

DISASTER PORNOGRAPHY ON ITS HEAD

EXPLORING THE AFRICA YOU NEED TO KNOW

MAY 2011



Angus
Hammond
Africa

Unearthing Insights, Enriching Brands

Where in the world is this?



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Where in the world is this?



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Paris, France



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Where in the world is this?



Accra, Ghana



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Where in the world is this?



Detroit, USA



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Dar Es Salaam, Tanzania



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Where in the world is this?



New Orleans, USA



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Where in the world is this?



Luanda, Angola



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Where in the world is this?



Naples, Italy



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Where in the world is this?



Addis Ababa, Ethiopia



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Where in the world is this?



Lisbon, Portugal



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Where in the world is this?



Nairobi, Kenya



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Disaster Pornography: A definition

The process of denying or ignoring Africa's progress and instead focussing on negative characteristics and out-dated stereotypes



Disaster Pornography: A definition

"I define it (disaster pornography) as the Western media's habit of blacking out Africa's stock markets, high rises, internet cafes, cell phones, heart surgeries, soaring literacy and increasing democratization, while gleefully parading her genocides, armed conflicts, child soldiers, foreign debts, hunger, disease, and backwardness."

Gbemisola Olujobi, Pulitzer Fellow, Annenberg School for Communication

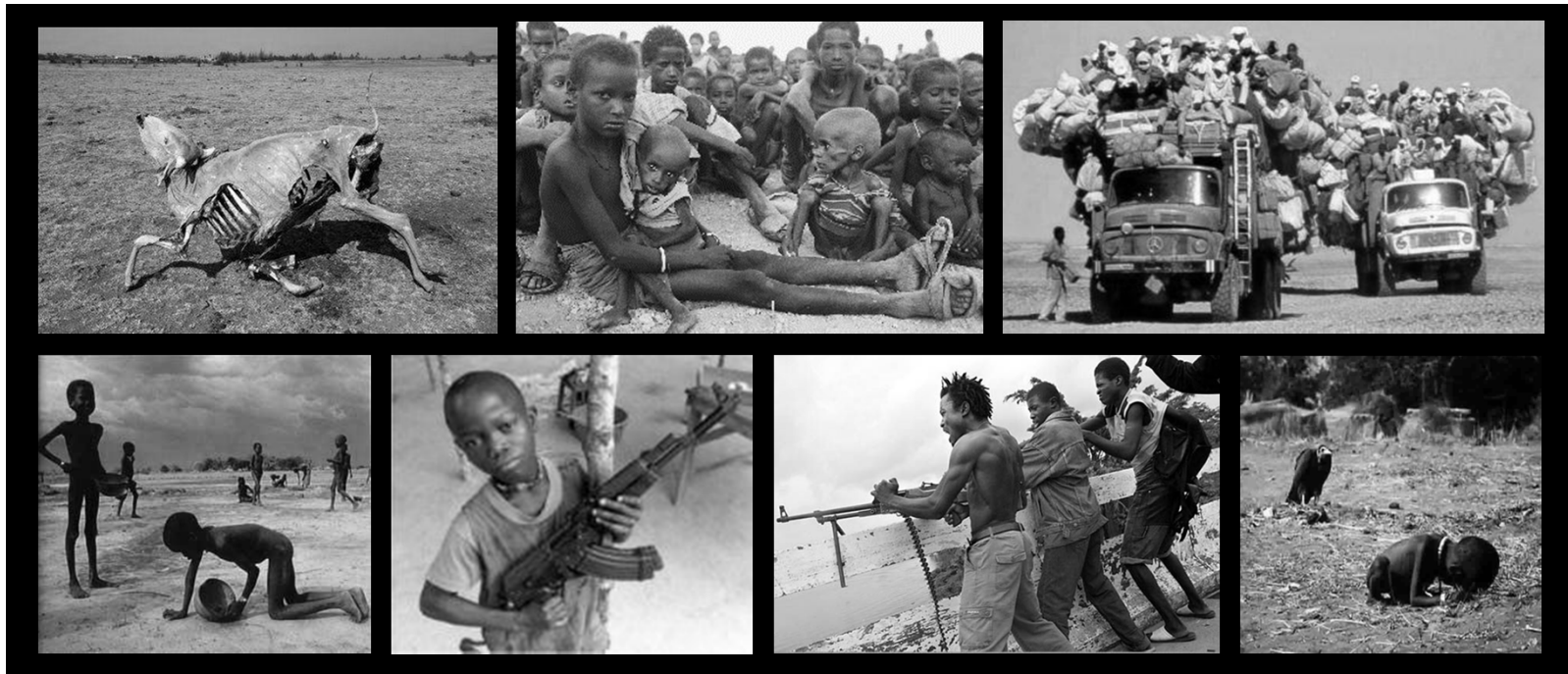


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Disaster Pornography: A definition

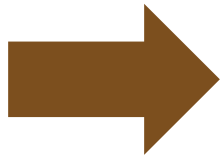
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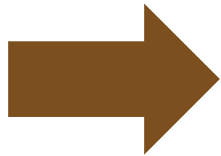


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Disaster Pornography: A definition



Perpetuated by ALL media including African, and unfortunately especially the South African media



Often manifests in the application of a situation in one part of the continent to the whole continent

‘Somali doctors and nurses have expressed shock at the conduct of film crews in hospitals. They rush through crowded corridors, leaping over stretchers, dashing to film the agony before it passes. They hold bedside vigils to record the moment of death. When the Italian actress Sophia Loren visited Somalia, the paparazzi trampled on children as they scrambled to film her feeding a little girl-three times. This is disaster pornography.’

Rakiya Omaar and Alex de Waal



Learning One

Forget what you think you know and learn from experience and/or academic sources



Africa today...

1 billion

Total population of Africa

62%

Adult literacy (15 years or older) on the continent

45%

Percentage of people in Africa who live on a US\$1 a day or less



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Africa today...

316 million

New mobile phone subscribers since 2000, taking total mobile penetration to 37%

US\$1.6 trillion

Africa's collective GDP (2008)

US\$860 billion

Combined consumer spending on the continent



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Africa today...

52 cities

In Africa with a million or more residents

60%

Africa's share of the world's uncultivated but arable land

20

Number of African companies with revenues exceeding US\$3 billion



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Africa today...

2010

Year the rate of return on investment in Africa was highest of all developing regions

4.7%

Africa's annual average GDP growth - twice the pace of growth in 1980s + 1990s

24%

Percentage of growth of GDP from natural resources



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Africa tomorrow...

1.4 billion

Total population of Africa by 2025

89%

Adult literacy (15 years or older) on the continent by 2020

36%

Percentage of people in Africa who will live on a US\$1 a day or less by 2015



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Africa tomorrow...

30%

Rate of growth of mobile phone industry i.e. \pm 65% penetration by 2020

US\$2.6 trillion

Africa's collective GDP by 2020

US\$1.4 trillion

Combined consumer spending of Africa by 2020



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Africa tomorrow...

50%

Percentage of Africans living in urban areas by 2030

1.1 billion

Number of working age Africans by 2040 – projected largest work force globally!

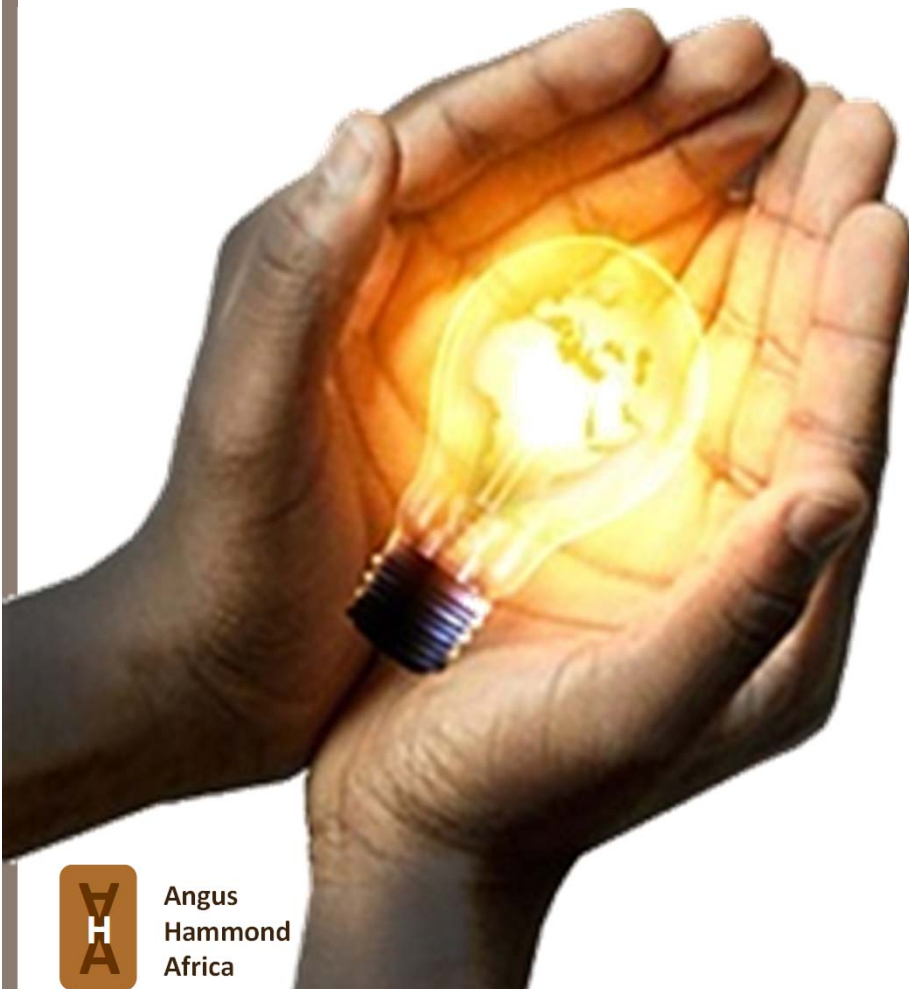
128 million

Households with discretionary incomes (US\$5000 + per household) by 2020



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**Africa is worth
investing time,
money and
expertise in...
IF you do it
right!**



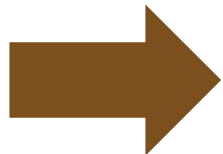
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Africa is NOT one country
and so a 'one size fits all'
approach will not work!

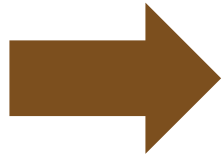


Learning Two

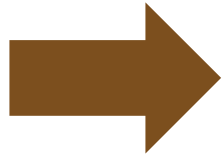
Africa is the world's most diverse continent in terms of genetics, language & phonetics, religion and culture



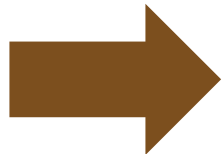
The continent, which makes up 20% of world's land mass, consists of 54 countries (48 mainland and 6 island)



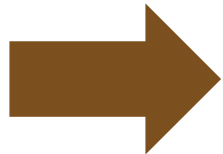
The continent's newest country will be born on 11 July 2011: South Sudan



There are over 3000 different ethnic groupings and 2000 different languages spoken on the continent



Most populous city: Cairo, Egypt



Least populous city: Maseru, Lesotho



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Learning Two

LEARNING TWO



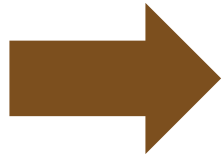
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Do your homework
through primary AND
secondary research!

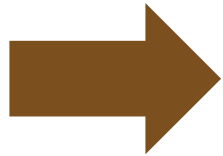


Learning Three

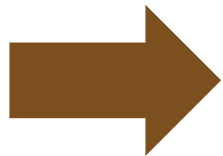
From a social point of view this means...



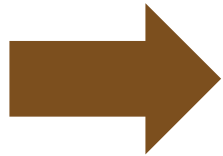
Ensuring all cultural, economic, religious and any other relevant dimensions are included in every analysis



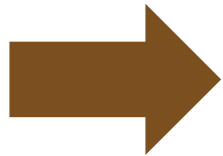
Discovering & including any governmental departments and/or tribal grouping currently involved in issue in a specific country



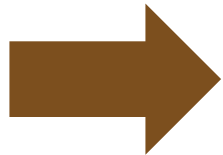
Translating ALL documents into the relevant languages of a region



Working with local organisations – related directly or on a secondary level



Uncovering the issues at play beyond the obvious and ensuring they are addressed in any 'solution'

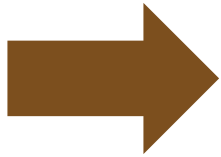


Including ALL stakeholders of a particular universe

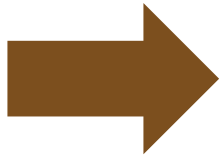


Learning Three

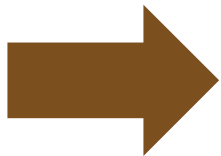
From a business point of view this means...



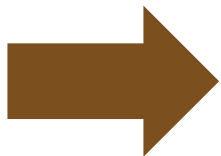
Understanding current market size, market potential AND challenges to business success BEFORE entering market



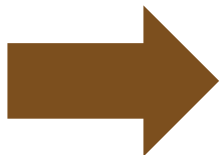
Researching, understanding and complying with the differing legislations of countries in organisational market space



Establishing the cultural, religious and language considerations that must be included in business practice



Understanding the competitor landscape in terms of USP and marketing so as to understand how to break through the clutter



Understand the physical environment in which you will operate and make provision for challenges in business plan and set-up



Learning Three



Tanzania

Gender equality exercises on mainland Tanzania resulted in an average increase of 30% in condom usage and a 33% increase in HIV/Aids testing



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Kenya



Gender equality exercises in Kenya resulted in an 18% increase in condom use and 26% increase in HIV/Aids testing amongst men BUT paradoxically amongst women in Kenya sexually irresponsible behaviour increased!



Learning Three



VS.



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YOU'VE ONLY GOT ONE SHOT

Africans as a whole have been exploited and/or let down by their governments, companies (local & foreign) and NGO's (local & foreign) and so are wary... You'll get a shot but don't deliver as promised and you're just like 'everyone else promising the world, taking our resources and delivering nothing!' (34 year old Ghanaian woman)



When working in Africa
work with Africans!



Learning Four

The Tea Stop

Goal:

Develop a profitable business for 5 women and their families with R1000 seed money

Method:

Use their local knowledge to ensure sustainability and to identify gaps in the market

Focus Groups with the ladies revealed the gap – tea for the masses!
One mobile and one permanent tea station was developed and managed in shifts by the women to ensure they were able to meet family obligations too.



RESULT: R1700 income per women per month after running costs are covered

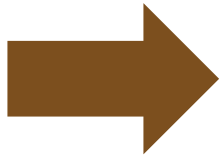


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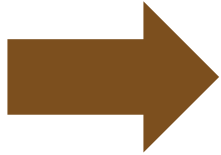
Contribute to the
community in line with
your organisations core
competencies



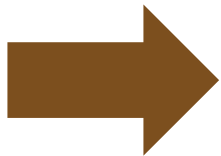
Learning Five



Don't just throw money at the first cause that comes along OR the most popular



Do some research – what are your competitors doing and have they left you a gap?



Design a project to fill a gap AND stay in line with the core competencies of your organisation – if CSI investment also creates more customers and brand awareness more money will be spent on this too and a positive reinforcing cycle is created!



and the
University of
Ghana Legon



and the
Motswana roads



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Constant evaluation, analysing and adaptation



Learning Six

Rwanda

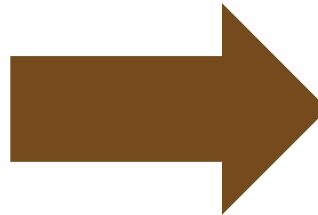


From fear appeal

To reconciliation



2004



2009



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More on Umuganda: www.africagoodnews.com, Hammond. T, August 2009, 'Contributing to Rwanda's Future'

More on Girinka: www.africagoodnews.com, Hammond. T, October 2009, 'Moo-ving towards food security in Rwanda'

Learning's Summary

Learning One: Forget what you think you know and learn from experience and/or academic sources

Learning Two: Africa is NOT one country and so a 'one size fits all' approach will not work!

Learning Three: Do your homework through primary AND secondary research!

Learning Four: When working in Africa work with Africans!

Learning Five: Contribute to the community in line with your organisations core competencies

Learning Six: Constant evaluation, analysing and adaptation





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