

# AFRICAN INSIGHTS



## YOUR PARTNER OF CHOICE IN AFRICA

GlobeScan, an international strategy consultancy specializing in stakeholder intelligence and engagement, is well-equipped to be the partner of choice for leading organizations committed to Africa's long term success.

We have been working across Africa for over a decade, conducting reputation research, engaging stakeholders around policy issues, exploring solutions in the area of sustainable development, tracking public opinion trends and much more. GlobeScan's African team has strong local knowledge and the ability to leverage our global network to the benefit of our clients.

## DELIVERING STAKEHOLDER INTELLIGENCE & ENGAGEMENT

We are in the midst of great transformation across Africa. The opportunities for sustainable economic development have never been more plentiful. Indeed, more global companies, multilateral organizations, international NGOs and Foundations are looking to invest and engage in Africa than ever before. On the African continent, national and regional companies are increasingly positioning themselves to challenge globally.

To be successful, organizations operating in Africa need to build trust with stakeholders and society. In order to do so, there is a need to understand stakeholder expectations, concerns, perspectives and behaviors and to build meaningful relationships with key constituencies.

## CLIENTS WE HAVE PARTNERED WITH IN AFRICA



## HOW WE CAN HELP YOU

Our research and advisory network extends across Africa, enabling us to engage a range of stakeholders, including leaders from governments, customers, non-profits, communities, media, business, academics, investors, as well as consumers and the general public. Our proprietary database of African stakeholders allows us to help our clients identify and engage the right stakeholders efficiently.

Each client has unique challenges and objectives and GlobeScan brings a pragmatic and collaborative approach to each project. We use rigorous quantitative and qualitative research to provide the evidence that helps our clients to make better decisions in a number of areas including strategic planning, issues and reputation management, initiative development, communications, and thought leadership.

These insights inform effective stakeholder engagement strategies, helping our clients to create more value through their existing and new relationships with their most important audiences.

For More Information,  
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