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Part of the PwC network

South Africa Economic Outlook

What young people are saying about the Sustainable Development Goals (SDGs)

The youth are calling for increased action from private businesses to support the achievement of SDGs

26 September 2024

Ten key messages from this report

South Africa Economic Outlook September 2024



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1

The United Nations Sustainable Development Goals (SDGs) represent the global commitment to a brighter socio-economic future, based on a set of 17 overarching targets. The SDGs promote sustained and inclusive economic growth and development that would help South African society make progress on its triple challenges of poverty, inequality and unemployment.

2

Achievement of the SDGs depends on the participation of all demographic segments of society, particularly the youth. PwC's Global Youth Outlook 2024 survey engaged 2,200 youth from 33 countries (including South Africa) on their views about the SDGs. As leaders of tomorrow, young people are the most affected by the choices and actions we make today.

3

South Africa ranks 115th out of 167 countries in progressing towards achieving the SDGs by 2030. Gender equality and partnerships for the goals are the targets where South Africa has performed the best. Overall, the country has reached, or is on track to achieve, some 33.8% (one in three) of the 213 indicators that comprise the 17 SDG categories.

4

For South African youth, issues like water and sanitation, education, health and hunger are top of mind. It reflects the everyday situation that many young people live in where water supply is unreliable, sanitation is lacking or insufficient, education delivery suffers from many challenges, public healthcare systems are overburdened and many people go to bed hungry.

5

Water, education and health are key factors in supporting economic development. Clean water and sanitation (SDG 6) is essential to socio-economic progress as these improve public health, reduce healthcare costs, and improve labour productivity. However, the quality of water-related services is a big concern for South Africa.

6

While South Africa can be proud that 94.5% of its people have access to basic drinking water services, there are constraints on the volume of water that can flow through these pipes. Our society needs to do more with the water that it currently has access to. This requires a culture of preserving water through behavioural changes at the end-user stage.

7

Young people believe that community and non-governmental organisations are doing the most towards supporting the SDGs. Conversely, only 40% South African youth believe that the business sector is doing enough to support the SDGs. And where they are making an impact, young people want better communication about these successes.

8

Over the past decade or two, the perceptions of the role of business in society have changed dramatically. There is greater focus on how enterprises impact the world around them. Private enterprises need to have a purpose that addresses societal challenges like the SDGs while making profit, rather than exclusively focusing on financial returns.

9

Incorporating SDGs into company culture will help enterprises achieve the triple bottom line—people, planet and profit—and positively contribute to socio-economic development. The business sector also has a direct interest in countries achieving their SDGs. For example, improved educational outcomes would create more productive employees.

10

Strategy& uses a four-step process to integrate the SDGs into an organisation. Firstly, prioritisation of which SDGs must be focussed on. Secondly, strategy and implementation of existing and new programmes to make an impact. Thirdly, measuring and reporting results and shortcomings. Finally, raising awareness of SDGs with internal stakeholders.

About this document

The United Nations Sustainable Development Goals (SDGs) represent the global commitment to a brighter future: aimed at ending poverty, protecting the planet and ensuring prosperity for everyone by 2030. This set of goals is one of the measures available to track socio-economic progress over time and across countries at a much more nuanced level than calculations of, for example, gross domestic product (GDP) can.

The SDGs promote sustained and inclusive economic growth that can lead to better employment opportunities and greater economic security for all. This, in turn, would help South Africa make progress on its triple challenges of poverty, inequality and unemployment.

Achievement of the SDGs depends on the participation of all demographic groups, particularly the youth. As leaders of tomorrow, young people—most of whom are unemployed at present—are the most affected by the choices and actions we make today. This takes the importance of youth engagement on the SDGs beyond intergenerational justice and makes their involvement in all aspects of development a necessity.

In this report, we look at the status of South Africa’s performance on the SDGs, the goals that our young people think are most important, the local youth’s perceptions—as reflected in [PwC’s Global Youth Outlook 2024](#)—about society’s actions towards attaining the SDGs, and what private sector companies can do to embed the goals into their operations. For South Africa’s private enterprise, contributing to achieving the SDGs is both a moral imperative and also creates business opportunities for them.

Key contents of this report include:

- Development progress: South Africa has reached, or is on track to achieve, a third of the SDG sub-indicators ([page 5](#))
- SDG priorities: Water and sanitation are the most important for South African youth ([page 6](#))
- Action gaps: Young people feel the business sector is not doing enough to support the SDGs ([page 8](#))
- What private companies can do: Strategy&’s four-step process for integrating SDGs into organisations ([page 9](#))
- Walking the talk: PwC South Africa incorporated seven SDGs into our business strategy ([page 10](#))



Macroeconomic forecasts (26 September 2024)				
Baseline scenario	2022	2023	2024f	2025f
ZAR/USD	16.36	18.45	18.38	18.88
Consumer price inflation (%)	6.9	6.0	4.8	4.7
Repo rate (end-of-period)	7.00	8.25	7.75	7.25
Real GDP growth (%)	1.9	0.6	0.8	1.5
Unemployment rate (%)	32.7	32.1	32.5	32.7
Probability weighted average	2022	2023	2024f	2025f
ZAR/USD	16.36	18.45	18.39	18.90
Consumer price inflation (%)	6.9	6.0	4.8	4.8
Repo rate (end-of-period)	7.00	8.25	7.78	7.30
Real GDP growth (%)	1.9	0.6	0.8	1.3
Unemployment rate (%)	32.7	32.1	32.5	32.8

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The Sustainable Development Goals (SDGs) guide us to a better tomorrow. They set out what we as a society should strive for in order to reach a sustainable and equitable future. And the youth will play a critical role in achieving these goals with the decisions they make today and tomorrow. Young South Africans are key to the country's socio-economic development and must embrace the opportunity—and responsibility—of making an impact on how the country achieves its SDGs.

Lullu Krugel, PwC South Africa Chief Economist
and Africa Sustainability Platform Leader



Development progress: South Africa has reached, or is on track to achieve, a third of the SDG sub-indicators

South Africa Economic Outlook September 2024

Summary: The Government of National Unity (GNU) will draw on the SDGs to help determine its Medium-Term Development Plan. South Africa ranks 115th out of 167 countries in progressing towards achieving the SDGs by 2030. Gender equality and partnerships for the goals are the categories where it has performed the best. The country has reached, or is on track to achieve, some 33.8% (one in three) of the 213 SDG indicators.

The Government of National Unity (GNU) is drawing on the SDGs for its Medium-Term Development Plan

President Cyril Ramaphosa, in a parliamentary address in July, indicated that the Government of National Unity (GNU) would draw on the SDGs, among other sources, to help determine its Medium-Term Development Plan—expected to be a well-defined vision and strategic plan that outlines clear goals for the new government and how to achieve them. The SDGs are a set of 17 goals with 231 indicators adopted by the UN General Assembly in 2015 as part of the 2030 Agenda for Sustainable Development. The SDGs provide a framework for governments, civil society organisations, businesses and individuals to work together to achieve a sustainable and equitable future. Each goal has a set of targets and indicators to measure progress towards achieving the goal, and countries are encouraged to report on their progress towards the SDGs.

In South Africa, SDGs are a guiding principle for our socio-economic development agenda. As the country faces the challenges of a post-pandemic world, its development agenda focuses on many of the aspects covered by the SDGs—in particular those linked to battling the country’s triple challenges of poverty, inequality, and unemployment. South Africa has prioritised sustainable development and inclusive economic growth through a collaborative and inclusive approach of all its social partners.

Strategy&

Only one in three of South Africa’s SDGs are on track as the 2030 deadline approaches

The UN reported in June this year that South Africa ranks 115th out of 167 countries in progressing towards achieving the SDGs by 2030. Table 1 provides an overview of the 17 headline indicators tracked per SDG as well as the status and trend on the headline data, with a darker shade of pink representing a better performance. Gender equality (e.g., male/female ratios in education and employment) and partnerships for the goals (e.g., support to UN-based multilateralism) are the SDGs where South Africa has performed the best. Overall, the country has achieved, or is on track to attain, some 33.8% (one in three) of the 213 indicators. The country has, unfortunately, seen limited progress on 43.2% of goals, with 23.0% of goals seeing a deteriorating trend.

Table 1: South Africa headline SDG indicators

Goal		Headline indicator	Status	Trend
1	No poverty	Poverty headcount ratio at \$2.15/day (2017 PPP, %)	Major challenges remain	Stagnating
2	Zero hunger	Prevalence of undernourishment (%)	Challenges remain	Decreasing
3	Good health and well-being	Maternal mortality ratio (per 100,000 live births)	Significant challenges remain	Moderately improving
4	Quality education	Participation rate in pre-primary organised learning (% of children aged 4 to 6)	Major challenges remain	Decreasing
5	Gender equality	Demand for family planning satisfied by modern methods (% of females aged 15 to 49)	Challenges remain	On track or maintaining SDG achievement
6	Clean water and sanitation	Population using at least basic drinking water services (%)	Challenges remain	Moderately improving
7	Affordable and clean energy	Population with access to electricity (%)	Challenges remain	Moderately improving
8	Decent work and economic growth	Adjusted GDP growth (%)	Major challenges remain	Trend information unavailable
9	Industry, innovation and infrastructure	Rural population with access to all-season roads (%)	Achieved	Trend information unavailable
10	Reduced inequalities	Gini coefficient	Major challenges remain	Trend information unavailable
11	Sustainable cities and communities	Proportion of urban population living in slums (%)	Significant challenges remain	Stagnating
12	Responsible consumption and production	Municipal solid waste (kg/capita/day)	Achieved	Trend information unavailable
13	Climate action	CO2 emissions from fossil fuel combustion and cement production (tCO2/capita)	Major challenges remain	Stagnating
14	Life below water	Mean area that is protected in marine sites important to biodiversity (%)	Major challenges remain	Stagnating
15	Life on land	Mean area that is protected in terrestrial sites important to biodiversity (%)	Major challenges remain	Stagnating
16	Peace, justice and strong institutions	Homicides (per 100,000 population)	Major challenges remain	Decreasing
17	Partnerships for the goals	Government spending on health and education (% of GDP)	Achieved	On track or maintaining SDG achievement

Source: United Nations



Trust and prosperity: Social capital as an integral part of commerce and economic development

South Africa Economic Outlook September 2024

Summary: PwC’s Global Youth Outlook 2024 shows local young people are most concerned about clean water and sanitation (SDG 6), quality education (SDG 4) and good health and well-being (SDG 3). Regarding water and sanitation, the country needs to do more with the water that it currently has access to. This requires adopting a culture of preserving water through behavioural changes at the end-user stage.

Social issues like water and sanitation, education, health and zero hunger are top of mind for the youth

PwC’s Global Youth Outlook 2024 asked survey respondents which of the SDGs are most important to them. For South African youth (aged 18-30), issues like water and sanitation, education, health and hunger are top of mind. It reflects the everyday situation that many of our young people live in areas where water supply is unreliable, sanitation is lacking or insufficient, education delivery suffers from challenges, public healthcare systems are overburdened and many people go to bed hungry. Conversely, water, education and health are key factors in supporting economic development. Clean water and sanitation (SDG 6), for example, is essential to improve public health, reduce healthcare costs and increase labour productivity. The [March 2024](#) edition of this report identified human capital (education and health) and physical capital (like water infrastructure) as some of the biggest contributors to local productivity.

The quality of water-related services is a big concern for South Africa. The Department of Water and Sanitation’s Blue Drop Audit Report 2023 found that almost half (46%) of the country’s drinking water supply systems have an unacceptable microbiological water quality status. This overshadows the fact that 94.5% of South Africans now have access to basic drinking water services. The UN’s data indicates that the country has significant or major challenges with reaching its goals related to

Table 2: SDG priorities

	South Africa	Global
1	Clean Water & Sanitation	Clean Water & Sanitation
2	Quality Education	Quality Education
3	Good Health & Wellbeing	Good Health & Wellbeing
4	Zero Hunger	Zero Hunger
5	Peace Justice & Strong Institutions	Peace, Justice & Strong Institutions
6	Affordable & Clean Energy	No Poverty
7	No Poverty	Affordable & Clean Energy
8	Decent Work & Economic Growth	Decent Work & Economic Growth
9	Reduced Inequality	Climate Action
10	Gender Equality	Responsible Consumption & Production
11	Life on Land	Reduced Inequalities
12	Sustainable Cities & Communities	Gender Equality
13	Responsible Consumption & Production	Sustainable Cities & Communities
14	Climate Action	Life on Land
15	Industry, Innovation & Infrastructure	Industry, Innovation & Infrastructure
16	Partnerships for the Goals	Partnerships for the Goals
17	Life Below Water	Life Below Water

Source: PwC’s Global Youth Outlook 2024

basic sanitation services, freshwater withdrawal and wastewater receiving treatment.

Table 3: South Africa’s performance on SDG 6 sub-indicators

Sub-indicator	Latest data	Status	Trend
Population using at least basic drinking water services (%)	94.5%	Challenges remain	Moderately improving
Population using at least basic sanitation services (%)	77.6%	Significant challenges	Moderately improving
Freshwater withdrawal (% of available fresh resources)	66.9%	Significant challenges	Stagnating
Anthropogenic wastewater that receives treatment (%)	21.7%	Major challenges	Information unavailable
Scarce water consumption embodied in imports (m ³ H ₂ O eq/capita)	452.2	SDG achieved	On track or maintaining achievement

Source: United Nations

According to Nino Manus, PwC South Africa Water Management Partner, the country can be proud that such a large share of the population is able to access water supply infrastructure. However, with constraints on the volume of water that can flow through these pipes, South Africa needs to do more with the water that it has access to. This requires adopting a culture of preserving water through behavioural changes at the end-user stage. Practical steps to improve the use of available water resources include not washing vehicles with hosepipes, fixing leaking taps and cisterns and (where possible) increased household rainwater harvesting. At a municipal level, local authorities need to implement demand management and water conservation requirements for all their customers. This includes, for example, programmes for pipe replacement, exploring water reuse for industrial purposes and implementing penalty tariffs for residents or businesses that have excessive water use. Critical to all of this is budgeting adequately for these programmes and possibly collaborating with the private sector to explore blended financing options.

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Achieving the SDGs requires the participation of all demographic segments of society, with youth playing a critical role. The engagement and contribution of South Africa's youth is essential to the progress we make in achieving the SDGs, as young people bring new vitality, inventive ideas and fresh perspectives to the table. Their digital nativity gives them the skills to navigate the complexity of our connected world and devise innovative solutions for the problems of today and tomorrow.”

**Shirley Machaba, PwC Southern Africa
CEO**



Action gaps: Young people feel the business sector is not doing enough to support the SDGs

South Africa Economic Outlook September 2024

Summary: Young South Africans see NGOs and community organisations as doing the most to support the SDGs. Conversely, most of the youth are not convinced that the private business sector is doing enough to support the goals. Society expects more from the business organisations they engage with and private enterprises need to have a purpose that addresses societal challenges (like the SDGs) while making profit.

Big gap between what the youth see as important SDGs and what they are doing to help

Achievement of the SDGs depends on the participation of all demographic segments of society, particularly the youth. As leaders of tomorrow, young people are the most affected by the choices and actions we make today. However, in many countries, there is a notable gap between intentions to act on the SDGs and taking action. Our survey found that one in three young people globally who plan to act on these goals have not yet started, thus highlighting the need for initiatives to help translate intentions into actions. In South Africa, the priority SDGs have the biggest action gaps: the difference between respondents saying “I believe the goals are very important” and “I am taking action to support the goals”. For example, while 88% of local survey respondents said zero hunger (SDG 2) is very important, only 41% indicated that they are taking action on this goal. This difference (47 percentage points) is amongst the largest of the action gaps that mostly range between 30 and 50 percentage points.

Our survey results also brought attention to another key action-related area of concern: the belief among the youth that some other elements of society are not doing enough to advance the SDGs. In South Africa, as Figure 1 shows, young people believe that non-governmental organisations (NGOs) and community

organisations are doing the most. This is understandable as these organisations are at the frontline of engaging with communities (and young people) as they work on matters like education, healthcare, food security and other critical societal challenges. At the opposite end of the spectrum, the youth are not impressed by what the government—South Africa’s signatory to the SDGs—is doing. This reflects the lived-experience of young people that we looked at on [page 6](#): where healthcare, education and water services, among many other issues, are not being delivered to their satisfaction.

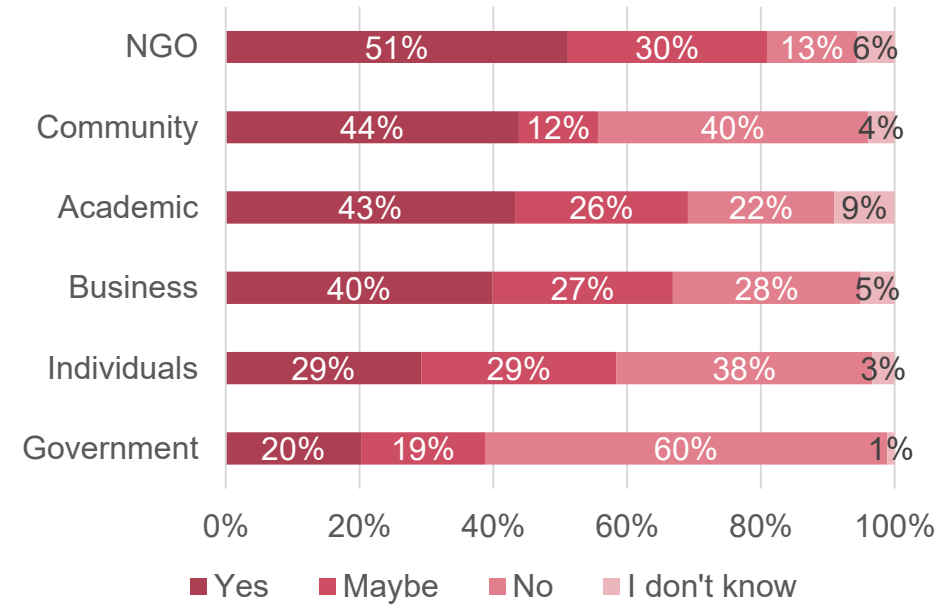
Businesses are not doing enough on the SDGs and need to communicate their successes better

Four out of ten (40%) South African youth believe that the business sector is doing enough to support the SDGs. Conversely, the majority of youth (60%) are not convinced that private business is doing enough. Businesses are expected to support achievement of the SDGs. Over the past decade or two, the perceptions of the role of business in society have changed dramatically. There is greater focus on how enterprises impact the world around them—affecting climate change, responsible investment, sustainable value chains, social mobility, and inclusion and equality. Society expects more from the business organisations they engage with. As such, private enterprises need to have a purpose that addresses societal challenges like the SDGs while making profit, rather than exclusively focusing on financial returns to shareholders. Expectation is high that business will make a significant contribution to help governments achieve the SDGs.

As noted in the [August 2024](#) edition of this report, it is important for companies to understand, measure, and communicate their overall impact on society to stakeholders like the youth. This promotes trust and loyalty among stakeholders, drives sustainable business growth and contributes to the overall

wellbeing of our people. The style of communication is also very important. During COP28 (the 28th UN Climate Change Conference, held in Dubai during late-2023), PwC brought together a diverse group of young people to explore innovative ways to drive meaningful change and embracing of the SDGs. One of the key findings was that young people want business, governments, and other institutions to walk the talk in a way that young people can understand. Specifically, they prefer fewer websites and formal communication tools in favour of social media and informal communication. In other words, when communicating impact to the youth, businesses need to make sure their communication really speaks to young people in the way and via the channels that they prefer. Another key finding was that young people want businesses to showcase innovations and successes related to the SDGs. They believe that statistics—the core of SDGs reporting—can be overwhelming and that positive narratives can inspire them more.

Figure 1: Youth perceptions about social partners doing enough to help our planet and people



Source: PwC’s Global Youth Outlook 2024 (South Africa results)

What private companies can do: Four-step process for integrating SDGs into organisations

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Summary: Incorporating SDGs into company culture will help enterprises achieve the triple bottom line—people, planet and profit. Strategy& uses a four-step process to integrate the SDGs into an organisation. Firstly, prioritisation of which SDGs must be focussed on. Secondly, strategy and implementation of existing and new programmes to make an impact. Thirdly, measuring and reporting results and shortcomings. Finally, raising awareness of SDGs with internal stakeholders.

Incorporating SDGs into company culture will help enterprises achieve the triple bottom line

The SDGs describe the development and direction we would like to achieve as a global society. Achieving the various goals set out by the UN will result in a more prosperous society which, in turn, is good for private businesses who are dependent on prosperous economies buying their products and services. As such, the business sector has a direct interest in countries achieving their SDGs. For example, in South Africa, improved educational outcomes and decent work for all would see millions more productive workers have disposable income to spend on the goods and services offered by local companies to the consumer market. Across the 17 SDGs, we estimate an opportunity of R500 billion per annum for financing the achievement of these goals.

It is not hard to understand the stake that private business has in the country’s success in terms of SDGs. Associated with this is the importance of companies to prioritise the support of SDGs in their operations and strategies. Incorporating SDGs into company culture will help enterprises achieve the triple bottom line—people, planet and profit—and positively contribute to South Africa’s socio-economic development.

Table 4: Four-step process to integrate SDGs into an organisation

1. Goal prioritisation
<ul style="list-style-type: none">Companies need to select specific SDGs to focus on. Aside from the fact that 17 goals are too many to focus on, it is also not in the scope of most organisations to make an impact on such a wide spectrum of societal goals through their day-to-day operations. As such, the process for SDG prioritisation begins with understanding which SDGs are the most material to the business, in terms of what they rely on for continued operation, where their big risks lie and what their biggest impact could be.<ul style="list-style-type: none">For example, a mining company is reliant on the buy-in of the communities around them for their social licence to operate, so it would be important to prioritise the SDGs that are important to them-e.g., zero poverty (SDG 1) and good health and well-being (SDG 3). If the mine is planning to mechanise more of its operations, the company would be reliant on some scarce skills in the future and the supply of quality education (SDG 4) in surrounding communities.
2. Strategy and implementation
<ul style="list-style-type: none">Companies need to determine what their specific objectives for the SDGs are. This involves setting an ambition within their context for every goal and prioritising which of the underlying targets are most applicable to them.<ul style="list-style-type: none">For example, if a large-scale agriculture company has selected responsible consumption and production (SDG 12) as a priority SDG, they may focus their attention on target 12.2 (sustainable management and effective use of natural resources) by setting a vision that aligns to being responsible stewards of the natural resources bestowed upon them.It is important to understand what is already being done within the organisation, and how this aligns with the vision and strategy developed. Leaders need to take stock of what programs and plans are carried out or pursued by different parts of the organisation and, in particular, what is being measured.
3. Measuring and reporting
<ul style="list-style-type: none">It is essential to measure the impact an organisation is having on the SDGs both in terms of telling the story, but also to avoid being accused of “rainbow washing” (where an organisation reports to positively impact an SDG but cannot substantiate these claims). A reporting framework with impact KPIs needs to be established and reporting must be done on a regular basis. This can be both in terms of qualitative and quantitative data. The company-specific SDG impact can then be communicated to stakeholders, both internally and externally.This step in the process can be very challenging as consistency of information is very important and challenging at the same time. Impact measures can also sometimes be subjective or reliant on interactions with individuals who are the recipients of a program.<ul style="list-style-type: none">For example, if an organisation prioritises gender equality (SDG 5) and specifically focuses on target 5.1 (end all forms of discrimination against women and girls everywhere), they may need to engage with employees on a regular basis to assess whether they feel any forms of discrimination in the workplace.
4. Raising awareness
<ul style="list-style-type: none">Improving SDG awareness is an ongoing process and happens in parallel with all the other integration steps. It is key in ensuring focus on the SDG process and buy-in from the relevant people in the organisation. In addition, this step supports internal stakeholders in holding the organisation accountable to the targets they set.The awareness can take many forms depending on the nature of the organisation, but should include integrating the SDGs into decision making. Educational materials can also be produced, such as blog posts, posters or e-learns. The key is to ensure that the SDGs reach the appropriate internal stakeholders.

Source: Strategy&



Walking the talk: PwC South Africa incorporated seven SDGs into our business strategy

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Summary: In walking the talk, PwC South Africa used Strategy&'s process to integrate SDGs into its business strategy. Our approach to having a positive impact on these goals is founded on three key pillars, namely firm-wide initiatives (e.g. out commitment to net zero), client-focused solutions (e.g. supporting water infrastructure initiatives) as well as community engagement and support (e.g. entrepreneurship training for rural women).

PwC South Africa is supporting the SDGs through firm initiatives, client solutions and community engagement

At PwC South Africa, we try to lead by example. By walking the talk on important matters, we help inspire our clients to do the same, and learn valuable lessons along the way about how to build trust in society and solve important problems. In other words, while we assist clients in incorporating SDGs into their organisational system, we also employ Strategy&'s structured four-step process to integrate these goals into our own operations. This approach underpins our commitment to addressing South Africa's pressing challenges.

We ask our clients to incorporate SDGs into their overall business strategy as they strive for the triple bottom line—people, planet and profit. As an example, PwC's Our Humanity strategy is a catalyst for positive change and societal impact. This strategy is intricately aligned with the SDGs, focusing on critical areas such as quality education, clean energy advancement, economic growth stimulation, inequality reduction, health and wellbeing promotion, gender equality, and responsible consumption and production.

Our approach to having a positive impact on these goals is founded on three key pillars, namely firm-wide initiatives, client-focused solutions as well as community engagement and support. Examples of these initiative include:

- **Firm-wide initiatives:** PwC's commitment to net zero includes transforming our business model to decarbonise our value chain, increase transparency and support the development of robust ESG reporting frameworks and standards. We are, for example, on track to reduce business travel emissions by 50% towards 2030 compared to a 2019 baseline. This is being achieved through internal carbon pricing and behavioural change. Elsewhere, 100% of our electricity usage in South Africa now comes from either green sources (e.g. solar installations) or purchasing renewable energy certificates.
- **Client-focused solutions:** We collaborated with the Lebelelo Water User Association (LWUA) to support its members in revising their strategy and repurposing the organisation 'to improve lives through water'. This project produced the concept for the construction of water infrastructure in Limpopo to bring bulk raw water to mines and potable water to surrounding communities. The organisation engaged PwC South Africa to develop a business case for the R25bn infrastructure development and business transformation journey.
- **Community engagement and support:** PwC's Faranani Rural Women Training Initiative fosters entrepreneurship among rural women by providing training in marketing, pricing, costing, business planning and financial management. The programme has supported 4,200 women graduates across the country and more than 70% of women who have completed this programme have been able to increase profitability in their businesses, create sustainable jobs and contribute to the country's economy.

Our key focus areas are



SDG 7
Affordable and clean energy



SDG 3
Good health and wellbeing



SDG 4
Quality education



SDG 5
Gender equality



SDG 8
Decent work and economic growth



SDG 10
Reduce inequalities



SDG 13
Climate action

Economics services and contacts.

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How we can help.

When embedded into an organisation, ESG becomes a key driver of innovation and growth. This is especially true for the integration of the SDGs into a business and its ways of working, which requires adopting the UN's "shared blueprint for peace and prosperity for people and the planet, now and into the future".

Our experience in embedding SDGs into PwC South Africa has guided our approach to helping clients do the same. As reviewed in Table 3 on [page 9](#), the four steps in this SDG journey are:

1. Prioritisation
 - Use inside-out, as well as outside-in perspectives when prioritising the SDGs.
2. Strategy and implementation
 - Set company ambition and priority actions in line with prioritised SDGs, set targets and take actions to meet those targets.
 - Part A: Vision and alignment.
 - Part B: Current state analysis and implementation roadmap.
3. Impact measurement and reporting
 - Define indicators and collect data to communicate company-specific SDG impact to stakeholders.
4. Awareness
 - Improve SDG awareness of key stakeholders in the organisation and focus on setting targets.

The four-step process of SDG integration will support a company's drive to become a more mature organisation in terms of ESG.

Our services

The PwC South Africa Strategy& Economics team is a specialised unit of economists who serve our clients in a variety of ways. Our services include:

Measure your impact on the economy and society

- Economic Impact Assessment (EIA)
- Socio-Economic Impact Assessment (SEIA)
- Regulatory Impact Analysis (RIA)
- Environmental, Social and Governance (ESG)
- Total tax contribution
- Localisation calculations

Make decisions about risk and investment

- Macroeconomic research
- Market entry analysis
- Country and industry risk assessments
- Commercial due diligence assistance

Plan for future economic scenarios

- ESG scenario planning
- Economic and political scenario planning
- Industry and macroeconomic modelling
- IFRS 9 audit assist

Please visit our website to learn more:
<https://www.strategyand.pwc.com/a1/en/solutions/purpose-led-economics.html>



Lullu Krugel
Partner and Chief Economist
lullu.krugel@pwc.com
+27 82 708 2330



Dirk Mostert
Director
dirk.mostert@pwc.com
+27 82 800 9326



Salome Ntsibande
Senior Manager
salome.ntsibande@pwc.com
+27 72 210 1013



Christie Viljoen
Senior Manager
christie.viljoen@pwc.com
+27 82 472 8621



Xhanti Payi
Senior Manager
xhanti.payi@pwc.com
+27 82 072 9461