



THEORY OF CHANGE

AFRICAN CIRCULAR BUSINESS ALLIANCE (ACBA)

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African Circular
Business Alliance.

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www.acba.africa

ACBA: THEORY OF CHANGE



(1) INPUTS

- Investments.
- Knowledge, Mentoring and Coaching.
- Access to Technical Assistance.
- Coordinated development policy & testing of existing or new technologies to accelerate decarbonization.

(2) ACTIVITIES

- Investing in the following sectors: Energy, Transport, Buildings, Recycling, Digitalization, Food, Telecoms and Conservation.
- Technical Assistance.
- Accelerator & Incubator programs via partnerships.
- Coordinated deployment of decarbonization policy & technologies to accelerate economies of scale.

(3) OUTPUTS

- Introduction, upscale, and replication of new business models or technologies.
- Increased income resulting from higher productivity or additional income-generating opportunities.
- Beneficiaries broken down by socioeconomic status (number and/or per cent).
- Increase in the number of people employed.
- Circular/sustainable products or services sold.
- Coordinate decarbonization policy & tech standards to apply the change to the whole sector.

(4) OUTCOMES

- Improved quality of life for poor or underserved populations.
- Support social enterprises to test new business models or innovative technologies.
- Catalyze positive socioeconomic outcomes in the local economy or in a specific sector.
- Use technology to bridge information, access, or service gaps.
- Investment supports or empowers women and/or girls.
- Reduction or avoidance of GHG emissions due to decarbonization implementation and circular products or services sold.

(5) IMPACTS

- Access to sustainable/circular products and services.
- Green job creation.
- Climate and environmental benefits.
- Investor leverage or demonstration effect.
- Cost savings (resulting in a shift from linear to circular).
- Enhance opportunities for productivity and income generation.
- Reduction in the poverty level of users.
- Gender impact or benefits to women and girls.
- Health benefits.
- Reduction in CO2 emissions and a Race-To-Zero realistic ambition.

MISSION

Building the largest sustainable business movement to accelerate circular economy & business growth in Africa.

VISION

To be a leading organization with successful track records in building sustainable and profitable circular markets in Africa.

If we invest in eco-friendly businesses and Greentech entrepreneurs by increasing investment and access to technical assistance, then we can achieve sustainable circular economic growth that positively impacts the life of people and the planet.

**FURTHER DIAGRAMMATIC BREAKDOWN OF OUR
METHODOLOGY IN THE NEXT FEW PAGES**

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SUSTAINABLE CIRCULAR ECONOMIC GROWTH

PRODUCTIVE GLOBAL SUSTAINABILITY MARKET

TARGETED AMBITIOUS AFRICAN STARTUPS/BUSINESSES

IMPACT SCALABLE SECTORS



CIRCULAR MARKET

Products/Services

Green Jobs/Opportunities

Greentech/Innovations

SUSTAINABLE PROFITABILITY

Boost Sustainable Economic Growth

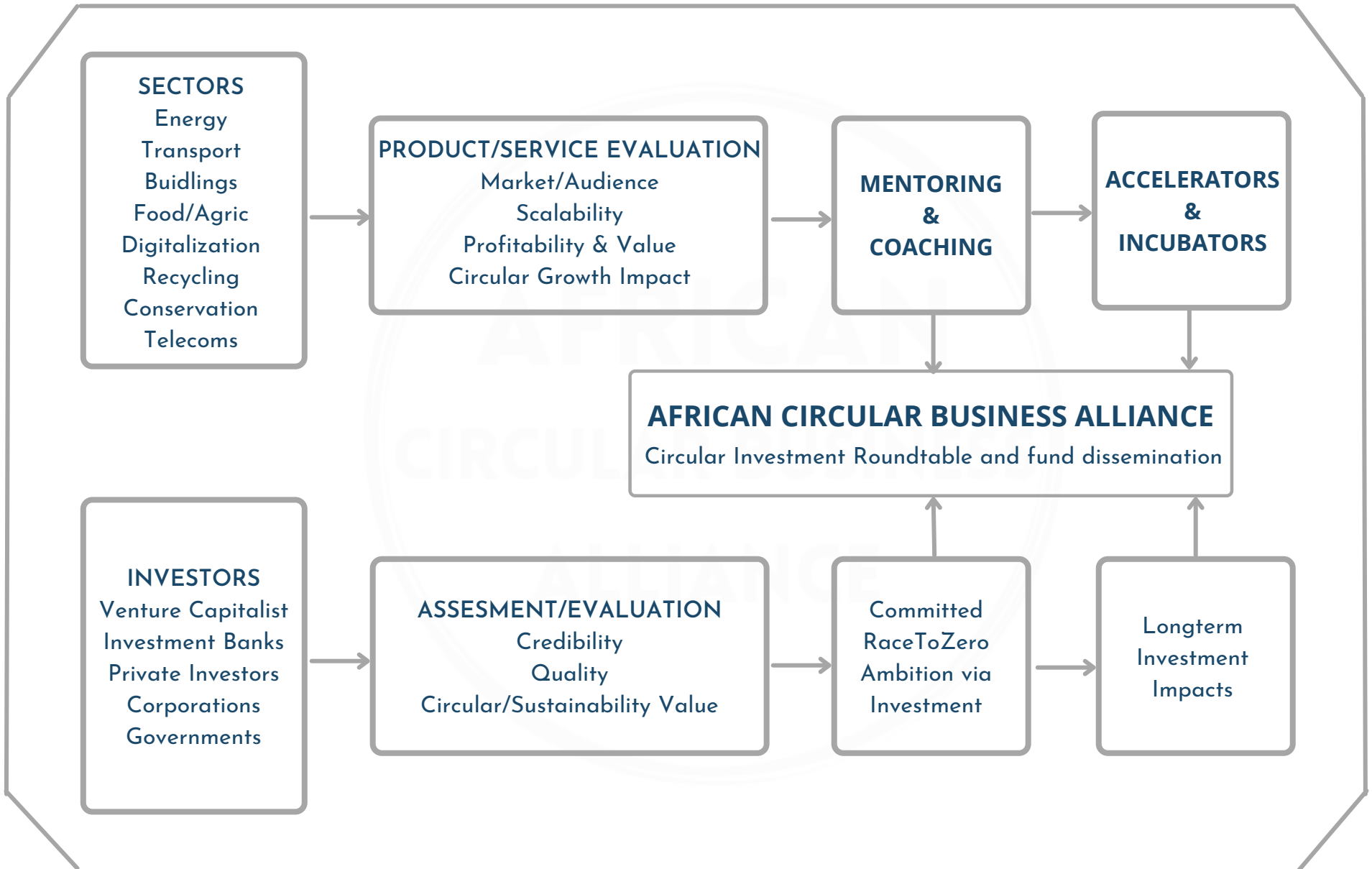
Attracts Global Investment

KEY SDG GOALS



INVESTMENT PIPELINE

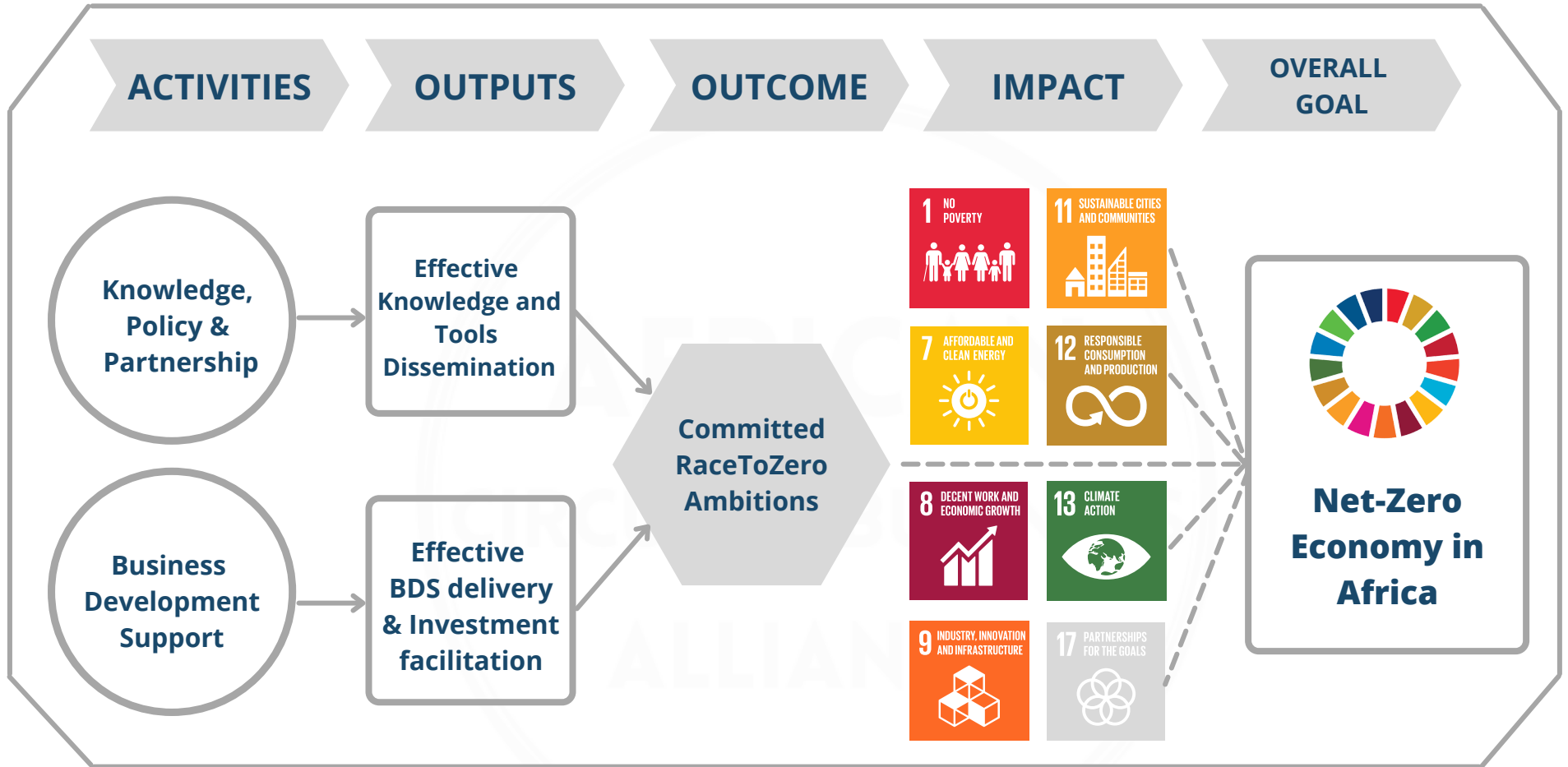
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DECARBONIZATION METHODOLOGY



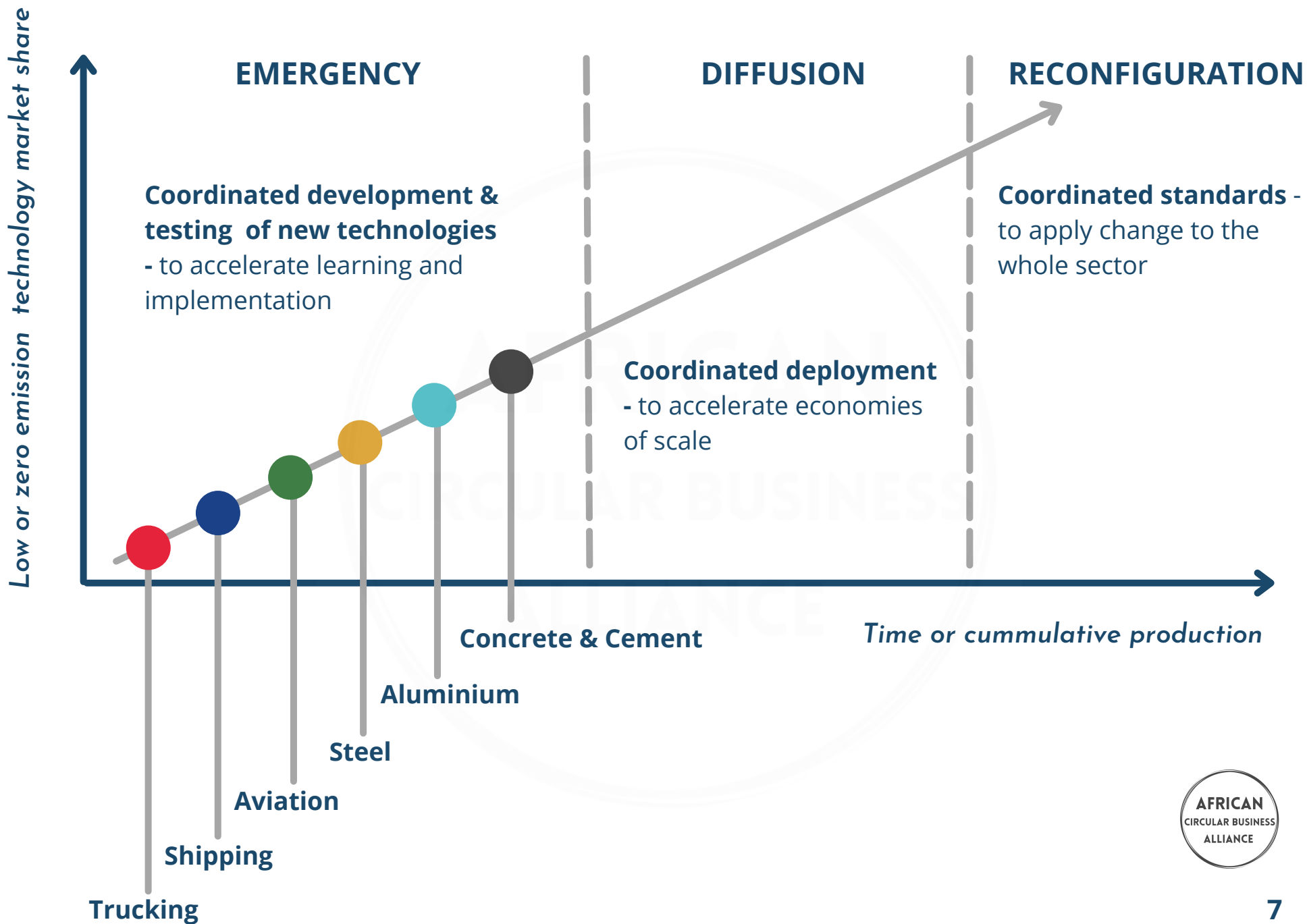
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INDUSTRY: ALUMINIUM, STEEL, CONCRETE/CEMENT

TRANSPORT: AVIATION, SHIPPING, TRUCKING

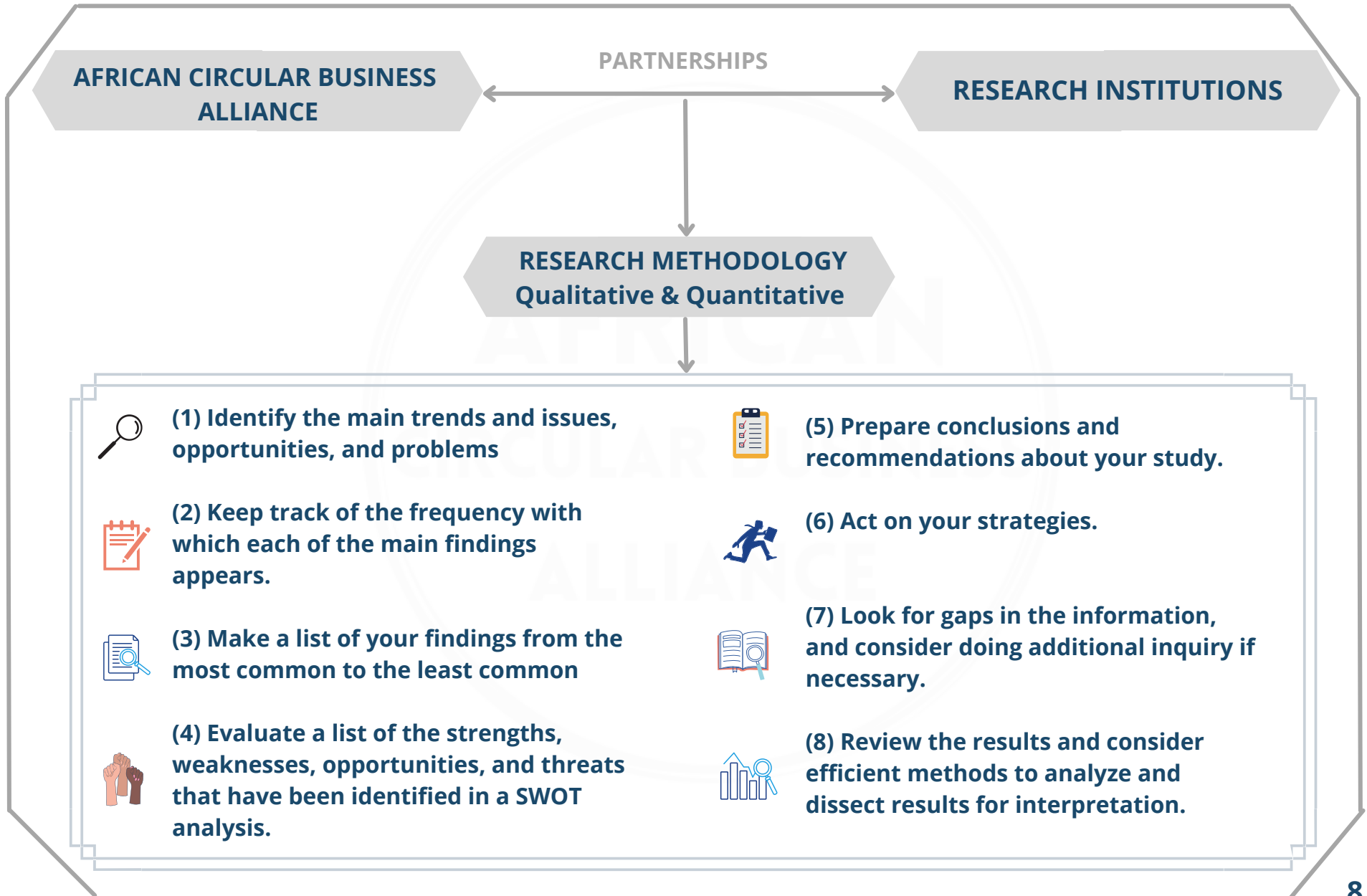
PROGRESS OF SECTOR'S LOW CARBON TRANSITIONS



RESEARCH PROGRAM PIPELINE



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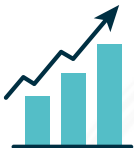
GENERAL MEASUREMENT/EVALUATION



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Audience Reached
(Physical + Virtual)



Impacted
Businesses



Total CO2
Emissions Avoided



Research/Training
Program



Technical
Assistance



TOTAL Funds Raised
by Incubated
Businesses



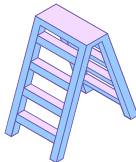
Total No. of
Incubated
Businesses



Women-Led
Businesses
impacted



Total Applications
Received



Capacity
Building

CONTINENTAL

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**BRANCH BASE IN THE 54 AFRICAN
COUNTRIES WITH REPRESENTATIVES**

**COUNTRY LOCAL MANAGERS FOR
URBAN AND RURAL REGIONS**

EVALUATION & ASSESMENT MANAGERS

FRONTLINE MANAGERS/COMMUNICATORS



THE END

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