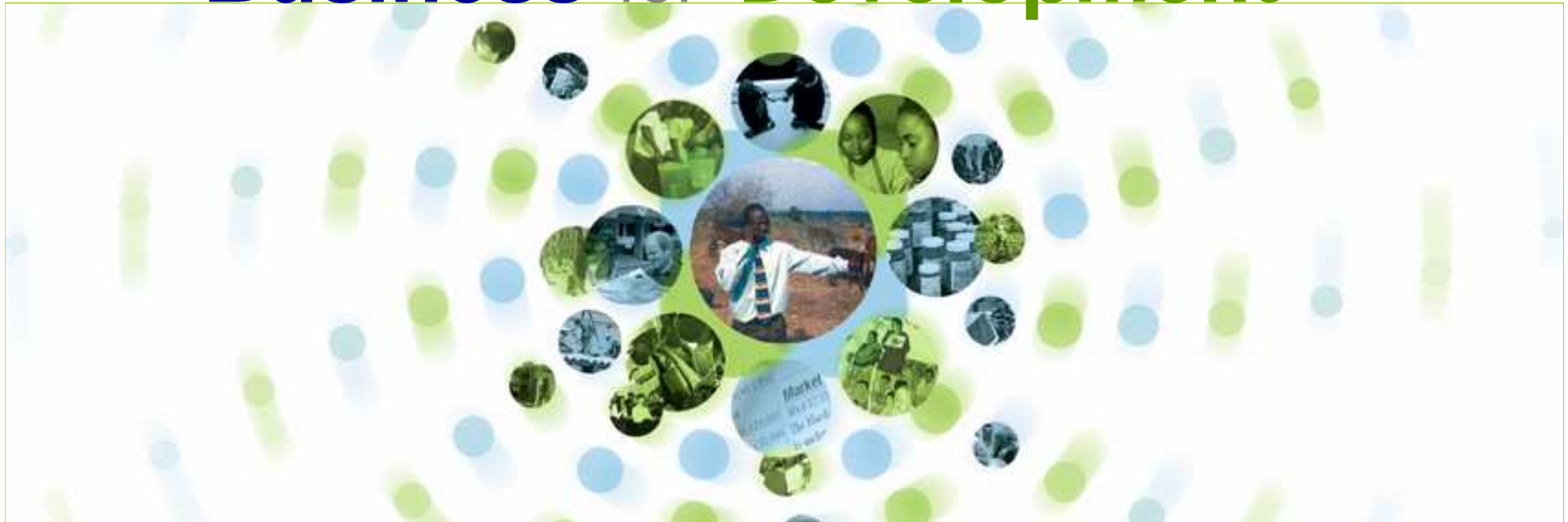


DEDICATED TO MAKING A DIFFERENCE

# Business for Development



## Sustainable Livelihoods Business Solutions for Development

SMIA05 – 20 September 2005, Geneva

Cecile Churet



World Business Council for  
Sustainable Development

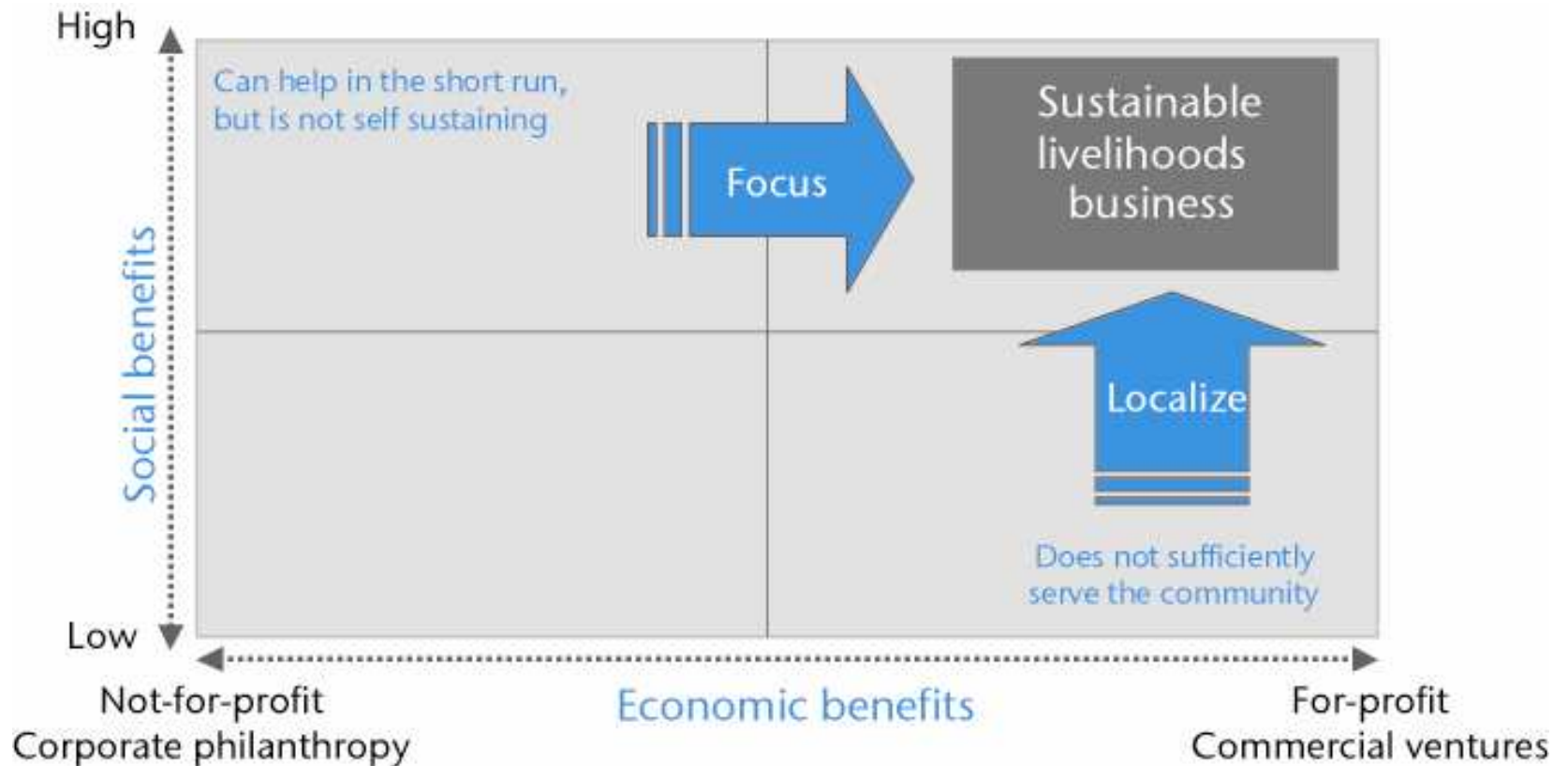
## Moving beyond CSR



Sustainable Livelihoods business:

**Inclusive business which serves the needs of the poor through profitable commercial operations**

# « Do well by doing good »



*Doing business with the poor: a field guide. – WBCSD (2004)*

# Improving health through iodised salt



## Unilever: Annapurna, Ghana

**Challenge:** to combat iodine deficiency that affects 740 million people in developing countries

### Innovations:

- fortified salt at affordable price
- distribution through local microentrepreneurs

**Results:** 28% (1998) to 50% (2002) Ghanaian population used fortified salt

**MDG Impact:** income, hunger, child mortality, maternal health

# Introducing mobile banking solutions

## **vodafone** Vodafone: M-Pesa, Kenya / Tanzania

**Challenge:** to broaden the reach of microfinance

**Innovations:** applied mobile technology as microfinance platform

### **Results:**

- rapid take up of the technology
- simple and safe transactions (individuals / entrepreneurs)
- M-Pesa agents act as banks

**MDG Impact:** income, technology transfer

# Linking social and financial performance


## The challenges:

- Real business with appropriate returns
  - Correlation between \$ earned and social impact
  - Measuring business contribution to development
  - Linking to bottom line performance
- Tools need to be developed to help investors integrate the last two in their company evaluations.



## Early days for impact assessment

### **The challenges:**

- no agreed methodology
  - no recognised indicators
  - no systematic communication to investors
- 

## Some initiatives

### **Vodafone:** *Africa, the impact of mobile phones*

- correlation with GDP and FDI growth
- increased profits for microentrepreneurs

A developing country with an extra 10 phones per 100 people between 1996 and 2003 would have had **GDP growth 0.59%** higher than an otherwise identical country.

### **Unilever:** *Improved health through iodised salt*

- sound business model – profitable
- brand loyalty
- iodised salt reach 4 million extra people
- health benefits



## Next steps: So what? Who cares?

- financial markets
  - institutional investors
  - consumers
  - patient capital providers
  - development community
- 

**THANK YOU**



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