



G:

# STAKEHOLDER REPORT 2018

Africa's largest economics-based consultancy

# G:ENESIS

UNLOCKING VALUE FOR 20 YEARS







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# INTRODUCTION

## WE ARE CELEBRATING THE 20TH ANNIVERSARY OF GENESIS ANALYTICS.

We have come a long way since we started with a staff of two in a 59m<sup>2</sup> office in the Joburg suburb of Blairgowrie in 1998. As one of the first economics-based consultancy firms to be established in Africa, Genesis has grown into the largest. Today we employ more than 112 full-time people in Southern and East Africa in eight practices supported by Group Services.

We have witnessed major changes in Africa and we have added agriculture, infrastructure, development effectiveness, health and climate change to our initial focus on competition economics and financial services. We were the pioneers on the continent in the specialised areas of Shared Value and Applied Behavioural Economics. Recently we have been working intensively in the area of youth economic opportunities as the largest generation of young people in Africa's history arrives on the job market.

## The quality of our work has a reputation for:



### ANALYTICAL STRENGTH

While economics is core, we apply financial, strategic and evaluative tools to improve decisions and **UNLOCK VALUE**. Our professionals are equipped, and indeed required, to wield our analytical tools with rigour, imagination - and courage



### SERVICE IN THE PRIVATE AND PUBLIC SECTORS - AND WHERE THEY MEET

The same teams service both the corporate and public sectors. **EXPERIENCE** in the one, we believe, enriches our work in the other. We are often asked to work where the market meets the state



### REPUTATION FOR ETHICS AND FAIRNESS

The zone where the state meets the market is crowded, so we work hard to earn and maintain a reputation for **RIGOUR, ETHICS AND FAIRNESS**



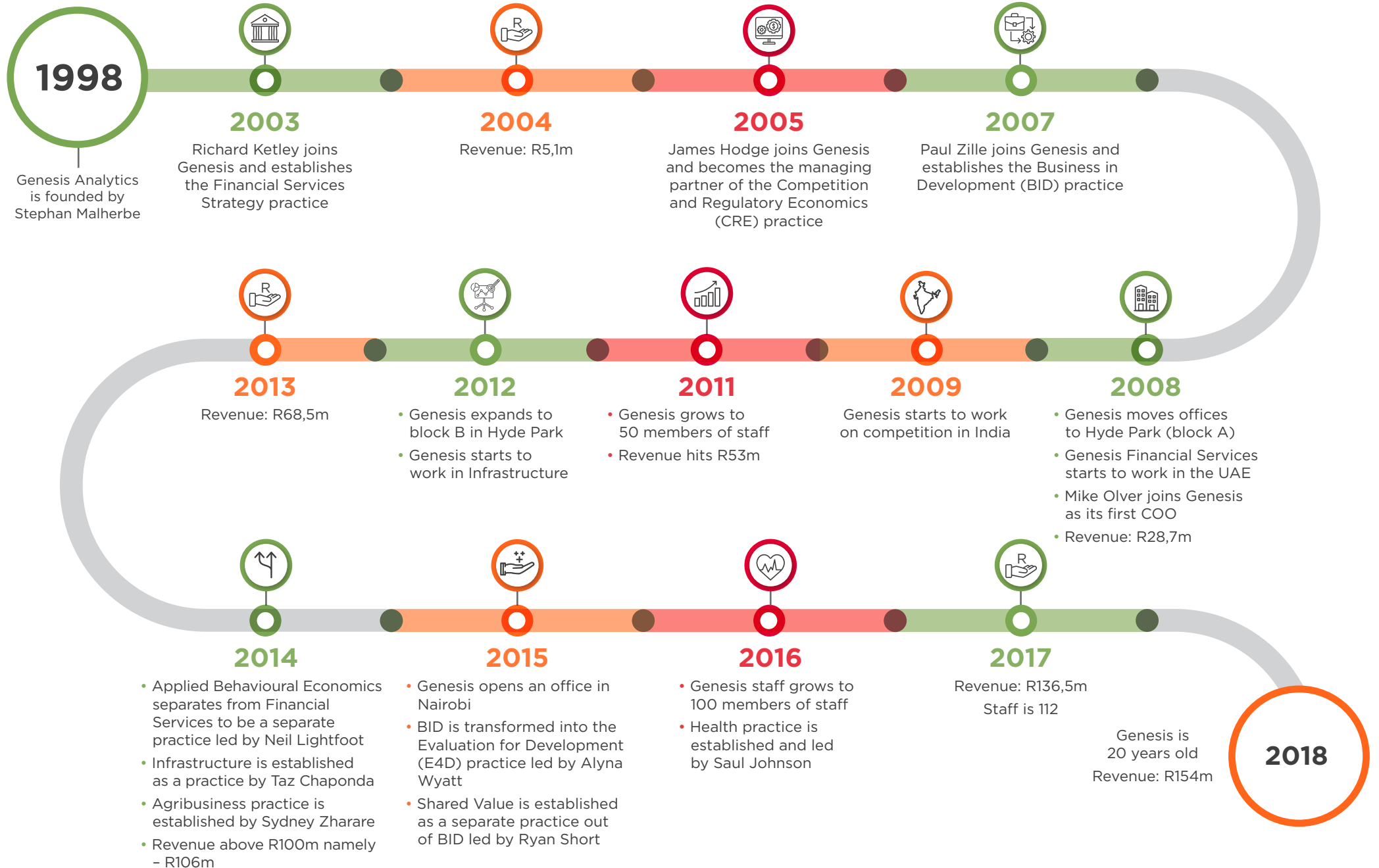
### FOCUSING ON THE DECISION AND HOW IT IS MADE

We aim to **IMPROVE** a wide range of **DECISIONS**, ranging from a regulatory process in a multi-billion-dollar industry to the nutrition decisions of a young woman in rural Rwanda

| We believe that Africa holds great opportunities for unlocking social value and for business growth

READ MORE ABOUT UNLOCKING VALUE [WWW.GENESIS-ANALYTICS.COM](http://WWW.GENESIS-ANALYTICS.COM)

# TIMELINE





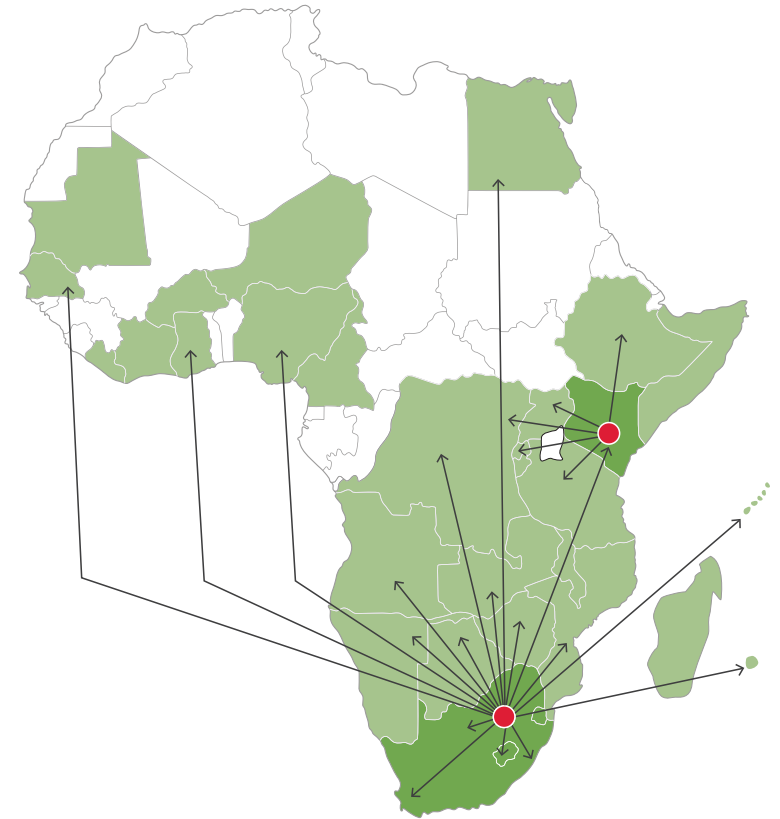
# UNLOCKING VALUE IN AFRICA

Our purpose is straightforward:  
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.

The term 'unlocking value' has a specific meaning at Genesis. It refers to our aspiration to map out a path to value for our clients and for society that was not apparent before. The value opportunity unlocked in this way must be measurable, and the advice given needs to comprehensively address all the challenges related to realising that value. Every project at Genesis is assessed according to this standard.

When a project unlocks value, we celebrate it. It remains our goal in all our areas, from financial services to agriculture to competition analysis to health.



## GENESIS IS AN AFRICAN FIRM

2016

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

2017

**52%** of our revenue is generated outside the borders of South Africa.

2018

**47%** of our revenue is generated outside the borders of South Africa.

Genesis has worked in more than 32 countries in Africa

# HOW DOES OUR WORK UNLOCK VALUE?

**We do this in many ways.**

**For instance, we unlock value when:**

- We figure out the mobile-entry strategy for a bank operating in a fast-growing market
- 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
- We work with a global insurer to encourage more South Africans to save adequately for retirement by avoiding early withdrawals, resulting in a 155% increase in the value of benefits conserved
- We lead a consortium to provide transaction advisory services for the development of hostels for 25 000 students at five universities in Kenya
- Our work establishes the need for an early-warning flood forecasting system in the Incomati Basin and its requirements for financial sustainability
- Improving smallholder Zimbabwean farmers' access to climate-smart seed increased yields by as much as 20%
- We were part of a consortium that developed a communication strategy targeting tuberculosis and related illnesses affecting mineworkers, ex-mineworkers, their families and communities in Southern Africa

These are just a few 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  
to unlock value for  
our **clients.**



# UNLOCKING VALUE THROUGH OUR WORK

When a project unlocks value, we celebrate it. It remains our goal in all our areas, from financial services to agriculture to competition economics.

Here are some instances where we believe our work has unlocked value.



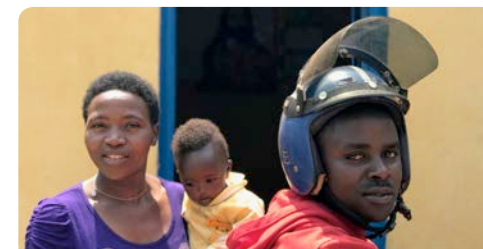
Repositioning Botswana as the investment gateway to Africa



Smart actions to protect Africa's breadbasket from climate change



Why cash costs SA's low earners R23billion per year



Achieving rural youth employment



South Africa's energy future to 2050



What restrictive car-parts warranties cost motorists



Helping customers avoid too much debt, profitably



Raising SA's drinking age to 21: pros and cons





# VALUES AND CULTURE

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

There are three core values:

## Siyakhana\*



I am **OPEN** and **INCLUSIVE**, and show **COMPASSION** and **RESPECT**.

.....  
**We BUILD each other.**

## Glass Box



My **WORK** and **DECISIONS** can withstand scrutiny.

.....  
**We ACT with integrity.**

## Plus Ultra



**RIGOUR, IMAGINATION** and **COURAGE** – these set my work apart.

.....  
**We PUSH frontiers to unlock value.**

\*Siyakhana means “we build each other” in isiZulu

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



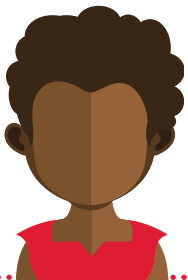
# SIYAKHANA

I am open and inclusive,  
and show compassion and respect.  
**We build each other.**

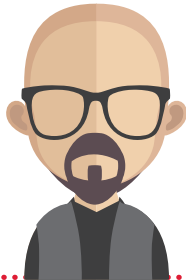
## What does this mean...

- Did I build the people around me today?
- Was I open and inclusive 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?

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



I treat, speak and think about the people around me with compassion and respect



# GLASS BOX

My work and decisions can withstand scrutiny.  
**We act with integrity.**

## 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



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



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





# PLUS ULTRA

Rigour, imagination and courage  
- these set my work apart.

**We push frontiers to unlock value.**

## 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"

Faster and further to the next horizon

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



## THE STORY BEHIND PLUS ULTRA

Plus Ultra (Latin for further beyond) is closely associated with the Pillars of Hercules, which according to Greek mythology were built by Hercules near the Strait 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 in the late 1400s and travelled to continents beyond Europe, it was changed to "Plus Ultra" (Further Beyond)".



## So we ask ourselves...

- Did we go beyond?
- Did we push the boundaries?
- And who knows what is further beyond?

**Thus we epitomise this courage and imagination in our value Plus Ultra!**





# 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 will not 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.

## 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.

## 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.

## 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.

My work tries to improve social outcomes



Working together to make a difference



I can be trusted with information





# TRANSFORMATION

To create a transformation vision, we need to look long term. It's an aspirational description of what we would like to achieve over time. A vision is ambitious. It is short and focused. No gumpf, no fluff, no fancy footwork. It's what we're trying to achieve. In our vision we aim to reflect the diversity of the societies in which we operate. It's not written as if it has happened yet, it's an ongoing process we need to work on.

We aspire to be open, inclusive, compassionate and respectful. Aspire, because every day we need to work on being open to new ideas and encourage everyone to participate without restrictions. We need to be inclusive, mindful of differences and understand their value. This also means recognising that isolation of social groups can be exclusive, regardless of how informal.

Show compassion through care and understanding. It's putting yourself in other's shoes for perspective, empathy and gratitude. Because we respect each other and are humbled by differences in background, tradition, outlook and experience.

These different perspectives and approaches help us to unlock value. Which is our purpose, why we are here and what our transformation vision must help us achieve.



# DIVERSITY AND INCLUSION

Diversity and inclusion are key drivers of business sustainability and are an important strategic focus in the firm. Within the context of South Africa's history we recognise the importance of change to respond to the myriad of social and economic challenges facing our country.

Diversity and inclusion are also critical as we continue to increase our footprint in countries across the African continent. We aspire to reflect the rich tapestry of those for whom we aim to unlock value.

**In 2017 Genesis adopted a Transformation Vision that underpins our commitment to diversity and inclusion and serves as a beacon to guide our business decisions and behaviours.**

## Genesis Transformation Vision

- We aim to reflect the diversity of the societies in which we operate.
- We aspire to be open, inclusive, compassionate and respectful.
- Different perspectives and approaches help us to unlock value.

Transformation at Genesis is driven by the Transformation and Employment Equity Committee (TEEC) whose role it is to guide the transformation journey within the firm. The TEEC, in collaboration with the leadership of the firm, has identified three priority interventions to create greater diversity and inclusion within the firm.





## Three interventions to start the journey to achieve our vision:



### Senior Diversity

We seek to improve diversity at the most senior levels of the firm to bring a richness of different perspectives. We have adopted a recruitment and capacity-building strategy that commits us to recruitment targets for senior management positions and the processes to achieve these. Internal capacity-building programmes have also been identified to ensure existing staff are given the training and tools to progress within the firm.



### Culture Change

Genesis is undertaking a range of activities to build an inclusive culture which treats colleagues, clients and communities with compassion and respect, and actively promotes and embraces diverse views. The initiatives are designed to bring about change at an **individual level**, allowing reflection and supporting initiatives to self-correct. At a **firm level** they are aimed at the introduction of systems, processes and physical signals that support behaviour change. Ongoing support and coaching to staff will ensure change is effectively achieved.



### Communication

The communication strategy is targeted at three levels: **Practices** to ensure our business units understand their role in the transformation process; **Firm** to drive a common understanding of the vision, creating a common and consistent transformation language and experience, and provide staff with channels to address transformation challenges to allow for redress; **Community level** to ensure Genesis is effectively communicating with external stakeholders.

2008



2018



With renewed energy and commitment these and other interventions will be implemented over the next two years



# 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.

Level 4, under the revised BEE codes

We also have preferential procurement policies that ensure that we support emerging black-owned SMEs.

73.6% of our procurement spend is with more than 51% black-owned businesses.



## Procurement

B-BBEE procurement spend from all empowering suppliers based on the B-BBEE procurement recognition levels as a percentage of total measured procurement spend:

2018 Target 80%  
**235%** 2017: 77.1%  
2016: 98.8%

B-BBEE procurement spend from all empowering suppliers that are **Qualifying Small Enterprises** based on the applicable B-BBEE procurement recognition levels as a percentage of total measured procurement spend:

2018 Target 15%  
**63%** 2017: 37.7%  
2016: 38.7%

B-BBEE procurement spend from **exempted micro-enterprise suppliers** based on the applicable B-BBEE procurement recognition levels as a percentage of total measured procurement spend:

2018 Target 15%  
**110%** 2017: 26.14%  
2016: 28.23%

B-BBEE procurement spend from all empowering suppliers that are **at least 51% black owned**, based on the applicable B-BBEE procurement recognition levels as a percentage of total measured procurement spend:

2018 Target 40%  
**74%** 2017: 15.7%  
2016: 15.9%

B-BBEE procurement spend from all empowering suppliers that are **at least 30% black women owned**, based on the applicable B-BBEE procurement recognition levels as a percentage of total measured procurement spend:

2018 Target 12%  
**16%** 2017: 10.6%  
2016: 8.7%





## Supplier Development

During the past two years 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:

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

- 39 days spent doing the books and assisting with HR and IT related matters.
- Granting a R500 000 interest free loan.

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

Genesis provided R301 000 worth of consulting services at zero cost to assist SaveAct in developing its strategic framework and providing advice in running the business. This included workshops, review of previous strategy and attending board meetings, etc.







# EMPLOYER OF CHOICE

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

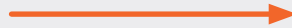


## Growth over 20 Years

From a staff of two in 1998 with a vision to build a commercially successful firm that would use the best analytical tools to make South Africa stronger and our clients better off, Genesis has grown in eight different technical practice areas with one support practice.



**1998**  
59m<sup>2</sup> office | 2 employees



**2018**  
8 Practice areas | Offices in 3 countries | 112 employees



## Male to Female Ratio\*

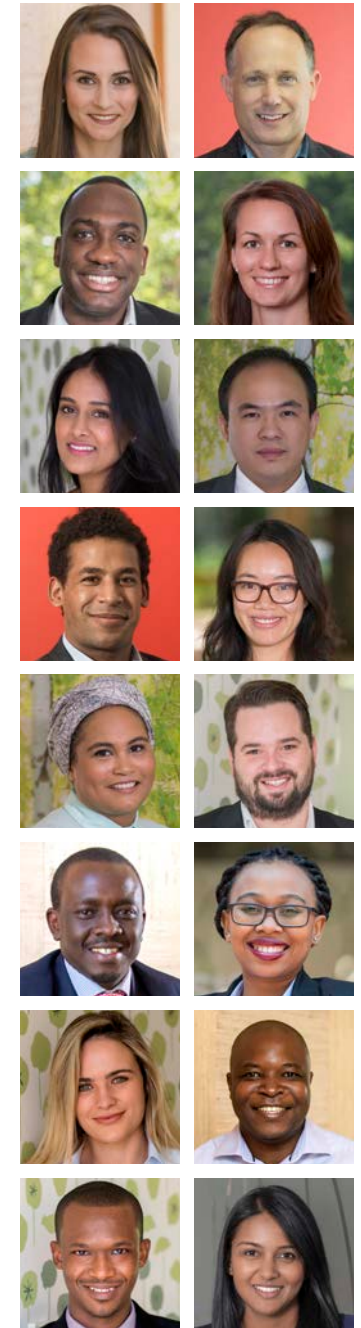


\*As of 28 February 2018



### Current Staff

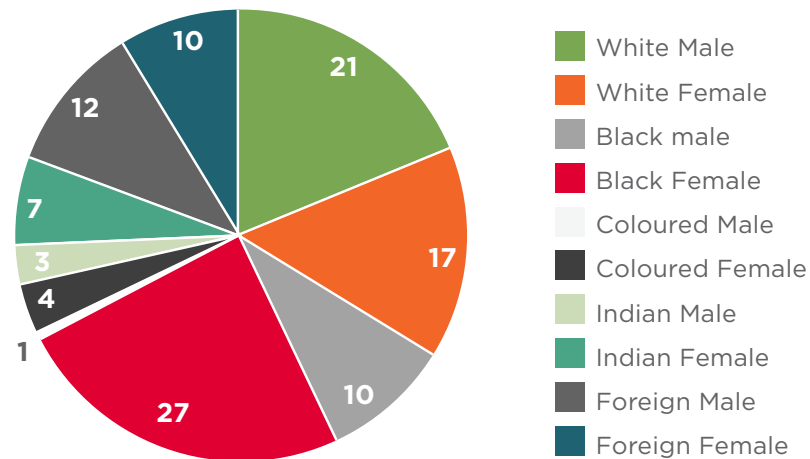
	South Africa	Kenya	United Kingdom
PARTNERS .....	12		
PRINCIPALS .....	5		
MANAGERS .....	11		2
SENIOR ASSOCIATES .....	12	1	
ASSOCIATES .....	11	2	1
ANALYSTS .....	29	4	
SUPPORT STAFF .....	22	1	



### Geographical Location of Staff



### Current Staff Demographics (Race-Gender)



## BENEFITS

Genesis aims to monitor and improve benefits for employees wherever possible to ensure a progressive working environment



### Employee Retention

Flexible working arrangements ensure retention of employees – a state-of-the-art virtual conferencing system has been installed in two boardrooms, allowing employees to work from any location worldwide.



### Lunch

Genesis provides basic breakfast cereals and a cooked lunch every day at the company's expense. The menu has been designed by a dietician to ensure a focus on healthy eating. A winter and summer menu has been developed.



### Wellness

Wellness – a Wellness Day is run annually. Employees can check their BMI, fitness levels with a biokineticist, cholesterol and glucose levels, HIV status, consult a dietician and in 2018 have their eye sight evaluated.



### Policies

Genesis monitors and reviews other policies and benefits on an ongoing basis to ensure the overall safety and well-being of all employees.



International SOS membership registered for all employees along with Duty of Care Policy



Provident Fund transferred to Allan Gray for improved ROI for employees



Gap Cover implemented



## INVESTING IN SKILLS DEVELOPMENT

These investments have been made in the development of skills for our employees:

### Training programmes implemented during 2016 and 2017

- A mentorship programme was launched during 2017 for all junior employees. In 2018 a similar programme will be implemented for all senior hires recruited into Genesis.
- Effective Business Writing
- Partner Hearts and Minds Workshops
- Leadership Development Programme
- Gender Discrimination and Sexual Harassment Awareness

Six employees have been assisted in completing their part-time studies, towards a degree or postgraduate qualification, either through financial assistance, study leave or a combination.

2018

**R8.7** million

has been invested in staff via various training interventions over the past financial year.

2017

**R7.9** million

has been invested in staff

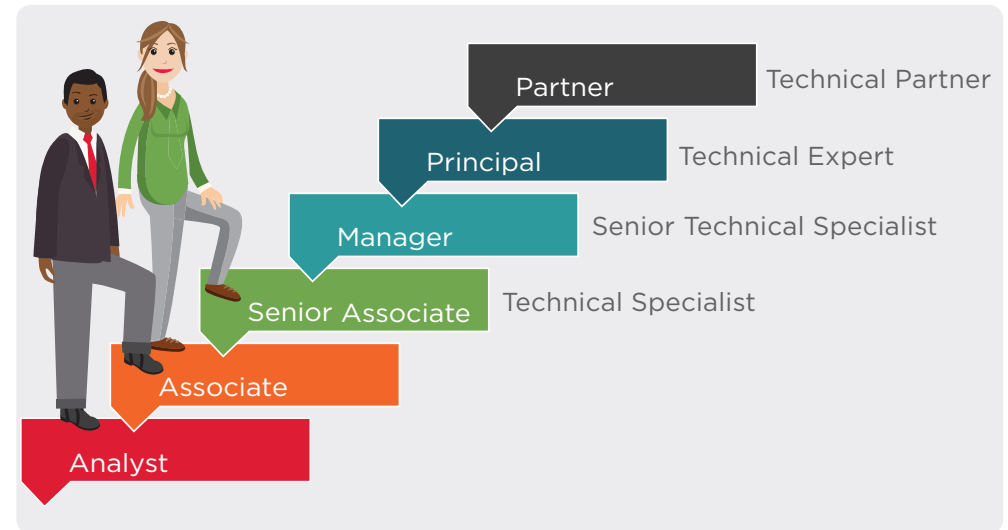
2016

**R3.8** million

has been invested in staff

## CAREER DEVELOPMENT AND RETENTION

Genesis offers both a traditional managerial career path as well as a technical career path available from the Senior Associate level upwards. This recognises the need for diverse talent and skill across the firm. This forms an important part of the value proposition for senior employees.

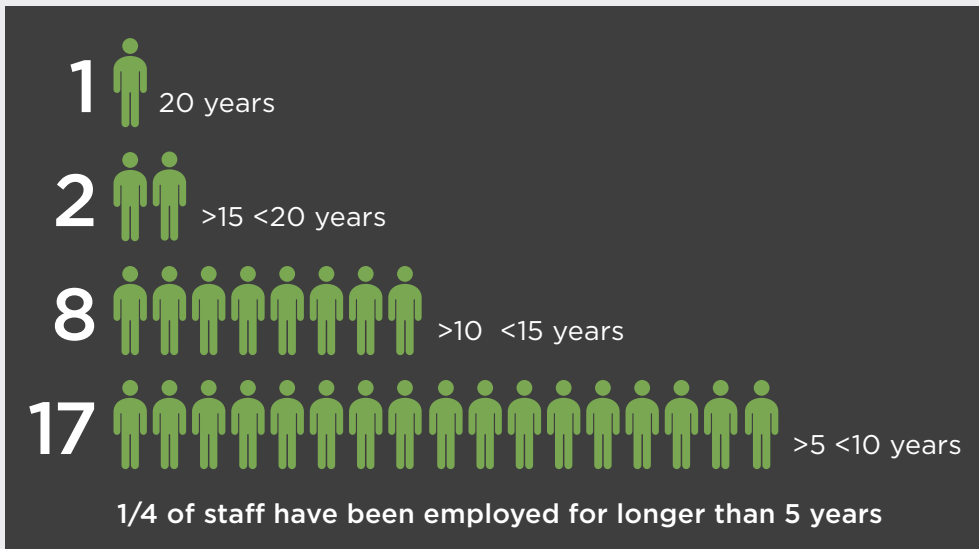


### The Genesis Deal for Young Professionals



## Tenure

Tenure of current staff over 5 years



## Promotions

Of the current employees

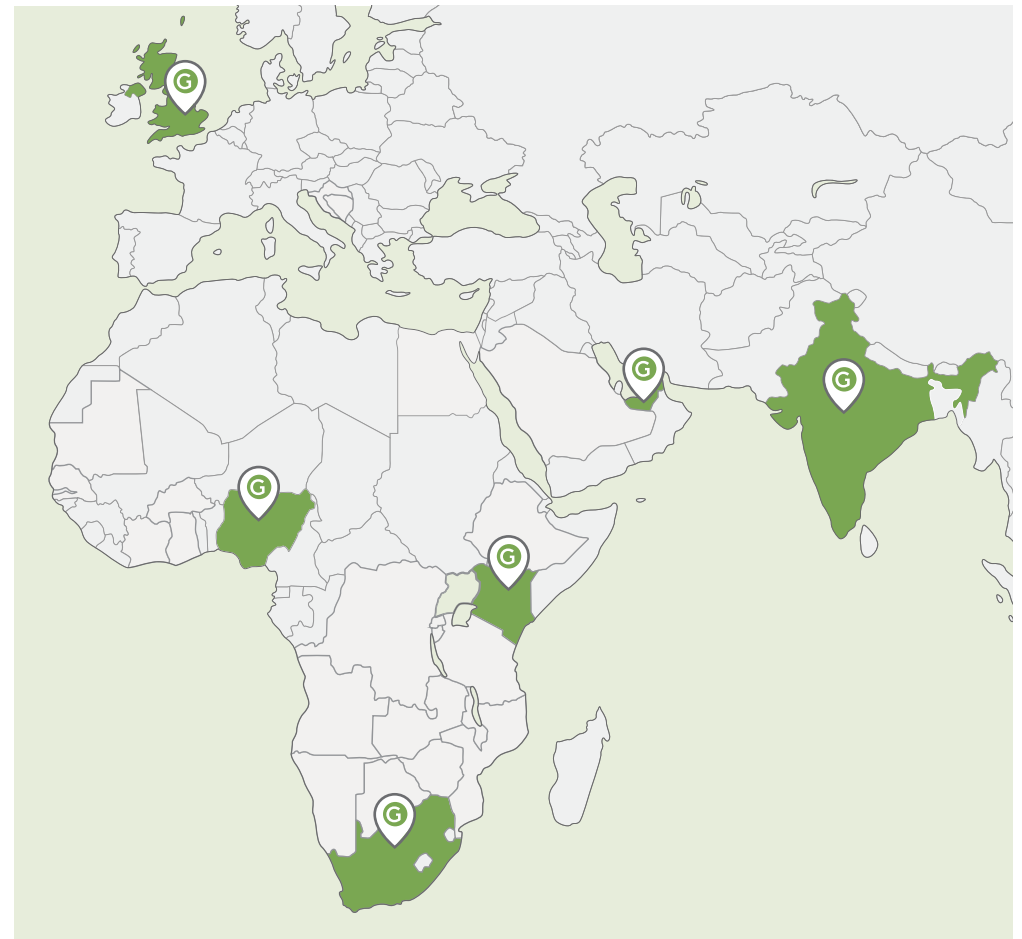


# RECRUITMENT

We are driven to hire the best of the best

## EXPERIENCED HIRE RECRUITMENT

Our presence in six countries enables Genesis to build a firm representative of a diverse, global workforce.





80% of all senior hires over the next two-year rolling period must be **Employment Equity hires**



### Transformation Focus and EE Targets

Genesis is committed to its transformation vision and has set an employment equity target for the next two years in terms of experienced hire recruitment.



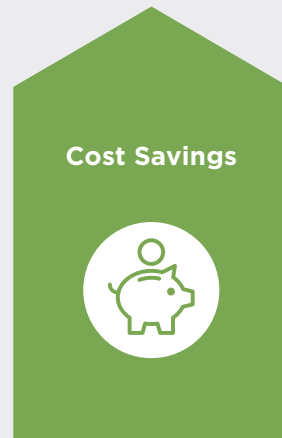
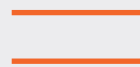
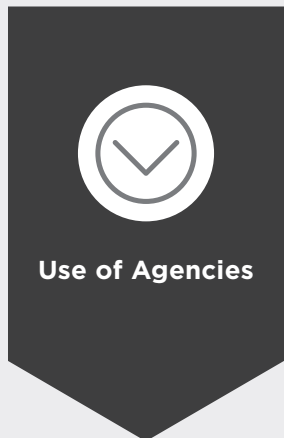
### Active Sourcing vs Traditional Advertising

Since 2016 Genesis has built an internal recruitment function that has adopted an approach of actively sourcing talent through the use of relevant social media platforms in conjunction with advertising all vacancies through our website.



### Reduced use of Agencies

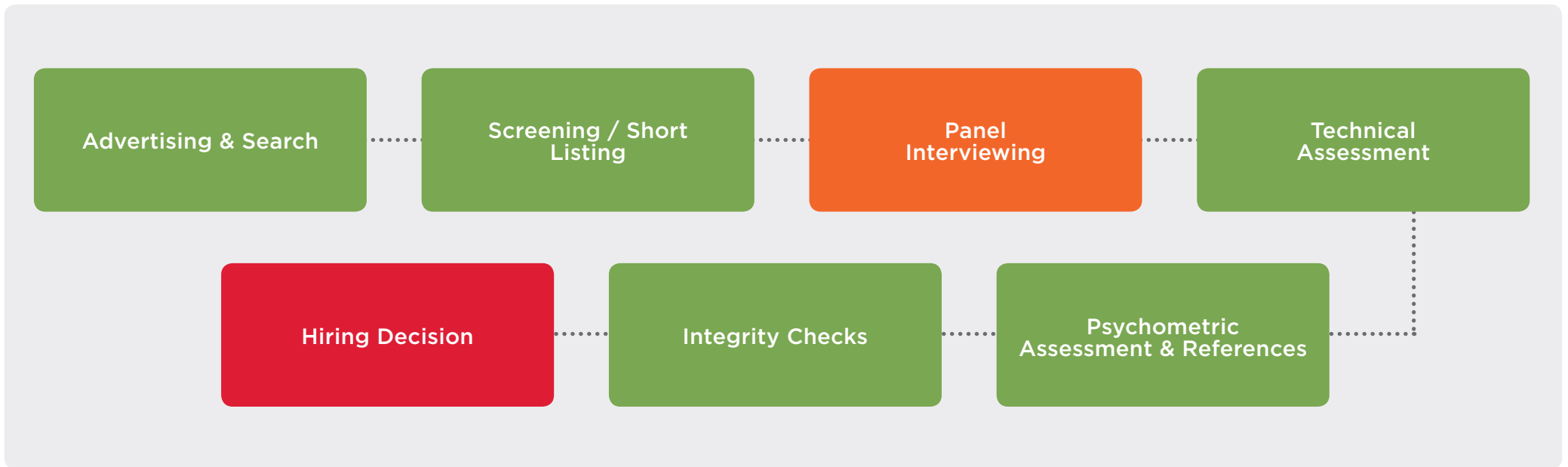
Having a dedicated recruitment team that collectively has more than 20 years of talent-sourcing skills and expertise has seen the use of recruitment agencies significantly reduced. The benefits of using an in-house model ensures cost savings and increased collaboration between business and the recruitment team that ensures an improved alignment of talent to the G:FIT.





## Best Practice and Robust Process

Genesis Analytics follows a thorough and robust recruitment and selection process at all levels, consisting of multiple layers.



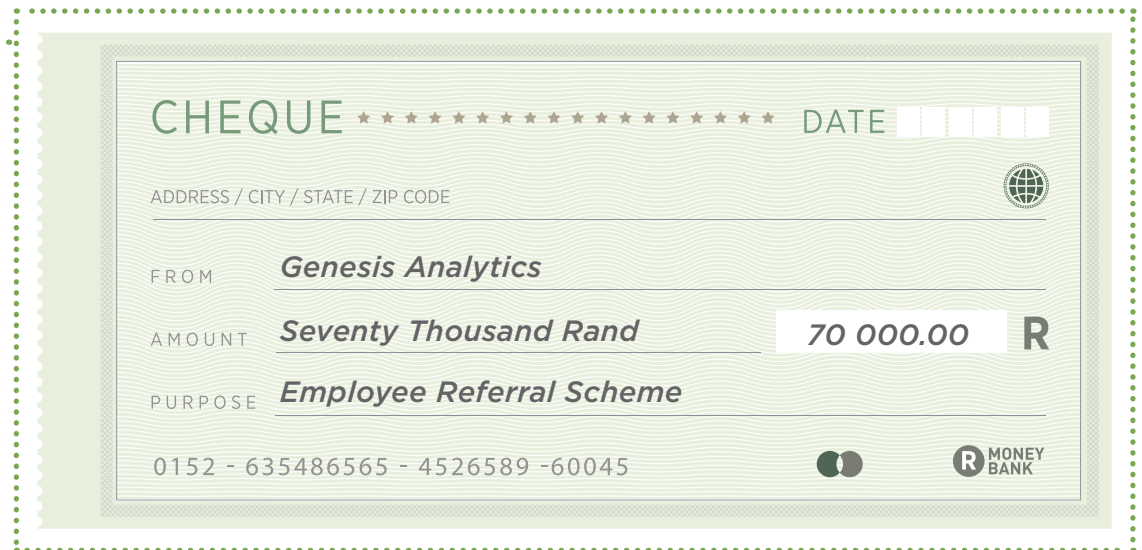
## Employee Referral Scheme

A system of rewarding employees for referrals incentivises staff to assist the business in attracting top talent. The highest referral reward is R70 000.



## Talent Pool

Ongoing talent scouting and applicant tracking are integral parts of the experienced talent-sourcing activities. These ensure that an active pool of talent can be accessed at any time.







## Analytics

A streamlined applicant-tracking system has been used in recent years and, along with the implementation of new processes, has seen the following improvements:

# 2016

# of Applications  
**4649**

# of Senior Hires  
**15**

Days to Hire  
**From 148 to 73**

# of Unique Applicants  
in the Database  
**4428**

# 2017

# of Applications  
**5789**

# of Senior Hires  
**27**

Days to Hire  
**From 73 to 42**

# of Unique Applicants  
in the Database  
**8735**



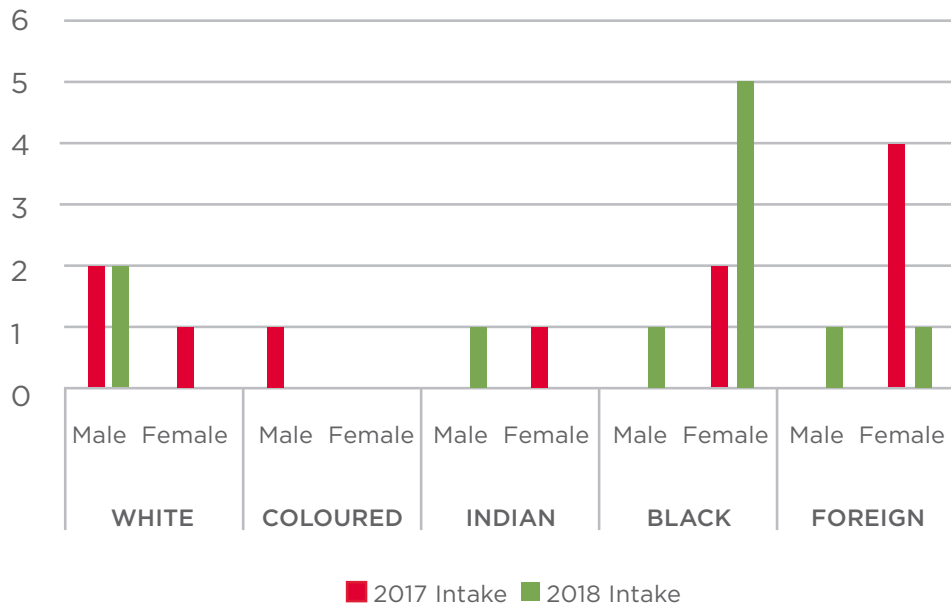


# GRADUATE RECRUITMENT

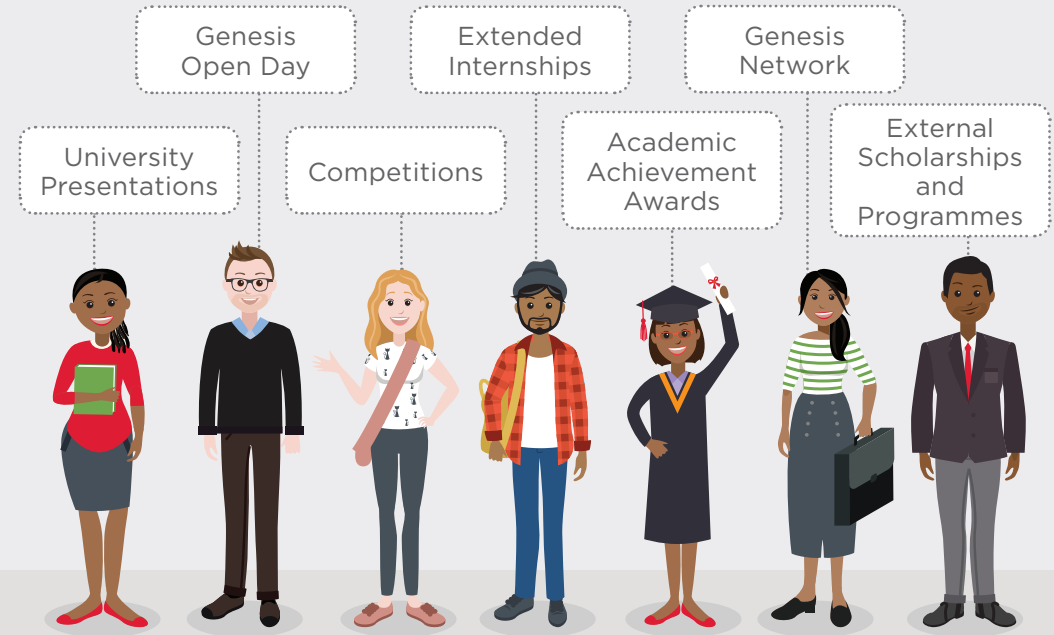
2017 was a transitional year in many ways. The graduate recruitment strategy was revised to include an in-market approach.

At a junior level, we are committed to an annual hiring target where at least 60% of our graduate intake is black South Africans, and the rest a combination of South African and continental hires.

## Demographic Breakdown of Graduate Recruitment (2017 - 2018)

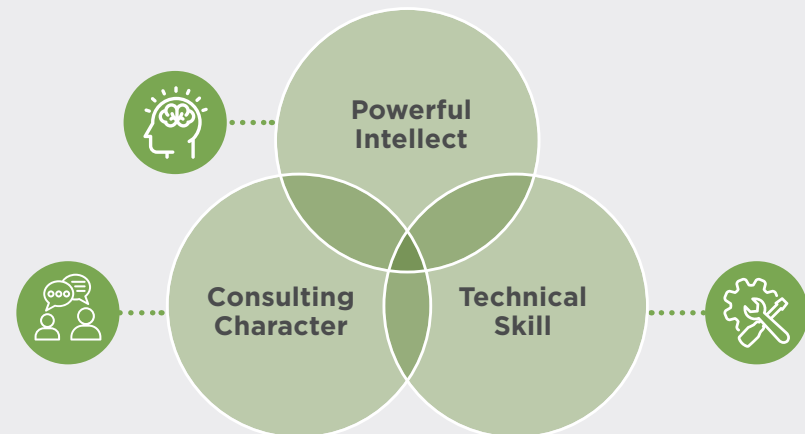


## Additional activities undertaken in 2017 include:



We have expanded the relevant course/programmes and qualifications that we recruit from in order to meet the diverse needs of our growing practice areas.

## What we look for in our ideal candidate



## Partnerships and Collaborative Relationships

We've built successful relationships with external stakeholders and 2017 saw us adding a few more to our list of valued partners.



## Brand Awareness

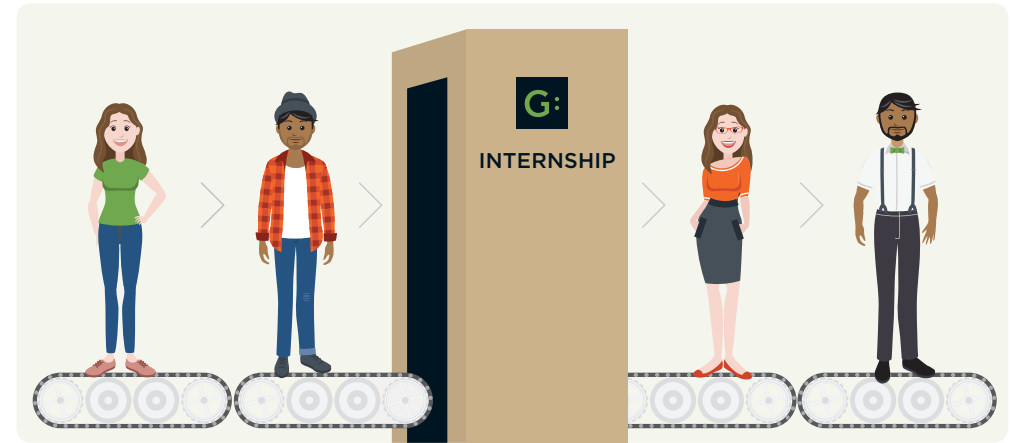
Genesis enhances its visibility and involvement with students through on-campus presentations and the awarding of prizes to top students.



Top performing students are awarded certificates and incentives. The top Honours in Economics student receives an Ibn Khaldun medal. Numerous economics scholars have praised Ibn Khaldun as the real 'father of economics' and claim that his ideas were re-invented four centuries later by economists.

An unsung freethinker, Ibn Khaldun, made the case for a free economy and for freedom of choice as the best basis for a stable country - unlocking value of a similar nature for our clients remains our purpose.

## Feedback from Interns



I got really involved in the research, writing work and critical thinking



My mind has been stretched to think more critically about quantitative analysis



Genesis is a company I see myself growing in and making lots of friends



I got to experience what it's like to consult directly with a client's initial brief and find ways to deliver what the client wants and expects



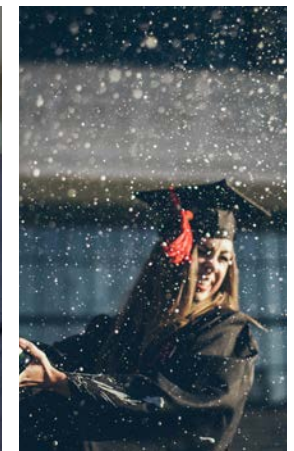
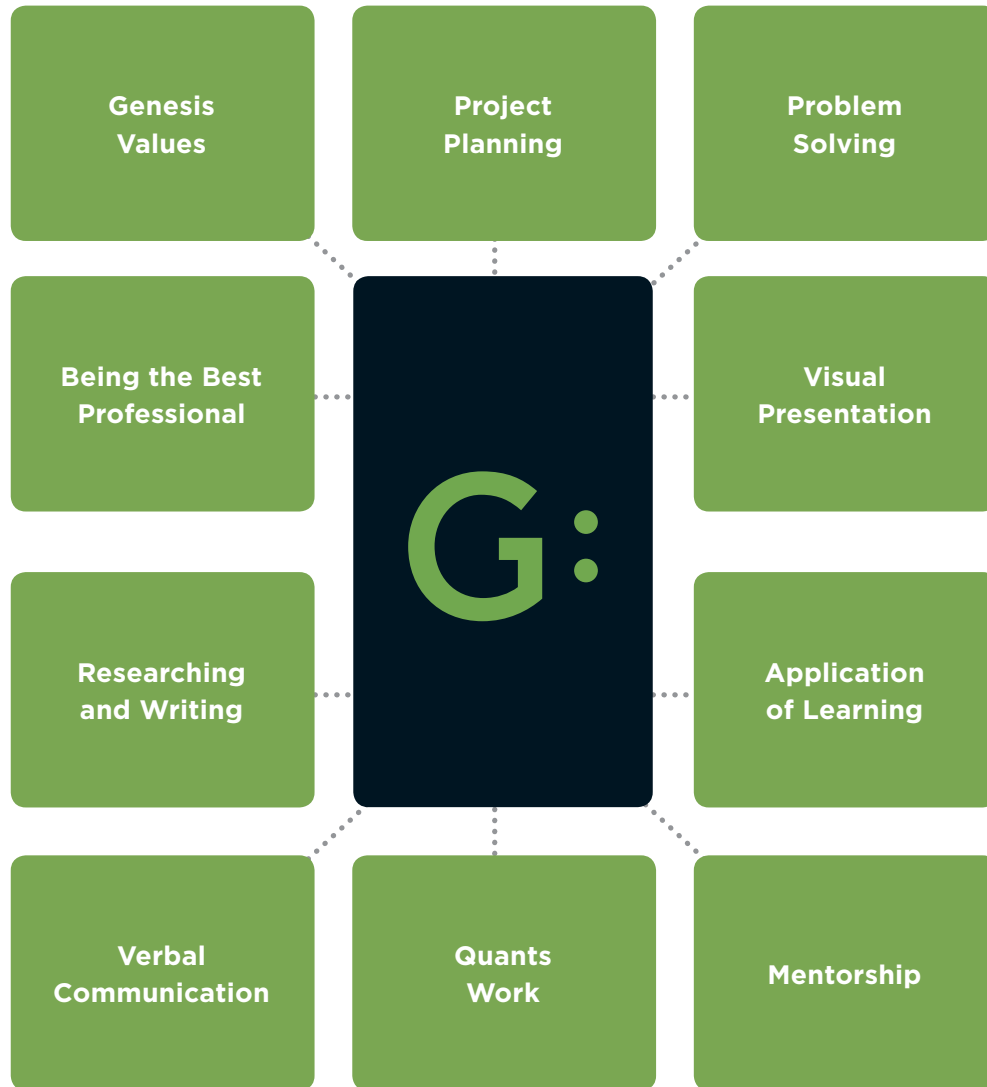
The work is exciting and a constant challenge





## Induction of Graduates

Continuous improvements are made to the induction process for Graduate Hires to ensure they are equipped, early on in their careers, with the core skills for success. This is a 10-day intensive programme.







# 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 trust provides final-year and postgraduate bursaries to previously disadvantaged students who want to pursue a career in economics. Bursary recipients are then offered employment at Genesis after successful completion of their studies. Since its inception in 2016, the trust has awarded more than R3.3 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 2019, we expect to grant bursaries to the value of R690 000.

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

Year ending 28 February	Rand value of bursaries	Number of people helped during the year
2006/2007	R 0	-
2008	R 22 800	2
2009	R 60 971	2
2010	R 294 253	7
2011	R 202 432	4
2012	R 255 523	6
2013	R 375 855	8
2014	R 616 246	13
2015	R 448 198	11
2016	R 244 406	10
2017	R 402 954	7
2018	R 386 845	7
	<b>R 3 310 483</b>	<b>77</b>

Bursary students complete two internships a year

**R3.3 million** worth of bursaries granted





# GENESIS UNLOCKING VALUE IN SOCIETY

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

<b>Year ended February 2014:</b>	<b>R 8 800</b>
<b>Year ended February 2015:</b>	<b>R 279 877</b>
<b>Year ended February 2016:</b>	<b>R 794 890</b>
<b>Year ended February 2017:</b>	<b>R 352 760</b>
<b>Year ended February 2018:</b>	<b>R 537 057</b>

Genesis is committed to making a difference in society, and we acknowledge the value of involving all staff members' in activities beyond their daily work.

Through G:Soc we implement meaningful projects that make a tangible difference in our community. We leverage our skills and capabilities to going beyond traditional CSI and in this way we aim to 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 who 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 committee that meets regularly to adjudicate proposals, review and report on progress.

Some examples of projects that have recently been undertaken or are under way:

## Technical Support to Bridge Elements

Bridge Elements is a newly established and 100% black-owned diversity-management advisory firm. Genesis provided technical support to Bridge Elements to refresh the corporate and brand image. This included developing a PowerPoint slide deck template, which it will be able to use. It is envisaged that this revitalised corporate image will help Bridge Elements to communicate its content more effectively.

## Research on Evaluation Utilisation in South Africa

The Southern African Monitoring and Evaluation Association (SAMEA), the Centre for Learning on Evaluation and Results (CLEAR-AA) and the Centre for Research on Evaluation, Science and Technology (CREST) formed a research consortium to provide support for the emerging field of evaluation in South Africa. Genesis conducted research on factors influencing evaluation utilisation in South Africa, the findings of which were shared with SAMEA members at a research symposium and at the biennial SAMEA conference.



We leverage our skills to implement high impact, meaningful projects in our community

## Facilitating a Financial Education Workshop for a Youth Group

Genesis designed, developed and facilitated a workshop that aimed to improve the youth's awareness of fundamental financial literacy concepts, while instilling tangible skills like developing budgets. This workshop was provided to the Presbyterian Church Youth Group in Estcourt, KwaZulu-Natal.



## Monitoring and Evaluation Support to OLICO

OLICO Education builds maths and literacy solutions for South African township communities. Recognising that maths provides an excellent foundation for post-school opportunities, OLICO's Diepsloot programme works with Grade 6-12 learners to improve their number sense and mathematical fluency. Genesis continues to provide M&E support to OLICO to facilitate organisational learning and continuous improvement of its services to the youth.



## Presentation on effects of South Africa's Downgrade to Finance and Investment Seminar

Genesis presented research on the effects of South Africa's downgrade to a finance and investment seminar convened by a youth group in Soweto. The purpose of this presentation was to highlight the tangible effects the downgrade would have on the lives of ordinary South Africans, and the youth in particular.

## Strategic Support to SaveAct

SaveAct aims to fight poverty by improving livelihoods and the empowerment of women and other vulnerable groups through the facilitation of savings and credit groups in rural communities. Genesis continues to support SaveAct through membership on its board. Additionally, Genesis is advising SaveAct on its medium-term strategy.



Through our partnerships with community-based organisations, we aim to positively influence the lives of youth





# CHARITIES WE SUPPORT

We support a number of charities in addition to the G:Soc activities mentioned

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

<b>Year ended February 2014:</b>	<b>R 70 128</b>
<b>Year ended February 2015:</b>	<b>R 56 187</b>
<b>Year ended February 2016:</b>	<b>R 51 550</b>
<b>Year ended February 2017:</b>	<b>R 72 000</b>
<b>Year ended February 2018:</b>	<b>R 81 000</b>

**Details on two of the charities we have supported over the past year:**

## OLICO

Genesis continues to nurture a close relationship with OLICO. This year, our activities included spending Mandela Day at its Diepsloot hub to help paint its classrooms. Throughout the year, Genesis staff have volunteered in the OLICO maths programme, which will continue in 2018.

Genesis staff get down to painting OLICO classrooms on Mandela Day.



## Hannah House / St Jane's de Chantal Home

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

Before Genesis became involved, the children would sleep in three different shacks in Alexandra and during the day they played at a house in Kelvin. Genesis is assisting by paying rent for three rooms in the Kelvin house so that the children are safe in one place under one roof. They have lost this property and a new one needs to be found.

Genesis also ran a Santa Shoebox drive for the children of Hannah House. Through this drive, we brought festive cheer and much-needed groceries, clothing and toiletries to the children.

Genesis will continue to support Hannah House in 2018.





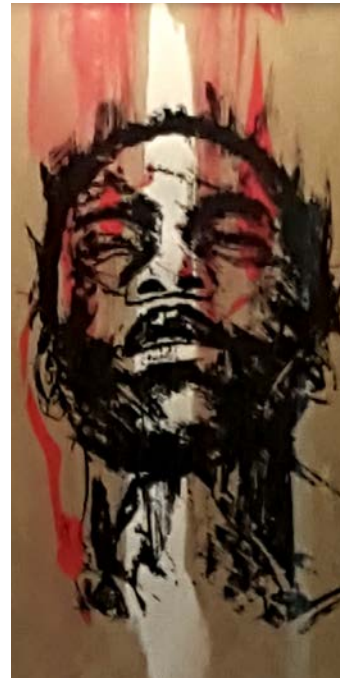
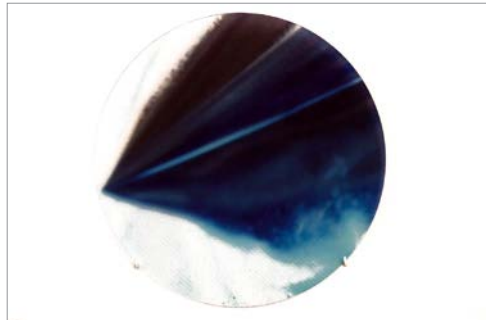
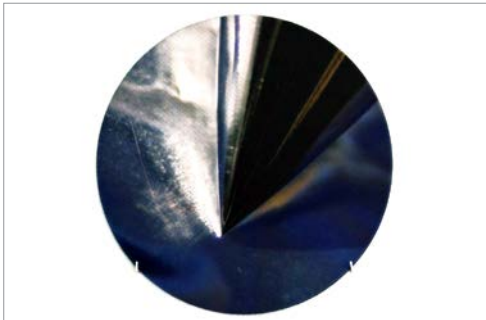


# GENESIS ART

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

Initially the firm leased art pieces from the JAB, whose main purpose is to create employment for artists, develop the skills of emerging artists and raise awareness about South African art.

Genesis subsequently bought a number of pieces and continues to support local contemporary artists, from painters to crafters and sculptors.





# GENESIS IN THE NEWS



Alyna



Mishkah



Anthony



Ashleigh



James



Kim



Malcolm



Manyewu



Nokuzola



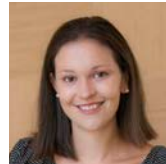
Sydney



Richard



Ryan



Sarah



Sibulele



Noel

**Alyna Wyatt** and **Mishkah Jakoet** contributed to the debate on the role of evaluation in building democracy in South Africa with a chapter in Democratic Evaluation and Democracy: Exploring the Reality

**Anthony Felet** was appointed by the Constitutional Court to a high-powered panel to monitor the process of phasing out Net1's involvement in the distribution of social grants

**Ashleigh Fynn** won the South African Monitoring and Evaluation Association's Young and Emerging Evaluator (YEE) Award

**James Hodge** wrote in Business Day that releasing more spectrum to mobile networks must be part of the broadband solution

**Kim Adonis** warned that scale was required in funding SADC water projects

**Malcolm Pautz** convened the third Infrastructure Report Card, which was launched by the South African Institution of Civil Engineering

**Manyewu Mutamba** reviewed the case for climate-smart agriculture

**Mishkah Jakoet** was selected as the co-chair of the ANDE South Africa Chapter's Impact Metrics Learning Lab

**Nokuzola Jenness** and **Sydney Zharare** mapped Mozambique agri projects for a Swiss programme

**Richard Ketley** told the South African Reserve Bank's Payments Innovation Conference that the huge gap in the market was an innovation

**Ryan Short** wrote in Business Day on how workers could use their muscle to reform corporate South Africa

**Sarah Magni** reported at the 8<sup>th</sup> National AIDS conference that being a Soul Buddyz Club member protected young women from HIV in the long term

**Sibulele Walaza** contributed a chapter to a book titled From MDGs to Sustainable Development Goals: The Travails of International Development

**Noel Verrinder** presented on a webinar to share lessons on how rural youth could be supported to harness opportunities, expand their enterprises or find employment





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FOR MORE INFORMATION  
about our firm and our work





