



G:

YOUTH AND TECHNOLOGY

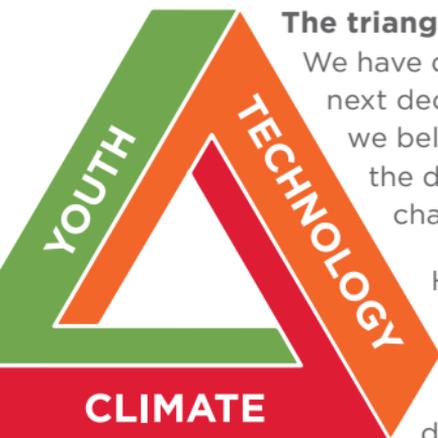
We help our clients
make better decisions

G:ENESIS
UNLOCKING VALUE

ABOUT GENESIS ANALYTICS

Genesis Analytics is one of the first economics-based consulting firm in Africa and has since grown into the largest.

A global African firm. We are an African firm with deep roots in the continent, yet we are globally active and competitive. Genesis has now worked in 36 countries in Africa and 20 countries globally.



The triangle of three forces.

We have dedicated our work over the next decade to the three forces that we believe are reshaping our continent: the demographic transition, climate change, and technology innovation.

How we respond to these forces will determine our prospects as a region. Genesis helps countries, firms and organisations shape and deliver smart responses.

A focus on solutions. Given our purpose of unlocking value in Africa, we not only provide answers, we provide solutions. At Genesis, we combine cross-sectoral and interdisciplinary expertise with rigorous analytical skills and a deep contextual understanding of the African continent. This allows us to deliver bespoke solutions to complex problems.

OUR FOCUS ON YOUTH & TECHNOLOGY

Africa is experiencing an unprecedented youth wave. Today, Africa has twice as many 15-year-olds as 35-year-olds. Many see this youth wave as a crisis, but we believe that misses the point: this is a historic opportunity. The demographic dividend is a once-in-a-century opportunity to dramatically raise living standards and change the course of the region.



However, there are a number of measures that need to be in place for this demographic dividend to work: a sharp reduction in fertility following the youth bulge; the effective absorption of young people into productive employment; and for that to happen, building human capital and upgrading the climate for business.

These measures must harness the fourth industrial revolution which is ushering in a new era of technological innovation. This is radically transforming how goods and services are produced and consumed, and is reshaping the world of work as we know it. This offers new pathways for inclusive growth, but requires carefully considered policy and financing to ensure that everyone can access the digital economy.

WHERE WE WORK & SERVICES WE OFFER

Joining the digital dots. Digital innovation creates exciting new opportunities, but can exclude those who lack access to the digital economy. Creating a healthy and inclusive digital economy will require new thinking to generate safeguards against the many risks inherent in the application of technology, while channeling resources to areas of innovation that generate the greatest social impact.

We work with both the private and public sector to develop national strategies, regulatory frameworks and innovation enablers that capture the opportunities provided by digital and other forms of innovation and improve the governance of digital ecosystems in a way that promotes inclusion. This includes competition policy, digital infrastructure regulation, and policies governing digital business.

Generating sustainable incomes. Addressing youth economic exclusion will require bold innovations, guided by market dynamics, to create sustainable and decent income generating opportunities. These opportunities will come from a transformed agriculture sector, productive informal enterprises, new forms of work in the digital economy and automation-resilient sectors like healthcare and tourism.

We hold expert insight into which economic enablers are needed to realise and scale youth economic opportunities. We work with our partners to identify opportunities and threats to youth employment creation. We do this by conducting robust market analysis, designing strategies and interventions, and using qualitative and quantitative M&E methods to assess progress and measure impact.

Building psychological enablers. An important, though often neglected, piece of the puzzle is the creation of psychological enablers for prosperity. Psychological enablers determine whether or not youth progress through education, persist through the difficulties of early job search, have the drive to start their own business, or the resilience to deal with challenges.

We employ interdisciplinary skills to find simple, practical ways to support the creation of agency, the development of non-cognitive skills, and the harnessing of social and cultural capital amongst youth. We work with our partners to implement these solutions through programme evaluations and incorporating behavioural insights into strategy and implementation.

Promoting healthy choices. Influencing the behaviour of young people and their communities related to sexual and reproductive health and diseases is a key determinant of the youth wave being transformed into a demographic dividend. This includes access to family planning, HIV prevention and treatment, maternal and child health, and water, sanitation and hygiene.

We understand and create ways to reorient young people's susceptibility to risks and behaviours that place them at a health disadvantage. Our team partners with health system actors to find solutions to both old and new public health dilemmas resulting in healthier societies. Our focus areas include strategy development, project design and implementation, and research and evaluation.

Financing Africa's youth wave. Technology plays a critical role in growing the financial services needed for young people to access opportunities. This includes digital platforms that support MSMEs, financial solutions that fund education and protect against healthcare shocks; and innovative service providers that improve competition and broaden access to financial services for more Africans.

We have a long track record in supporting and advising developmental financial services in Africa with a mix of private, public and donor sector partners. This includes impact investing, agrifinancing, promoting financial wellness (in the areas of education, healthcare, and entrepreneurship), MSME financing, and developing innovative and inclusive financial ecosystems.

OUR PAST PROJECTS

Developing a digital economy strategy for South Africa

Genesis convened an urgent multi-stakeholder initiative to develop a forward-looking job creation strategy for South Africa in the digital age, in partnership with the Pathways for Prosperity Commission at Oxford University and the GIBS Business School. Genesis identified three key areas of opportunity for job creation in the digital economy, and ran a series of national dialogues to develop a strategy for realising and scaling these opportunities across the country.

Creating behaviourally-informed content for GP Connect

Genesis partnered with PPO Serve to develop behaviourally-informed messaging for their GP Care Cell programme which aims to initiate more HIV-positive South Africans onto antiretroviral therapy. Genesis identified different behavioural challenges that could be solved for in the messaging content through a digital avatar, Sindiwe, designed to simulate the role of a peer with information relating to HIV treatment.

M&E partner for the ASISA Foundation's L+EARN

The L+EARN CFE programme uses experiential workshops and edutainment to impart personal financial literacy to students in TVET colleges and universities. Genesis provided a range of M&E services to the L+EARN implementing team and funders, all focused on extracting programme learning and insights for the purposes of improving programme performance.

Youth employment creation country diagnostic

Genesis partnered with a private foundation focused on youth employment creation to conduct a country diagnostic on opportunities and challenges related to youth employment in Malawi. Genesis provided recommendations to the foundation, including strategies for private sector engagement and leveraging technology to improve the match between supply and demand. These recommendations will form part of the foundation's country strategy within its youth employment creation program.

Review of a global digital finance development programme

Genesis partnered with UNCDF to conduct a strategic review of their Mobile Money for the Poor (MM4P) programme. MM4P takes a market-development approach to build the overall digital financial services ecosystems in partner countries. Genesis conducted an independent evaluation of MM4P and provided strategic recommendations to inform the remaining years of implementation.

Impact assessment of HIV prevention programme

Genesis partnered with Soul City to measure the impact of its Soul Buddyz Club in South Africa. The Club is a programme in primary schools to promote positive sexual attitudes and behaviours related to HIV. Genesis developed a tool that measured multiple sexual partners, condom use, uptake of HIV testing and counselling, attitude and risk perception to HIV, etc. in conjunction with multi-variate analysis to measure the impact on the Club participants relative to controls.

Strategy refresh for agriculture market development program

Genesis worked with the Alliance for a Green Revolution in Africa (AGRA) to generate evidence and strategies for mass-market and high impact youth engagements in agriculture along the value chain. The study was conducted through a rapid market analysis of youth interventions in Burkina Faso, Mozambique, Nigeria and Tanzania. From this analysis Genesis proposed high impact and inclusive youth interventions that will inform AGRA's youth in agriculture strategy.

Unlocking competition in digital finance in Africa and Asia

Genesis was commissioned to study impediments to more effective competition in mobile money markets in four markets - India, Bangladesh, Kenya and Nigeria. The explosive growth in mobile money in a number of countries has made a key contribution to providing the poor with access to financial services. At the same time, many of these markets are challenged by dominant providers and inappropriate regulations. Genesis developed potential regulatory and market-based solutions to these problems and analysed how these would improve competitive outcomes for the consumers of DFS.

OUR TEAM



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