

3rd ANNUAL
**CORPORATE
SHARED
VALUE
AWARDS**

**REPOSITIONING BRANDS TO
MEET SHIFTING TRENDS**



**30 October 2025 | Cresta Lodge,
Msasa, Harare, Cnr Samora Machel Ave
& Mutare Road**



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[#CSVZimbabwe2025](https://www.linkedin.com/company/icsafrica)

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OVERVIEW

Business leaders have been, for a very long time now, subjected to increasingly intense public scrutiny that they regard environmental and social needs as of far much less priority in comparison to short-term financial performance. Some critics have even gone as far as suggesting that the foremost global challenges such as climate change, poverty, depletion of natural resources, inequality as well as the exploitation of some communities for cheap labour, have been propelled by corporate activity.

On the other hand, businesses have been making claims that they are actively engaged in efforts to bear some responsibility for their operations' impact on communities and the environment, however, some of these efforts have been widely regarded as blatant acts of "green-washing".

With a realisation that, in fact, businesses could champion environmental and social stewardship efforts while delivering optimum results on their profitability mandates, American professors, Michael Porter and Mark Kramer developed the concept of "Creating Shared Value" (CSV), bridging the disconnect between the pursuit of profit and the broader well-being of the environment and the communities in which businesses operate.

Now, about a decade and a half since its inception, emerging trends such as data-centric business evolution are forging new paths for the CSV framework, placing more power in the hands of businesses to drive social impact and reach their profit targets.

Against this backdrop, the 3rd Annual Corporate Shared Value (CSV) Awards 2025

will be hosted in Harare, on the 30th of October 2025, at the Cresta Lodge. Under the theme, “Repositioning Brands to Meet Shifting Trends”, the Awards celebrate Zimbabwean organisations that have taken outstanding strides in aligning their business excellence and significant social impact.

The 2025 theme recognises that companies operate in a rapidly evolving business landscape, owing to shifting consumer behaviour, technological advancements as well as global factors such as sustainability and digital transformation, yet they have developed and are implementing strategies to adapt their brand identity, operations and value propositions to thrive in this ever-evolving landscape while delivering social and environmental impact.

In a nutshell, these Awards seek to;

- **Recognise Excellence:** Honour organisations for their outstanding demonstration of innovative brand repositioning strategies to address or adapt to, and adopt emerging trends such as sustainability, digital transformation, among others
- **Inspire Innovation:** Showcase best-practices as well as case-studies with the aim of inspiring other organisations to adopt emerging trends in brand management
- **Foster Collaboration:** Become a go-to platform for industry leaders, policymakers as well as stakeholders who are seeking to network and exchange ideas, primarily on creating shared value

- **Promote Sustainability:** Spotlight brands that have made significant strides in embedding environmental, social and governance (ESG) principles into their corporate or operational strategies.

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PREVIOUS PARTICIPANTS



CATEGORIES

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Innovation Award

For companies that have demonstrated innovative approaches to creating shared value through new products, services, or business models.

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Community Enhancement Award

Recognising organisations that are actively working to strengthen the communities in which they operate, in ways that meaningfully connect with their business operations and therefore are creating both societal and business value.

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Equity Advancement Award

Recognising organisations committed to advancing equity in all its forms, breaking down barriers and promoting inclusivity in ways that are strategic and core to their business/organisation, showcasing how their approach is delivering tangible value to their organisation whilst meaningfully contributing to more equitable outcomes.

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CATEGORIES

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Climate and Nature Solutions Award

Honouring organisations that leverage shared value strategies to address the pressing challenges posed by climate change and the state of nature, demonstrating how the business is adopting regenerative business models that tackle climate and/or biodiversity issues. This award recognises those leading the way in developing shared value solutions for a planet in need.

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Partnership for Purpose Award

Highlighting strategic collaborations between businesses, NGOs, and/or governments that drive positive impact on a key societal challenge in ways that leverage each other's unique strengths, identifying the economic and societal value created through the partnership approach.

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Investment Award

Celebrates investment strategies that deliberately integrate shared value principles at their core. This category recognises investment practices by fund managers, wealth advisers, foundations and corporates that go beyond the investment criteria of traditional asset classes by generating positive social and environmental impact alongside market based financial returns. Pure impact investment without full financial returns are not eligible for this award. Whether through impact investing, sustainable finance, or innovative financial models or dedicated shared value funds, this award honours organisations driving the solution to social problems through the lens of investible capital.

CATEGORIES

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Philanthropy Award

Shines a spotlight on philanthropic initiatives that transcend traditional charity, embodying shared value principles at their core. This prestigious category acknowledges organisations and individuals whose philanthropy not only addresses a social need but critically has the intention at its core of generating over time sustainable, long-term impact by understanding and leveraging the economic opportunity of the social change they seek.

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Bravery Award

This special category recognises those organisations who are bravely leaning into the critical issues of our times and challenging the status quo. These organisations fearlessly lead by example, proving that bravery and shared value are a powerful combination. In the face of today's monumental challenges, we look to certain organisations as beacons of courage, who dare to think differently and challenge the norm to illuminate new paths forward. By celebrating and spotlighting these trailblazers who defy the status quo, we not only applaud their bravery but also ignite a collective spirit of inspiration, fostering a future where innovative thinking and audacious action propel us toward positive change.

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