



PROJECT PRESENTATION



A
KUDOS ONE
Initiative

TABLE OF CONTENTS

01 The tipping point

02 About us

03 The marketplace

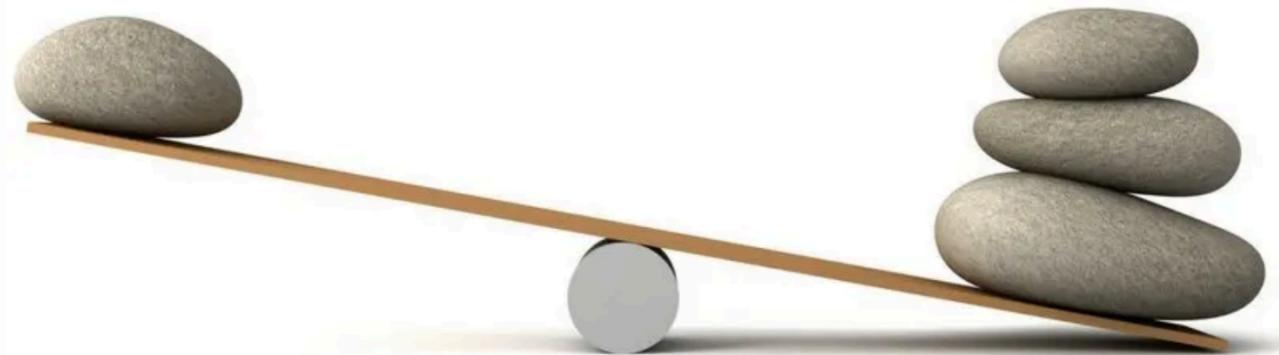
04 The challenge

05 The solution

06 The project objective & outcome

07 The proposal & investment

THE TIPPING POINT



If we were to kickstart 1000 SME's/scale-ups in a specific region on their sustainability journeys, how could we catalyse an ecosystem shift?

Furthermore, if we were to upskill and enable the investor landscape in that same ecosystem to accommodate the demands of ESG management, how would this ensure the sustained change in business behaviour over time?

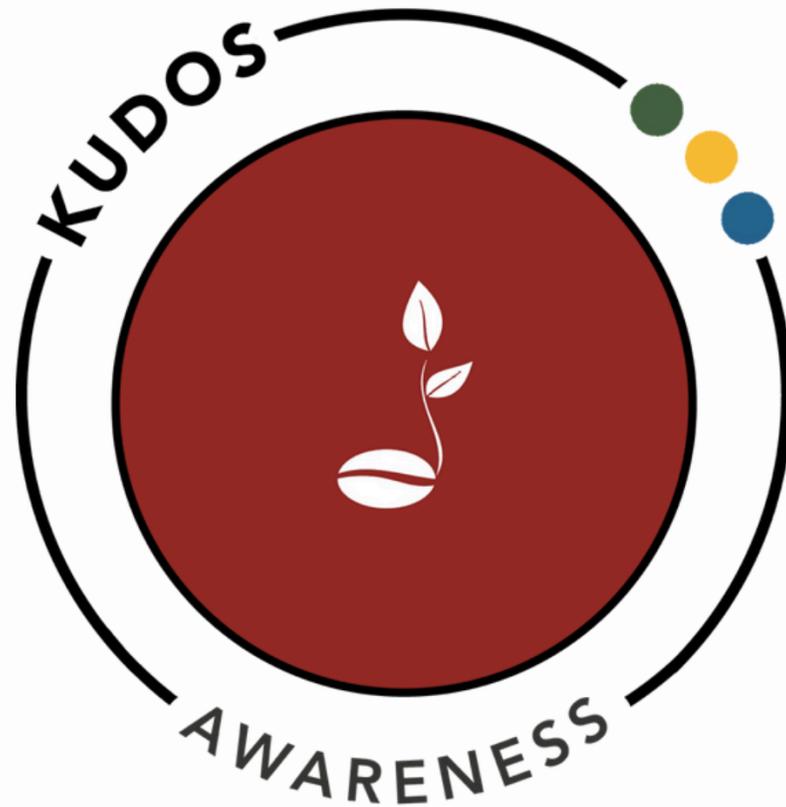


ABOUT US

Kudos One has been performing ESG assessments for approximately 5 years. Our unique approach, designed specifically to break down the barriers to entry of traditional ESG and sustainability services, namely cost and complexity, has now been deployed in 22 countries across Africa, the UK and the EU.

In a brief (40 min) process, the assessment maps company performance to those international Standards and frameworks that have emerged as most globally relevant, i.e. **IFC performance standards, UN Global Compact, UN SDG's, ILO and the UN Principles for Human Rights.**

Should a company score sufficiently, they qualify for a 'Kudos' ESG awareness accreditation and an action list is generated, informing businesses of the next steps they can take to improve performance.





THE MARKETPLACE

The Kudos ESG Assessment is currently deployed through three primary channels:

- Clients** of our Auditing/Advisory Channel partners
- Portfolio companies** of our VC/PE investment fund partners
- Supply chains** of corporate partners
- Kudos One is also the current provider to Business Partners of their ESG screening tool.**



The demand is driven by various stakeholders:

- Investors** require ESG performance reporting
- Banks and insurance companies** qualify clients for ESG-linked products and services
- Suppliers** use the data to manage risk
- Talent/jobseekers** screen for the best employment opportunities
- Consumers** like to make informed buying decisions.



Why the ‘1000 SMEs Project’?

THE CHALLENGE

Our entrepreneurial landscape is losing the opportunity for responsible development.

The cost of proper ESG engagement is too high for early-stage investors.

The cost and complexity of proper ESG engagement are too high for ‘Scale-ups’ or SME’s

Therefore, the benefits of sustainable business are lost by the companies, the investor landscape and society.





THE SOLUTION

Develop a minimum standard of responsible business behaviour across a regional entrepreneurial landscape.

Develop a minimum base level of compatibility and a common language, across the VC landscape for ESG understanding.

Kickstart the sustainability journey for 1000 SMEs over a 24-month period, generating a unique ESG report (risk analysis, mapping to international standards, score and accreditation as well as action plan) for every company.

By working within the start-up landscape in Southern Africa, through channels like the VC firms, Accelerators and Incubators, we can mobilise business as the transformative power the world needs!



THE PROJECT OBJECTIVE

Mobilise the business community to address societal and environmental priorities!

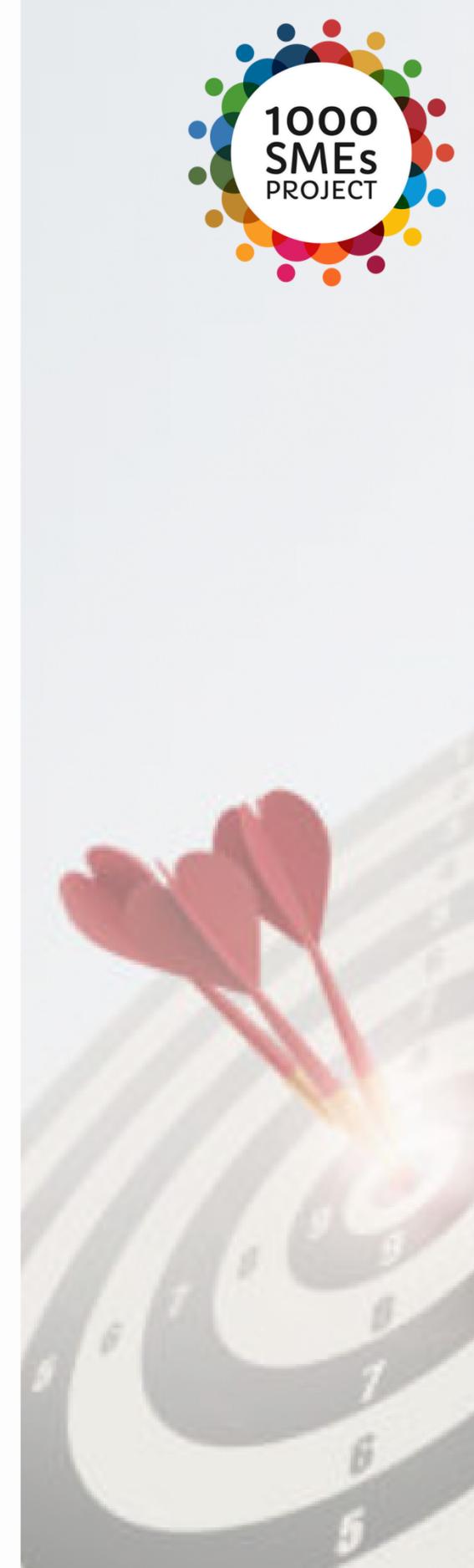
A target of 1000 SME's allows for a 'critical mass' leveraged for change. It also establishes a credible and reliable data set for benchmarking.

Compile sector and region-specific analysis to be shared with the entire ecosystem for use in their strategy and capital deployment activities.

Develop a 'blueprint' for rolling out the same project in other regions, by adapting and adjusting for the challenges and lessons learned.

Monitor the effect of ESG maturity on both raising and dispersing capital.

Develop the Human Capital across the investment landscape for ESG skills.





WHAT DOES EACH SME GET?

Each company will receive, (free of charge):

- Complete **ESG assessment** and gap analysis **report**.
- Mapping of company performance against international sustainability frameworks, incl: **UN SDG's; UN Global Compact; IFC Performance Standards; UN Guiding Principles for Human Rights** and the labour standards of the **International Labour Organisation**.
- An '**ESG Awareness**' **accreditation** (should they score sufficiently).
- **Action plan** with practical next steps for improvement.
- **Consultation engagement** to contextualise and plan the next 12 months
- **2nd assessment** in following 12 months for impact measurement.

(Cost is covered by Kudos One and supporting sponsors).



THE PROJECT OUTCOMES

- The start-up ecosystem mapping and enabling of ESG capabilities and impact.
- Each participating VC/Fund will be left enabled and upskilled on the basic principles of ESG management and the option of a bespoke ESG management platform.
- Every participant experiences the value creation opportunities of an active ESG strategy.
- The Start-up ecosystem (funders, accelerators, incubators etc.) have data to strategise for targeted capital deployment and outcomes.
- Common language across Funds, enabling them to:
 - Inform portfolio construction
 - Conduct due diligence
 - Set impact targets
 - Identify areas of underperformance and manage them to greater impact
 - Communicate with LP's and other stakeholders
 - Report on their impact performance
- Secondary (annual) assessments allows for sustained development of company sustainability journey and broader ecosystem development.

PHASE 2 AND BEYOND:

NORTH AMERICA

- Boston, USA
- Calgary, Canada
- Detroit, USA
- Edmonton, Canada
- Greater Sacramento
- Indiana, USA
- Mississippi, USA
- Montréal, Canada
- New York City, USA
- Philadelphia, USA
- Pittsburgh, USA
- Quebec City, Canada

LATIN AMERICA

- Córdoba, Argentina

SUB-SAHARAN AFRICA

- Addis Ababa, Ethiopia
- Angola

EUROPE

- Azerbaijan
- Belgrade and Novi Sad, Serbia
- Budapest, Hungary
- Copenhagen, Denmark
- Estonia
- Georgia
- Greater Lausanne Region, Switzerland
- Helsinki Metropolitan Area, Finland
- Istanbul, Türkiye
- Lithuania
- Luxembourg
- Malta
- Metro Rhein-Ruhr, Germany
- Mid-East Region, Ireland
- Portugal
- Sweden
- The Netherlands
- Turin, Italy
- Valencia, Spain

MENA

- Abu Dhabi, UAE
- Bahrain
- Ben Guerir, Morocco
- Cairo, Egypt
- Doha, Qatar
- Muscat, Oman
- Sharjah, UAE
- Tel Aviv, Israel
- Tunisia

ASIA

- Bengaluru-Karnataka, India
- Fukuoka, Japan
- Kerala, India
- Kuala Lumpur, Malaysia
- Manila, Philippines
- Odisha, India
- Sapporo, Japan
- Seoul, South Korea
- Singapore
- Sri Lanka
- Tamil Nadu, India
- Telangana, India
- Tokyo, Japan
- Yokohama, Japan

OCEANIA

- Adelaide, Australia
- Brisbane, Australia
- Melbourne, Australia
- New Zealand
- Sydney, Australia
- Victoria, Australia





PARTNER NETWORK



The Global Entrepreneurship Network operates programs in 200 countries aimed at making it easier for anyone, anywhere to start and scale a business.



The 2030 Agenda for Sustainable Development, adopted by all United Nations, created 17 world Sustainable Development Goals.



With 189 member countries, staff from more than 170 countries, and offices in over 130 locations, the World Bank Group is a unique global partnership.



Help us mobilise Business as the transformative power the world needs





CONTACT

E-mail carl@kudosone.com

Website www.kudosone.com