



SHARED VALUE & IMPACT

Better insights
Better solutions
Value unlocked for our clients

G:ENESIS
25 YEARS OF UNLOCKING VALUE

ABOUT GENESIS

More Info
on **GENESIS** 

| Genesis Analytics is a global African advisory firm.

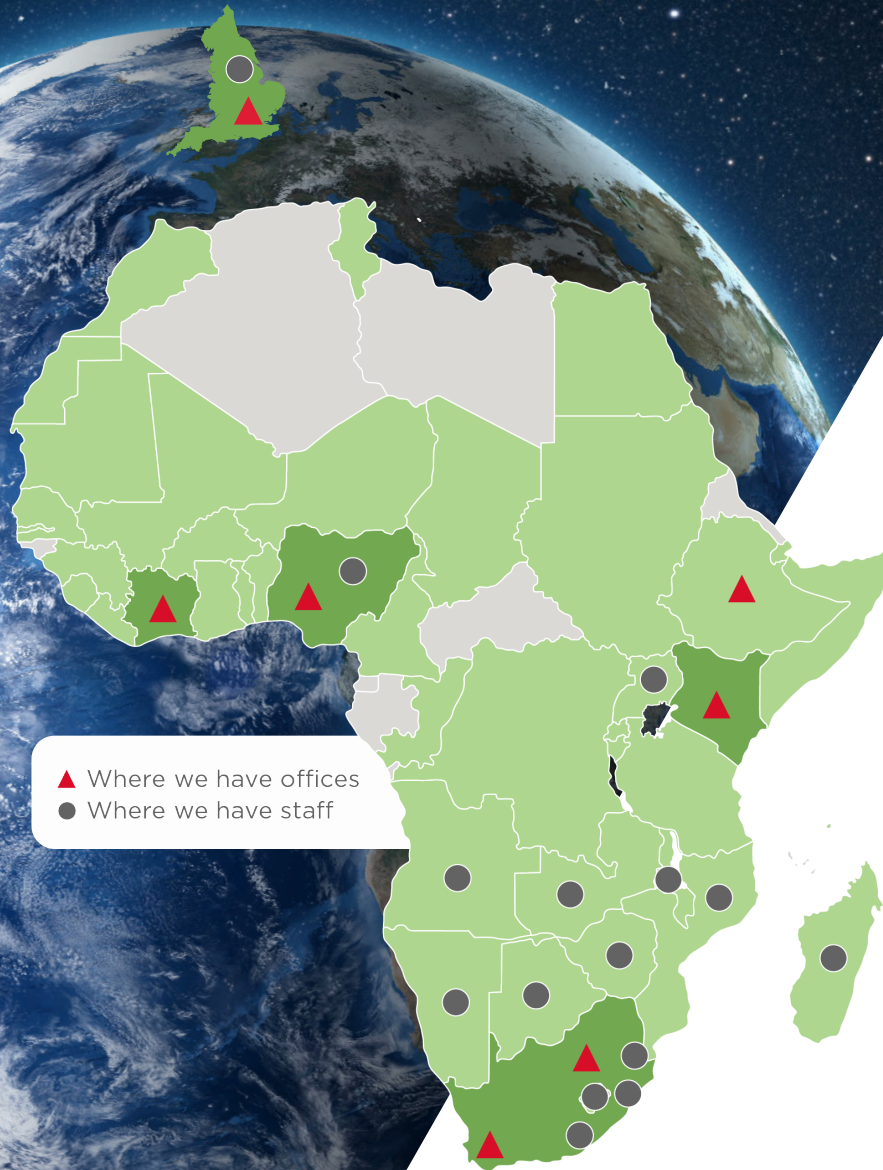
Based in Johannesburg, with offices in Cape Town, London, Nairobi, Lagos, Abidjan and Addis Ababa, our team of **+200 consultants** advises companies, governments and donors around the world. Genesis has worked on almost **4000 assignments** in **96 countries**, of which **43 are in Africa**.

We look at the African continent as an opportunity for massive positive social, economic and environmental progress. **Our purpose as a firm is to unlock that latent value**, whether it is found in the private, social or public sector. We do this by combining multi-disciplinary skills and deep African experience.

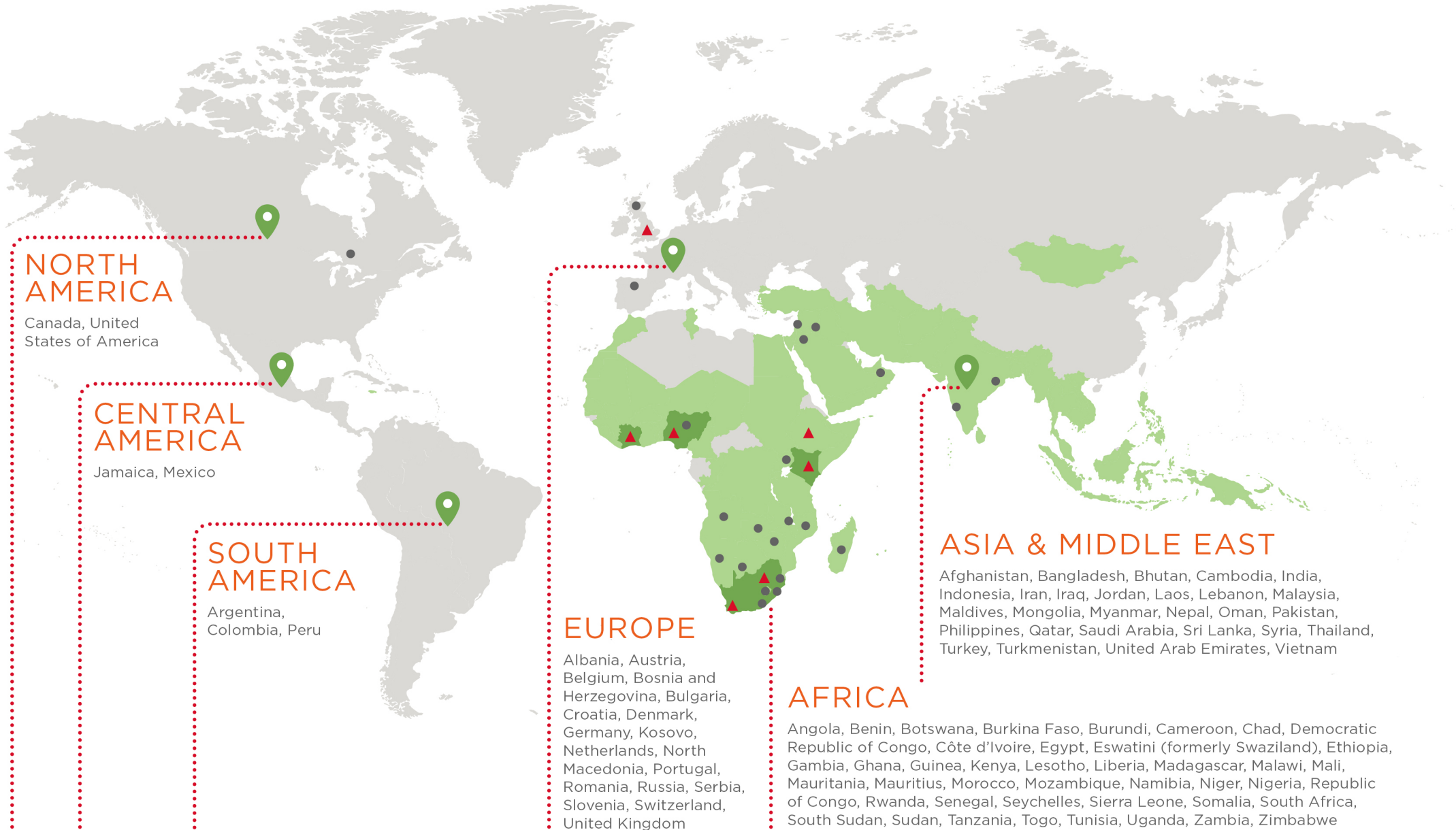
We provide expert advisory in

Shared Value and Corporate Impact | Development Economics
| Economic, Social and Environmental Impact Assessment |
Political and Public Policy Advisory | Behavioural Sciences |
Digital Economy and Governance | Financial Services Strategy
| Human Development | Monitoring, Evaluation and Learning
| Public Health and Financing | Competition Economics and
Regulation | Youth Employment | Climate Finance and Economics

Our best work has been through combining these complementary areas of expertise to find fresh solutions to old developmental challenges.



GENESIS HAS WORKED IN 96 COUNTRIES GLOBALLY



NORTH AMERICA

Canada, United States of America

CENTRAL AMERICA

Jamaica, Mexico

SOUTH AMERICA

Argentina, Colombia, Peru

EUROPE

Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Denmark, Germany, Kosovo, Netherlands, North Macedonia, Portugal, Romania, Russia, Serbia, Slovenia, Switzerland, United Kingdom

AFRICA

Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Democratic Republic of Congo, Côte d'Ivoire, Egypt, Eswatini (formerly Swaziland), Ethiopia, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Rwanda, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

ASIA & MIDDLE EAST

Afghanistan, Bangladesh, Bhutan, Cambodia, India, Indonesia, Iran, Iraq, Jordan, Laos, Lebanon, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Oman, Pakistan, Philippines, Qatar, Saudi Arabia, Sri Lanka, Syria, Thailand, Turkey, Turkmenistan, United Arab Emirates, Vietnam



Where we have worked



Where we have offices



Where we have staff

SHARED VALUE & IMPACT PRACTICE

More Info on
SVI Practice 



We believe flourishing societies
and healthy ecosystems should
be the primary purpose of
capitalism, not afterthoughts.



Our purpose is to reshape capitalism.

Now, the most admired companies and investors can articulate a purpose, manage ESG risks, measure positive value creation, and turn business models into social and environmental solutions.

We help companies, investors and economies to make this transition.

We have developed a reputation for rigour in analysis, creativity in solutions, and benevolence in intent.

All of our work sets out to consciously improve something in the world. It's an exciting place to be.

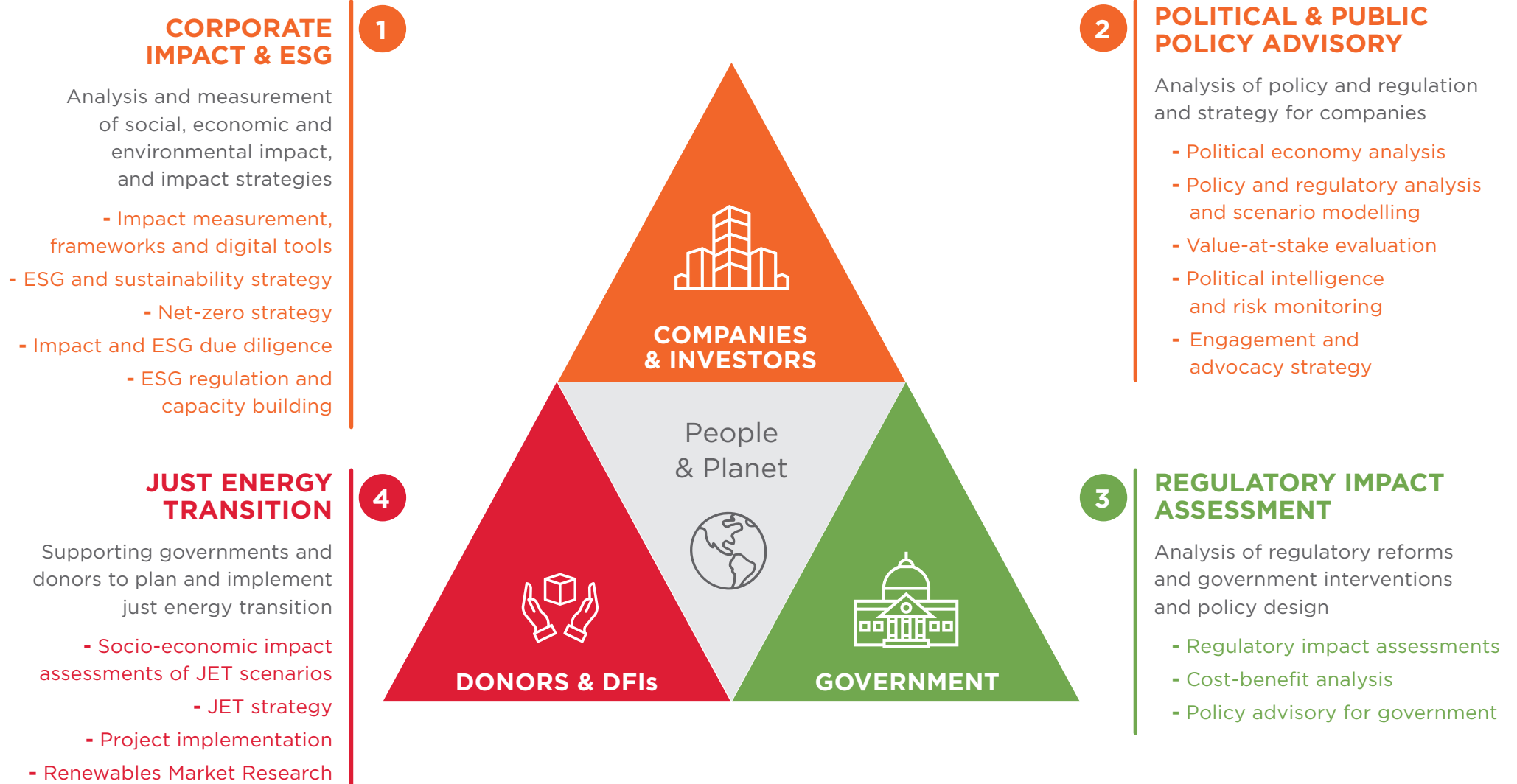


RYAN SHORT

MANAGING PARTNER OF SHARED VALUE AND IMPACT PRACTICE

WE HAVE FOUR SERVICE LINES

The Shared Value and Impact team works where markets, government and society intersect.



1

2

3

4

Click to Navigate
Our Services

IMPACT & ESG MEASUREMENT

We help companies and investors to measure and articulate their social, economic and environmental impact.

Is Meta good for African development?

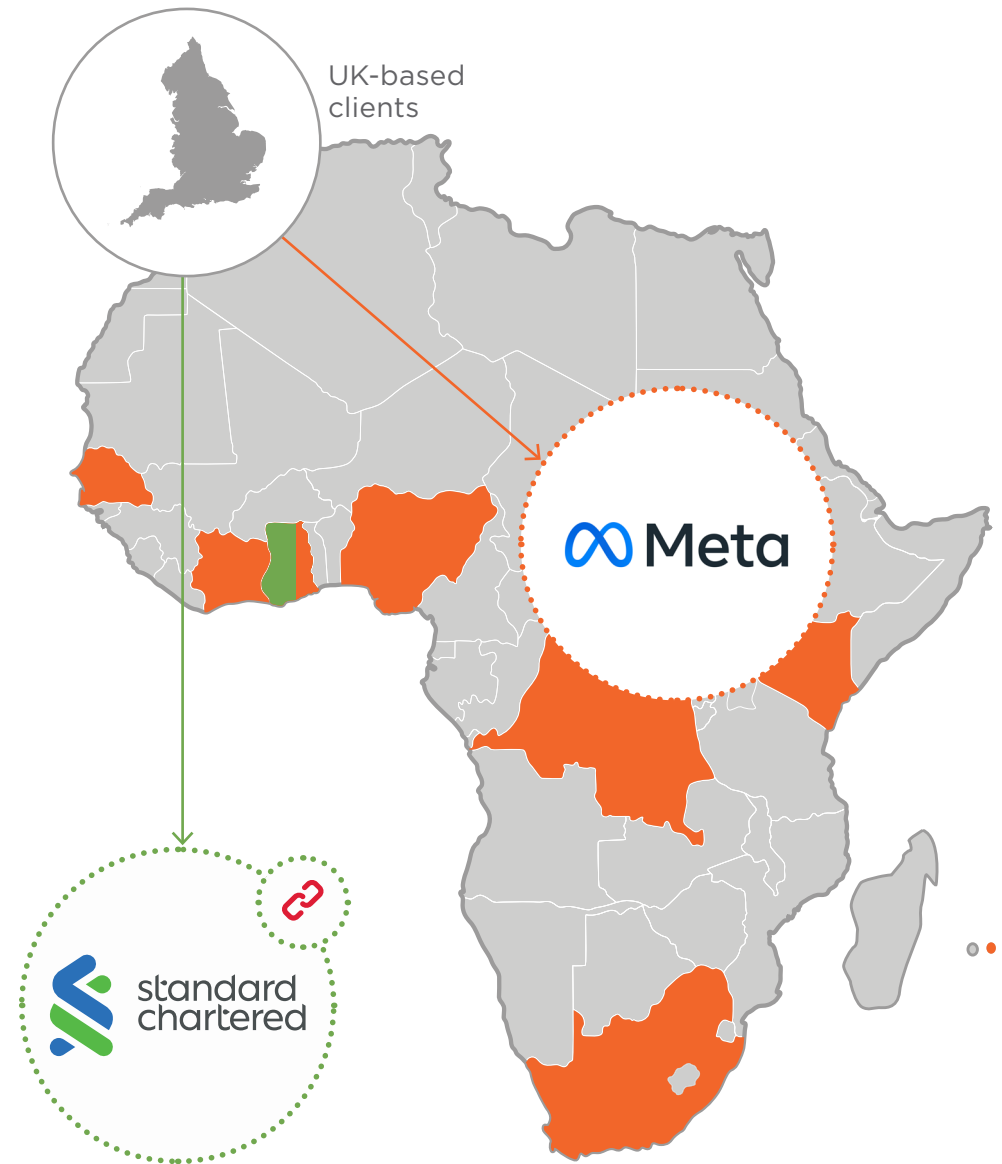
We worked with Meta UK to understand the economic impact of Facebook, Instagram and WhatsApp on business in eight African countries. We surveyed thousands of businesses, conducted focus groups and triangulated development research to document how social media platforms can drive accelerated business growth in low-developed settings.

The report was launched globally by Meta.

How should a global bank measure its impact?

We worked with the Standard Chartered Group to develop a new approach to societal and environmental impact reporting: representing a balanced view of impact; allowing for differences between developed and developing countries; and including the impact of clients and strategic partners.

The new approach was piloted in Ghana using the infrastructure and manufacturing books as test cases.



1

2

3

4

Click to Navigate
Our Services

Return to
What we do



Have diamonds been good for Botswana?

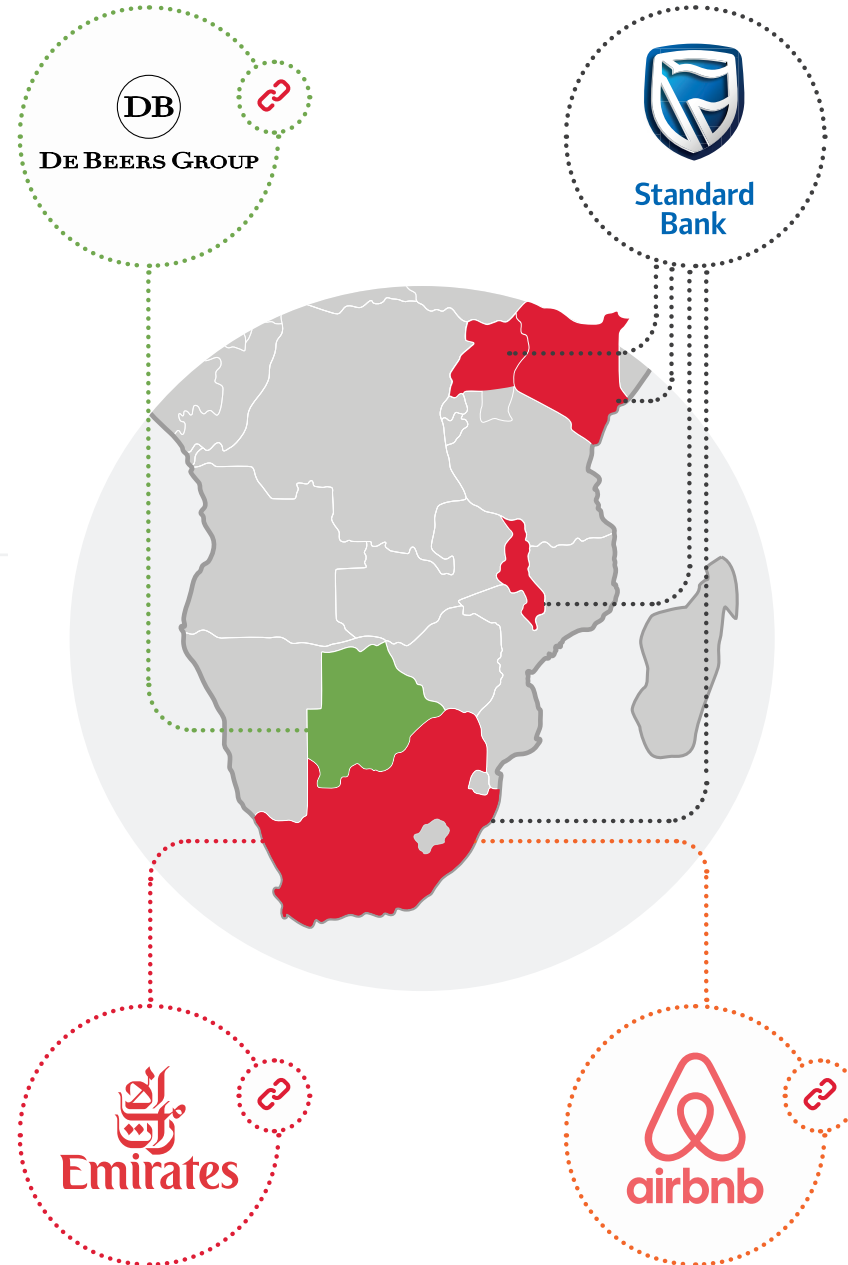
As part of the 50th anniversary of the partnership between De Beers and Botswana, we measured the impact of 50 years of diamond mining on Botswana's development.

The findings were launched at a Chatham House conference and with over 2,300 unique mentions on social media, the hashtag #Botswana2015 was seen more than 12.5 million times.

What value does Emirates unlock for an economy?

We helped Emirates Airlines to demonstrate empirically that it is a net creator of value in the economy. Our analysis quantified that Emirates creates benefits for tourism, business and trade by providing well-priced global connectivity **and that part of this impact could not be replaced by another airline.**

The independent analysis was used to advocate for route licences in Southern Africa.



The social-economic-environmental impact strategy for Standard Bank

We worked with the Standard Bank Group to conceptualise and **design a strategy and framework to measure the social, economic and environmental impact** of the bank across the continent. Building on this, we customised the framework for Stanbic Kenya, Stanbic Uganda and Standard Bank Malawi's local context and introduced the new ESG approach into the heart of the bank.

How does Airbnb contribute to inclusive growth?

We were asked to independently measure the positive value added by Airbnb to the economy, and to assess the inclusivity of the Airbnb model.

We calculated that in host and guest activity, Airbnb had **generated \$678 million in the previous year for the local economy, which corresponded to 22,000 jobs.** Analysing platform data we proved that the model was gender and geographically inclusive and enabled hundreds of thousands of first-time travellers to explore their own country.

The report was used to engage the government on proposed regulation of home-stay rentals.

1

2

3

4

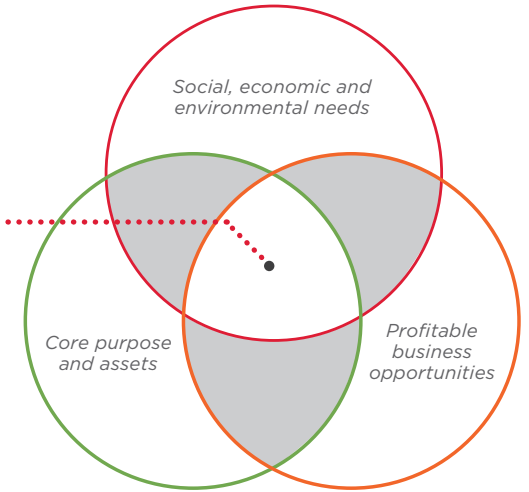
Click to Navigate
Our Services

Return to
What we do



IMPACT DESIGN & STRATEGY

We advise companies and investors on design and implementation of impact and ESG strategy and the design of impact projects.



A low-income housing fund for Absa

The existing stock of entry-level homes is too expensive for 70% of the population. Besides being a social problem, this also is a missed market opportunity for banks and their corporate clients.

We quantified the potential size of this missed market at \$1.5billion a year. Thereafter, **we designed a commercial housing fund** to solve the challenges, based on impact principles.



An impact strategy for Amazon

We provided a detailed mapping of Amazon's impact in South Africa from 2004 to 2021, assessing how Amazon has contributed to South Africa's economic growth and service delivery, created education and employment opportunities for a future-ready workforce, contributed to the country's economic empowerment and transformation agenda, and built environmentally sustainable operations and solar energy production. **The project included the co-creation of a forward-looking impact strategy focused on how Amazon can use its core business to build the digital ecosystem, invest in digital skills development, boost transformation, and be a leading environmental advocate.**

Building a regional legacy strategy

A Global Mining Group sought to understand their historical impact in one of their mining regions, with the intent of building a legacy strategy around key thematic impact areas linked together in an ecosystems approach. Genesis undertook the research, assessment, and strategy development for the Group, including a determination of impact for different funding scenarios and recommendations for the Group's assets.



sappi

Turning Sappi into a purpose-driven company

Working closely with the C-Suite, we helped global forestry-products company, Sappi, to set out a vision of positive impact in six areas: purpose and values; product design; environmental impact; communities; employee wellbeing; and stakeholder relations.

We developed a single framework to guide Sappi's transition as it becomes an impactful company. This framework was adopted by the executive committee and implemented across the company.



An ESG investment strategy for Africa's largest investor

We advised one of the biggest pension funds in the world on an ESG investment strategy. This rested on four pillars: economic infrastructure; social infrastructure; job creation and sustainability.

The result was **the redirection of a \$66-billion fund** to consciously consider social and environmental outcomes in all investments.



Rethinking the value proposition of mines with mining communities

We partnered with a **global mining house to rethink the value proposition for mining communities**. The new proposition was based on shared value not charity, on impact not compliance, and on a reciprocal agreement rather than a unilateral, paternalistic relationship.



Incorporating ESG into insurance and pension regulation

Genesis worked with FSD Africa to **develop ESG toolkits and guidance to enable insurance and pension fund regulators in Ghana, Kenya and Nigeria to integrate ESG considerations into their supervisory processes**, regulations and reporting requirements. This included a diagnostic assessment of the current state of ESG integration in the three countries followed by the development of bespoke tools for each country and capacity building for the regulatory teams.

1

2

3

4

Click to Navigate
Our Services

Return to
What we do



POLITICAL & PUBLIC POLICY ADVISORY

Analysis of policy positions and implications for companies and investors, with strategies of engagement

Scenarios of land reform and value-at-stake valuation for Absa

The Board of Absa, a pan-African bank, asked us to use constitutional, political and regulatory analysis to build five scenarios of land reform. The issue of expropriation without compensation was of particular interest. We then calculated the risk to the bank's book with a value-at-stake assessment. It allowed **the Board to plan properly, hedge against risks and devise a strategy of engagement with policymakers on the issue.**



Policy and regulatory mapping and engagement strategy in liquor industry

A pan-African beverage company asked us to map the public policy horizon in South Africa, Mozambique, Kenya, Ghana, Mauritius and Nigeria. We were also required to map key stakeholders in regulatory developments and to prepare a strategy of advocacy and engagement. **This greatly reduced regulatory risk for the company.**



1

2

3

4

Click to Navigate
Our Services

Return to
What we do



Engagement on the nationalisation of the mines

Anglo American asked us to prepare a response to proposals by a ruling party to increase state intervention in mining. We drafted a detailed position based on an impact assessment of the proposals, which was presented to senior party politicians. This report included points of agreement or constructive alternatives. We also mapped stakeholders and provided a strategy of engagement. **A number of the alternatives were adopted at the next political party conference.**



Political and regulatory mapping and risk-monitoring for Liberty

We advised the Liberty Board on the future involvement of public policy and government in financial markets. The Board needed to understand the likelihood, shape and timing of reforms relating to pensions, NHI, ESG, and tax, and how these would impact the business. The work produced a regulatory risk framework that is still in use in the company. We set up a monthly political intelligence monitoring service that tracks the progress of policies of interest.



Advocacy strategy for the Gates Foundation

We helped the Gates Foundation to **understand the political, social and economic context** in South Africa, as well as the political economy issues at play in healthcare reform. We also created an engagement plan for the foundation with the government and NGO sector. This included an analysis of African multinational institutions such as the African Union and G20 and how these might influence policy choices in the Southern African region.



1

2

3

4

Click to Navigate
Our Services

Return to
What we do



REGULATORY IMPACT ASSESSMENT

Analysis of regulatory reforms
and government interventions



Should the drinking age be raised from 18 to 21?

Genesis undertook a major independent study on a bill that aims to raise the legal drinking age and ban alcohol advertising. The alcohol industry was against most of the Bill while government was strongly in favour. Genesis found that the amended LDA and advertising restrictions **would not significantly solve the identified social challenges of youth drinking and binge drinking, nor significantly damage the alcohol industry in terms of jobs and revenues.**



1

2

3

4

Click to Navigate
Our Services

Return to
What we do





An independent review of major reforms to the Companies Act

Many leading private and state-owned enterprises have been involved in corruption and corporate scandals over the last decade. We were asked to advise the government on how to reform national corporate law to deal with delinquent directors, reshape business rescue, rethink share buybacks and strengthen board-level social and ethics committees. **We provided clear recommendations on how company law should be reformed, balancing societal needs with maintaining corporate competitiveness and investor confidence.**



Removing red tape for startups

Despite being one of Africa’s “big four” startup destinations, stringent exchange controls and high taxation rates limit the competitiveness of South Africa as a destination for establishing and investing in startups. We were asked to evaluate the regulatory environment for startups and measure the costs and benefits of potential regulatory reforms, and make recommendations for Treasury on how the law should be reformed.



Should the poor have their debts forgiven by the state?

Many low-income earners in Africa manage basic consumption needs and financial shocks with short-term, unsecured credit, often leading to chronic over-indebtedness. The legislature introduced a Bill that included the introduction of debt forgiveness for the over-indebted poor. Our team provided the first evidence-based quantification of the size of the problem, an independent opinion on the net impact on the economy and society, and a proposed solution. **The bill was quietly shelved after our work showed the cons outweighed the pros.**

- 1
- 2
- 3
- 4

Click to Navigate Our Services

JUST ENERGY TRANSITION

Supporting governments and donors to plan and implement the Just Energy Transition



What is the socio-economic impact of closing seven coal-fired power stations

The NDC Partnership contracted a Genesis-led consortium to undertake a socio-economic assessment of the closure of seven coal-fired power stations. Using wide stakeholder consultation and impact analysis, **we evaluated the socio-economic impacts and risks associated with the power station closures and presented a range of repowering and repurposing options for the stations, to mitigate the negative impacts.**



Implementing South Africa's Just Energy Transition Investment Plan

South Africa's Just Energy Transition Investment Plan (JET-IP) was presented in 2022. Genesis was appointed by the AfDB to provide technical support to the Presidency and the National Treasury to assist with the design of an implementation plan as the next step in the development of the JET-IP.



Where can we replace jobs lost in coal

As a coal-intensive economy and one of the largest emitters in the world, South Africa will undergo a significant structural shift over the next decades. **The Presidential Climate Commission asked us to develop a new jobs employment strategy for Mpumalanga and the Eastern Cape**, the two provinces most impacted by the transition.

1

2

3

4

Click to Navigate Our Services

Return to What we do



WE SERVICE CLIENTS ACROSS A RANGE OF SECTORS

We draw on a cross-disciplinary team in economics, development, business strategy, environmental economics, political science and law.

In the private sector we work with Boards, CEOs and C-suite level executives in impact, corporate affairs, public policy, strategy, sustainability and social performance.

We work with Ministers and senior government officials to understand the social, economic and environmental impact of policy choices.

Sectors we have experience in

Agriculture | Aviation | Communications and Media | Digital Technology | Energy | FMCG | Hospitality and Tourism | Impact Investing | Financial Services | Land Reform and Housing | Logistics | Manufacturing | Mining

Some of our Clients



CLIENTS CHOOSE US FOR FOUR REASONS

Over the past 20 years, we have forged trusted, long-term relationships with our clients

FOUR ELEMENTS SET OUR WORK APART



PROFIT AND PURPOSE

We combine the best of management consulting with the best of development economics.

We help the top companies in the world to **consciously mix social and environmental impact with commercial business models** as part of creating one integrated, compelling purpose.



MARKET AND STATE

We work equally with the private and public sectors.

We believe that experience in one enriches our work in the other.

We are often asked to **work where the market, the state and society intersect.**



ETHICS AND INDEPENDENCE

We work hard to retain a **reputation for ethics, fairness and transparency.**

We produce independent analysis that is sensitive to the nuances of different stakeholders and is always balanced.

Our ability to see the position of all sides is a stand-out strength.



JOINT SOLUTIONS

The world is facing ever more complicated and complex challenges.

We believe the best solutions are found through a process we've called Joint Solutions.

Inclusive, collaborative, empathetic and adaptive solutioning is core to the way we work.

Ability to see the position of all sides is a stand-out strength.



Gēnesis Analytics

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