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Media Advisory

The Sustainable Markets Initiative launches Africa Council at United Nations Event in Kenya

The Council will aim to drive global industry partnerships and investment in support of Nationally Determined Contributions across the continent


While sub-regional and national variance exist across Africa, the roundtable explored the potential to achieve greater impact for the region and economies through maximising cross-border sustainable transition opportunities. Stakeholders recognised that achieving a just, inclusive, and sustainable transition requires a multi-faceted approach. With a focus on the Nationally Determined Contributions (NDCs) across Africa, stakeholders explored how to accelerate transition in the areas of energy, agriculture, health, insurance, and finance. They also explored how sustainable cities can be catalysts for transition while ensuring a people and community centred approach.

On the road to COP28 in Dubai, U.A.E., and through to the Commonwealth Heads of Government Meeting (CHOGM) in 2024, the Sustainable Markets Initiative’s Africa Council will be working to showcase inspiring progress that is being made across the region. It will also focus on building global, regional, and local partnerships across industry and finance to deliver meaningful transition results.

The Africa Council is the latest addition to the Sustainable Markets Initiative’s Country Engagement activities. The Council is the first Regional Council and joins a cohort of three Country Councils: China, India, and Greece.

The launch of the Africa Council coincided with His Majesty King Charles III’s State visit to Kenya, his first visit to a Commonwealth nation as King, where he addressed the private sector and United Nations staff as part of his visit. His Majesty is the Founder of the Sustainable Markets Initiative. More information at www.sustainable-markets.org.
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About the Sustainable Markets Initiative
Founded by His Majesty King Charles III in 2020, as Prince of Wales, the Sustainable Markets Initiative has become the world’s ‘go-to’ private sector organisation on transition. Launched in 2021, the Terra Carta serves as the Sustainable Markets Initiative’s mandate with a focus on accelerating positive results for Nature, People and Planet through real economy action.

Read more: www.sustainable-markets.org