

LOOK AGAIN:
UNLOCKING SUSTAINABILITY IN AFRICA
THROUGH CULTURE

A PRESENTATION BY
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OPEN SQUARES

...interpreting Africa

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Introduction

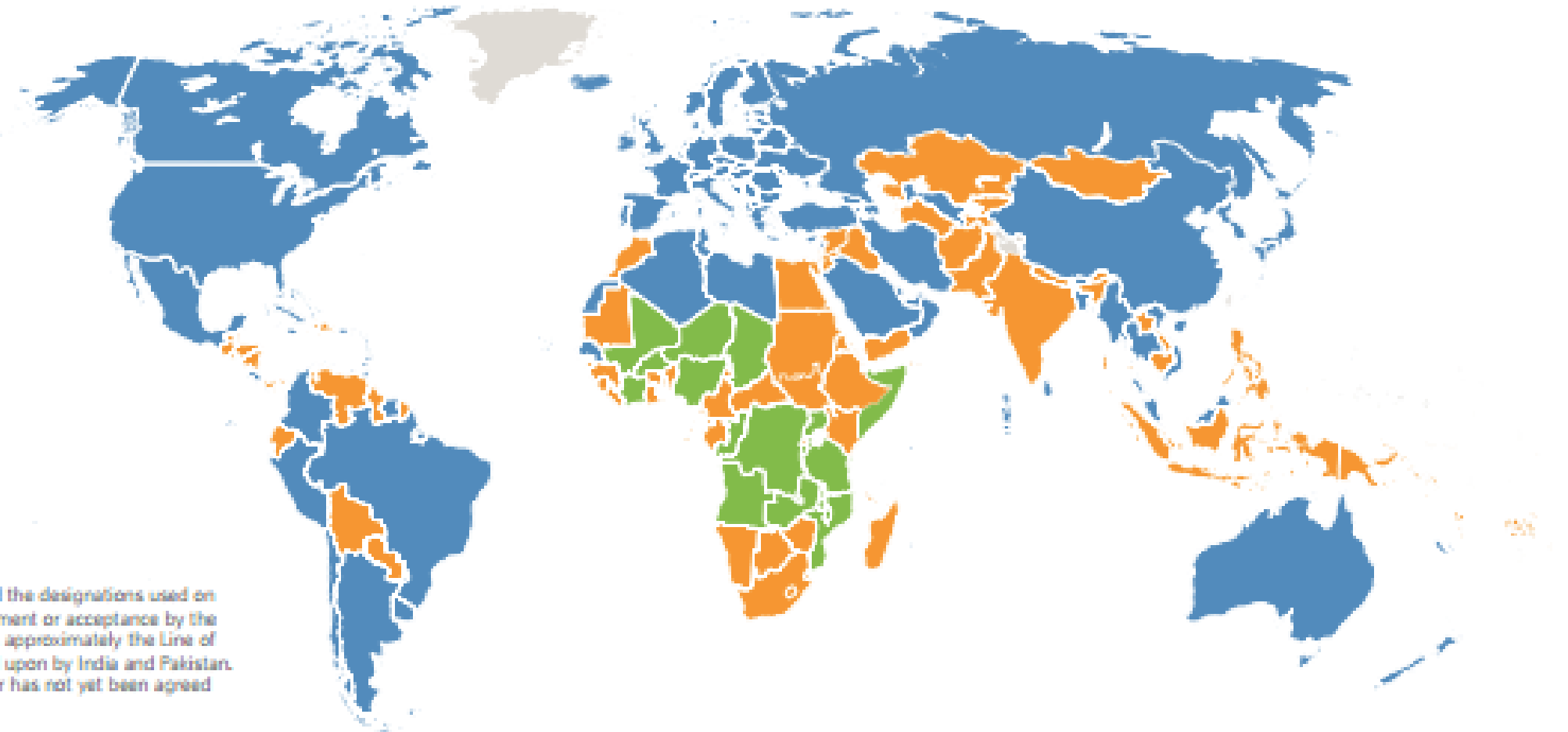
AFRICA WILL REMAIN A YOUTHFUL REGION FOR THE NEXT 3 -5 DECADES AND IS KEY TO THE ECONOMIC FUTURE OF THE WORLD.

2050

Percentage of
10 to 24-year-olds
in population
(projected)

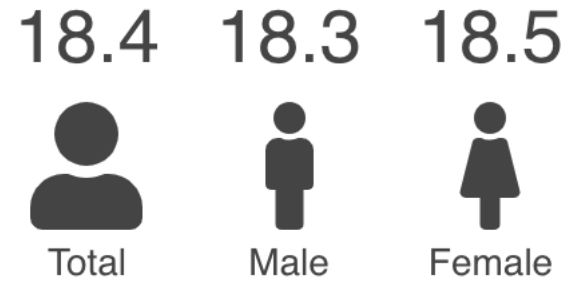
- 10% to 19%
- 20% to 29%
- 30% or more

The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations. Dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties.

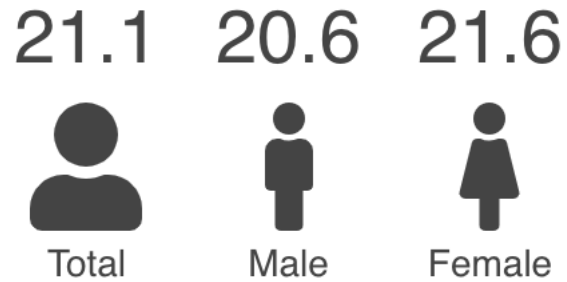


ACCORDING TO UN, 1 IN 5 YOUTHS IN THE WORLD ARE AFRICAN.

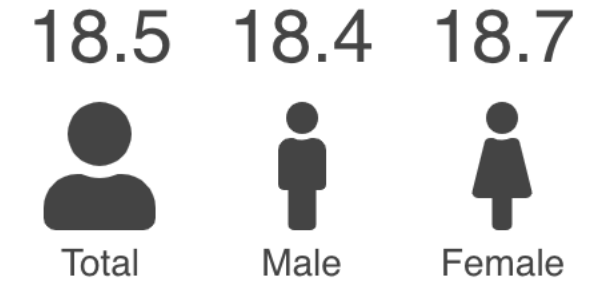
Nigeria Median Age



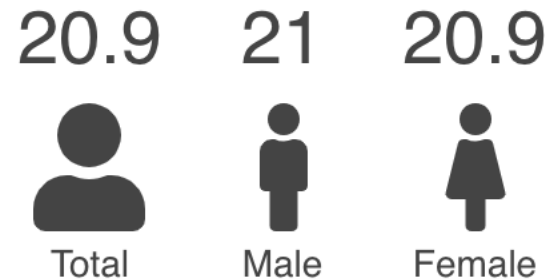
Ghana Median Age



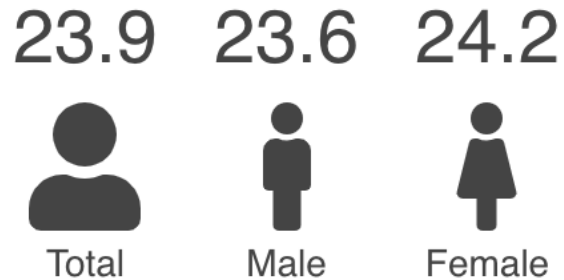
Cameroon Median Age



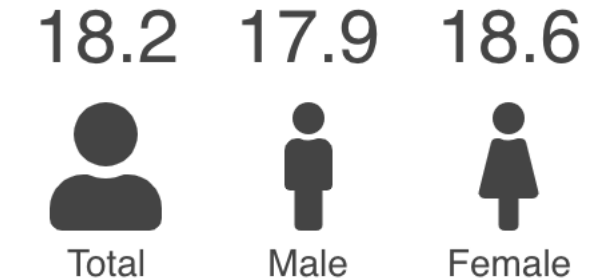
Ivory Coast Median Age



Egypt Median Age



Benin Median Age



WHILE THE AFRICA YOUTH DEMONSTRATE DIGITAL BEHAVIOUR, THEY ARE STILL ANALOG IN THEIR IDENTITY AND MOTIVATIONS.

Studies by Varkey Foundation and Populus reveals that beneath the surface, African youths (18-21yo, who are active on social media) are the most culturally inflexible in the world.

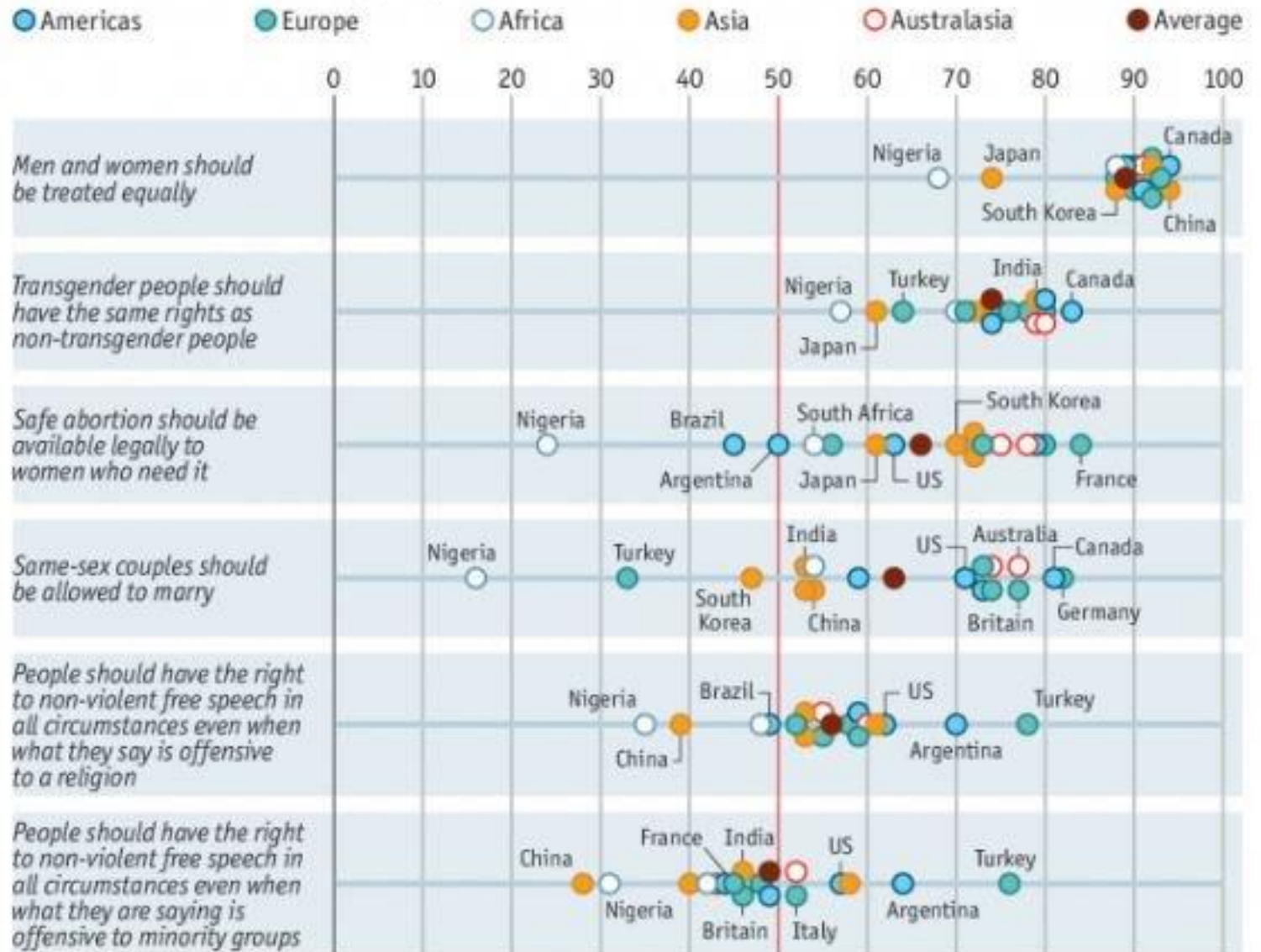
Despite their tweets, they do not necessarily embrace fully a number of Western themes that have become global themes.

In order words, despite globalisation, Africans have beneath the skin, remained Africans.

Youth of today

To what extent do you agree or disagree with the following?

Sep-Oct 2016, % of 18-21-year-olds agreeing



Source: Varkey Foundation, Populus

—

“Africans are
modernizing, not
Westernizing.”

- GG Alcock,
Author “*Kasinomics
Revolution*”



The Compass and the Map

- Dr. Nnoli-Edozien, in her ground breaking work on sustainability, articulated the *Seven Pillars framework* as the best suited tool for addressing issues of sustainability, growth and investment in Africa.

The starting point to implementing this enterprise-wide and at an institutional level, lies at the core of the *Cultural Pillar*.

1.1 THE SEVENPILLARS





According to *Hofstede, Hofstede et al* this is key because...

- *Culture is the software of the mind*, i.e. the lens through which individuals and groups of people process life and engage with social entities such as organizations
- Initiatives and interventions work most optimally in nations and organizations, when they must *work through existing culture and sub-cultures*.
- Western cultures are primarily *individualistic (focused on the “I”)*, while Africa and Asian cultures are primarily *collectivistic (focused on the “we”)*.

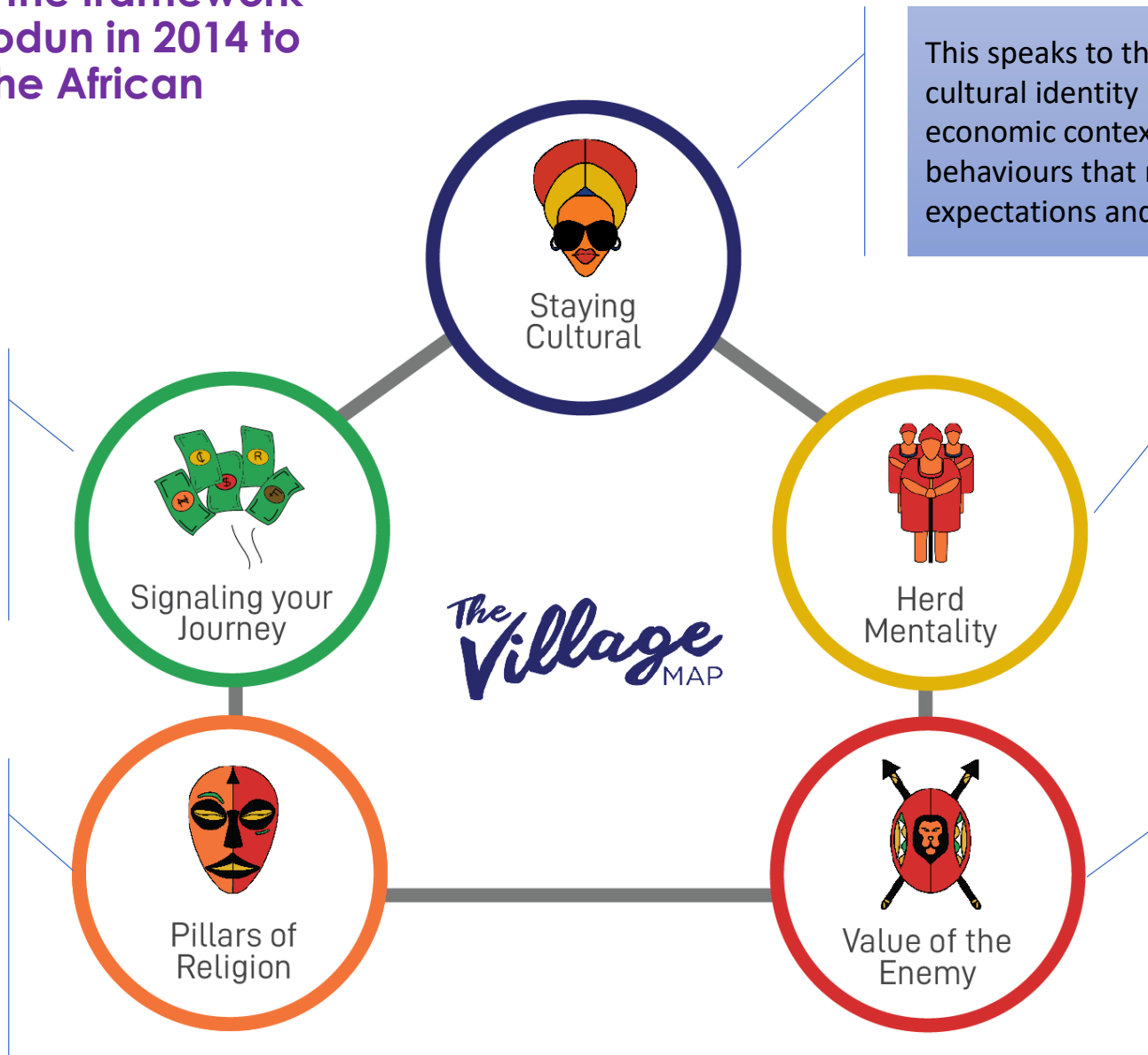
*So how do we leverage culture to
institutionalize sustainability and growth??*

The Village Map (TVM) is the framework developed by Feyi Olubodun in 2014 to articulate the culture of the African



This speaks to the need to signal status and progress in life through socially consumption. The African's consumption pattern is *Realistic, Symbolic and Futuristic*

This speaks to the inherent belief in divine/external influence to achieve success (fame & fortune) in their lifetime. This drives engagement with entities/initiatives believed to enable success.



This speaks to the need to retain cultural identity in a larger socio-economic context, by engaging in behaviours that reinforce cultural expectations and motivations.

This speaks to the inherent need of the African to fulfil rites of passage at the same pace at their demographic cohort

This speaks to the psychology of success of the African, which motivates the consumer to strive to make a point with their success.

Core Motivations of the African



COMMUNITY

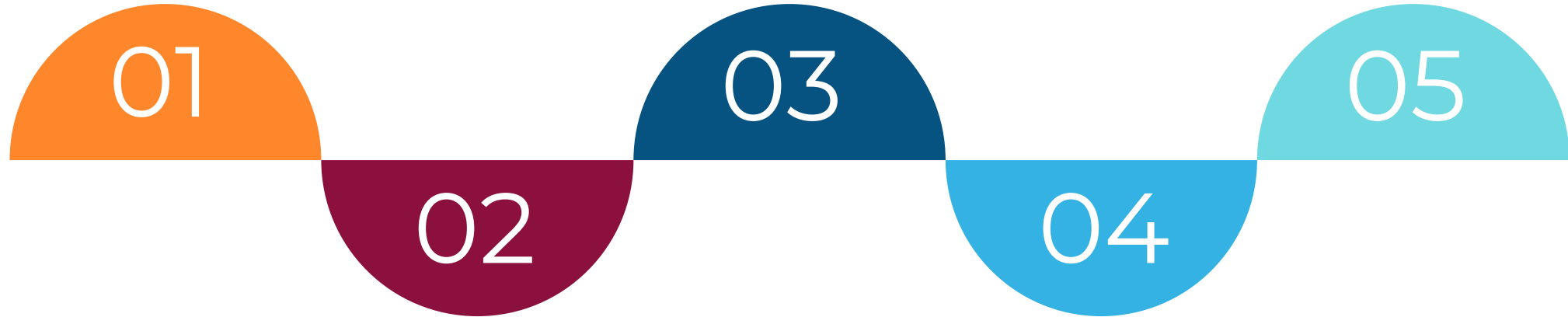
we take from the community, so we can give back to the community in time

PURPOSEFUL ACHIEVEMENT

our achievement must display a recognized impossibility in the community

SIGNALLING POSSIBILITY

every achievement must signal acceptable individual progress to the community



TRIBAL PROGRESS

none of us is successful, until all of us are successful

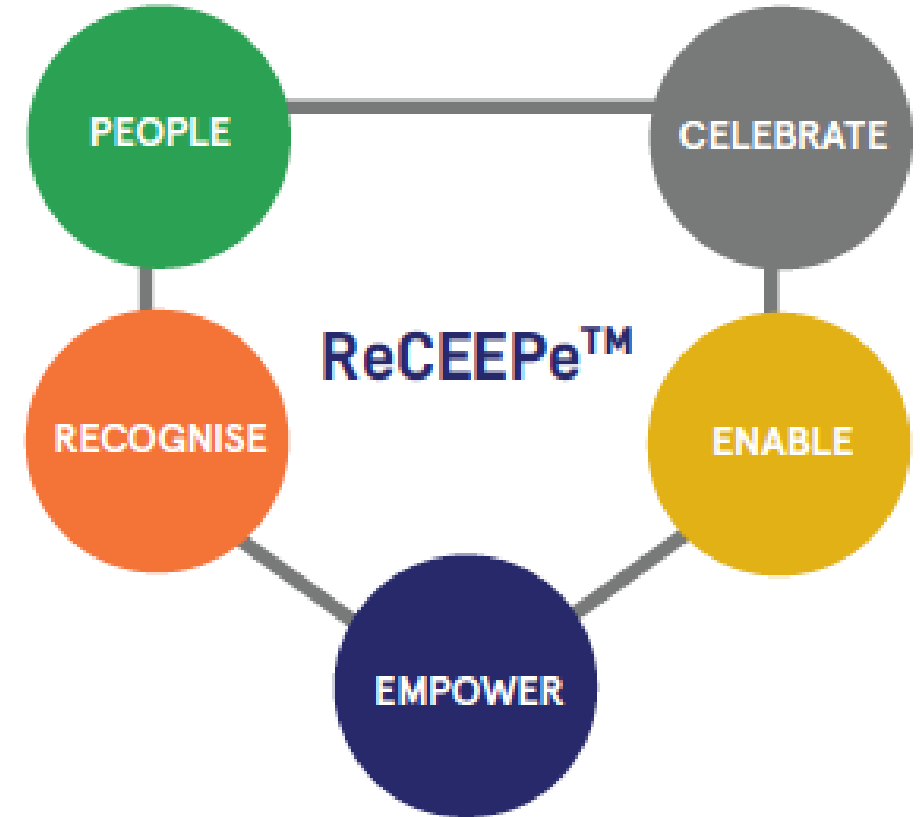
ENDLESS HOPE & OPTIMISM

the African is not African without hope, the consistent hope in a better future makes him surmount hurdles daily

So how should you engage? – The ReCEEPe™ Model



- For organizations to effectively engage their stakeholders/employees, we believe they must do 5 things in the right measure depending on local culture.
 1. *RECOGNIZE* who their people really are, as they are (*IDENTITY*)
 2. *CELEBRATE* where they've come from (*JOURNEY*)
 3. *ENABLE* them to be who they want to be (*AMBITION*)
 4. *EMPOWER* them to go where they want to go (*ASPIRATION*)
 5. *Celebrate the PEOPLE* they're travelling with (*FUNCTIONAL TRIBE*)
- We determine the right mix for the organization through quantitative analysis from TVM survey tools. This will then inform the optimal engagement approach.



How could this impact organizations?



CULTURAL PILLAR

Management & design of Information & Sustainability management systems

The interface between IT, sustainability and marketing is *PEOPLE*



This can potentially shift how CRM is being done in Africa

Implementation of enterprise-wide projects in data-driven marketing, CRM & IT

Digital transformation initiatives for companies seeking to operate in Africa



THANK YOU!

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