LOOK AGAIN:
UNLOCKING SUSTAINABILITY IN AFRICA THROUGH CULTURE

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Median Age</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
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<td>21</td>
<td>20.9</td>
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</tr>
<tr>
<td>Benin</td>
<td>18.2</td>
<td>17.9</td>
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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.
“Africans are modernizing, not Westernizing.”

- GG Alcock, Author “Kasinomics Revolution”
The Compass and the Map
Dr. Ndidi 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*. 
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.

- **Staying Cultural**: 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.

- **Signaling your Journey**: This speaks to the inherent need of the African to fulfil rites of passage at the same pace at their demographic cohort.

- **Herd Mentality**: This speaks to the psychology of success of the African, which motivates the consumer to strive to make a point with their success.

- **Pillars of Religion**: 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.

- **Value of the Enemy**: 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*. 

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*OPEN SQUARES*, *Interpreting Africa*
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?
The interface between IT, sustainability and marketing is *PEOPLE*

This can potentially shift how CRM is being done in Africa

Management & design of Information & Sustainability management systems

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

Digital transformation initiatives for companies seeking to operate in Africa
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