEE codes. Under the previous codes, Genesis was a level three (3).

Level 4, under the revised BEE codes.

#wow #BEE #makingadifference

Grant Thornton Verification Services (Pty) Ltd
Broad-Based Black Economic Empowerment
Verification Certificate

Genesis Analytics (Pty) Ltd

has been evaluated in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act 52 of 2003, as amended in 2014

Address: Office 3, 50 Sixth Road, Hyde Park, Johannesburg, 2196
Reg. Number: 1998/001950/07
Vat Number: 4910174988

B-BBEE Status: Level Four Contributor **B-BBEE Procurement Level:** 100%

The score obtained above comprises of the following elements:

Element	Score	Weighting
Ownership	23.35	25.00
Management Control	3.25	15.00
Skills Development	14.71	20.00
Enterprise & Supplier Development	33.74	40.00
Socio Economic Development	5.00	25.00
Total	80.05	15.00


B-BBEE Status before subminimums: Level Four Contributor
Subminimums achieved: TRUE

Black women ownership	9.90%
Black ownership	19.00%
Empowering Supplier	Yes
ED Beneficiary	N/a
Scorecard / Sector	Amended Codes - Generic


Effective Date: 19 May 2016
Expiry Date: 18 May 2017
Verification Number: 24410 Rev 0
Technical Signatory: MARSHA ARNOLD

Marsha Arnold

This certificate is valid for 12 months from date of issue.



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SUPPLIER DEVELOPMENT

During the year Genesis worked with one of its enterprise development beneficiaries to become a supplier. Genesis subsequently helped in terms of supplier development by spending time, at no charge, increasing the operational and financial efficiency of **Phakamani Impact Capital** (a 51% black-owned QSE). This included:

- 37 days spent doing the books and assisting with HR and IT related matters.
- Two days spent in helping with a proposal for a new target client.



39 days helping increase the operational and financial efficiency of a Qualifying Small Enterprise.

#supplierdevelopment



Transformation | BROAD BASED BLACK ECONOMIC EMPOWERMENT

Phakamani Impact Capital provides a platform for raising, structuring and managing funds to meet social objectives, while still operating on commercial principles.

Phakamani's model has been designed to address the challenges preventing the sustainable growth in the African SME sector and works to provide turnkey solutions to entrepreneurs, investors and corporates.

Phakamani simultaneously builds sustainable, profitable SMEs, minimises risks faced by investors and provides high-impact supply chain development solutions for corporates.

ENTERPRISE DEVELOPMENT

Via its enterprise development activities Genesis continues to assist Phakamani Impact Capital (a **51% black-owned QSE**), in the form of an **interest free loan of R750 000**.

Paying small businesses immediately.

**#thatshowweroll
#helpingcashflow**



RECRUITMENT

We are driven to hire the best of the best

We look for passionate, self-motivated
and energetic problem-solvers

People who value integrity

Analytical thinkers who want to do
plus ultra work and unlock value





Recruitment | GRADUATE RECRUITMENT

We are committed to an **annual hiring target where at least 60% of our graduate intake are black South Africans**. To do this we have expanded the number of universities and courses/programmes we have recruited from over the recent years.

The Genesis Education Foundation Trust continues each year to grant a greater number of scholarships to facilitate Honours and Masters level studies in Economics for EE candidates.

Genesis enhances its visibility and involvement with universities through processes such as guest lecturing and awarding prizes to top students. Through this we are able to promote a greater awareness around the scholarship opportunities available to post-graduate economic students.

Genesis continues to implement various initiatives to assist students at all levels of study and intends launching a structured student mentorship programme in 2017.



Recruitment | GRADUATE RECRUITMENT

TO INCREASE THE AWARENESS OF A CAREER AT GENESIS:

- An **internship programme** is held twice a year for all our bursary students. Each internship has a formal assessment at the end, and lasts between **four to eight weeks** over the year.
- **Internships have also recently been opened to students from outside the bursary programme.**
- To date interns have been sourced from the WITS Business School and the MasterCard Foundation.



Induction Programme, February 2016

Formal Internship Programme.

#bridgingthedivide



Recruitment | GRADUATE RECRUITMENT

- Genesis has over the past year partnered with e-Deaf, to **sponsor and employ one deaf learner on a six month learnership.**
- This is a grassroots, long-term programme, where our ultimate aim is to be able to offer the learner/s long-term employment.
- The South African educational system does not cater for deaf learners and thus most deaf learners are way behind their peers.
- Our aim, through this initial sponsorship, is to roll this programme for the learner over a two year period or longer to ensure a full education. During this time we can assess and plan how we can accommodate the learner (and learners as we try and expand this involvement) in full time employment at Genesis.
- Refer to the e-Deaf website for more details:
<http://www.edeaf.co.za/>

Partnered with e-Deaf, to sponsor and employ one deaf learner.

#helping





Recruitment | GRADUATE RECRUITMENT

TO INCREASE THE AWARENESS OF A CAREER IN ECONOMICS AT GENESIS,
WE COMMUNICATE VIA THE FOLLOWING CHANNELS AND METHODS:

- **Genesis awards prizes to the top third-year and honours students.**
The prizes are given at the following universities: Wits, Stellenbosch, UJ, UP and UCT.
 - Our commitment to developing an interest and passion in economic consulting as a career choice has seen Genesis present the bursary register book to five PDI schools.
 - Relationships established with **The Moshal Scholarship** and the **Michael and Susan Dell Scholarship**, **African Leadership Academy**, **Oprah Winfrey Leadership Academy** and the **MasterCard Foundation** to encourage students to apply for bursaries and employment opportunities.
-

Doing
guest lectures.

#reallifeexamples



Recruitment | GRADUATE RECRUITMENT

- Genesis has delivered guest lectures at UCT and Rhodes and plans to roll this out to more institutions in 2017, with a list of topics being developed to prioritise this process.
- On a more fun note, Genesis has provided financial assistance to purchase hoodies for departmental functions at Rhodes and Wits.

Genesis graduate hires exploring Johannesburg.

#grads2016



Graduate hires exploring JHB, February 2016



Recruitment | EXPERIENCED HIRE RECRUITMENT

Genesis makes every effort to source and recruit a diverse workforce within the skills shortage experienced in post-graduate Economics. **All vacancies are advertised with clear reference to our Employment Equity commitment.** A fair and transparent recruitment process consisting of interviews, case studies, profiling and reference checking is implemented.

All recruitment service providers are advised of the requirement to refer, in the first instance, suitably qualified black candidates for consideration.

Specific experienced hire recruitment Employment Equity targets are set at 50% of all hires over a rolling three-year period.

Staff referral fees R15 000 to R70 000 based on level of candidate referred.

#moneyforjam

Financial Service Strategy
practice area exploring Soweto





**THE GENESIS
EDUCATIONAL
FOUNDATION
TRUST**

The Genesis Educational Foundation Trust was formed in 2006 and owns 20% of Genesis Analytics

The trust is dedicated to producing high-calibre South African economists and promotes the study and practice of economics by previously disadvantaged South Africans



The Genesis Educational Foundation Trust

The Trust provides final-year and postgraduate bursaries to previously disadvantaged students who wish to pursue a career in Economics. Bursary recipients are then offered employment at Genesis after successful completion of their studies. Since its inception to 28 February 2016, the **trust has awarded more than R2,5 million worth of bursaries** to previously disadvantaged South Africans. Bursaries range from covering one to three years of studies.

For the year ending 28 February 2017, we expect to **grant bursaries to the value of R500 000**.



Bursary students
complete two
internships a year.

#workexperience

UCT Postgraduate
Year-End Function



The Genesis Educational Foundation Trust

Our bursary spending and number of people sponsored per year has been as follows:

For the year ending 28 February	Rand value of bursaries	Number of people helped during the year
2006/2007	0	
2008	22 800	2
2009	60 971	2
2010	294 253	7
2011	202 432	4
2012	255 523	6
2013	375 855	8
2014	616 246	13
2015	448 198	11
2016	244 406	10
	2 520 684	63



R2,5 million
worth of bursaries
granted.

#genesisbursaries



EMPLOYER OF CHOICE

Genesis strives at all times to build and maintain its reputation as an employer of choice





Employer of Choice | INVESTING IN SKILLS DEVELOPMENT

THESE INVESTMENTS HAVE BEEN MADE IN THE DEVELOPMENT OF SKILLS FOR OUR EMPLOYEES:

- **A two-week induction and on-boarding programme was developed in-house and rolled out for all new graduate employees in February 2016.** The aim of the programme is to create a smoother transition into the world of work at Genesis through foundational skills development related to consulting, report writing, communication, problem solving, computer literacy and data analysis etc.
- **Four employees have been assisted in completing their part-time studies**
 - Bachelor of Commerce in Accounting, HR Diploma, CIMA and MBA.
- An Executive Coaching Framework has been designed and implemented at the senior levels of the company. To date eight Partners/Managers have engaged with this process.
- **R3,8 million has been invested in staff** via various training interventions over the last financial year.

R3,8 million has been invested in staff via various training interventions

A two week induction and on-boarding programme was developed in house.

#fundamentalsofconsulting



Employer of Choice | INVESTING IN SKILLS DEVELOPMENT

- **A Leadership Development Programme was launched in January 2016.** The aim of this programme was to provide our mid-level management team with insights and skills for transitioning into a management and leadership role. Four core themes focused the training around Presence, Interaction, Communication and Assertiveness.



Learning Leadership
Development with horses.

#cantleadahorsetowater





Employer of Choice | INVESTING IN SKILLS DEVELOPMENT

- **Genesis redesigned and launched a revised more user friendly Upward Feedback process in January and February 2016.** We have created an online process that facilitates an efficient, time effective and user friendly feedback mechanism that maintains anonymity. This platform will also allow us to broaden this process and create a more holistic 360°assessment into the future.

In recognising that much of what defines Genesis lies in the deep technical expertise of our people, a technical career path has been designed from Senior Associate upwards, which recognises and rewards specialist technical expertise versus the traditional managerial role.



Running
together
as a team!



Technical career
path in place.

#technicalguru



Employer of Choice | EMPLOYEE BENEFITS

- Annual wellness days continue to be held in an effort to assist employees to better manage their lifestyles.
- A management committee was established to monitor the Provident Fund in addition to expanding the contribution options which now include 5%, 10%, 15% and 20%.
- A flex benefit has been introduced to the Group Risk profile which facilitates employees being able to increase their Life cover policy.
- Successful implementation of flexible work arrangements has seen a significant rise in the last year. Realising the win-win nature of such relationships has facilitated the promotion of two off-site based full-time employees.



Two full-time, remotely based employees.

#flexibleworking



Employer of Choice | EMPLOYEE BENEFITS

- Our Primary Care Giver policy provides four months paid leave for any employee who will fulfill the role of the primary care giver after the birth or adoption of a child. This progressive policy moves away from the traditional maternity leave policy which was exclusionary towards male employees who took on the primary care giver role.
- Development of guidelines to support Genesis employees in instances of inappropriate behaviour or attention displayed from clients or other external third parties.
- A process is also underway to develop guidelines relating to travel for pregnant women.

Primary care giver
– four months paid
leave.

#whosyourdaddy





GENESIS IN SOCIETY

GENESIS UNLOCKING VALUE IN SOCIETY

Contributions to the G:Soc initiatives over the past four years:

- Year ended 28 February 2013: R 69 760
- Year ended 28 February 2014: R 8 800
- Year ended 28 February 2015: R 279 877
- Year ended 28 February 2016: R 794 890



Genesis is committed to making a difference in society, and acknowledges the value of involving all of its staff members in making contributions beyond their daily work.

We therefore try to implement programmes that leverage our skills and capabilities to make a sustainable difference and unlock value in our community.

This is achieved by committing to a number of social and economic development initiatives conceived, assessed, selected and managed by staff, which rely primarily on in-kind contributions of our time and expertise as professionals.

All staff members are free to propose ideas, while the criteria and procedures governing this initiative are managed by an internal Genesis in Society (G:Soc) committee, which meets regularly to adjudicate proposals and to review and report on progress.

We implement programmes that leverage our skills to make a sustainable difference in our community.

#g:soc



SOME EXAMPLES OF PROJECTS THAT HAVE RECENTLY BEEN UNDERTAKEN OR ARE UNDERWAY:

SUPPORT TO THE SOUTH AFRICAN FOOTBALL ASSOCIATION (SAFA) DEVELOPMENT AGENCY

A Genesis team assisted the SAFA Development Agency in refining their funding strategy and connecting with useful stakeholders to further enhance the social franchise model. This included assistance in the preparation of a proposal to the IDC for R5 million investment in concept development and roll out.

Working to prevent unwanted dune mining in the Xolobeni community's area.

#g:soc

PREVENTING DUNE MINING IN THE XOLOBENI COMMUNITY'S AREA



Genesis is providing free expert economic advice to the Xolobeni community, via the Legal Resources Centre, in their battle to prevent titanium dune mining in their area. The issue has received a lot of media attention after the chairman of the Amadiba Crisis Committee, Sikhosiphi Bazooka Rhadebe, was assassinated outside his house earlier this year.



ENHANCING CORRUPTION WATCH'S EFFECTIVENESS

To enhance Corruption Watch's (CW) effectiveness and accountability to donors, the organisation endeavoured to build and implement a new monitoring and evaluation framework. Genesis assisted in developing this framework as part of their Genesis in Society portfolio. The framework allows Corruption Watch to measure the change brought about by CW's interventions, assess CW's effectiveness in achieving its objectives and promote a learning culture within the organisation.

DEVELOPING M&E SYSTEMS FOR THE HANTAM COMMUNITY EDUCATION TRUST (HCET)

Genesis is working to help set up an information and monitoring system for the HCET. The Trust helps children, of mainly farm workers, in the Colesberg district of the Northern Cape in attaining education and a higher quality of life. This exercise will be used to inform the design of a simple monitoring and evaluation framework which the HCET puts in place to simply and routinely monitor its progress.

Enhancing Corruption Watch's effectiveness.

#g:soc



REDUCING RISK IN SAVEACT'S GROUP SAVINGS MODEL

SaveAct facilitates the creation and effective running of Savings and Credit Groups, as well as provides valuable life skills and enterprise training to members. The objectives of the Genesis team included assisting to reduce liquidity risk in savings groups through collating and analysing SaveAct's data, providing support in the development of products to help SaveAct members graduate into the formal financial sector, and working with the organisation to develop a clear, sustainable strategy going forward.

PROVIDING SUPPORT TO THE CREDIT OMBUD'S FINANCIAL EDUCATION PROGRAMME

We are working with the Credit Ombud to design surveys and conduct data analysis to test the impact that its financial education program is having on its members. Thus far, data collection has not been properly structured, and this will provide the Ombud with the ability to measure and capture changes in its target audiences knowledge and attitude to financial concepts, vital in ensuring equal and fair inclusion of individuals into the financial system.



CHARITIES WE SUPPORT

We support a number of charities above the G:Soc activities mentioned

Donations to the charities we support are as follows for the past four years:

- Year ended 28 February 2013: R 83 170
- Year ended 28 February 2014: R 70 128
- Year ended 28 February 2015: R 56 187
- Year ended 28 February 2016: R 51 550



Charities we Support

SOME OF THE MAJOR CHARITIES WE HAVE SUPPORTED OVER THE PAST TWO YEARS:



OLICO

Is about finding, creating, implementing and supporting effective and replicable initiatives contributing towards the empowerment of communities within a sustainable development framework. Genesis has developed a relationship with Olico and spent time and supported learning with computer equipment, both used and new.

www.olico.org



OLIVER'S HOUSE

Is a charity organisation based on the East Rand. Their focus is on early childhood development, education and community development. Genesis main support to Oliver's house is financial aid.

www.olivershouse.co.za



Charities we Support

HANNAH'S HOUSE / ST JANE'S DE CHANTAL HOME

Hannah's House looks after 15 children between the ages 0-17 years, eight of whom are HIV+ and one child is disabled. The children were either abandoned due to the mother being destitute or a teen mother who cannot cope alone.

Before Genesis got involved the children would sleep in three different shacks in Alexandra and during the day played at a house in Kelvin. Genesis is assisting by paying rent for three rooms in the Kelvin house so the children are safe in one place.

Hannah's House is not state funded, so is reliant on funding from individuals for food, clothing and medication for the children.

Now that the children are all under one roof, they are happy and safe.



Providing a home for the Children of Hannah's house.

#makingadifference



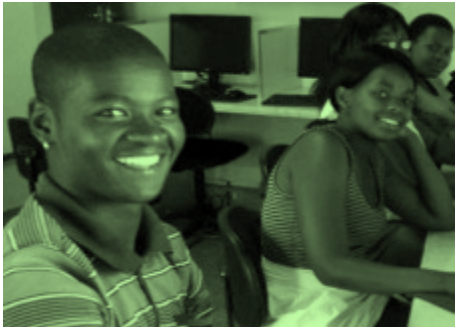
Charities we Support



SOCIETY FOR ANIMALS IN DISTRESS (SAID)

Provides a holistic approach to animal welfare by protecting animals, healing their sickness, fighting cruelty, and empowering others to do the same. Genesis main support to SAID is volunteering time to raise funds and financial aid.

www.animalsindistress.org.za



SIYAKHULA EDUCATION CENTRE

Offers low-cost, high-quality computer literacy training. Their goal is to eliminate computer illiteracy in South Africa. Genesis main support to Siyakhula education centre is financial aid.

www.siyacomputers.co.za

Volunteering
time to raise funds.

#animalsindistress

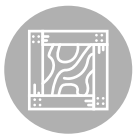


GENESIS ART

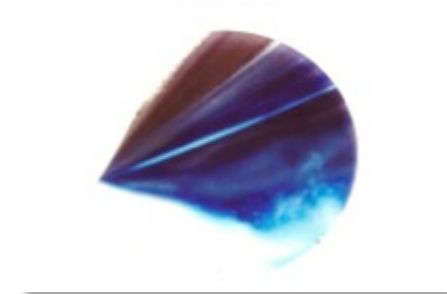
In 2008 Genesis started supporting emerging local artists through the Johannesburg Art Bank (JAB)

Initially the firm did this by leasing art pieces from the JAB, whose main purpose is to create employment for artists, develop the skills of emerging artists, and generally raise awareness about South African art. Genesis subsequently bought a number of the art pieces and continues to support local contemporary artists, from painters to crafters and sculptors





Genesis Art





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STAKEHOLDER REPORT 2016