ENERGY SECTOR CREDENTIALS
Finding solutions for the energy sector in Africa
Genesis Analytics is a global African firm that has worked in more than 84 countries across the world. Our roots are firmly in Africa, having worked in 42 countries on the continent.

The Competition and Regulatory Economics practice was the founding practice in the firm. It is a leading provider of competition and regulatory economics services in Africa. We have amassed unparalleled project experience since our inception in 1995. We create value by applying rigorous economic analysis to provide a deep understanding of the markets in which our clients operate.

**Our regulation expertise** spans a wide variety of sectors including energy, telecoms, broadcasting, transport and healthcare, and includes:

- Tariff Design and Determination
- Sector Strategy, Investment and Policy Advisory
- Assessing the Impact and Effectiveness of Regulation

**Our expertise in competition economics** covers the full range of matters including:

- Abuse of Dominance and Prohibited Practices
- Merger Analysis and Public Interest
- Expert Testimony
- Compliance Advice
WHY OUR CLIENTS CHOOSE GENESIS FOR REGULATORY EXPERTISE IN ENERGY

Our **FOCUS** is on the energy markets in Africa, and assisting stakeholders to make them work better.

From our extensive experience in the energy sector, we understand its complex dynamics and how these feed into policy and best practice regulation.

Our **EXPERTISE** is in applying our broad set of regulatory tools and skills to develop winning solutions for our clients.

While economics is a core tool, we also leverage a range of in-house expertise such as regulatory accounting and financial modelling to improve decisions and unlock value.

We provide **ROBUST ANALYSIS** to support key regulatory decisions.

Our experience in contested and legal matters means that we have a proven track record of delivering analysis that is able to withstand extreme scrutiny.

We pride ourselves on the quality of our analysis.

Our skills and experience enable our clients to make better decisions.
The energy sector has become a source of significant policy and regulatory focus in countries across Africa. Energy security and reliability – and in some cases failed energy reform – represent important challenges for economic growth and development.

As a leading provider of expert regulatory economics advice, Genesis offers the full spectrum of expertise to assist governments, regulators and private firms overcome bottlenecks inhibiting energy sector growth and affordability goals.

**OUR ENERGY EXPERTISE LIES IN THREE CORE AREAS:**

- **Tariff Design and Determination**
- **Sector Strategy, Investment and Policy Advisory**
- **Assessing the Impact of Regulatory Decisions**

We work across the spectrum of energy industries including electricity, liquid fuels and natural gas/LNG.
Long-term environmental considerations are also a key and growing feature of energy markets. Countries are increasingly committing to reductions in carbon emissions with implications for the shaping of energy sectors, and the introduction of measures such as carbon taxes and the creation of markets to trade in carbon allowances.

We combine extensive knowledge of energy sectors across Africa, with the ability to offer expert economic and regulatory expertise. This powerful combination means we are well placed to assist with the complex questions that arise within this sector. As a result we have an unmatched breadth and depth of experience, and are a trusted economic adviser to regulators and private firms participating in the energy sector.

**Our clients in Africa include:**

**Energy regulators and other government-related organisations such as**

**Private companies, task teams and industry associations including**
We provide expert advice in assessing, and assisting to develop, tariff proposals by regulated firms using our in-house financial and regulatory accounting expertise.

Our regulatory accounting services include the innovative design of appropriate regulated price remedies, the design of regulatory accounting reporting requirements to support those remedies and the determination of regulated prices themselves.

We have expertise in
- The design of tariff methodologies for regulators
- The determination of regulated prices
- International benchmarking assessments
- Cost of supply studies for efficient tariff setting
- The design of regulatory account reporting requirements to support price remedies
- Communicating technical findings to stakeholders.

HOW WE HAVE UNLOCKED VALUE
- Ensuring appropriate electricity prices in South Africa
- Enhancing the viability of the liquid-fuel industry in Zimbabwe
- Designing cost reflective tariffs for the Nelson Mandela Bay Municipality in Port Elizabeth (South Africa)
- Benchmarking of electricity prices for a large energy player in Kenya
- Advising on disputes on the cost-reflectivity and regulatory compliance of municipal tariffs in South Africa
- Advice on piped-gas transmission and storage tariffs for National Energy Regulatory (Nersa) in South Africa
- Harmonising tariff setting in electricity, piped gas and petroleum pipelines for Nersa
- Designing Small-Scale Embedded Generation (SSEG) tariffs in South Africa
- Design of weighted average cost of capital methodology regulation for the South African Department of Energy
- Evaluation of Eskom’s Regulatory Asset Base (RAB) on behalf of Nersa
Our sector strategy and policy advisory work seek to understand the functioning of energy markets in terms of prices, competition, efficiency and other market outcomes. We identify the need for regulation or policy intervention as well as helping clients to understand the impact of such interventions on their businesses. Our offer is strategic: to review regulation and policy and develop insight to how each might affect the trajectory of sector participants.

We have expertise in:
- Assessing the basis for policy and regulatory action
- Developing suitable policy/regulations within the socio-economic context
- Supporting investment decision-making through regulatory landscape assessments and cost-benefit analyses
- Designing and assessing specific economic regulatory tools such as price regulation, pro-competitive behavioural remedies and access regulation
- Designing and assessing suitable universal service policies and enabling regulations
- Strategic regulatory engagement support.

HOW WE HAVE UNLOCKED VALUE
- Advising the Presidency on restructuring the South African electricity sector
- Supporting multinational company to invest in South African renewable energy sector
- Advising the national energy regulator on the optimal market structure for Eswatini electricity supply industry
- Leading the transformation of Lesotho’s Rural Electrification Unit to increase rural electrification in the country
- Strategic assessment of long-term resource and energy plans for business
- Competition assessment of the piped-gas industry for Nersa
- Cost-benefit analysis of move to clean transport fuels in South Africa
- Advising on the South Africa Gas Utilisation Master Plan for the National Treasury and the Department of Energy
- Expert advisory and representation services for licence applications to a number of private sector players
We conduct ex ante and ex post impact assessments comparing the costs and benefits of regulatory decisions.

We determine the efficiency and effectiveness of proposed regulation in terms of the impact on various stakeholders and the economy as a whole.

**We have expertise in**

- Market and situational analysis of the regulatory context
- Analysis of the financial/economic cost and impact of regulation, including the effect on prices, profitability, and industry competitiveness
- Assessment of the distributional impact of regulation on stakeholders
- Compliance of regulation with existing legislation and policies
- Development of alternative scenarios relating to costs and other variables
- Public consultation and engagement with stakeholders.

**Our offer is strategic:** to review regulation and policy, develop insight of how each might affect the trajectory of regulated entities and related businesses, and to develop scenarios of impact that inform our clients’ choices.
Our consulting team consists of people with both sector expertise and technical know-how. All of our consultants hold the minimum qualification of a Master’s degree or are certified accountants.

As a firm we work across various areas of expertise:

- Competition Economics
- Regulatory Accounting and Economics
- Behavioural Sciences
- Climate and Disaster Risk
- Finance
- Digital Economy
- Economic Impact Assessment
- Financial Services Strategy
- Financial Inclusion
- Public Health and Health Economics
- Human Development
- Infrastructure
- Monitoring, Evaluation and Learning
- Shared Value and Corporate Impact
- Youth Economic Opportunities

We are here to help you unlock value.