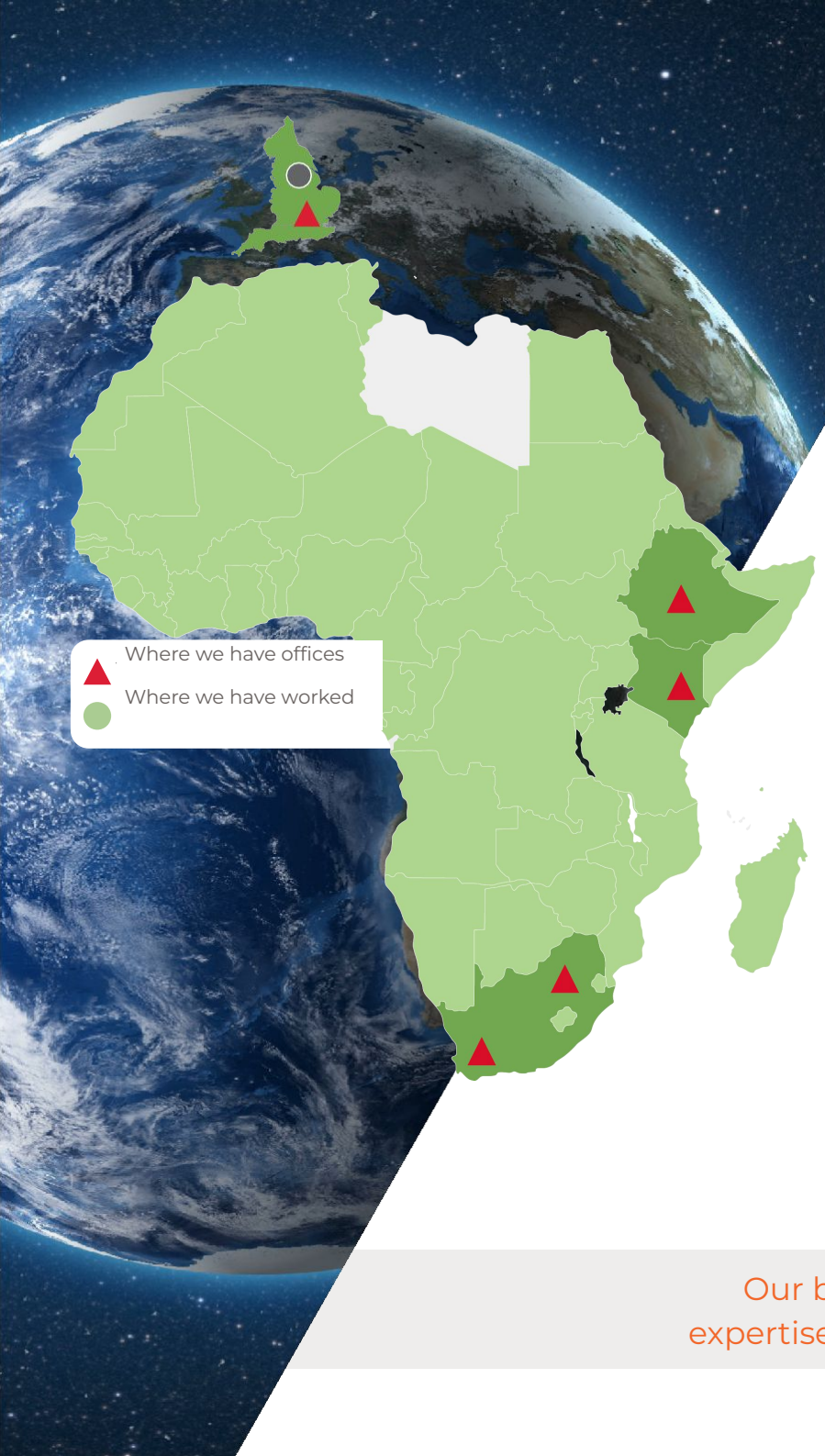




PUBLIC POLICY ADVISORY FOR GOVERNMENT & INDUSTRY

Better insights | Better solutions | Value unlocked for our clients

G:ENESIS
UNLOCKING VALUE



▲ Where we have offices
● Where we have worked

ABOUT GENESIS

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GENESIS](#) 

Genesis Analytics is a global African firm
that promises and delivers impact at scale.

Established in 1998, and based in Johannesburg, with offices in Cape Town, London, Goa, Nairobi, Lagos, Abidjan and Addis Ababa, our team of around 300 consultants advises companies, governments and donors around the world.

We look at the “young world” - the arc of countries with a young population - 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 work across the full impact chain, from identifying opportunities and running diagnostics to detailed design and successful implementation.

We do this by combining multi-disciplinary skills and deep African experience.

We provide expert advisory and implementation support in:

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

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

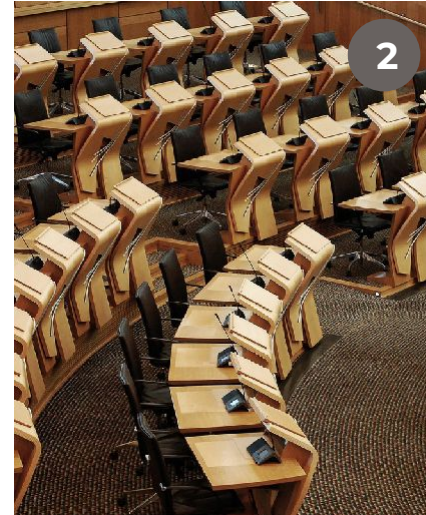
WE HAVE FOUR PUBLIC POLICY SERVICES

Our complementary services provide strategic guidance and hands-on delivery to companies

PUBLIC POLICY DESIGN & REGULATORY REFORM, RED TAPE REDUCTION

Designing evidence-based policy and streamlining regulation to reduce red tape and foster economic growth.

Strategic policy design | Prospective Regulatory Impact Assessment (RIA) | Retrospective policy evaluation & red tape reduction | Cost-benefit analysis & economic modelling | Stakeholder engagement



POLICY IMPLEMENTATION & PROGRAMME MANAGEMENT

Translating policy objectives into measurable outcomes through robust programme management and strategic oversight.

Programme Management Office (PMO) support | Target-setting | Risk and mitigation strategy | Monitoring & evaluation of outcomes

POLICY-MAKING CAPACITY-BUILDING

Providing clients with critical analysis of public policy and stakeholder landscapes, enabling them to navigate complex legislative and regulatory issues.

RIA skills training | Guidance on establishing national RIA systems | Online RIA practitioner course



POLITICAL & PUBLIC POLICY ADVISORY

Strengthening the quality of policy and regulation through targeted training in Regulatory Impact Assessment (RIA).

Stakeholder mapping & analysis | Legislative and policy monitoring | Regulatory mapping

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Our Services

PUBLIC POLICY DESIGN

We partner with government and industry to shape policy and strengthen regulation for economic growth and social impact through data-driven analysis, practical reforms and strategic advice.

Making South Africa easier for international tourists to visit

We worked with the Presidency, the Dept. of Home Affairs, Dept. of Tourism, and the Tourism Business Council of South Africa to identify options to reform South Africa's tourist visa system especially for the Chinese and Indian markets. Following research and consultations, we recommended the introduction of an Electronic Travel Authorisation (ETA) system. The Department of Home Affairs ran with the process and is now implementing a home-grown ETA system for South Africa, starting with China, India, Mexico and Indonesia.



Shaping the future of sustainability reporting

On behalf of the Department of Trade, Industry and Competition, we assessed the implications of adopting the International Sustainability Standards Board (ISSB) Sustainability Standards in South Africa. Our research, company surveys and cost-benefit analysis provided government with clear recommendations on how to align with global best practices while taking local priorities and business readiness into account.



Strengthening company laws for growth and fairness

Genesis supported the Department of Trade, Industry and Competition in reviewing South Africa's corporate law framework. Our proposals covered key reforms - from managing delinquent directors and improving business rescue, to rethinking share buybacks and the role of ethics committees – helping government balance societal needs with investor confidence and competitiveness.

Assessing the impact of the National Lottery

We conducted a Regulatory Impact Assessment of the Lotteries Act to see whether the National Lottery is achieving its intended purpose of funding good causes. Our review looked at legislative gaps, the operating model, and the funding process, helping to ensure that the system works effectively and fairly.



POLICY IMPLEMENTATION & PROGRAMME MANAGEMENT

We partner with public and private sector leaders to implement and execute on policy - providing delivery support and PMO services.

Helping to develop and implement the Tourism Growth Partnership Plan

We worked with the Ministry of Tourism and the Tourism Business Council South Africa (TBCSA) to help develop a growth plan for the industry and to design an implementation framework. We **set up a Project Management Office to co-ordinate the implementation and to support 5 working groups** led by industry and government leaders. Through the PMO, we assist in tackling critical barriers to growth and to turn the Plan into a series of practical, coordinated actions for the sector.



Supporting the Operation Vulindlela National Reform Programme

We have supported Operation Vulindlela, a key national reform programme led by the Presidency and National Treasury across several important areas. We **supported with the scoping, design and implementation of two of the OV Phase II reform programmes** - Spatial Inequality and Local Government. This includes policy proposals, co-ordination of reform initiatives, implementation plans and dashboard design. This has provided the government team with a solid foundation to move forward with its reform agenda.



Providing PMO support for the Government-Business Partnership on Employment

We work with Business Unity South Africa and the Presidency help scope, design and co-ordinate the work of the Partnership. By **providing dedicated programme management and strategic coordination**, we have supported Business and Government to work together on a series of reforms designed to tackle unemployment in general and youth unemployment in particular. This includes programmes to grow labour absorbing sectors, unlock demand-led skills, enable small businesses and the informal sector and support the ecosystem that creates employment pathways for young people.



POLITICAL & PUBLIC POLICY ADVISORY

Analysis of policy positions and strategies of engagement for industry bodies and public affairs teams.

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.

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.

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.

Engagement on the nationalisation of mines

Anglo American asked us to prepare a response to proposals by a political party in South Africa 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.

The Absa logo, consisting of the word "absa" in lowercase white letters inside a red circle.The Gates Foundation logo, featuring the words "Gates Foundation" in a serif font inside a green circle.The Liberty logo, featuring a blue flame icon above the word "LIBERTY" in a bold, sans-serif font, all inside an orange circle.The De Beers Group logo, featuring the letters "DB" inside a circle, with "DE BEERS GROUP" written below it, all inside a green circle.The Anglo American logo, featuring a stylized blue and white diamond icon next to the words "ANGLO AMERICAN" in a bold, sans-serif font, all inside a green circle.

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Our Services

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Public Policy Service Overview



POLICYMAKING CAPACITY-BUILDING

We build the capacity of policymakers and industry bodies to design better regulations through practical training on regulatory impact assessment (RIA) and evidence-based policymaking.



Building RIA skills across ICT regulators in Southern Africa

At the invitation of the Communications Regulators' Association of Southern Africa, we led a training workshop for ICT and postal regulators from 14 SADC countries. The session introduced regulatory impact assessment (RIA) tools and techniques, explored challenges and opportunities in the digital age, and showcased international case studies on how RIA can guide decisions on emerging issues such as artificial intelligence.



Supporting Zimbabwe's drive for better regulation

As Zimbabwe seeks to cut regulatory compliance costs and boost competitiveness under the African Continental Free Trade Area, we were invited to provide introductory RIA training and guidance on implementing a national RIA system to government, regulators, business, and civil society at the National RIA Stakeholder Dialogue.



Building digital capacity for robust policy design

To support the growing demand for data-driven governance, we developed a practical online curriculum that bridges the gap between economic theory and real-world application. The course introduces participants to essential impact measurement techniques, including the Standard Cost Model (SCM) and Computable General Equilibrium (CGE) modelling, while providing guidance on stakeholder consultation. This digital initiative ensures that professionals across sectors can access the global best practices needed to architect efficient, evidence-led regulations.

CLIENTS CHOOSE US FOR FOUR REASONS

Over the past 25+ years, we have forged trusted, long-term relationships with our corporate clients

FOUR ELEMENTS SET OUR WORK APART



GROUNDING IN AFRICA

We are a proudly African firm, built on a foundation of integrity and a commitment to the continent's success.

Headquartered in Africa, our presence is key to effective, context-aware implementation.

This approach builds local knowledge and ensures solutions are not just for Africa, but from Africa.



GOVERNMENT & INDUSTRY

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.



ANALYSIS & DESIGN

We craft evidence-based policy frameworks using rigorous economic modelling and stakeholder consultation.

Our work is balanced, honest, and rigorous.

We provide evidence-based insights needed to navigate complex policy environments.



DELIVERY

We execute projects from design through to full-scale implementation.

We believe insight into large-scale execution leads to more robust and practical designs.

We specialise in bridging the gap between a proven concept and its widespread, tangible impact.

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

SOME OF OUR CLIENTS & PARTNERS





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