

SA INC: spreading South Africa's good news

Spreading the good news is at the heart of *SA INC.*, a new 20-part series set to air on local TV channels with the objective of changing the narrative in South Africa to highlight and celebrate the country's successes and achievements.

Running intermittently from this month for most of 2019 on eTV, SABC 2 and Business Day TV, the multimedia campaign is the brainchild of South African filmmaker Shani Kay, who has had significant success showcasing the concept of profit-with-purpose.

A passionate storyteller and resolute advocate of equality for all, Kay graduated *cum laude* from the University of Cape Town's Graduate School of Business before producing the precursor to *SA INC.*

Time for Global Action comprised more than 120 stories spanning 35 countries, but made Kay realise it was time to turn her attention back to her home country, to focus on doing everything possible to change the current "doom and gloom" conversation, shifting mindsets one at a time.

"I really want to help South Africa step closer towards its true potential. By sharing these stories about the role of business in the strategic delivery of global goals to positively impact the lives of real people, we can shift negative attitudes, focusing instead on the moving stories that inspire us all," Kay said.

"When we share the positive news from our remarkable country, we will begin realising that there is so much of which we can be proud."

Founded in 2018, *SA INC.* – or *SA Inclusive* – is a partnership between Business Leadership South Africa (BLSA), Brand South Africa, and brand curation specialists Regency Global. The project has already attracted the support of 50 of South Africa's leading companies eager to work with Kay to rewrite views about corporate South Africa and the ways in which it contributes to inclusive social development and sustainable economic growth.

Among the companies are big names such as ABSA, ACWA, Anglo American, Coronation, DBSA, Dimension Data, Engen, Exxaro, Fed Group, Gradidge-Mahura, Kansai Plascon, Mercedes, Multichoice, Oceana, Old Mutual, Pearson, SAB, Sanlam, Shell, Sibanye Stillwater, SPAR, Standard Bank, Tiger Brands, T-Systems and Volvo Trucks.

There are so many untold stories about companies authentically committed to expanding opportunities for the enterprises, employees and communities in their value chains and sharing their stories will, I believe, help us better connect with one another as people.

So, whether you call it profit-with-purpose, triple bottom line or shared value, one thing is clear: there is a virtuous circle that exists and it is through these narratives that South Africans will come to understand the valuable relationships being built between business and society every day," Kay said.

- To join the conversation and help share the good news about South Africa, visit <https://regency.global/sa-inc> and view some of the many inspirational stories.
- Follow the hashtags #SAINC #BusinessBelieves #awesomesouthafrica #sustainability #livesouthafrica and #weheartsa.