

B LAB AFRICA **SUMMIT 2025**



**AFRICA'S READINESS TO
TAKE ACTION: CLIMATE
MODALITIES, ESG IMPACT
INVESTMENT & INCLUSIVE
GROWTH**





EXECUTIVE SUMMARY

The B Lab Africa Summit 2025, held on 2–3 October 2025 at the Serengeti Golf & Wildlife Estate in Johannesburg, brought together over 180 leaders, entrepreneurs, investors, and impact practitioners from 11 countries across Africa and beyond. The gathering explored how businesses can operationalize climate ambition through practical frameworks, financing mechanisms, and inclusive partnerships.

Under the theme "Climate Modalities, ESG Impact Investment and Inclusive Growth: Africa's Readiness to Take Action," the Summit examined Africa's transition from policy formulation to practical implementation. This shift involves translating sustainability goals into actionable business strategies that foster resilience, equity, and shared prosperity.

More than 30 speakers across 20 sessions showcased cross-sector collaboration among policymakers, investors, entrepreneurs, and B Corps committed to using business as a force for good. Programming ranged from Dr. Pali Lehohla's keynote address, "Building an Africa That Works for All," to thematic sessions on finance, technology, agriculture, and climate action. The Summit positioned Africa as an active architect of its regenerative future.

The event achieved record engagement, generating over 1 million digital impressions and attracting participation from leading institutions across Africa. Beyond facilitating dialogue, the Summit catalyzed new partnerships, deepened the integration of ESG practices, and reinforced B Lab Africa's role as a platform for systems change across the continent.

As articulated in the closing remarks: "Africa's readiness is not a question of potential. It is a call to action. The solutions are here; the time is now."

REMARKS FROM THE CEO



LUCY MUIGAI

CEO B Lab Africa

B LAB AFRICA SUMMIT 2025 OPENING ADDRESS

"This room is filled with leaders from business, government, academia, civil society, and investment. Together, you represent the best of what Africa has to offer — vision, innovation, courage, and the will to make a difference.

We gather at a time of profound urgency. Across our continent, the signs of climate change are no longer warnings — they are realities. Floods devastate communities in East Africa. Drought threatens livelihoods in the Sahel. Cyclones and rising seas are swallowing homes and displacing thousands in Southern Africa.

Yet, despite these challenges, Africa holds extraordinary potential. We are the youngest continent on earth. By 2030, Africa will be home to 1 in every 5 people in the world of working age.

We have abundant natural resources, vast renewable energy potential, and an unstoppable wave of entrepreneurs determined to solve problems from the ground up.

At B Lab, our mission is clear: to transform the global economy so that it benefits all people, all communities, and the planet. Our work extends beyond certification. We are building a community of leaders who believe that business can and must be a force for good.

This year's theme — Climate Modalities, ESG Impact Investment, and Inclusive Growth: Africa's Readiness to Take Action — is more than a slogan. It is a call to move from conversation to implementation.

The story of Africa has too often been written by others. But here, today, we are writing a different story. A story where business is not just about profit, but about people and planet. A story where African innovation sets the pace for the world. A story where young leaders and small businesses drive inclusive growth.

The future we seek — an inclusive, resilient, and regenerative Africa — is not a dream. It is a choice. And it is a choice we must make, together, now."

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KEYNOTE INSIGHTS: DR PALI LEHOHLA — BUILDING AN AFRICA THAT WORKS FOR ALL

Dr Pali Lehohla, former Statistician-General of South Africa and Director of the Pan-African Institute for Evidence, opened the B Lab Africa Summit 2025 with a compelling address on the evidence, ethics, and systems thinking required to build “an Africa that works for all.”



Learning from Indigenous Models of Leadership

Drawing on the wisdom of Morena Mohlomi and King Moshoeshoe I, Dr Lehohla reminded delegates that responsible leadership is rooted in peace-building, inclusive alliances, and the pursuit of intergenerational value. These historical lessons, he noted, provide a moral compass for contemporary governance and business — urging today’s leaders to balance growth with stewardship.



Systems Thinking and the Data Revolution

Introducing ideas from cybernetics and complex-systems theory, Dr Lehohla explained how Africa can strengthen decision-making through feedback loops, integrated data, and “variety-absorbing” institutions capable of managing complexity. He called this a data revolution essential for climate governance, social accountability, and policy coherence.



Climate Modalities as a Framework for Action

Positioning climate modalities as a bridge between purpose, evidence, and implementation, Dr Lehohla argued that Africa’s success depends on linking climate action, ESG investment, and inclusive growth. He called for robust data systems, accountable financing mechanisms, and coordinated policy design to transform sustainability commitments into measurable outcomes.



Call to Action

Echoing Prime Minister Mia Mottley’s global appeal for climate justice and fairness, Dr Lehohla urged African policymakers and private-sector leaders to adopt a unified stance: treat emissions as the true enemy, strengthen methane and carbon accountability, and ensure that climate finance directly supports inclusive development. “The link with action,” he stressed, “is what separates insight from transformation.”

THE BUSINESS OF AGRICULTURE: FARMING SUSTAINABLE PRACTICES AND FOOD SECURITY



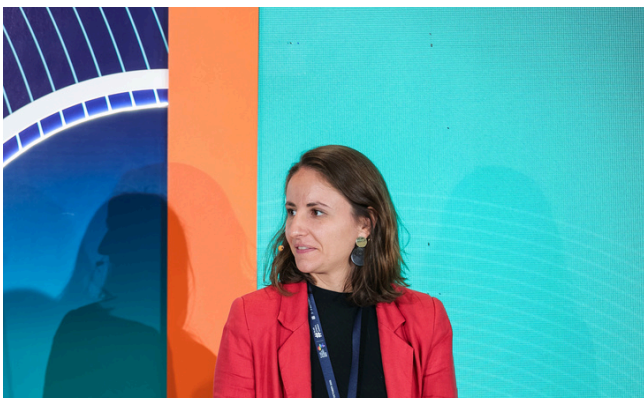
Moderator: Luz-Helena Beltran Gomez

Speakers: Juliette Deloustel, Leanne Kiezer, Hilda Forsythe, Tom Hanson-Smith, Mirabel Bausinger

This session explored the intersection of agriculture, sustainability, and inclusive economic growth, focusing on how Africa can strengthen its agricultural ecosystems to achieve long-term food security.



Speakers highlighted the importance of value chain development and market access, emphasizing that building collective buying power within the agricultural sector is essential to unlocking scale and resilience. Discussions also touched on how sustainable practices can be advanced by harnessing existing resources and creating new value-based ecosystems that benefit smallholder farmers and communities.



A key theme was the need to de-risk the agricultural environment to attract investment. This includes improving access to financial markets, enhancing financial literacy among farmers, and engaging multinational corporations to help stabilize and grow the sector. Participants also noted that border restrictions and trade barriers continue to hinder the free flow of agricultural goods across the continent.



From a social perspective, the conversation emphasized the empowerment of women in agribusiness, the education of African consumers, and the promotion of responsible food consumption as tools to build more sustainable systems. The discussion concluded by underscoring the centrality of nutrition in agricultural policy and practice—reminding participants that sustainable farming is not only about production, but also about health, equity, and community well-being.

SIGNALS OF CHANGE: TRENDS SHAPING AFRICA'S FUTURE



PRESENTED BY: SIFISO SKENJANA, MANAGING DIRECTOR, ESG ANALYTICS AFRICA

Sifiso Skenjana delivered a dynamic session unpacking the key economic, technological and geopolitical signals redefining Africa's trajectory. His talk explored how global transitions in politics, finance and technology are reshaping local realities, urging African leaders to anticipate rather than react to disruption.

1. The "Glocal" Economy

Skenjana described the world as entering a "glocal" era where global interdependence coexists with national self-interest. He highlighted major shifts such as reshoring of production, de-dollarisation efforts led by China, Russia and Brazil, and the rise of new markets across Africa. These transitions, he explained, present both challenges and opportunities for African economies to strengthen local resilience and supply chain independence.

2. Technology Convergence and the Data Economy

He identified artificial intelligence, digital inclusion and the energy intensity of new data centres as defining forces in Africa's growth story. The continent's emerging data economy, he noted, could become a cornerstone of sustainable development if coupled with responsible technology sourcing and a circular approach to innovation.

3. Climate and Resource Transitions

From the critical minerals rush (copper, cobalt, lithium, manganese) to growing carbon markets across SADC, Skenjana pointed to Africa's strategic importance in the global sustainability race. He warned against "carbon colonialism," where external actors profit from Africa's resources without fair value transfer. Instead, he called for locally governed frameworks that ensure climate action creates African jobs and industrial growth.

4. Behavioural and Economic Theories in Action

Bringing in insights from Nudge Theory, Chaos Theory and the Thucydidean Trap, he illustrated how small policy decisions can create outsized ripple effects across markets. He urged leaders to design incentives that drive cooperation and catalytic investment to spark the next wave of Africa's industrial growth.

5. Rehumanising Transitions

As economies and technologies evolve, Skenjana reminded delegates that sustainable progress depends on rehumanising transitions that ensure growth leaves no one behind. He emphasised inclusive digital participation, equitable access to jobs and impact sourcing as key pathways to bridge Africa's socio-economic divide.

"...artificial intelligence, digital inclusion and the energy intensity of new data centres as defining forces in Africa's growth story"

UNLOCKING GREEN FINANCE FOR SMES AND NAVIGATING TRADE IN A SHIFTING WORLD

Moderator: Andreas Bernhardt

Speakers: Dr Kuzi Charamba, Atieno Otonglo, Susan Wanjiru, Mary Nantume

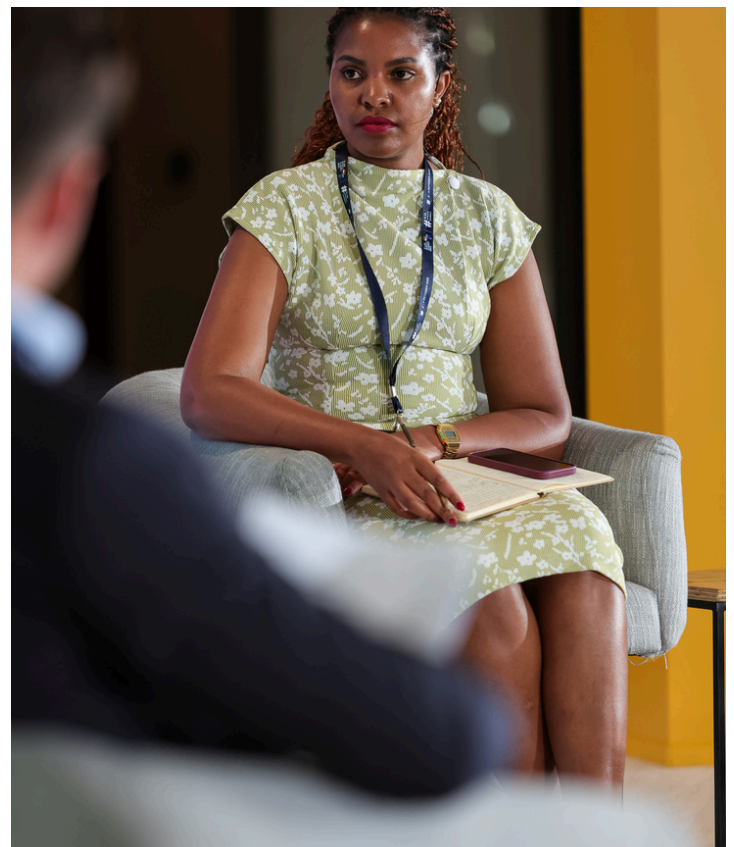
This session took a practical look at what it really takes for small and medium enterprises to access green finance. While everyone recognises the growing interest in sustainable investment, the reality is that most African SMEs still face major barriers – from limited data and high perceived risk to financial products that simply don't fit their needs.

The discussion focused on how to bridge that gap. Speakers agreed that unlocking capital will require smarter partnerships between banks, investors, and development actors. It's not just about more money, but better-designed instruments that de-risk early-stage businesses and reward measurable impact.

Several key ideas stood out. First, aggregation works: grouping SMEs through cooperatives or digital platforms can make deals more attractive to investors. Second, local banks must be part of the solution – they're closest to the entrepreneurs but often lack the tools to assess climate-related risk.

Third, clear and simple data standards are essential so that impact can be verified and trust built across the value chain.

The conversation also highlighted the link between finance and trade. As demand for sustainable products grows globally, certification and traceability are becoming powerful enablers for African SMEs to access new markets.



BREAKOUT SESSION HIGHLIGHTS



Session A – Closing the Missing Middle: Financing Climate Tech Ventures in Africa

The session by David Saunders examined how Africa's ClimateTech ventures can bridge the \$250k–\$1m “missing middle” between proof-of-concept and scale. Using the Build, Commercialise, Grow Playbook, participants discussed how blended capital, corporate partnerships, and technical support can help ventures grow beyond pilots.



Session B – Water and Water Scarcity: Protecting the Sources

This session by Abraham Ngobeni focused on Africa's growing water challenges driven by climate shocks, outdated infrastructure, and pollution. Participants discussed how governments, industries, and communities can protect water systems and adopt efficient technologies.



Session C – Inclusive Leadership for Resilient Futures

The discussion facilitated by Thandi Dyani and Hugues Sygney Jr. explored how inclusive leadership can strengthen resilience by empowering diverse voices and driving shared accountability. Speakers highlighted collaboration, empathy, and governance as essential to long-term sustainability.



Session D – B Lab Africa Session: Resilience and Sustainable Program

The Resilient Sustainable Business (RSB) program run by Melaney Oldenhof equips SMEs with practical tools and strategies to embed sustainable business practices, enabling them to build resilience in a rapidly changing world.

MASTERCLASS: CLOSING THE CLIMATE TECH FINANCING GAP IN AFRICA

The session mapped where African ClimateTech is gaining momentum and why many ventures still stall in the “missing middle.” It showed that financing is catching up with FinTech, yet remains concentrated by country and cluster. Different venture archetypes need different capital paths, and women-led ventures face a persistent funding gap. The Playbook proposes staged, coordinated financing and practical interventions to unlock scale.

Key insights and evidence

- Market snapshot: ClimateTech funding in Africa is now comparable to FinTech, backed by a wider mix of funders and instruments, but uneven across Kenya, Nigeria, and South Africa and a few solution clusters. Many companies stall between sub-\$1m seed and \$5m+ growth rounds. Women founders face a 15%+ gap between deal counts and funding volumes.
- Archetypes matter: Software, Hardware, and Science ventures follow different capital paths and risks. Hardware leans earlier on asset-backed and working-capital debt, Software bridges with grants and convertibles, Science needs bespoke tools such as convertible grants, carbon monetisation, and blended structures.
- Staged finance roadmap:
 - Build: awards and R&D grants led by accelerators, philanthropy, and government.
 - Commercialise: recoverable grants, revenue-based finance, asset finance, SAFEs, carbon finance.
 - Grow and scale: preferred equity, venture and mezzanine debt, local-currency and blended vehicles, guarantees, and offtake commitments.

Big takeaways: Scaling typically takes 8–12 years. Blended finance is an approach tailored to each stage, not a single instrument. Corporates and foundations can anchor scale via procurement, guarantees, and catalytic capital.

What this means for our ecosystem

- Move beyond sector labels to archetype-specific support and instruments.
- Tackle the “missing middle” with coordinated facilities that pair concessional tools with commercial debt and equity.
- Close the gender gap by shifting instrument mix and adding targeted catalytic layers for women-led ventures.
- Use corporates as scale partners via offtake, distribution, and guarantee structures.

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CAN AFRICA SURVIVE THE CONSEQUENCES OF CLIMATE CHANGE?

CAN AFRICA LEAD SUSTAINABILITY?

Dr. Manessah Alagbaoso, Head of Business Ecosystems and Sustainability, Standard Bank Group

Dr. Manessah Alagbaoso delivered a data-driven and reflective address on the urgency of sustainability for Africa's economies. Opening with the question, "Can Africa survive the consequences of climate change—and can it lead sustainability?", he framed the discussion around Africa's unique position as both a region most vulnerable to climate shocks and one with the potential to set new global standards for sustainable growth.

Citing UN and SDG data, Dr. Alagbaoso noted that the continent continues to lag on key development indicators. He emphasized that Africa's future competitiveness depends on embedding sustainability at the core of its business and policy agenda. Drawing from his research at SOAS, University of London, he presented a proposed SDG Implementation Framework for Sub-Saharan Africa, highlighting governance, institutional capacity, and cross-sector collaboration as essential levers for effective execution.

He also drew attention to the gap between academia and development realities, pointing out that only 38 percent of African business schools currently teach sustainability modules. He challenged universities to shift from a "publish or perish" culture to one that prioritizes social relevance and measurable community impact.

In closing, Dr. Alagbaoso called for a united effort among policymakers, private sector leaders, and educators to reimagine Africa's sustainability narrative—from adaptation and dependency toward innovation and leadership.

EDUCATING THE FUTURE: CREATING FUTURE LEADERS TO TAKE ACTION

Moderated By: Tom Fels

Speakers: Dr. Nicolene du Preez, Dr. Chanté Botha, Dr. Ayanda Sibiyi, Amina Williams, Vincent Desvaux de Marign

The discussion examined how Africa's education systems can evolve to meet the demands of a rapidly changing world. With the continent's youth population expected to grow by 400 million by 2035, the panel emphasized that urgent action is needed to turn this demographic shift into an engine for creativity, innovation, and productivity.

Speakers highlighted the need to move beyond rote learning and focus on experiential, locally relevant education that tackles challenges such as food security, water scarcity, and climate resilience. The conversation called for rethinking university curricula to better align with market realities, with an emphasis on entrepreneurial, technical, and digital skill-building.

Panelists also underscored the importance of empowering township and rural communities through inclusive education strategies that reflect Africa's social and economic context. Youth voices were positioned as central to this transformation, with a focus on leadership development and systems that enable young people to shape solutions for their future.

From an industry perspective, the discussion highlighted how industry-specific training models can build both technical competence and purpose-driven leadership. These approaches demonstrate how partnerships between education providers and businesses can scale skills development across key sectors and strengthen employability outcomes.

The session closed with a clear message: Africa's education transformation must begin now to ensure the continent's growing youth population becomes a source of sustainable growth and global competitiveness.



YOUTH, ICT, AND INNOVATION FOR MSME GLOBAL READINESS POTENTIAL BY SU20



This session examined how digital transformation, education, and innovation can drive global competitiveness for Africa's micro, small, and medium-sized enterprises (MSMEs). As the backbone of African economies, MSMEs—particularly those led by youth in townships, rural areas, and informal sectors—remain constrained by low digital readiness, limited access to education, and fragmented innovation ecosystems.

The discussion explored practical strategies to address these gaps, including digital literacy training, locally adapted entrepreneurial education, fintech adoption, and stronger ecosystem partnerships. Panelists emphasized that these interventions must be designed with inclusivity in mind, ensuring that the most marginalized youth and enterprises can access the tools needed to compete globally.

A key focus was placed on aligning national MSME strategies with the Startup20 taskforce policy recommendations, reinforcing the importance of Africa's participation in shaping global standards for inclusive growth. Participants agreed that investing in digital infrastructure, regulatory clarity, and youth capacity-building is critical to unlocking Africa's innovation potential and positioning the continent's MSMEs as active contributors to the global economy.

The session concluded with a shared commitment to ensure that Africa's youth and small enterprises are not only equipped for global readiness but are also central to defining the future of inclusive and sustainable trade.

Perspective from Above



Terry Virts

Terry Virts, former NASA astronaut and commander of the International Space Station, shared reflections from his time in space on what resilience, leadership, and perspective truly mean. Having spent more than 200 days in orbit and completed multiple spacewalks, his insights reached far beyond the technical — offering lessons on mindset, teamwork, and perseverance that apply as much to life on Earth as they do in space.

Drawing from real experiences of uncertainty and high-stakes decision-making, he spoke about how preparation, focus, and trust allowed his crew to remain calm even when faced with unexpected challenges. His central message was simple yet powerful: never tell yourself no. Many of the barriers we face, he explained, are self-imposed. The first step to resilience is refusing to limit ourselves before we begin.

Virts also described how seeing Earth from above changes one's perspective — how borders disappear, how fragile the planet appears, and how interdependent human systems truly are. From that vantage point, he said, collaboration becomes not just an option but a necessity.

Looking Ahead

The session left participants with a renewed understanding of resilience as both mindset and practice. It called on leaders to cultivate curiosity, discipline, and empathy — to see challenges as opportunities for growth, and to act with a broader sense of responsibility. The takeaway was clear: progress begins when we stop saying “no” to ourselves and start thinking with the perspective of the whole planet in mind.



WHAT OUR DELEGATES ARE SAYING

This week at the B Lab Africa Summit, I felt something powerful — a merging of my two worlds.

I began my career in International Development, working to expand opportunity, dignity, and sustainable growth in communities across Africa and the Middle East. Then came nearly two decades in the corporate world, helping global organizations build stronger, more human workplaces.

At the Summit, it hit me — these worlds were never meant to be separate. The future of business is development. It's the integration of purpose and profit, people and performance..." - Loretta Monareng

Day1 at the B Lab Africa Summit 🌍🌟

The summit opened with a powerful reminder: "the opportunity of a lifetime must be taken in the lifetime of the opportunity." 🗝️

A timely call to be bold now and not to settle for easy answers. 🔥

At its core, the belief is clear: business must be done right - ethically, inclusively, sustainably and anchored in the triple bottom line.

This is how together we write a new story for Africa! 🌟💡 - Tasnim Amra CA(SA)

B Lab Africa's Summit – what a powerhouse of ideas and inspiration!

It was a true privilege to be surrounded by like-minded leaders who truly get it: sustainability isn't just a buzzword—it's the essential path forward for a thriving planet and equitable future.

A huge shoutout to the B Lab team for curating such a vibrant space. I'm already buzzing with new perspectives and can't wait for more collaborations and dialogues ahead. Let's keep building this movement together! - Sheena Ramsamy

Just back from the B Lab Africa Summit 2025, and I'm feeling a lot of gratitude.

I learned so much and met so many interesting and inspiring people. The conversations this week reminded me that purpose-driven work is about proximity, courage, and the constant recalibration toward better. As someone who's spent years helping organizations bridge strategy with values, this Summit was a reminder that our greatest leverage point is community.

In that same way, I am happy to be growing my own community of some really cool people! - Julie Uwimana



FROM INFORMAL TO INVESTABLE: UNLOCKING THE POWER OF AFRICA'S SME'S

In this presentation, **Judith Ajuga of the UNDP** unpacked the critical role of Africa's informal enterprises in driving inclusive growth and job creation, while highlighting the barriers that prevent their transition into the formal and investable economy. The session, led by Judith Aguga, examined the structural, policy, and capacity challenges that define the informal sector and explored strategies to build pathways toward formalisation and sustainable investment readiness.

Key Insights

- **Informal dominance:** The informal sector contributes between 50–80% of Africa's GDP and employs over 83% of the continent's workforce, according to ILO data. In countries like Nigeria and Kenya, informality exceeds 80%, underscoring the scale of enterprises operating outside the formal economy.
- **Barriers to growth:** Informal businesses face persistent constraints, including low productivity, limited visibility, inadequate business and financial skills, and restricted access to finance and government services.
- **Policy and ecosystem reform:** UNDP emphasized the importance of enabling policy frameworks that incentivize formalisation and align government, private sector, and development partners toward creating a more supportive SME ecosystem.
- **Capacity building and digital transformation:** The session spotlighted training and mentorship initiatives—such as ILO's "Formalize Your Business" programme—that build entrepreneurial skills, strengthen cooperatives, and promote digital literacy through e-commerce, payments, and digital accounting tools.
- **Innovative financing:** UNDP highlighted blended finance and inclusive financial mechanisms as key enablers for SMEs to scale and attract private investment.

UNDP called for a multi-stakeholder approach to accelerate Africa's transition from informal to investable. This includes expanding access to finance, embedding digital solutions, strengthening business development services, and deepening collaboration across policy, finance, and innovation ecosystems.

The session underscored the shared mission between UNDP and B Lab Africa to empower entrepreneurs, strengthen formalisation pathways, and build resilient, investable SME ecosystems that advance the Sustainable Development Goals (SDGs) across the continent.



METAPRENEURIAL: THE TRANSFORMATIONAL MINDSET EMPOWERING PURPOSE-DRIVEN LEADERSHIP

Wybrand Ganzevoort delivered a thought-provoking session on the transformational mindset required to drive purpose-led sustainability in a rapidly evolving business landscape. His presentation reframed sustainability as a people-centered discipline, arguing that the next frontier of progress lies not in new frameworks or reporting tools, but in transforming beliefs, values, and mindsets. He emphasized that sustainability practitioners have become increasingly focused on compliance and metrics, yet the true challenge is mindset transformation—the ability to lead with moral conviction, adaptability, and systems thinking in an era of uncertainty and technological disruption.

Core Insights

1. From Compliance to Transformation

Ganzevoort urged organizations to move beyond transactional sustainability models. Rather than “selling” sustainability as a commodity or checklist, businesses should engage in transformational strategy—embedding sustainability into their core identity and decision-making. This shift requires cultivating curiosity, reflection, and moral accountability at every level of leadership.

2. Reinstating the Moral Imperative

He highlighted the need to bring ethics and moral reasoning back into sustainability conversations. Ganzevoort described a necessary evolution from moral ignorance (passively following rules) to proactive moral engagement, where leaders and organizations take deliberate responsibility for the societal and environmental effects of their actions.

3. The Transformational Mindset

Beliefs, frameworks, and routines shape how individuals perceive and respond to sustainability challenges. Ganzevoort encouraged leaders to embrace metapreneurial thinking—the ability to continuously transform one’s own mental models. This mindset fosters purpose-driven innovation, enabling businesses to see sustainability as a creative and moral endeavor rather than a compliance obligation.

4. Metacognitive Engagement in the Age of AI

In closing, Ganzevoort explored the idea of metacognitive engagement—the capacity to think about one’s own thinking—as a defining skill for future leaders. He warned that a new form of inequality is emerging: not between those who have access to technology, but between those who can adapt their mindsets and those who cannot. Developing self-awareness, reflection, and cognitive flexibility will be essential to leading effectively in an AI-driven era.



POWERING THE TRANSITION: RENEWABLE ENERGY FOR A RESILIENT AFRICA

As Africa's energy demand grows alongside global climate imperatives, the continent stands at a pivotal crossroads — how to achieve universal access to power while driving a low-carbon, inclusive future. This session unpacked the opportunities and bottlenecks shaping Africa's renewable energy transition, with a focus on how technology, investment, and innovation can deliver both growth and resilience.

Moderated by Dr. Phindile Msomi, the panel featured Norman Moyo, Tim Coles, Kgosi Diphokwane, and De Wet Taljaard. Together, they brought perspectives from across the energy value chain — from generation and infrastructure to financing and sustainable enterprise.

The conversation opened with a candid reflection on Africa's paradox: abundant renewable resources yet over 600 million people still without electricity. Speakers agreed that the biggest constraint lies not in technology but in bankability, grid integration, and equitable access to capital.

Norman Moyo highlighted the need for blended financing models and smarter regulation to unlock scale, while Tim Coles demonstrated how Sealand's adoption of onsite solar and efficiency upgrades has proven both cost-effective and emissions-reducing in manufacturing.

Kgosi Diphokwane discussed South Africa's electric mobility transition, noting that EV infrastructure remains concentrated in high-income areas, leaving out mass-market transport players like taxi associations. He emphasized that affordability and grid reliability remain barriers but also major investment opportunities. De Wet Taljaard rounded off the discussion with a technical lens, identifying poor procurement and system design as leading causes of failed embedded-generation projects — underscoring the importance of sound engineering and due diligence over quick wins.

The panel concluded with a collective call to action: Africa's clean energy transition will succeed only if it delivers real ownership, local jobs, and systems that work at community level. Innovation, collaboration, and transparency were identified as the continent's most valuable renewable resources.



WHY B LAB, B CORPS AND THE (NEW) B LAB STANDARDS MATTER NOW



Fireside Chat with: Martin Bunch, Nicola Millson & Olivia Muiru

This session unpacked the origins and evolution of the B Lab movement—from its roots in the US, through UK and African contexts—to explain why B Corp certification and the broader B-movement standards exist, and how the newly updated standards respond to global business challenges. With a dual lens of UK and African markets, Martin Bunch and Olivia Muiru explored how purpose-driven businesses today must show accountability, transparency and measurable impact to build trust, unlock capital and create competitive advantage.

The conversation traced how B Lab was founded to embed stakeholder governance into business, ensuring companies are accountable not only to shareholders but to workers, communities, and the planet. The new B Lab Standards mark a significant shift—setting baseline expectations for all certified companies across areas such as governance, fair work, climate action, and human rights. Rather than a points-based score, businesses must now demonstrate continuous progress and systemic impact. For enterprises in Africa and the UK, this creates a credible framework to differentiate through integrity, earn investor confidence, and prepare for emerging ESG and supply-chain requirements. Ultimately, the new standards offer a path for businesses to build trust and resilience by aligning profit with purpose.

Speakers underscored that the next era of business belongs to those that can prove their impact—not just declare it. They called on businesses and ecosystem partners to embrace the updated standards as a strategic advantage: a way to strengthen governance, deepen transparency, and expand access to impact capital. As regulators and consumers demand greater accountability, the B movement offers a trusted pathway to credibility and collective progress—reminding businesses that purpose and performance are no longer separate goals but inseparable drivers of long-term success.



FIRESIDE CHAT: REGENERATIVE HOSPITALITY WITH ATTITUDE HOTELS



Fireside Chat with:
Juliette Deloustel, Clementine Ketz and Melaney Oldenhof

Attitude Hotels, founded in 2008 in Mauritius, has become a regional pioneer in purpose-driven hospitality. With nine eco-committed hotels and a new property opening in Matemwe, Zanzibar in November 2025, the group is expanding its model of sustainable and community-focused tourism beyond its home island.

In July 2024, Attitude became the first hotel group in Mauritius to achieve B Corp certification, joining a global network of businesses redefining success beyond profit. Juliette Deloustel shared that sustainability at Attitude is not a department but a way of being, integrated into every part of the guest experience. From refillable amenities and waste-free rooms to locally crafted décor and farm-to-table dining, guests can see and feel the company's environmental ethos in action.

Clémentine Ketz explained how Attitude communicates its values through authentic storytelling that celebrates Mauritian culture and transparency. Instead of selling luxury or escapism, the brand invites guests to participate in its Positive Impact Movement, connecting travelers with local artisans, conservation projects, and cultural experiences that regenerate rather than exploit.

The speakers emphasized that regenerative hospitality moves beyond minimizing harm to actively restoring ecosystems and uplifting communities. Attitude supports local sourcing, artisan training, and small supplier partnerships to keep tourism benefits within the local economy.

The conversation closed with a look at Attitude's upcoming expansion into Zanzibar, which will apply the same regenerative model in East Africa and demonstrate how African hospitality can shape a more inclusive, community-centered tourism future.

Key insight: Attitude Hotels shows that profitability and purpose can coexist, proving that the future of African tourism is regenerative rather than extractive.

DATA & TECHNOLOGY – SECURING SUSTAINABILITY THROUGH AI

Moderator: Desan Pillay

Speakers: Kwirirai Rukowo, Luke Hayman, Matone Ditlhake, Lydiah Njoroge

Africa stands at a pivotal moment where data and artificial intelligence (AI) can power inclusive, sustainable growth. Yet challenges—ranging from affordability and infrastructure to fragmented data governance and ethical risks—remain significant. This panel explored how AI can help the continent build resilient economies, ensure equitable access, and protect trust and human rights.

AI has the potential to make the invisible visible. As Luke Hayman explained, many African SMEs and farmers lack tools to calculate sustainability metrics such as carbon emissions. AI can translate simple, everyday data—like fertiliser use or transport distances—into credible sustainability indicators at scale and at a realistic cost.

By generating reliable data, AI can unlock green finance and compliance, allowing businesses to demonstrate alignment with emerging standards such as IFRS S1/S2 and Africa's green taxonomies—without expensive consultants. This levels the playing field for SMEs to access investment and export markets.

Speakers also emphasised the need for contextual intelligence—AI systems built on African realities rather than imported frameworks—to recognise indigenous practices and local sustainability models.

Looking ahead, Africa's youth population will shape the global labour market, and AI could redefine what “work” means. While automation poses risks, it also opens opportunities to upskill and create new forms of value. The panel agreed that AI for sustainability in Africa isn't about futuristic robots—it's about turning data into decisions and making sustainability measurable, practical, and investable for every farmer, entrepreneur, and policymaker.



BREAKOUT SESSION HIGHLIGHTS



Session E – Entrepreneurial & Youth Development: Laying the Foundation for the New Generation

SMMEs and youth are the heartbeat of Africa's economy, yet often left out of key policy and growth conversations. Dr. Chante Botha, Kgosi Diphakwe,, and Dr. Daniella Teles Amaral discussed how education, mentorship, and inclusive policymaking can empower the next generation. The session called for frameworks that intentionally integrate entrepreneurship and youth development into Africa's long-term economic agenda.



Session F – Readiness to Resilience: Unlocking Finance for Africa's SMEs

Kuzi Charamba explored how “readiness” bridges the gap between vision and capital. Using case studies and the Tese.io platform, he unpacked barriers that limit SME access to sustainability finance and offered practical solutions to move from fragmentation to flow. The key takeaway: resilience requires building systems that make impact financeable.



Session G - Making Your Message Matter: Strategic Communication for Changemakers

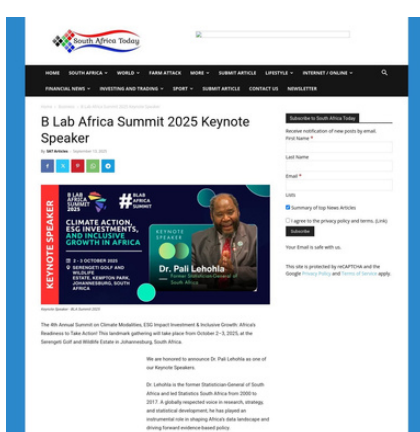
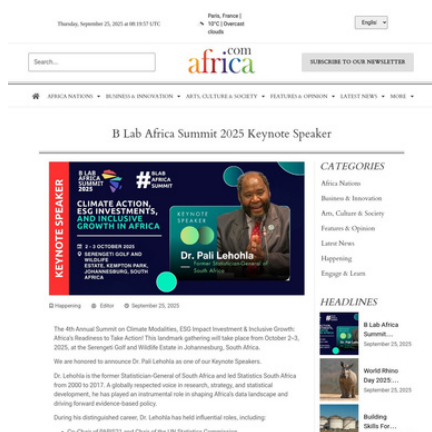
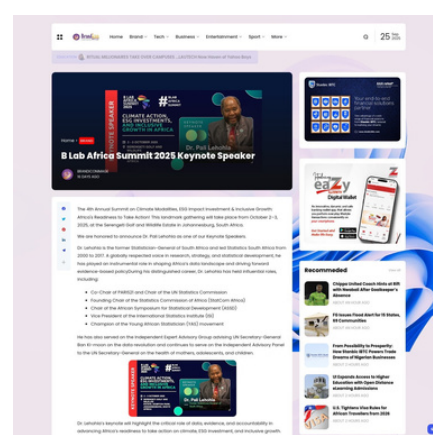
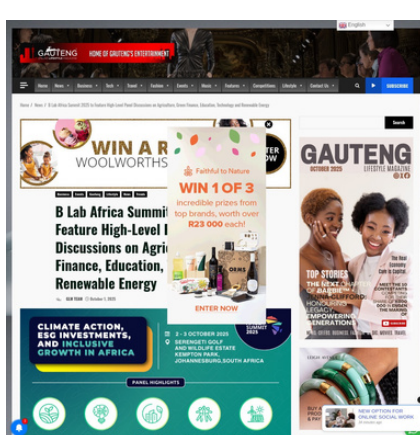
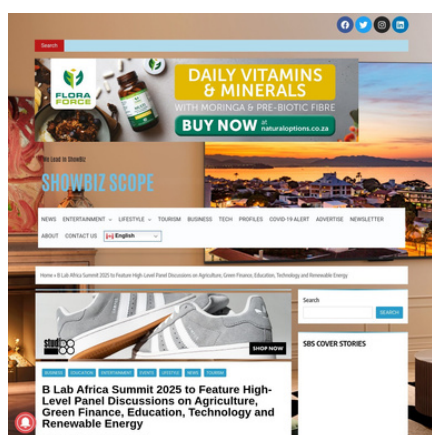
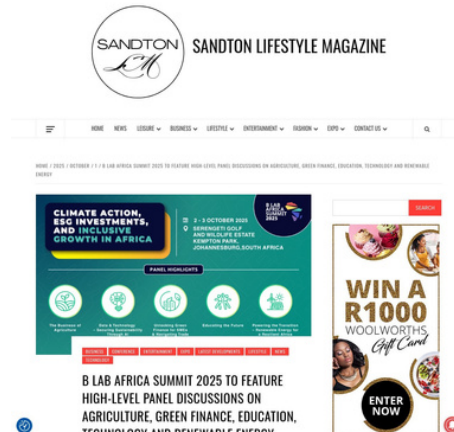
Facilitated by Kristen Kerecman this interactive workshop helped participants craft clear, credible, and memorable messages. Through practical storytelling and audience-targeting exercises, changemakers learned to communicate impact with authenticity and precision across reports, pitches, and campaigns.



Session H – B Corp Certification

Fabian Sukulu and Bernard Gouw introduced participants to the B Corp Certification process. They outlined the benefits of certification for credibility, investor confidence, and accountability, and provided step-by-step guidance for African companies seeking to join the global B Corp movement.

PRESS COVERAGE





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AFRICA
SUMMIT
2025**

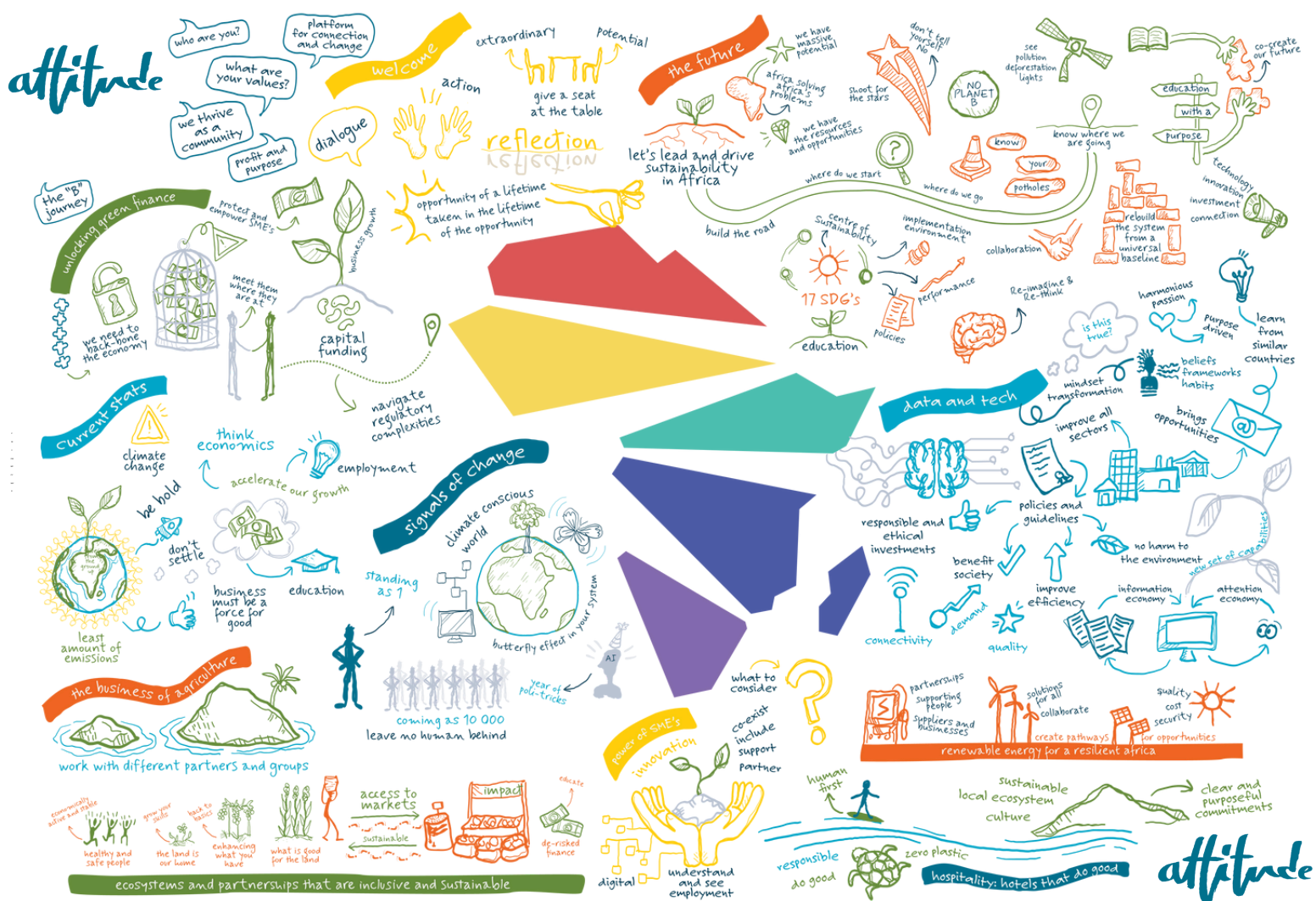


THANK YOU TO ALL OUR SPEAKERS

Dr. Pali Lehohla – Pan-African Thought Leader
Desan Pillay – B Lab Africa
Luz Helena Beltran Gomez – Indebele Social
Martin Bunch – B Lab Global
Olivia Muiru – B Lab Africa
Judith Ajuga – UNDP
Sifiso Skenjana – ESG Analytics
Andreas Bernhardt – Independent Strategy Advisor
Boitshoko Shoke – SU20
Telavukosi Mabasa – SU20
Tshegofatso Motaung – SU20
Wybrand Ganzevoort – IAOS
Dr. Manessah Alagbaoso – Standard Bank Group
Dr. Phindile Msomi – Hazile Group
Norman Moyo – GridAfrica
Tim Coles – Sealand Gear
Kgosi Diphokwane – Chargify
De Wet Taljaard – Investec Sustainable Solutions
Dr. Chante Botha – Johannesburg Business School
Dr. Daniella Teles Amaral – Varsity College
Dr. Kuzi Charamba – Tese.io
Kirsten Kerecman – Impact Communications Collaborative
Fabian Sukulu – B Lab Africa
Bernard Gouw – B Lab Global
Tom Fels – Animarem
Dr. Nicolene du Preez – Systems Thinker & Education Thought Leader
Vincent Desvaux de Marigny – Attitude Hospitality
Amina Williams – Independent Communications Consultant
Dr. Ayanda Sibiyi – University of Johannesburg
Juliette Deloustel – Attitude Hospitality
Clementine Katz – Attitude Hospitality
Mary Nantumbwe – Pearl Capital Partners
Atieno Otinglo – GSG Impact
Susan Wanjiru – GIZ SPARK
David Saunders – GIZ SPARK
Abraham Ngobeni – Independent
Thandi Dyani – The Change Agency
Hugues Sygney Jr. – B Lab US and Canada
Melaney Oldenhof – B Lab Africa
Leanne Kiezer – Danone Southern Africa
Hilda Forsythe – HMP Engineering
Tom Hanson-Smith – Journey's End
Mirabel Bausinger – Imani Development
Kwirirai Rukowo – Qrent
Luke Hayman – Sustainable Kenya
Matone Dithake – Corridor Africa Technologies
Lydia Njoroke – Sama
Terry Virts – Former NASA Astronaut & US Senator



CAPTURING THE SPIRIT OF THE SUMMIT



Sponsored by Attitude Hospitality, this visual map illustrates the conversations and ideas that defined the B Lab Africa Summit 2025, from bold reflections on purpose and impact to the shared vision for a more sustainable and inclusive Africa.

CONTACT US



PARTNER WITH US

B Lab Africa continues to build a community of purpose-driven businesses shaping a more inclusive and sustainable economy.

We welcome partners, sponsors, and collaborators who share this vision. To explore partnership opportunities, contact us at

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