Policy Card: SU20 Synthesis Summit Policy Lab

Context

The SU20 Capsule session, convened under the G20 Entrepreneurship Learning Series, examined the challenge of designing effective startup policies across diverse economic contexts. The dialogue, led by Fetola with support from ANDE Southern Africa, Allan & Gill Gray Philanthropies South Africa, and Anglo American Foundation, highlighted that there is no single blueprint for startup support. Instead, policies must be context-sensitive, adapting to the unique market structures, infrastructure realities, and entrepreneurial ecosystems of each country.

Key Message for Policymakers:

Effective startup policy cannot be one-size-fits-all. Context-sensitive approaches that integrate local value chains and embed global competitiveness mindsets are essential to creating resilient, inclusive startup ecosystems.

Why It Matters for SU20:

Startups thrive when policies reflect their realities. By embedding context sensitivity and value chain integration into policy frameworks, the G20 can foster resilient entrepreneurship ecosystems that create jobs, circulate wealth locally, and remain globally competitive.

Partner Organizations

- ANDE (Aspen Network of Development Entrepreneurs): Convenor of the G20 Entrepreneurship Learning Series.
- Fetola: Lead partner, technical expertise and facilitation in South Africa
- IdeiaLab: Lead partner, Technical expertise and facilitation in Mozambique
- Allan & Gill Gray Philanthropies South Africa: Sponsoring partner, supporting entrepreneurial resilience.
- Anglo American Foundation: Supporting inclusive and sustainable growth through entrepreneurship.

SU20 SOUTH AFRICA 2025

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Africa (South Africa)

1. Develop Context-Sensitive Startup Support Frameworks
   - Establish archetype-based policy classification systems.
   - Design differentiated startup programs aligned to local economic contexts.
   - Build cross-context learning mechanisms for policymakers.
2. Build Integrated Value Chain Systems for Local Wealth Creation
   - Prioritize business-to-business integration and supply chain development.
   - Implement procurement policies that strengthen networks of MSMEs.
   - Develop financing mechanisms that reward cross-business collaboration.

Lusophone Nations (Mozambique)

1. Promote global equity.
   - Advocate fair trade and consistent global standards.
   - Institutionalize youth representation in G20 processes.
2. Advance environmental sustainability & human rights.
   - Launch green youth enterprise facilities.
   - Improve climate finance accountability.
3. Enhance youth skills & job readiness.
   - Reform education to focus on practical, digital, and green skills.
   - Scale apprenticeships, internships, and skill vouchers.

Global Recommendations

1. Promote wealth multiplier effects by circulating revenue locally before it exits economies.
2. Balance local integration with global competitiveness by embedding quality standards from inception.
3. Strengthen institutional capacity for adaptive policy design across G20 contexts.