



M**PSY**
INDELIBLE IMPACT

WHO ARE WE?

MOPSY Group is a purpose driven and people first social and economic inclusion consultancy. We firmly believe that profit, purpose and people can coexist in well designed and executed interventions. Our mission is to empower businesses, corporations, impact organisations and state entities that want to make an indelible impact on poverty, inequality and unemployment.

We are Certified with

WEConnect International, CCBC, SASDC, QCTO



Bring change to
the environment

SAVING
AFRICA

OUR SERVICES



Advisory & Intervention Design

We provide a comprehensive range of services, including compiling bespoke organisational and channel strategies anchored on high-impact value chain interventions.



Social & Economic Impact Assessment

We specialise in compiling and signing off social impact assessments that adhere to global ESG guidelines, and custom-design social value chain impact models for effective transition, transformation & drive positive change.



Tech-Enabled Solutions

Are our testament to our commitment to harness the power of technology and to maximise our impact cost-effectively. Through robust innovations that make a tangible difference in the lives of those we serve.

What we offer:

Consulting Services

- BBBEE Strategies
- Social Labour Plans
- Social Impact Assessments
- Environmental Assessments
- Resettlement Plans
- Economic Impact Assessments
- Multidimensional Poverty Index Survey

Technological Services

- Career Aptitude Matching
- Bursary Administration
- Group Purchasing Platform targeting food security



**Making Global Impact
One person at a time**

INDELIBLE IMPACT

WHY CHOOSE US?

Transformational

Your goals are met with our deep commitment to drive positive change and deliver transformational results.

Transitional

We make profit meet purpose. Leading the way in being stakeholder centric, we are committed to delivering ROI to stakeholders

Transparent

Transparency is at the heart of everything we do. We build strong client and beneficiary relationships through open authentic, understanding and empathetic communication and business





Bring change to
the environment

REBUILDING AFRICAN
ROOTS

CASE STUDIES

- SISONKE GROUP PURCHASING PROGRAMME
- GIG WORK PROGRAMME
- COMMUNITY HEALTH WORKER PROGRAMME
- WOMEN IN MAIZE PROGRAMME



SISONKE GROUP PURCHASING PROGRAMME

A model to improve the livelihoods of employees through access to more affordable food products through aggregation



The Sisonke Group Purchasing Programme helps households & small businesses reduce the cost of buying essential products through aggregation, while also creating income opportunities for unemployed youth and local businesses

HOW WE HAVE APPLIED THE PROGRAMME

Potato Supply to Township Food Businesses

- 80+ food businesses in Tembisa supplied
- 3 Community Marketers deployed to take orders
- 2 local businesses provided transport services
- Supplied 9k+ bags over 3 months
- Saved food businesses R100k+ over the 3 months

Brick Maker Development Programme

- 100+ brick makers in Soweto supplied with cement
- 3 local transport businesses supported
- 7 brick makers enabled to supply bulk construction material
- 17% growth in sales and new channel created for sponsor

Community Marketer Development Programme

- 15 young women from Soweto, Tembisa and Katlehong trained
- Community Marketers earning R4-5k per month
- 200+ customers supplied comprising households and small businesses
- 7-12% of purchasing costs saved for customers

- Unemployed youth are trained as Community Marketers responsible for raising awareness in their local community and capturing orders through a digital channel
- A technology platform is used to combine the collective buying power from communities in order to access bulk prices and optimize logistics and fulfilment
- Small businesses from the community are used to deliver the ordered products to customers, creating an ecosystem of shared economic value at community level

Potential Applications for a client

- A programme to reduce the cost of the food basket for employees
- Strengthen the value proposition for unions, with the potential to pioneer a solution for the entire industry
- A programme to train and deploy employee dependents and any temporary labourers as Community Marketers
- Create an alternative sales channel (where applicable)
- Grow and diversify the household income of employees



GIG WORK PROGRAMME

A model to improve the household income of our employees, reducing reliance on the income generated through employees' remuneration

The Gig Work Programme seeks to find hyperlocal opportunities for unemployed youth to earn an income for performing specific tasks. The programme consolidates requirements from large corporations and businesses into finite tasks that gig workers can complete for a fee



HOW WE HAVE APPLIED THE PROGRAMME

Customer Acquisition for a Financial Services Provider

- 50+ gig workers participated over 4 months
- 20k+ leads generated
- 11k+ new customer signed up
- ROI > 100% in 18 months
- 80+ dependents impacted

Customer Research for a Frozen Foods Manufacturer

- 17 gig workers participated over 3 months
- Mapped a universe of 450+ customers and 100+ tons of annual demand
- Mapped a route to market for product distribution
- Created opportunities for 7 gig workers to become Sales Agents

Trade Auditing for a Hand and Power Tools Company

- 3 gig workers participated over 6 weeks
- Conducted trade audits in 25 hardware stores
- Collected data related to brand presence, product availability and competitor activity

Potential Applications for a client

- A programme to train and deploy temps and employee dependents as gig workers
- Providing access to the gig workers to do promotions, activations and consumer surveys at distribution points
- Marketing the gig work programme to Client's suppliers and other companies that would be interested in using their services
- Using the gig workers to conduct Client's own consumer research
- Provide Client with access to very valuable market data



PRIMARY HEALTHCARE PROGRAMME

A model to improve the quality of health of our employees, their households and their communities

HOW WE HAVE APPLIED THE PROGRAMME

- Kuruman Community Trust (KCT) Mobile Clinic Programme
- The clinic services 17 rural villages in the Kuruman area and is sponsored by a Manganese mine in Kuruman
- The clinic moves between the villages providing free primary healthcare services
- 5 CHWs support the clinic by raising awareness in communities prior to the clinic's arrival and booking appointments using a digital platform
- The project has provided 100k+ services over 7 years



Primary Healthcare Programme

- The programme offers primary healthcare services to communities with poor access to healthcare identifies through the use of mobile clinics
- The programme is run through a strategic partner¹ who builds and operates mobile clinics
- The programme trains and deploys community health workers (CHWs) to provide health and wellness information, collect health data and support health-themed programmes
- The CHWs are equipped with a technology platform to enable them to provide these services

Potential Applications for a client

- A programme to extend primary health care services to employees, their households and communities in remote areas
- Deploy Innovo Mobile clinics to offer the services
- Identify and train temps and employee dependents as Community Health Workers
- Extend related products (e.g. low cost health insurance) into the communities



WOMEN IN MAIZE PROGRAMME

A model to develop small-scale rural farmers to generate market quality fresh produce



Women in Maize Programme

- The programme centered around forming rural women into co-operatives to jointly farm larger parcels of tribal land, backed by an offtake agreement from an FMCG company
- The objective of the programme was to strengthen the economic earning potential of rural women beyond sole reliance on social grants

HOW WE HAVE APPLIED THE PROGRAMME

- Qualifying women were identified in Kwa-Zulu Natal, Limpopo and Mpumalanga, and established into co-operatives (if they were not already co-operatives)
- A credit facility was extended to the women to buy seed, as well as access technical support from an industry-leading agriculture consultancy
- The FMCG company provided an offtake agreement for 80% of the harvest, with the remaining 20% being set aside for food security
- Department of Small Business Development provided fencing and rotational crop equipment for ploughing and harvesting

Potential Applications for a client

- Capacitation of farmers with access to tribal land with both technical assistance as well as offtake agreements
- Farmers can also supply their local communities through the Sisonke Group Purchasing Programme
- Reduce the reliance on imports through the strategic development of crop baskets across the country

OUR CLIENTS





CONTACT US

Get in touch with your trusted advisors in social and economic inclusion. Measure what matters

+233 53 431 1752



+27 12 880 0576

info@mopsygroup.com



info@mopsygroup.com

Tuba-Kasoa
Ga South
Greater Accra,
Ghana



Cambridge office park
Building 8, 5 Bauhinia
Street, Highveld, Centurion,
South Africa,
0157

M O P S Y G R O U P . C O M