

SHIFT
IMPACT
AFRICA

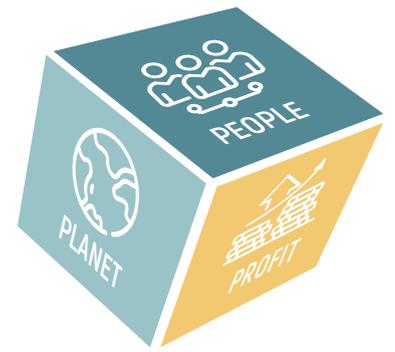


connect • scale • impact

WHY SHARED VALUE?

Once hailed as generators of society's wealth, companies are increasingly seen as causing harm to people and the planet through their narrow focus on profits. Gestures of philanthropy and corporate social investment no longer suffice as a social license to operate.

It is about sustainability and the triple bottom line – people, planet and profit.



It is now more important than ever before for organisations to align their business to the United Nations' Sustainable Development Goals (SDGs) and to show the material ways in which they are playing a role in reaching the targets. Organisations are expected to go beyond the requirements of regulatory compliance and adjust their operating models to meaningfully address global challenges, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice.



Maintaining consumer trust and attracting investment hinges on organisations making this strategic shift. In the long term, maintains the Boston Consulting Group, organisations that integrate social impact into their core strategy outperform those that only focus on financial gains.

In Africa, the greatest business opportunities lie in meeting social and environmental needs – this is, and will be, the source of contribution to the growth of the continent's community of entrepreneurs.

THE BUSINESS OPPORTUNITY: SUSTAINABILITY

COMPANIES ARE
UNIQUELY POSITIONED
TO TACKLE
GLOBAL ISSUES
AND, BY TAKING
RESPONSIBILITY,
CAN BRING ABOUT
POWERFUL CHANGE.



The Shared Value approach offers businesses a way to:

Implement measures to achieve relevant SDGs, thereby contributing to securing a social license to operate.

Fully capture the financial and social value they are creating by explicitly linking sustainability activities to core business metrics.

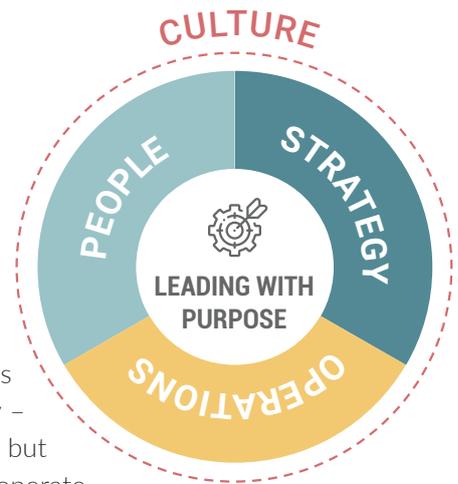
Attract investment and build partnerships through a global network of organisations actively solving social problems while generating profit.

WHY SHIFT?

Shift Impact Africa assists organisations with understanding, embracing and leveraging the Shared Value concept as a strategic business framework to drive sustainability and achieve alignment to the SDGs.

Shift is a connect-scale-impact consulting firm that assists organisations with unlocking the power of a Shared Value sustainability strategy – one that is not only centered on social and environmental impacts, but also works for our clients AND benefits the communities in which they operate.

We advocate strongly for business focus on profit with purpose, founded on the belief that business can create both economic value and build value for society. We are a women-owned and run firm, and a team of diverse and driven Shared Value Social Impact and Sustainability consultants.



OUR FOCUS

Shift Impact Africa assists companies to shift their thinking from a profit-only focus to profit with purpose; to address inequalities in society and develop strategies focused on sustainability and alignment to the United Nations' Sustainable Development Goals (SDGs).



OUR NETWORK

Shift Impact Africa is the founder of the Shared Value Africa Initiative (SVAI) launched in May, 2018. The SVAI is the regional global partner of the Shared Value Initiative, which was launched by Harvard Business School Professors Michael Porter and Mark Kramer, in 2011.

OUR ADVANTAGE

Shift creates, builds, connects and orchestrates bilateral and multilateral engagements across borders where we, as a collective, can create and develop solutions for the people of Africa.

We have extensive on-the-ground understanding of the African business landscape, backed by in-depth knowledge and experience of Africa's societal needs.



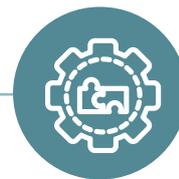
Africa focused with a business network across the continent



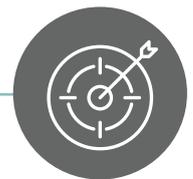
Aggregate Impact Value: economic, societal, environmental



Sustainability focused and Shared Value expertise



Alignment to the Shared Value Africa Initiative



Purpose Playbook Implementation Partner for Africa

PARTNER AS A COLLECTIVE

BUILDING A SUSTAINABLE FUTURE

Shift focuses on assisting organisations with the development of sustainability strategies. Driven by profit with purpose, we help clients build economic value and, at the same time, create environmental and societal value.

Guided by core Shared Value principles, we follow the Purpose Playbook developed by the global Shared Value Initiative, its members and advisory firm FSG. We assist organisations with strategy development, implementation and training requirements throughout their Shared Value journey. Ultimately, we empower companies to contribute to business and social impact at scale, by cultivating and developing an ecosystem that enables and supports the creation of inclusive societies.

KEY COMPONENTS

- Define and align company purpose
- Alignment of culture to purpose
- Identification of opportunities
- Sources of distinction
- Strategies, goals and resources
- Innovating for scale
- New models of co-operation
- Measurement and reporting
- Organisational design and training
- Talent acquisition and development
- Engagement and communication



ORGANISATIONAL PURPOSE

The purpose of an organisation is the starting point for every sustainability and social impact strategy. A purpose that defines our reason for being. It must be integrated into the business strategy, operations and people practices.



IDENTIFY SOCIAL DRIVERS

Every company's materiality is different and can have a major impact on operations, as well as financial, reputational and legal aspects of the business. We identify social issues holding business back and help to create a credible license to operate.



COLLECTIVE DEVELOPMENT

We work together with executives, management and operations across all departments. As a collective, we identify and develop opportunities and new models of co-operation that will benefit both internal and external stakeholders.



CREATING SHARED VALUE

We understand that society and business is inextricably and we work together to identify social issues that are holding the business back, find a way to address it and build a business case around it that provide a competitive edge, leading to sustainability.

OUR SERVICES

Our differentiation is our knowledge and use of the Shared Value Business Management concept as a strategic business tool and approach to increase sustainability, improve competitiveness, maximise impact and realise alignment to the SDGs. Some of our services, as listed below, include:

STRATEGY DEVELOPMENT

We partner with clients to create social impact strategies centered on sustainability: delivering economic value, while also addressing societal and environmental needs or challenges aligned to the client's business purpose. We follow a collaborative strategy development process, as we insist on the buy-in of stakeholder to drive success.



1

CREATING & IMPLEMENTING SHARED VALUE INITIATIVES

Together with the client, we identify aligned business opportunities, develop Shared Value initiatives benefitting the business and the societies in which it operates. Guided by the Purpose Playbook, we work alongside the client in creating and implementing both strategy and initiatives, focused on sustainability and measurable success.

2



ORGANISATIONAL CHANGE

We work with organisations to do a check-in on culture and redirect the use of resources and business processes to ensure an organisation-wide adoption of a Shared Value strategy. Working with individuals, teams and departments, we assist with the cultivation of a purpose-driven environments that extends from the C-Suite to every department.



3

MEASUREMENT

Together, we identify a suitable measurement process and system, based on the selected framework: Terms of Reference, Impact Management Project, Purpose Playbook or client-specific indicators that include ongoing analysis of results, surveys and data collection to ensure continuous outcomes monitoring.

4



EXECUTIVE TRAINING

We provide organisational and executive one-on-one training on Shared Value, the framework and the Purpose Playbook, as well as strategy implementation. The training builds a solid understanding of Shared Value both internally and externally, inclusive of the organisation's supply chain and value chain.



5

DIALOGUES & PLATFORMS

Shift is the owner, organiser and content curator of the annual Africa Shared Value Leadership Summit. This platform galvanises like-minded business leaders from across the continent to share CSV success stories and challenges.

6



TRAINING ACADEMY

The Shared Value Africa Academy supports lifelong learning and caters for the increased needs of individuals in business for training, learning and specialisation, especially in our times. Designed with a strong emphasis on real-world application, our Shared Value training engages individuals to increase their value in the workplace and improve their leadership skills.

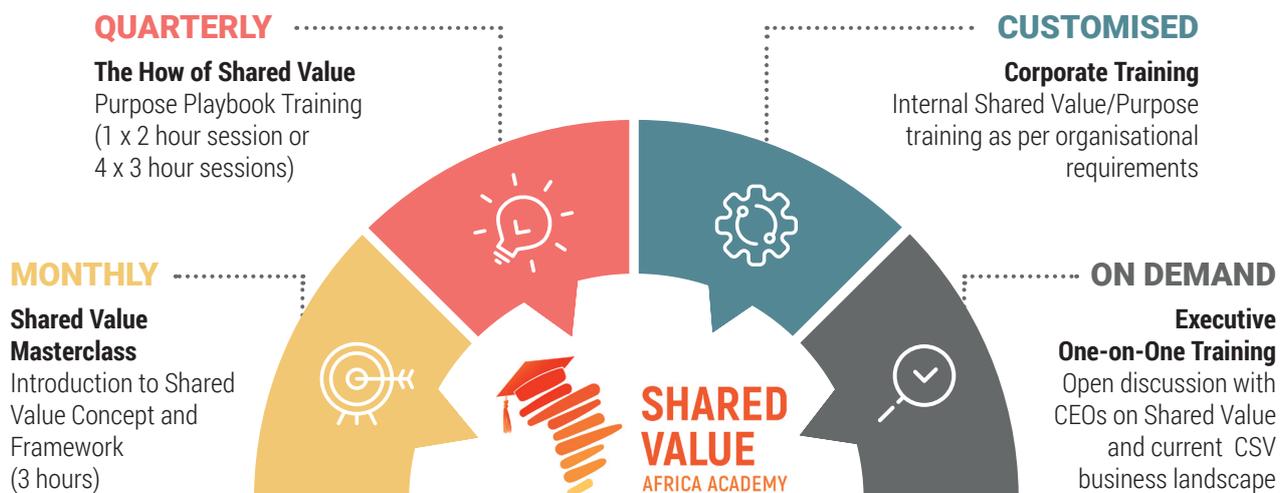
Shift Impact Africa, as the official SVAI training partner, launched the Shared Value Africa Academy in 2021. The purpose of the Academy is to strengthen advocacy and provide more formalised training for entrepreneurs and executives looking to increase their own personal value. All training courses are internationally recognised and CPD accredited.

WHAT IS CPD ACCREDITED TRAINING?

Continuing Professional Development (CPD) is the term used to describe the learning activities professionals engage in to develop and enhance their abilities. It enables learning to become conscious and proactive, rather than passive and reactive.

CPD combines different methodologies to learning, such as training workshops, conferences and events, e-learning programs, best practice techniques and ideas sharing, all focused for an individual to improve and have effective professional development.

CURRENT TRAINING OFFERING



SHARED VALUE ASSESSMENT

An effective tool to help evaluate your company's progress on the Shared Value journey towards profit with purpose.

Companies often want to know how they measure up in fulfilling their commitment to creating Shared Value and aligning profit with purpose. Shift Impact Africa now provides a simple mechanism for companies to assess where they are on their Shared Value journey, as well as identify areas that need to be addressed and improved upon.



ASSESSMENT OPTIONS

SELF ASSESSMENT

To help clients assess their Shared Value status, we provide a quick Self Assessment, which is available on our website at www.shiftimpact.africa.

IN-DEPTH ASSESSMENT

Following completion of a detailed online questionnaire, information will be analysed in the context of both the Shared Value Framework and Purpose Playbook disciplines. The results will guide the efforts and activities of the organisation, towards realising optimal progress on their Shared Value journey. This in-depth assessment is free to all members of the SVAI and available to non-members at a nominal fee.



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