



**“VISION WITHOUT ACTION IS JUST
A DREAM, ACTION WITHOUT VISION JUST
PASSES THE TIME, AND VISION WITH
ACTION CAN CHANGE THE WORLD.”**

Nelson Mandela

JOIN THE
**SHARED
VALUE**
AFRICA INITIATIVE



Together building Africa's most
powerful business network



IT'S AFRICA'S TIME



Africa's story has been written by others; we need to own our problems and solutions and write our story.

- Paul Kagame, President of the Republic of Rwanda

Collaboration is key to Africa realizing its potential in the twenty-first century.

It is also essential for business to play a role in moving the continent forward on all levels, economic and social. Stymied by the legacy of colonialism and decades of mismanagement, governments across the continent have been slow to react to the rapidly-evolving needs of their communities. Although a lot is already being done on a governmental level, it is clear that even in more developed countries **it is time for business to step up**. Indeed, **it is a sound business decision for companies to incorporate social good into their strategy, as Africa's challenges are also a source of great growth and profit potential.**



IT IS NO LONGER SUFFICIENT FOR BUSINESSES IN AFRICA TO FOLLOW THE LEAD OF FIRST-WORLD NATIONS. IT IS TIME FOR AFRICA TO DRIVE AFRICAN SOLUTIONS AND BUILD AFRICAN WEALTH AND SUSTAINABLE DEVELOPMENT.

Africa must make the shift to a knowledge-based economy, as this will help governments, businesses, and other civil society organisations to drive true, sustainable economic transformation.

We need to break down silos and find a common purpose – **building the African economy for our people and our continent.**





CREATING SHARED VALUE

A successful company cannot exist if the society around it is failing, and the only way that business ... can bridge the gap is actually by adopting [the] Shared Value principle.

- Sanda Ojiambo, Head of Sustainability, Safaricom

The business concept of Shared Value was first given its name and a defined structure in the foundational Harvard Business Review article by Prof Michael Porter and Mark Kramer in 2011. **The Shared Value approach reconnects business success with social progress**, positing that it is not only possible but indeed preferable from a business perspective to focus business on creating both economic value for its shareholders and for society – summed up succinctly as **profit with purpose.**



Shared Value acknowledges that, in order to be sustainable, a business must generate a profit. A Shared Value approach generates economic value for the company in a way that also produces value for society. Capitalism, long regarded by many as the enemy of true social progress, can be harnessed to become a key driver of the achievement of the UN Sustainable Development Goals.

AFRICA HAS SPECIFIC NEEDS THAT CANNOT BE ADDRESSED FROM THE OUTSIDE IN; THERE IS A REAL NEED FOR AFRICAN-DRIVEN SOLUTIONS TO AFRICAN PROBLEMS, AND SHARED VALUE IS THE KEY. THE SHARED VALUE MINDSET, OF SEEING OPPORTUNITY IN THE MIDST OF STRUGGLE, IS THE WAY FORWARD IN MAKING AFRICA THE ECONOMIC POWERHOUSE OF THE NEXT CENTURY.





WHEN IS BUSINESS AT ITS BEST?

WHEN AN ORGANISATION'S LEADERSHIP MOTIVATES AND ENGAGES ALL STAKEHOLDERS AROUND A SOCIAL PURPOSE TIED TO ITS CORE ECONOMIC FUNCTION, FINDING THAT HIGHER PURPOSE THAT CREATES BUSINESS SOLUTIONS FOR SOCIAL PROBLEMS.



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THE SHARED VALUE AFRICA INITIATIVE (SVAI)



MISSION

Bring together businesses and business communities from across Africa with a common purpose: to build the African economy, shift Africa from being the poorest continent to become the most economically viable, and bring about change at scale.



OBJECTIVE

Through partnership with a variety of stakeholder groups, including regional and national corporations, non-profits, multi- and bilateral development agencies and foundations, the SVAI will create Africa's most powerful business network.



OVERVIEW

Business in Africa will be at its best if it continues to innovate, create and scale new business opportunities. This cannot be done without the involvement of business leadership. The SVAI focuses on motivating and engaging CEOs, board members, executives, employees and stakeholders through a social purpose tied to the business's core economic function.

The SVAI aims to expand the Shared Value community on the African continent, with the support of the global Shared Value Initiative. Africa is at a critical crossroads. The twenty-first century can be the era when Africa lifts itself out of poverty – if existing business silos and cross-border barriers can be eliminated. It is imperative that we create a network that is backed by businesses across Africa, both established and up-and-coming, and utilise this network to collaborate, co-operate and engage at all levels of business to build stable, prosperous and sustainable economies that will leave no one behind.

The SVAI is the regional partner of the global Shared Value Initiative. Operated by Shift Social Development, a Shared Value, advocacy and training firm based in Johannesburg, its purpose is to grow the community of African Shared Value leaders.





MEMBERSHIP BENEFITS

Members of the Shared Value Africa Initiative will have the opportunity to connect and collaborate with organisations from across the continent and form long-term partnerships to further both business and social interests. This will enable the creation of sustainable collaborative Shared Value ecosystems and the achievement of business purpose on a far greater scale.

The benefits of memberships are, in summary:



Contribute to business and social impact at scale



Develop cross-continent business partnerships



Access and partner with high-level strategic networks across Africa



Drive collaboration across Africa



Create an ecosystem that drives and supports the creation of inclusive societies



Build business reputation through membership and thought leadership



Drive transformation through business



Foster innovation and growth across Africa



Access to African research and insights



Create inclusive growth with equitable opportunities for all



Optimise business value chains



Opportunity to contribute to Africa's body of knowledge





MEMBERSHIP ENGAGEMENT

01. CURATED AFRICAN RESEARCH

Africa faces challenges that are unique to our environment, economy, government, and social milieu. The SVAI will be a driver of research that is relevant to our continent and how Shared Value can be, and has been, implemented successfully in our business context. We need to build a truly African body of knowledge – research done in Africa, by Africans, that speaks to African challenges and requirements.

02. INNER-CIRCLE LEADERSHIP COLLABORATION

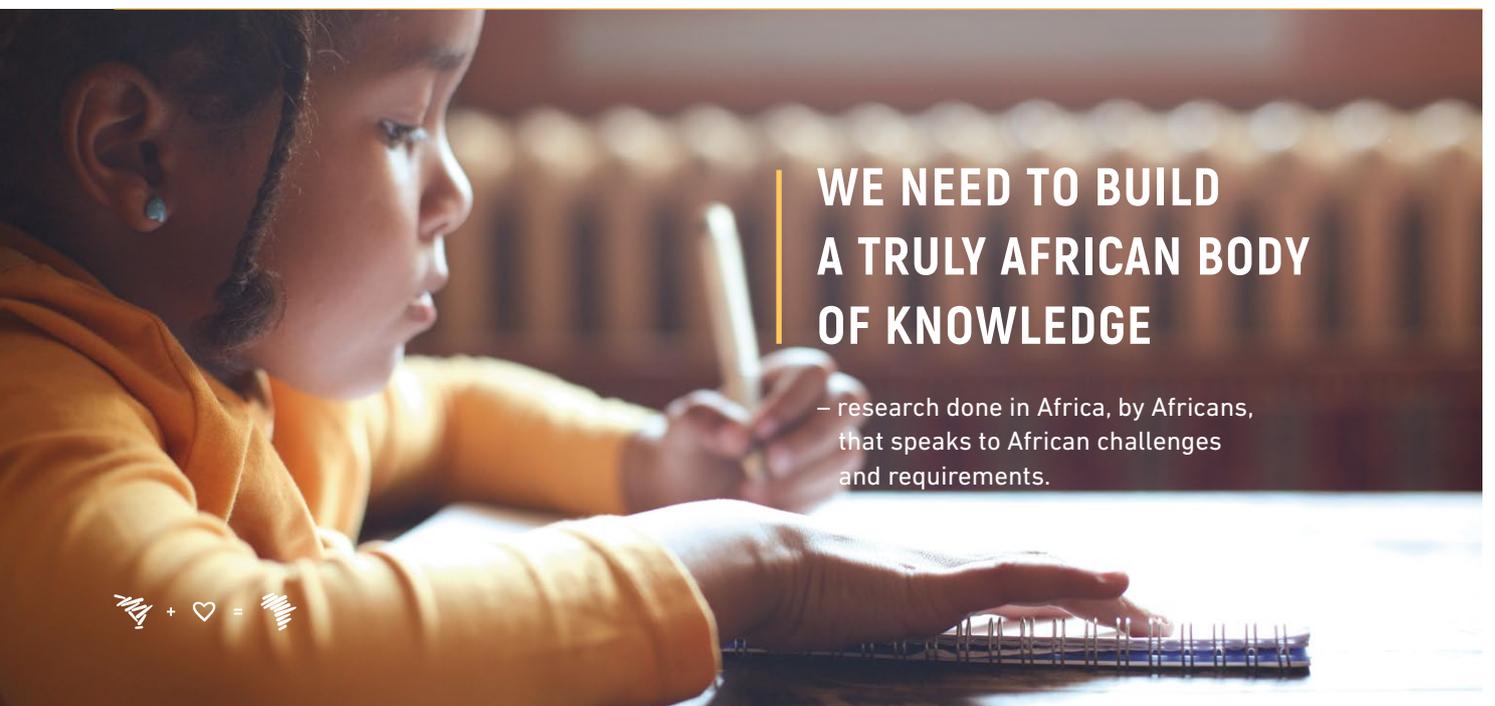
Networking at the highest level is essential to create a collaborative Shared Value ecosystem. The SVAI will facilitate networking opportunities across the continent through annual round-table Shared Value events specifically tailored for top executives. As important as connections between organisations are at lower levels of management, they are exponentially more powerful when forged between the decision-makers.

03. BUSINESS OPPORTUNITIES

The SVAI will utilise the Shared Value network to bring businesses together to create multi-stakeholder partnerships across our continent that can benefit both business and society on our continent.

04. ANNUAL AFRICA SHARED VALUE SUMMIT AND OTHER EVENTS

In partnership with the global SVI, the SVAI will host a wide range of events, which function as platforms for creating awareness and networking as well as possible speaking opportunities. These events will culminate in the annual Africa Shared Value Summit. Opportunities for engagement and speaking at regional events and reduced participation fees will be negotiated and facilitated by the SVAI.



**WE NEED TO BUILD
A TRULY AFRICAN BODY
OF KNOWLEDGE**

– research done in Africa, by Africans,
that speaks to African challenges
and requirements.



05. PARTNER RECOGNITION – AWARDS

Recognition of achievement is a way to encourage continued striving for excellence. Awards are a means of enhancing brand credibility among shareholders, investors, partners, and consumers. The SVAI facilitates access to key Shared Value awards, both locally and internationally. This will give members the opportunity to be recognised beyond their local context.



08. AFRICAN CASE STUDIES REPOSITORY

The SVAI will build a repository of credible case studies from across our continent with the assistance of educational institutions from across Africa. These case studies can be used as reference as well as assisting in connecting organisations to further build the Shared Value ecosystem on our continent.

06. CUSTOMISED EMPLOYEE WORKSHOPS

Employee participation offers member organisations and researchers a wide pool of respondents for enquiries into Shared Value operations in different industries. A company can learn more about itself, or about the industry in which it operates, through the involvement of its own and other organisations' employees in focused workshops, discussions, or research projects.

07. FACILITATING FUTURE LEADERS ENGAGEMENT

Engaging with educational institutions not only enables students to gain a deeper understanding of Shared Value, it also offers member organisations the opportunity to engage with the next generation and share their organisational Shared Value challenges and success stories. These engagements will be focused on post-graduate students to target specifically the next generation of leaders in the field. The SVAI will be guided by the learning institutions in this regard to achieve the greatest impact.

09. REGIONAL SHARED VALUE INITIATIVES

Exposure to regional partner platforms in Australia, India and Hong Kong provides further insights and information from the global Shared Value communities.

10. MEDIA AWARENESS CONTRIBUTION

Keeping the Shared Value conversations alive, member organisations will have the opportunity to contribute articles on a regular basis and put forward suggestions of candidates for interviews on the subject of Shared Value.

11. MARKETING

The SVAI website will be a key information hub. The website will be used as a communication and marketing tool to share the challenges and success stories of our partners and further grow Shared Value awareness and the Shared Value Africa Initiative.





JOIN THE SHARED VALUE AFRICA INITIATIVE

There are three membership tiers. Return on investment can be calculated by:

- Business opportunities across Africa through collaboration
- Advancement of organisational Shared Value goals
- Positioning of organisational leadership in the field





MEMBERSHIP TIERS

INDUSTRY ASSOCIATE LEVEL

At the **INDUSTRY ASSOCIATE** level, member organisations receive the following:



A. Connect with Leaders in the Shared Value Field

- Attendance slots at the annual Africa Shared Value Summit as well as in-person and virtual knowledge exchanges (including events)

B. Access Shared Value Knowledge and Tools

- Receive Shared Value Africa Initiative partner updates with curated research and insights
- Submit a case study to be published on the SVAI website
- Access to the Shared Value knowledge base and practitioners who can assist with customisation and implementation for your organisation's needs
- Access to research and case studies

C. Promote Your Leadership Position

- Visibility as a partner organisation at the annual Africa Shared Value Summit
- Recognition as a leading Shared Value organisation

- Acknowledgement in SVAI research
- Opportunity to feature your organisation's Shared Value projects as an example/case study or interview on our communication platforms
- Opportunity for recognition and coverage on partner media and community websites
- Priority consideration for SVAI-sourced opportunities to present at external events
- Notification and awareness of awards and submission deadlines in various regions

D. Access to Peers and Relevant Organisations

- Tailored connections to individual practitioners in other leading Shared Value organisations and sectors
- Access to SVAI working groups
- Access the Initiative's regional platforms and corporate partners (Australia, India and Hong Kong)
- Connections to business-in-society leaders from Initiative partner organisations





SUPPORT LEVEL

At the SUPPORT LEVEL, member organisations receive all INDUSTRY ASSOCIATE LEVEL benefits, as well as the following:

Organisational Shared Value Support

Supporters may choose two of the following items for each annual term:

- Development of a case brief to be featured on the SVAI website, www.SVAI.africa, and distributed to partner channels and all SVAI communication channels
- Delivery of an in-person Shared Value executive briefing/presentation for senior leaders – sharing knowledge and learnings
- Interview with a leading executive featured on www.SVAI.africa, communication channels and across partner channels
- Enhanced marketing placement on Shared Value Africa Initiative platforms – YouTube/Facebook/Twitter/LinkedIn
- SVAI network collaboration facilitation and support on Shared Value programmes/projects/strategies

THOUGHT LEADERSHIP/FOUNDING MEMBER CONTRIBUTION LEVEL

At the THOUGHT LEADERSHIP/FOUNDING MEMBER CONTRIBUTION level, member organisations receive all INDUSTRY ASSOCIATE and SUPPORT LEVEL benefits, as well as the following:

A. Strategic Guidance and Thought Leadership Collaboration

- Membership in the Initiative's Thought Leadership Council, the exclusive advisory body that shapes the Shared Value Africa Initiative's research agenda, priorities, and strategic direction
- Opportunity to shape themes and content for the Africa Shared Value Summit together
- Ongoing support from Initiative staff on your organisation's Shared Value strategy and needs

B. Organisational Shared Value Accelerators

Leadership Council members may choose one of the following items for each annual term:

- Development of a case study with the assistance of SVAI educational partners that will be used as a global African Shared Value reference at all SVAI training and workshops
- Speaking slot at the Africa Shared Value Summit
- Delivery of an in-person Shared Value workshop (half-day) for senior leaders and influencers
- Interview with a leading executive featured on www.SVAI.africa and on CNBC Africa as well as across partner channels
- Tailored internal organisational Shared Value workshop - topic of organizational importance



ANNUAL SVAI EVENTS	ASSOCIATE	SUPPORTER	LEADERSHIP COUNCIL
Africa Shared Value Summit	5 attendees	8 attendees	10 attendees
Africa Shared Value Summit Speaker	-	-	1 speaker & 1 storyteller
Africa Shared Value Summit Annual Dinner	2 attendees	4 attendees	8 attendees
Educational Institution Events	2 attendees	3 attendees	4 attendees
Leadership Events x 3	1 attendee	2 attendees	3 attendees
International Conference Attendance	Negotiated discounted fee	Negotiated discounted fee	Negotiated discounted fee
Opportunity to Present Case Study at Loeries Shared Value Masterclass Event	-	-	1 case study
Interviews – Radio/TV	-	-	1 annually
Annual Shared Value Africa Initiative Strategy Meeting		1 attendee	2 attendees



For further information and membership fee structures, please contact:

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SUSTAINABLE DEVELOPMENT GOALS





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Together building Africa's most powerful business network



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