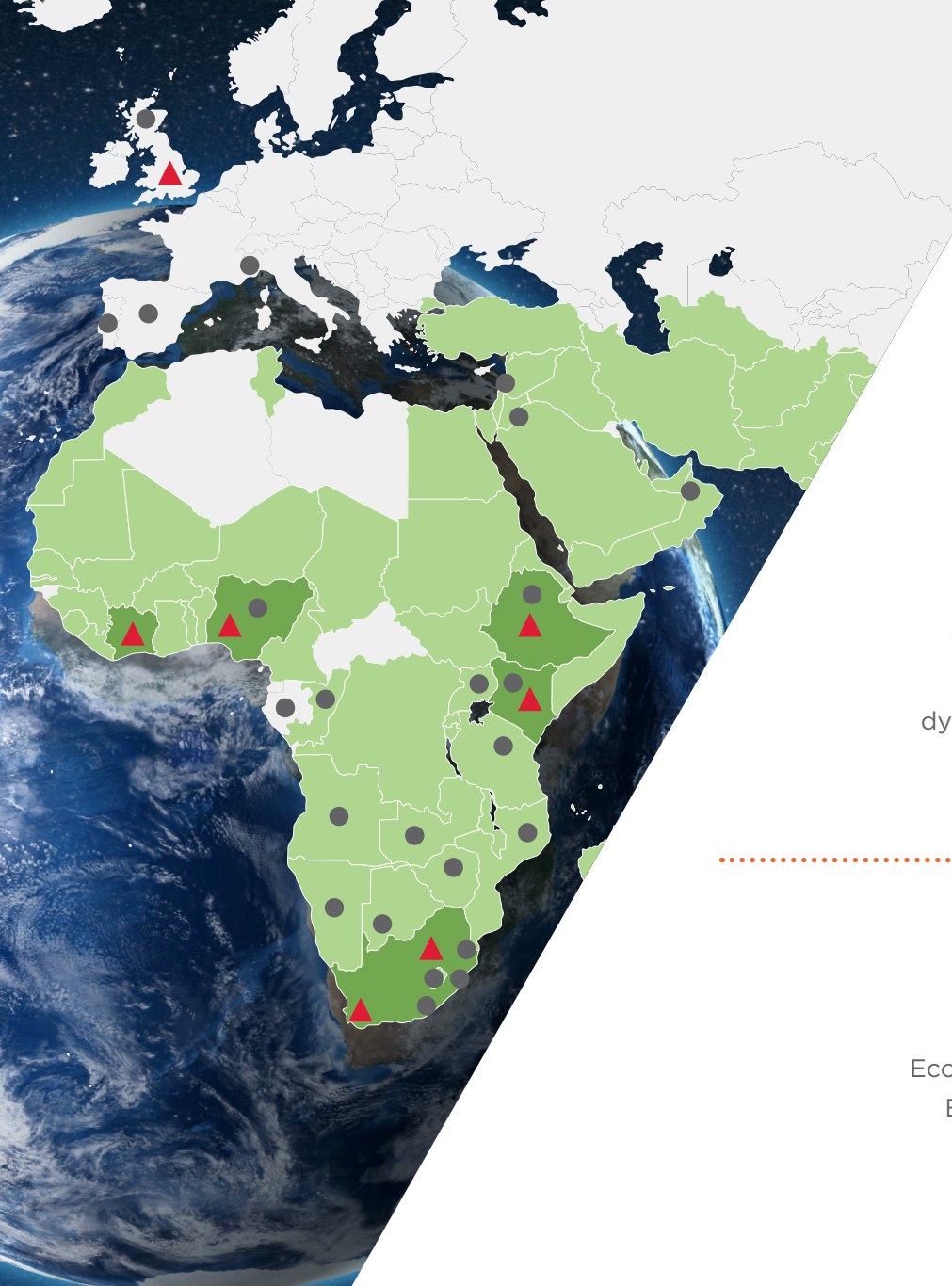




PUBLIC POLICY

Better insights
Better solutions
Value unlocked for our clients

G:ENESIS
UNLOCKING VALUE



ABOUT GENESIS

More Info
on GENESIS 

| A global consultancy for Africa and the young world

With our roots in Africa we unlock value in the Young World. Genesis specialises in advice and solutions in the Young World, that is, frontier and emerging markets where huge youth populations will play an outsized role in the future. This includes sub-Saharan Africa, North Africa, the Middle East, south Asia, and southeast Asia.

We look at the Young World as an opportunity for massive positive social, economic and environmental progress. Our purpose as a firm is to navigate the complex and dynamic political economies of this world to unlock value for companies and non-profits.

We provide expert consultancy in

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



Where we have worked



Where we have offices



Where we have staff

Our best work is combining complementary areas of expertise to find fresh solutions to old challenges.

WE OFFER A FULL SUITE OF PUBLIC POLICY SERVICES

The active participation of the private and donor sectors in policy formulation is essential to ensuring well-informed, evidence-based, and context-appropriate law and regulation.

Our Political and Public Policy Advisory service line works with companies and foundations to understand and shape their policy operating environment.

1

We provide our clients with insight into their policy operating environment and recommend positions based on threats and opportunities.



By combining human intelligence with bespoke, tech-enabled tools, we offer clients:

Stakeholder mapping, analysis and management

Monitoring, trend analysis and reporting

2

We design and implement proactive advocacy strategies.



WE OFFER A FULL SUITE OF PUBLIC POLICY SERVICES

3

We enable clients to support their advocacy with evidence.



By separating our independent advisory and advocacy teams, we can inform strategies with rigorous, independent analysis that withstands scrutiny.

This includes:

Economic
impact
assessments

Regulatory
impact
assessments

Value-at-stake
analysis

4

We build coalitions for change and facilitate collective solutions.



Genesis' DNA is in joint solutioning.
We work with our clients to:

Design,
form and
advise co-
solutioning
bodies

Provide
project
management
and secretariat
functions

Convene
public-private
forums and
councils

THREE THINGS SET US APART AS A PUBLIC POLICY PARTNER



WE ARE OF AND FOR THE YOUNG WORLD

Genesis is founded, headquartered and incorporated in Africa.

We have six offices on the Continent and a network of consultants across the region.

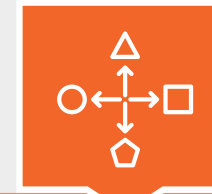
We have built deep relationships and truly understand the economic, political and social dynamics of this world.



WE HAVE CREDIBILITY WITH MARKET AND STATE

Over the past 25 years, we have built a reputation for being ethical, rigorous, and transparent.

Our work has high trust and credibility with both the private and public sectors.



OUR CLIENTS GAIN ACCESS TO CROSS-DISCIPLINARY EXPERTISE

Genesis is a diverse firm with 12 practice areas, including market-leading expertise in economic consultancy, data collection and analysis, financial services, competition, frontier tech, digital development, and youth employment.

Our clients can augment their advocacy with rigorous technical input and evidence.

OUR EXPERIENCE & TEAM

Our public policy team draws on a cross-disciplinary staff in political science, international relations, economics, development studies, business strategy and law.



Our Public Policy team is led by Frances Eberhard.

Frances joined Genesis in 2023 to grow our political and public policy offering after having led the Africa practice of a global emerging markets public policy and corporate affairs consultancy.

With over 18 years of experience in advocacy, public policy, and corporate affairs, Frances brings a deeply informed, strategic, creative, and impact-driven approach to consultancy. She has earned her stripes by being on the coal face of high stakes policy battles and delivering collaborative win-win results. Her skill and authenticity generate long-lasting relationships with clients, for whom she acts as a trusted thought partner, adviser and implementer.

Some of our Clients



Morgan Stanley



DE BEERS GROUP



LIBERTY



CASE STUDIES

PUBLIC POLICY

We provided an online platform with full-suite public policy advisory services

Our policy team worked with a leading platform's MEA campaign team for over six years. We provided monitoring, intelligence and advice; developed messaging and thought leadership; secured and managed strategic partnerships; undertook stakeholder engagement on behalf of the platform, drafted formal submissions and proactive regulatory proposals. During the course of this relationship, we have **developed solutions that moved the platform's relationship with the state from adversarial to collaborative. The platform is now recognised as a key partner in driving a more inclusive economy**, evidenced by the signing of MoUs with regulators and positive findings in the Competition Commission's market inquiry into platforms.



Political and regulatory mapping and risk monitoring for an insurance company

We advised the board of a South African insurance company on the State's future involvement 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. We designed a monthly political intelligence monitoring tool that tracks the progress of policies of interest. **The work produced a regulatory risk framework that is still in use in the company.**



Scenarios of land reform and value-at-stake valuation for a pan-African bank

The Board of 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. **Our work allowed the Board to plan, hedge against risks and devise a strategy of engagement with policymakers on the issue.**





Policy and regulatory mapping and engagement strategy in liquor industry

A pan-African beverage company asked us to map the public policy horizon in South Africa, Mozambique, Kenya, Ghana, Mauritius and Nigeria. We were also required to map key stakeholders in regulatory developments and to prepare a strategy of advocacy and engagement. **This greatly reduced regulatory risk for the company.**

Engagement on nationalisation of the mines

A multinational mining house asked us to prepare a response to proposals 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 and constructive alternatives. We also mapped stakeholders and provided a strategy of engagement. **Several of the alternatives proposed were adopted at the next political party conference.**



Formation of an industry association for the platform industry

Genesis has been contracted as an “intelligent secretariat” to a co-solutioning industry association for platform companies operating in Africa. **We provide project management, coalition building, and strategic advice.** We have been instrumental in the body’s design and operationalisation: securing the buy-in of founding members and key stakeholders, finalising the association’s governing instruments, and creating an agenda that builds momentum.



Advocacy strategy for the multinational donor organisation

We helped a large multinational donor organisation to **understand the political, social and economic context** in Southern Africa, as well as the political economy issues at play in healthcare reform. We also created an engagement plan for the foundation, including an analysis of institutions such as the African Union and G20, and how these might influence policy choices in the Southern African region. **This helped the Advocacy team to design a strategy of engagement and a resourcing approach for the region.**

CASE STUDIES

INDEPENDENT ECONOMIC IMPACT ASSESSMENTS

Economic Impact Assessment partner for Airbnb

Through our (separate) impact team, we have for several years provided Airbnb with independent economic impact assessments of their footprint in South Africa. Our reports: detail the extent to which Airbnb contributes to the South African economy and drives greater inclusivity in the tourism economy; and include recommendations for how the platform can deepen its impact. **Airbnb has used our recommendations to design their policy campaigns, as well as for evidence in their advocacy efforts with various departments and in the Competition Commission's market inquiry.**

Emirates economic impact on South Africa

Emirates asked Genesis to quantify the value that the airline created in South Africa and then to model the impact of a number of expanded business scenarios. Our analysis demonstrated that Emirates created significant value for the economy through its own operations as well as through partnerships with other airlines. **Particularly its wide and well-priced global connectivity creates quantifiable additional arrivals in South Africa, with measurable benefits for tourism, business and trade.**

What has the impact of Facebook been on Africa?

We conducted an economic impact assessment for Meta to understand how the digital economy and social media contribute towards realising three key economic development opportunities in Africa. The study focused on the impact of the Meta apps, namely Facebook, WhatsApp, Instagram and Facebook Messenger, on SMEs in eight African countries. We surveyed 4,020 SMEs, conducted focus-group discussions and triangulated development research to show how social-media platforms **accelerate business growth by lowering start-up costs, and helping businesses to access new customers and build brand equity.**





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