

# INTRODUCING AfricaSIF

AfricaSIF is an independent, not-for-profit pan-African network, knowledgebase and advocate launched in June 2010 to promote sustainable investment across the continent. The AfricaSIF Project is building AfricaSIF as a network of institutions and individuals active in public, private and philanthropy sectors making investment in Africa happen across asset classes, countries and stakeholders from our platform @ africasisf.org.

## VISION & OBJECTIVES

Our vision is to have investment decisions in Africa contribute to sustainable development on the continent. AfricaSIF seeks to highlight global best practices applied to the African context and to showcase successful African solutions to the world. We believe Africa has strong long-term growth prospects and that our future development must be sustainable. We believe that the global finance and investment sector practising its profession in/into Africa can advance sustainable development through integrating ESG factors in all investment decisions and helping to achieve the Millennium Development Goals [MDGs].

AfricaSIF will provide services and opportunities for our members to work together to align investment profitability with social and environmental responsibility. Our longer-term objective is to define and create the context where African investment purposefully integrates ESG considerations with industrial analysis and valuation on a sector-by-sector basis and to identify investment opportunities across Africa within emerging ESG issues. We aim to accomplish this through:

- Building a network of organizations & individuals dedicated to our mission
- Creating the appropriate knowledgebase
- Advocating for investment practitioners and policymakers

## OPPORTUNITY & STRATEGY

AfricaSIF is confident that Africa is a frontier continent for investors. The opportunities abound in Africa are driven by the:

1. Potential to leapfrog to sustainable investment in Africa
2. Increased globalisation of investors
3. Rise in new investors from emerging markets
4. Availability of new investment marketplaces
5. Greater understanding of Africa's frontier capital markets
6. Increased attractiveness of the African market to foreign investors
7. Comprehensive understanding of the opportunities in African investment that is emerging with new information available

This opportunity set begs the question: How does an organisation like AfricaSIF capitalise on these opportunities to ensure the proliferation of sustainable investment in Africa?

Through a network of investment practitioners inside and outside of Africa, collaborating as individuals and institutions, we aim to share research, analysis and investment opportunities that increase the size of the market for all. Additionally, AfricaSIF's network will advocate to practitioners and lawmakers for investment guidelines that integrate environmental, social and governance factors into Africa.



**AFRICASIF**  
NETWORK KNOWLEDGEBASE ADVOCATE

### AFRICA FACTS

- Private capital flows into Africa at a record high: USD 64.2 billion in 2009\*
- Foreign direct investment increased over 240% from 2004 – 2008
- GDP growth of 5% per annum from 2002-2007
- 54 countries or territories
- Second-largest continent of 30.4m km<sup>2</sup>
- Nearly one billion souls, the population is set to double by 2040 to around 2 billion people
- Approximately 2000 languages with business conducted in English, French, Portuguese, Spanish, Arabic and local languages
- 21 of Africa's 53 countries now have sovereign ratings
- There are now over 500 listed companies across 19 different stock exchanges
- In the last 10 years private equity firms headquartered in Africa have raised over USD 10 billion in aggregate capital
- Annual flow of foreign direct investment (FDI) into Africa in 2008 increased to \$62 billion, from \$9 billion in 2000.
- Average growth is expected to rebound to 4.5% in 2010 and 5.2% in 2011
- Africa is even responsible for 100% of the world's vuvuzelas!

### Global Sustainable Investment

- In 2009, sustainable investments totalled over USD 6.9 trillion AUM
- In 2010, USD 20 trillion in AUM from over 800 signatories to the PRI
- USD 24 trillion AUM to the Carbon Disclosure Project in 2010 from 543 institutions
- In emerging markets, more than USD 300 billion in 2009 is invested using ESG factors

## HOW TO GET INVOLVED

AfricaSIF seeks mutually-beneficial, long-term relationships working with partners with diverse backgrounds to ensure the legitimacy and authenticity of the effort and the network that we build. For those individuals and institutions that see the appeal in the opportunities presented through AfricaSIF.

There are 6 ways to support the AfricaSIF network:

1. **FUNDING AfricaSIF:** deploying your social and/or financial capital to underpin our two year launch phase toward sustainability from 2012 setting up the AfricaSIF infrastructure and logistics.
2. **FUNDING AfricaSIF PROJECTS:** deploying your social and/or financial capital to specific AfricaSIF projects:
  - Bi-annual Marketplace Survey: 2010 Sustainable Investment in Africa Survey and Trends Report
  - Annual ESGAfrica conference on sustainable investment, co-produced by AfricaSIF with African and international partners
3. **MEMBERSHIP:** our network will succeed based on the active input of members to build the community. Members, whether individuals or institutions, can be based anywhere, as long as they in some way are part of investment decisions in Africa:
  - Join as a charter member in 2010
  - Invite and introduce colleagues and institutions to join as candidate members
4. **KNOWLEDGEBASE:** contribute research papers to our library for members and the broader network, including investment research no longer regarded as proprietary or premium but still useful to a broader membership.
5. **EVENTS:** support our mission of motivating the investment value chain across public, philanthropy and private sector to come together;
  - rolling launch by promoting and/or co-hosting live or virtual launch events in major global cities
  - Annual ESGAfrica conference on sustainable investment, co-produced by AfricaSIF 1+2 December 2010, Cape Town, South Africa
6. **SERVICES:** a network across Africa requires some basic professional services, including operational, financial, legal and marketing functions. We welcome secondments of staff or dedicated project teams allocated to supporting some part of our work.

### Will you join us in building AfricaSIF today?

We invite ideas, introductions and effort to help the AfricaSIF project succeed.

Contact us at: [info@africasif.org](mailto:info@africasif.org)

URL: [www.africasif.org](http://www.africasif.org)

Twitter: #africasif

### Building a Platform in Africa

- Connect individuals and organizations in Africa and the world in public, philanthropy and private sectors
- Past and current research on sustainable investment in Africa
- Develop case studies and promote sustainable finance and investment to all stakeholders
- Keep score with a benchmark marketplace survey & report every 2 years
- Make the sustainable investment case to colleagues, institutions and law-makers across Africa

**NETWORK  
KNOWLEDGEBASE  
ADVOCATE**

Making the case for  
sustainable investment in Africa,  
one investment at a time.



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