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Economist

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# TRANSITIONING AFRICA COP28







## Transitioning Africa – COP28

Over the past decade, nations throughout Africa have enjoyed rising middle-class populations and a significant increase in investments in green economic growth. After Egypt hosted COP27 in 2022, Kenya recently welcomed the inaugural Africa Climate Summit, where representatives across the African Union and various private sectors met to discuss sustainable opportunities as each country attempts to adapt to climate change and mitigate its adverse effects. This mineral-rich continent hosting 30 to 40 percent of the world's mineral deposits has seen countries increase heavy investments in renewable energy, green industrialisation, biodiversity conservation, and eco-friendly agriculture to accelerate global decarbonisation and benefit from the economic advantages.

As the pandemic is winding down, private sector companies in Africa play crucial roles in creating sustainable development progress and financing while working with local governments. By 2030, the private sectors in Africa are expected to generate 1.1 trillion dollars in economic value. Concerning the region's energy transition alone, investors could cover 70 percent of infrastructure financing requirements, according to the United Nations. To remain competitive with global markets that have sustainable solid guidelines in place, nations with large mineral deposits and potential for energy sectors, such as Ghana and Namibia, have enforced sustainable mining practices through ESG integrations, along with critical partnerships for energy-saving infrastructures.

Honouring The Paris Agreement and finding ways to reduce carbon dioxide is a relatively new industry valued at trillions of dollars and has been at the forefront of African countries choosing to prioritise the transition towards renewable energy. Financing climate-friendly initiatives in Africa is expected to be a key topic at COP28. Creating agreements regarding global renewable energy capacity expansion, where vital regional players such as Zambia host several industries continuously pumping money into the sector, will be fundamental in developing the continent's long-term sustainable goals. Africa is ready to work with the world to transition the region into a green global powerhouse.



**“** We keep the environment to make sure that we have an ecosystem that can sustain us for the next generations to come.

**”**

*Hon Rodney Malindi Sikumba  
Minister of Tourism - Zambia*

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# SAVENDA GROUP

## *Creating a sustainable future for Zambia*

The centrally located, landlocked African nation of Zambia features a stunning array of biodiversity unfound anywhere else. Due to the effects of climate change, Zambia has seen record levels of droughts, causing food insecurity and major setbacks in socio-economic gains. According to the United Nations Development Programme, private industries play a crucial role in helping local economies adapt and mitigate the effects of global warming. For Zambia, Savenda, or Save Nations Develop Africa, has integrated itself into just about every aspect of the population's lives.

The Pan-African supply management and logistics giant was founded by Dr. Clever Mpoha in 1997 and since then has expanded into several industries, from mining to agroindustry and transportation, to name a few. Over 20 years later, Savenda is one of Zambia's leading companies with an annual revenue of over 500 million dollars and has achieved lucrative partnerships with other enterprises from Asia, Europe, and North America. However, Savenda's main focus lies within logistics. Dr. Clever Mpoha has witnessed firsthand how their ability to facilitate goods and services into the country has allowed Zambia to become a gateway for African nations as a first point of contact with global markets.

Savenda was founded when the local currency, the Kwacha, was down and brought a lack of foreign currency to the local economy. The CEO and Founder wanted to stand up to the challenge and leverage his broad network and international business opportunities to support the recovery of the Zambian economy. When most local businesses suffered economic difficulties, Savenda was eager to concentrate on building sustainable platforms to generate revenues for the country's future and needs that may arise.

For Dr. Clever Mpoha, it has always been about doing good for the people while building a profitable global business where he can proudly say his mission is to be the preferred leader in our chosen markets, with a vision towards providing our clients with value for money for our array of products and services. Through the CEO's humble upbringing in a small village, it was there where he learned the principles of social responsibility. Savenda actively participates in several initiatives concerning art and culture, sustainability,

healthcare funding, education, and women and youth empowerment to support the socioeconomic growth of Zambia.

The mineral-rich landlocked nation withholds some of the most in-demand natural resources in Africa and the world. For example, Zambia holds 60% of south-central Africa's freshwater resources. Recently, local industries have successfully achieved clean energy gains by heavily investing in hydro-electric power generation, where the country gets 85% of its energy from hydroelectric dams. Savenda noted this shift and the need to participate in green economies, along with Zambia's potential for international and regional investments.

The CEO views sustainability as an opportunity for jobs and economic expansion by converting out-dated fossil fuel-dominated economies to ones led by ecofriendly energy systems. Instead of producing energy, Savenda has been focusing on ways to save it. Savenda Electric was created out of the realization that Zambia and its neighbours are being strongly impacted by climate change from a drive to develop solutions to save the nation. Built by Zambians for Zambians and the world, it became the first company in the country to manufacture and sell energy-efficient LED light bulbs.

The company offers a variety of light solutions for needs, from solar streetlights to ceiling lighting, where over 1 million lighting solutions are produced per year directly from the world-class factory in the capital city of Lusaka. Savenda's main idea was to create a 360-degree Zambian product, unlike anything else on the market, that allows for efficiency and utility that can compete with similar international products. Since the sub-company was created in 2019, their manufacturing capacity has exceeded local demand, and they have been able to meet the needs of the entire region through strategic expansion. Consumers can find Savenda Electric lightbulbs across regional nations such as the Democratic Republic of Congo and soon Zimbabwe, Botswana, and Angola with their new Strategic Plan.

Integrating and evolving ways to connect Zambia to global markets through sustainability is at the forefront of Savenda's future plans. To offset the high emissions from vehicles, public transport is the most eco-friendly way to travel. United Bus Company of Zambia connects land-linked Zambia to regions and neighbouring countries, allowing local and international tourists and residents to enjoy an easy, scenic way of traveling. It's no secret that bus journeys can last hours, so this Zambian-based bus company placed luxury amenities like tea stations and hostesses onboard every bus for a pleasant trip.



**Dr. Clever Mpoha**  
Managing Director SAVENDA GROUP



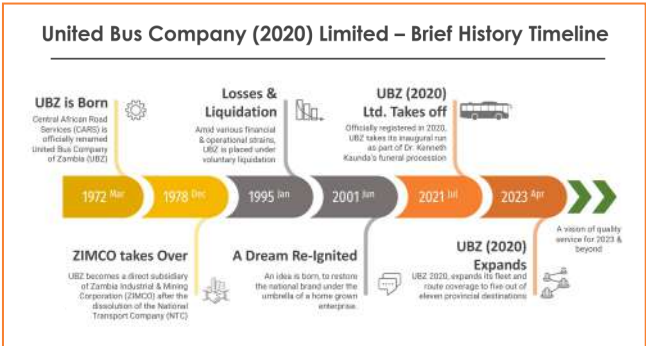


United Bus Company elevates the transportation experience and the tourist experience from beginning to end. Travelers pass unique national parks or infinite copper mines while enjoying the comforts of home on wheels. The founders were looking to revive bus transport that dominated in the nineties but gave the entire experience a makeover to cater to the contemporary needs of Zambians and tourists.

The goal of the bus company was to create a plane-like environment on the ground to accommodate the portion of the population that desires to travel outside of the country but may lack the means to do so. Creating a comfortable and welcoming environment is crucial for the United Bus experience; the distances are long, and one can pass hours on the bus. Journeys can last anywhere from a mere hour to sixteen hours long. No matter the length of the travel, all passengers are guaranteed a comfortable and luxurious experience. Gone are the days of endless journeys on transport systems with tiny seats, little legroom, and no air conditioning. These buses are fully equipped with beverage areas, extended legroom, bathrooms, Wi-Fi, and electric outlets. While on the road, travellers can constantly stay connected; remote workers can engage in calls, and children can work on their homework; it's a contemporary connected environment for everyone. The buses feature electric outlets and enjoy generous-sized windows, and large and welcoming seats, keeping the needs of remote workers or students in mind.

The buses travel across Zambia, from the Western Province, the Copper Belt Province, Livingston, and beyond. Extensive itineraries stretching across Zambia allows for an elevated transportation experience, making it enjoyable to tour the country for the population but especially for foreigners. The United Bus experience understands that the small comforts make tourists feel at home and travelling worthwhile. By enhancing the travel itself via transportation, they understood they could contribute to people's positive overall tourism experience. They aim to take the negative connotation that bus travel may carry and transform it into a positive experience to contribute to the visitors' overall experience in Zambia.

Making the journey extra special are the onboard hostesses. Each bus has various hostesses, and they're eager to explain what's outside the windows so passengers can fully understand the landscape and learn about Zambia. Whether passing by copper mines, national parks, or important landmarks, the United Bus Company hostesses are on-hand to enhance the tourist experience, whether they are coming from across the world or within Zambia.



When United Bus Company was founded in 2021, Savenda saw this as an opportunity to revive the tourism and local transport industry. Today, the bus company is taking significant strides to unite Zambians with other parts of the country while catering to international tourists, intending to expand to connect other African nations eventually. Looking into the future, United Bus Company of Zambia is looking to make the country a hub nation for transport by road because it's the most feasible means for the majority of the population, along with a safe, comfortable, and luxurious experience that allows visitors to see the beauty of the landscape while passing once-in-a-lifetime sceneries that can only be offered by bus travel.

Savenda is integrating sustainable practices into the lives of Zambians and Africans daily, and plan to keep investing and evolving the futures of Savenda Electric and the United Bus Company to cater to the future eco-friendly and consumer needs. They keep Africa green, one light switch or bus trip at a time.



Find out more at [savendagroup.com](https://savendagroup.com)

