



# ENERGY SECTOR CREDENTIALS

Finding solutions for the  
energy sector in Africa

**G:ENESIS**  
UNLOCKING VALUE

The logo features the word 'G:ENESIS' in a bold, sans-serif font, with the 'G' in white and 'ENESIS' in green. Below it, the tagline 'UNLOCKING VALUE' is written in a smaller, white, sans-serif font.

# ABOUT US

Read more  
about Genesis 

Genesis Analytics is a global African firm that has worked in more than 91 countries across the world. Our roots are firmly in Africa, having worked in 43 countries on the continent.

The Competition and Regulatory Economics practice was the founding practice in the firm. It is a leading provider of competition and regulatory economics services in Africa. We have amassed unparalleled project experience since our inception in 1995. We create value by applying rigorous economic analysis to provide a deep understanding of the markets in which our clients operate.

▲ Where we have offices  
● Where we have staff

**Our regulation expertise** spans a wide variety of sectors including energy, telecoms, broadcasting, transport and healthcare, and includes:

- Tariff Design and Determination
- Sector Strategy, Investment and Policy Advisory
- Assessing the Impact and Effectiveness of Regulation

 [Read more about Regulatory Economics and Accounting](#)

**Our expertise in competition economics** covers the full range of matters including:

- Abuse of Dominance and Prohibited Practices
- Merger Analysis and Public Interest
- Expert Testimony
- Compliance Advice

 [Read more about Competition Economics](#)

# WHY OUR CLIENTS CHOOSE GENESIS FOR REGULATORY EXPERTISE IN ENERGY



## FOCUS

Our **FOCUS** is on the energy markets in Africa, and assisting stakeholders to make them work better.

From our extensive experience in the energy sector, we understand its complex dynamics and how these feed into policy and best practice regulation.



## EXPERTISE

Our **EXPERTISE** is in applying our broad set of regulatory tools and skills to develop winning solutions for our clients.

While economics is a core tool, we also leverage a range of in-house expertise such as regulatory accounting and financial modelling to improve decisions and unlock value.



## ROBUST ANALYSIS

We provide **ROBUST ANALYSIS** to support key regulatory decisions.

Our experience in contested and legal matters means that we have a proven track record of delivering analysis that is able to withstand extreme scrutiny.

We pride ourselves on the quality of our analysis.

**Our skills and experience enable our clients to make better decisions**



# WHAT WE CAN DO FOR YOU

The energy sector has become a source of significant policy and regulatory focus in countries across Africa. Energy security and reliability – and in some cases failed energy reform – represent important challenges for economic growth and development.

As a leading provider of expert regulatory economics advice, Genesis offers the full spectrum of expertise to assist governments, regulators and private firms overcome bottlenecks inhibiting energy sector growth and affordability goals.

## OUR ENERGY EXPERTISE LIES IN THREE CORE AREAS:



We work across the spectrum of energy industries including electricity, liquid fuels and natural gas/LNG.

Long-term environmental considerations are also a key and growing feature of energy markets. Countries are increasingly committing to reductions in carbon emissions with implications for the shaping of energy sectors, and the introduction of measures such as carbon taxes and the creation of markets to trade in carbon allowances.

We combine extensive knowledge of energy sectors across Africa, with the ability to offer expert economic and regulatory expertise. This powerful combination means we are well placed to assist with the complex questions that arise within this sector. As a result we have an unmatched breadth and depth of experience, and are a trusted economic adviser to regulators and private firms participating in the energy sector.

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### **Our clients in Africa include:**

**Energy regulators and other government-related organisations such as** National Energy Regulator South Africa (Nersa) | Eswatini Energy Regulatory Authority | Government of Lesotho | Lesotho Rural Electrification Unit (REU) | Zimbabwe Energy Regulatory Authority (Zera) | Lesotho Electricity and Water Authority (LEWA) | South African Department of Energy | National Treasury | Office of the Presidency in South Africa | The City of Johannesburg | Department of Trade and Industry | South African Local Government Association (SALGA)

**Private companies, task teams and industry associations including** Eskom | Mitsui & Co | South African Petroleum Industry Association (SAPIA) | Italian Trade Industry | German Development Cooperation Organisation (GIZ) | Business Unity South Africa | Energy Intensive User Group | Industry Task Team on Climate Change | Kenyan Power and Lighting Company (KPLC) | Chevron | Sasol Oil | Sasol Gas | PetroSA | Sunbird Energy





# OUR CREDENTIALS

## TARIFF DESIGN & DETERMINATION

We provide expert advice in assessing, and assisting to develop, tariff proposals by regulated firms using our in-house financial and regulatory accounting expertise.

Our regulatory accounting services include the innovative design of appropriate regulated price remedies, the design of regulatory accounting reporting requirements to support those remedies and the determination of regulated prices themselves.

### We have expertise in

- The design of tariff methodologies for regulators
- The determination of regulated prices
- International benchmarking assessments
- Cost of supply studies for efficient tariff setting
- The design of regulatory account reporting requirements to support price remedies
- Communicating technical findings to stakeholders.

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 [Read more about our work](#)

[Read more about our cases](#) 

## HOW WE HAVE UNLOCKED VALUE

- Ensuring appropriate electricity prices in South Africa
- Enhancing the viability of the liquid-fuel industry in Zimbabwe
- Designing cost reflective tariffs for the Nelson Mandela Bay Municipality in Port Elizabeth (South Africa)
- Benchmarking of electricity prices for a large energy player in Kenya
- Advising on disputes on the cost-reflectivity and regulatory compliance of municipal tariffs in South Africa
- Advice on piped-gas transmission and storage tariffs for National Energy Regulatory (Nersa) in South Africa
- Harmonising tariff setting in electricity, piped gas and petroleum pipelines for Nersa
- Designing Small-Scale Embedded Generation (SSEG) tariffs in South Africa
- Design of weighted average cost of capital methodology regulation for the South African Department of Energy
- Evaluation of Eskom's Regulatory Asset Base (RAB) on behalf of Nersa



# OUR CREDENTIALS

SECTOR STRATEGY, INVESTMENT & POLICY ADVISORY

Our sector strategy and policy advisory work seek to understand the functioning of energy markets in terms of prices, competition, efficiency and other market outcomes.

We identify the need for regulation or policy intervention as well as helping clients to understand the impact of such interventions on their businesses. Our offer is strategic: to review regulation and policy and develop insight to how each might affect the trajectory of sector participants.

## We have expertise in

- Assessing the basis for policy and regulatory action
- Developing suitable policy/regulations within the socio-economic context
- Supporting investment decision-making through regulatory landscape assessments and cost-benefit analyses
- Designing and assessing specific economic regulatory tools such as price regulation, pro-competitive behavioural remedies and access regulation
- Designing and assessing suitable universal service policies and enabling regulations
- Strategic regulatory engagement support.

 [Read more about our work](#)

[Read more about our cases](#) 

## HOW WE HAVE UNLOCKED VALUE

- Advising the Presidency on restructuring the South African electricity sector
- Supporting multinational company to invest in South African renewable energy sector
- Advising the national energy regulator on the optimal market structure for Eswatini electricity supply industry
- Leading the transformation of Lesotho's Rural Electrification Unit to increase rural electrification in the country
- Strategic assessment of long-term resource and energy plans for business
- Competition assessment of the piped-gas industry for Nersa
- Cost-benefit analysis of move to clean transport fuels in South Africa
- Advising on the South Africa Gas Utilisation Master Plan for the National Treasury and the Department of Energy
- Expert advisory and representation services for licence applications to a number of private sector players



# OUR CREDENTIALS

ASSESSING THE IMPACT OF REGULATORY DECISIONS

We conduct ex ante and ex post impact assessments comparing the costs and benefits of regulatory decisions.

We determine the efficiency and effectiveness of proposed regulation in terms of the impact on various stakeholders and the economy as a whole.

## We have expertise in

- Market and situational analysis of the regulatory context
- Analysis of the financial/economic cost and impact of regulation, including the effect on prices, profitability, and industry competitiveness
- Assessment of the distributional impact of regulation on stakeholders
- Compliance of regulation with existing legislation and policies
- Development of alternative scenarios relating to costs and other variables
- Public consultation and engagement with stakeholders.

**Our offer is strategic:** to review regulation and policy, develop insight of how each might affect the trajectory of regulated entities and related businesses, and to develop scenarios of impact that inform our clients' choices.

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 [Read more about our work](#)

[Read more about our cases](#) 

## HOW WE HAVE UNLOCKED VALUE

- Regulatory Impact Assessment framework for the energy sector
- Assessing the impact of pricing and licensing decisions by the Lesotho Electricity and Water Authority
- Assessing the impact of Eskom's MYPD (multi-year price determination) tariff application
- The impact of restructuring Eskom's assets on the electricity price path
- Assessing the impact of carbon taxes in South Africa for the Industry Task Team on Climate Change
- Assessing renewable energy tariffs and their impact on cost of electricity generation for a leading multinational power producer

# OUR TEAM

Our consulting team consists of people with both sector expertise and technical know-how. All of our consultants hold the minimum qualification of a Master's degree or are certified accountants.



**PAUL ANDERSON**  
Managing Partner  
Contact Paul



**ANTHONY FELET**  
Partner  
Contact Anthony



**MARCELA TARAZONA**  
Partner (PhD, MBA)  
Contact Marcela



**STEPHAN MALHERBE**  
Chair & Founding Partner  
Contact Stephan



**ZOË VAN DER HOVEN**  
Principal  
Contact Zoë



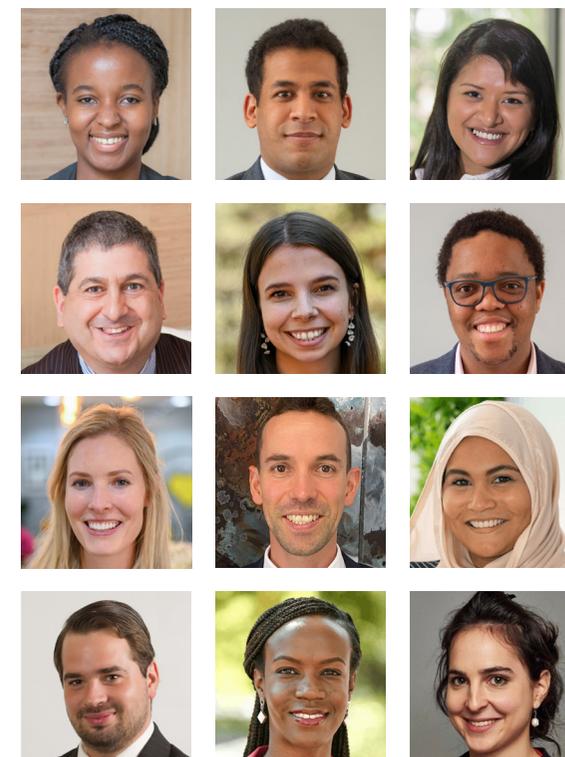
**BELINDA KAIMURI KYALO**  
Climate & Disaster Risk Specialist  
Contact Belinda



**ANGE MASEKO**  
Senior Associate  
Contact Ange



**TIAAN MEIRING**  
Associate  
Contact Tiaan



## AS A FIRM WE WORK ACROSS VARIOUS AREAS OF EXPERTISE:

Competition Economics | Regulatory Accounting and Economics | Behavioural Sciences | Climate and Disaster Risk  
Finance | Digital Economy | Economic Impact Assessment | Financial Services Strategy | Financial Inclusion | Public  
Health and Health Economics | Human Development | Infrastructure | Monitoring, Evaluation and Learning | Shared  
Value and Corporate Impact | Youth Economic Opportunities

**WE ARE HERE  
TO HELP YOU  
UNLOCK VALUE.**



## Genesis Analytics

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