



B4D

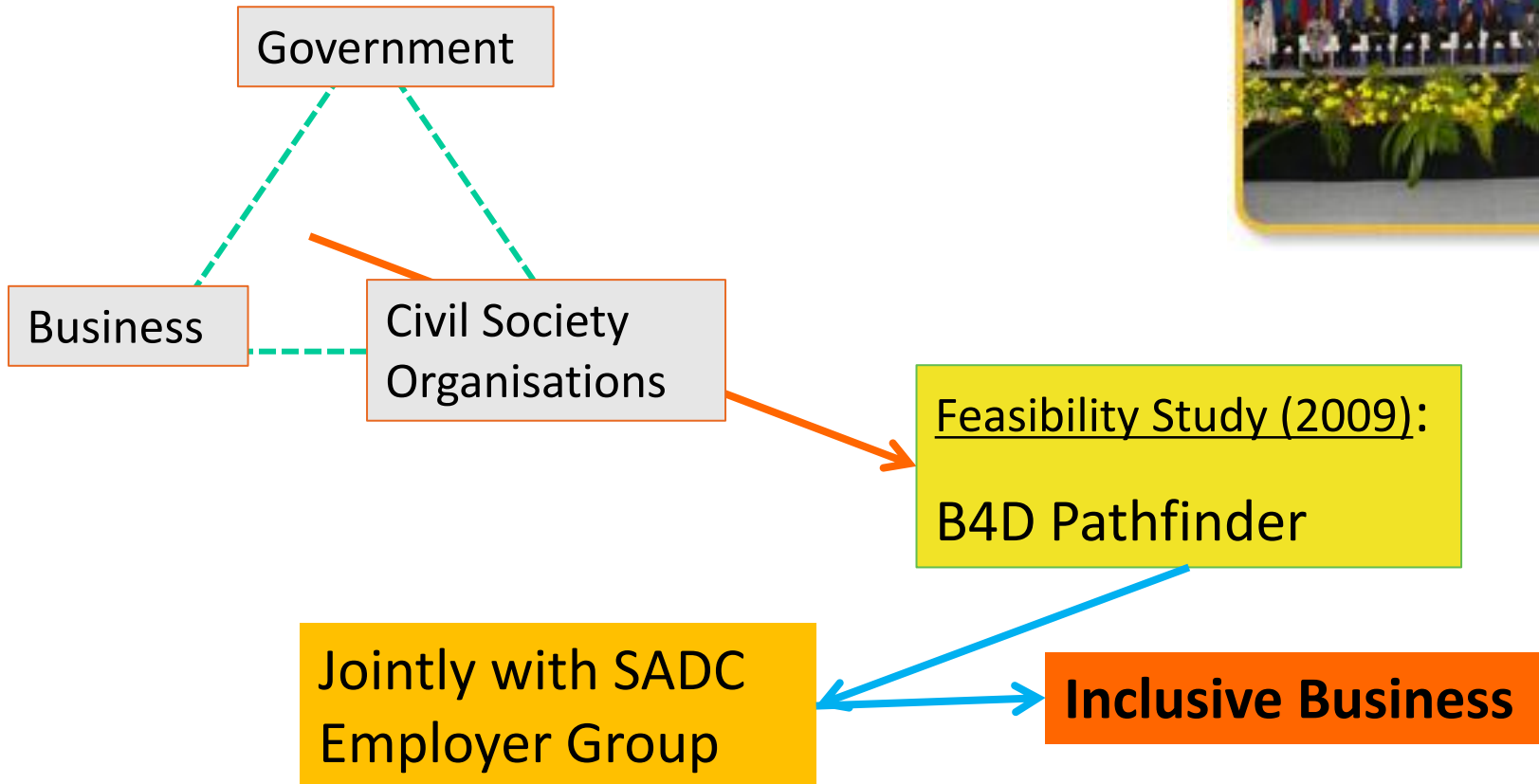
Business *for* Development

pathfinder

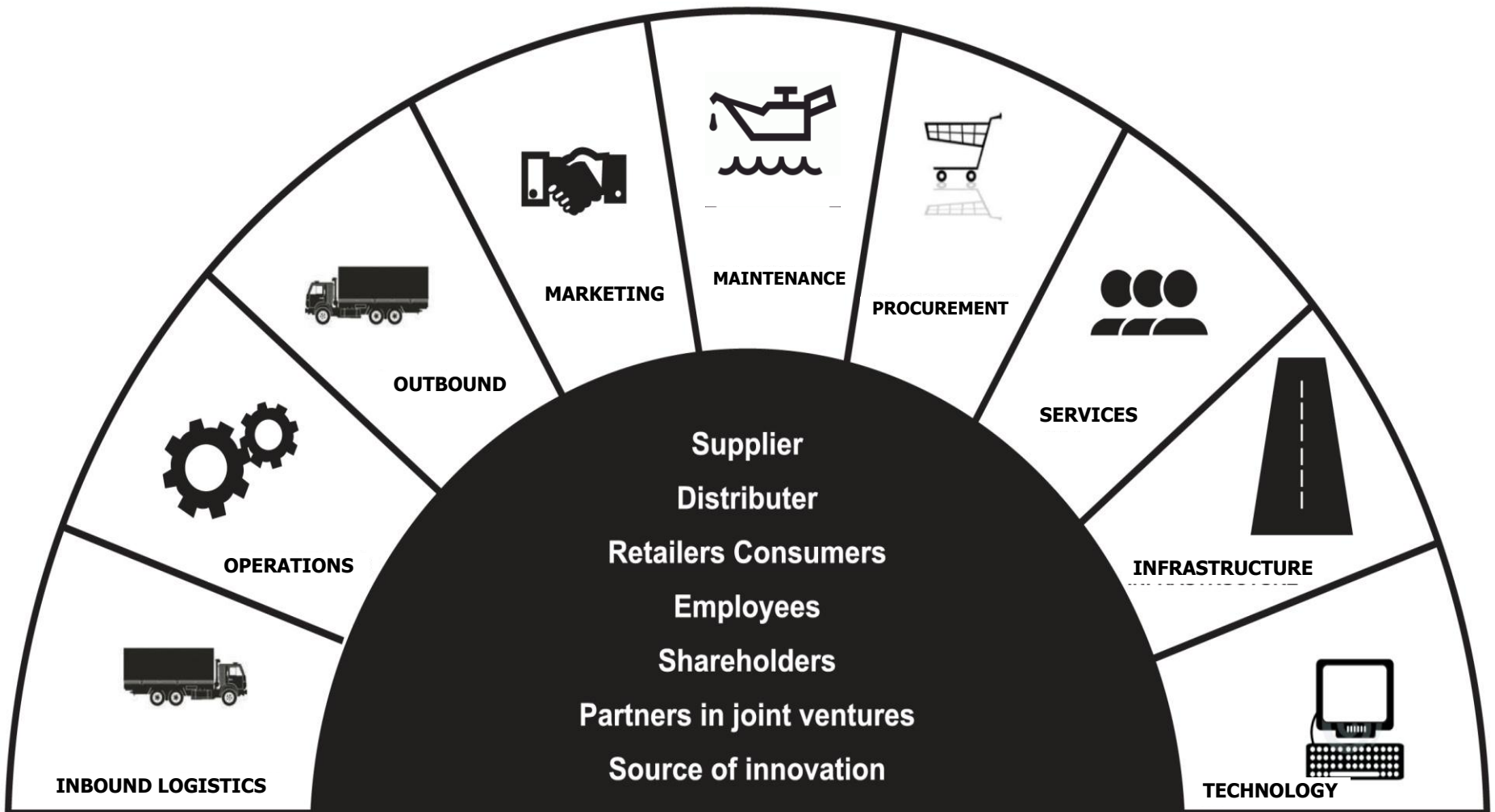
B4D – THE START

SADC Conference on Poverty and Development in Mauritius (2008)

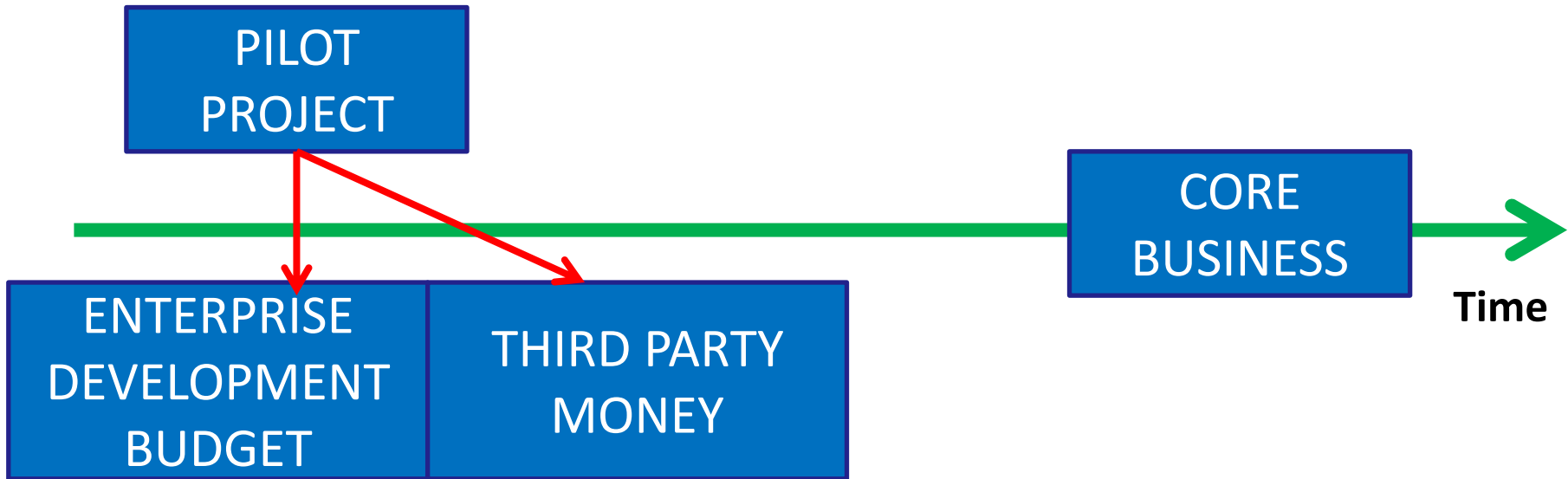
Partnership for poverty reduction



Inclusive business aims to **overcome poverty** by **profitably** incorporating the “poor” into a **company's value chain / core business**.

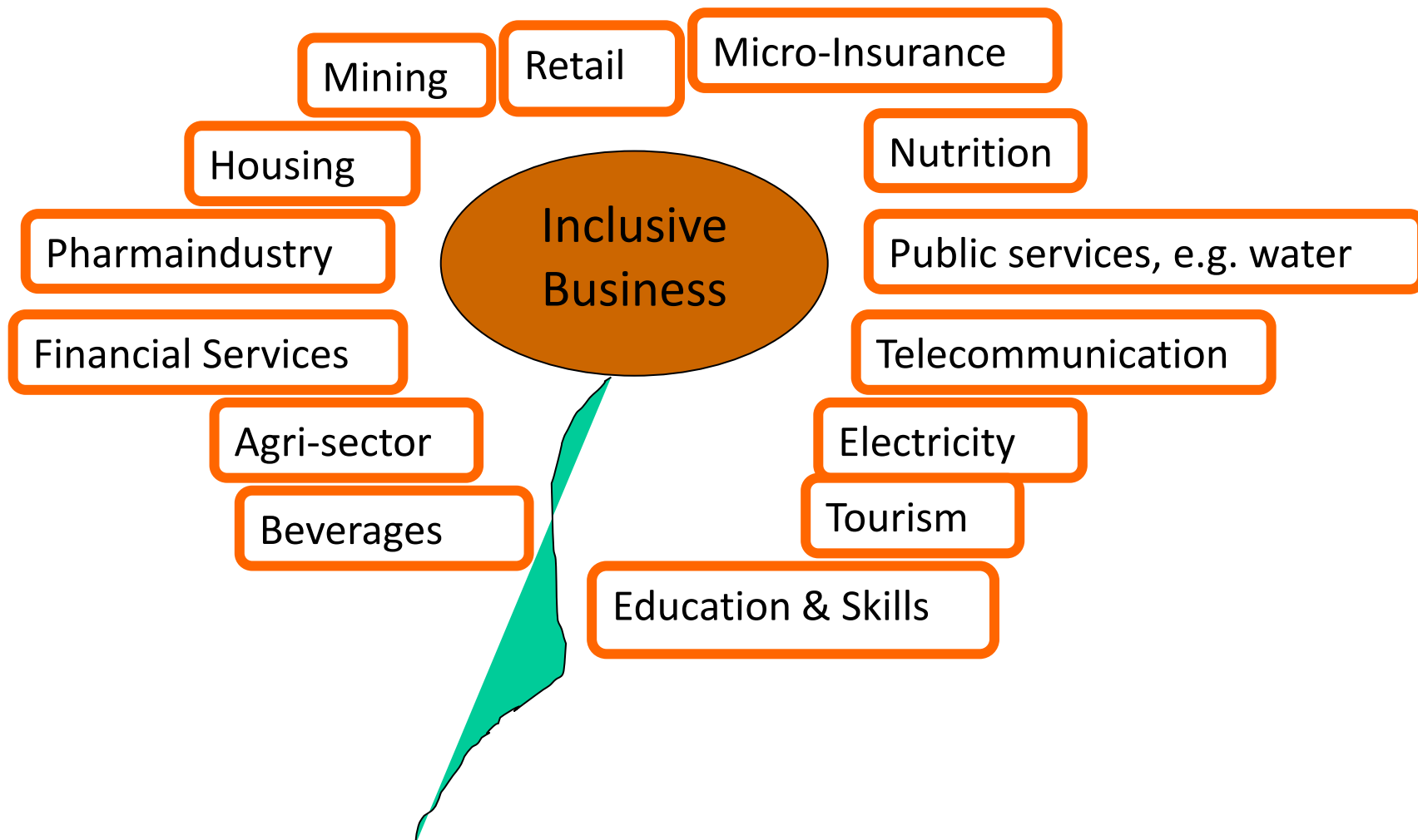


INCLUSIVE BUSINESS ON A TIMELINE



A GROWING TREND

More than 430 companies in Africa (Monitor Group 2009)



EXAMPLE : DISTRIBUTION



Manual Distribution Centers
Foto: HarvardKennedySchool & IFC



Push Carts
Foto: HarvardKennedySchool & IFC

Coca Cola/Sabcoa

Business-plans

Book-keeping /reporting

Transport

Packaging



Customer service

Sales & distribution



Coca Cola's benefit: Overcoming transport & infrastructure challenges
= **extending markets**

In Ethiopia / Tanzania more than **85%** distributed by MDC

500 Mio US\$/year revenues

Sustainable markets & distributors

12 000 jobs & 48 000 dependants



Push Carts

Foto: HarvardKennedySchool & IFC

Advantages for companies	Advantages for communities	Advantages for governments
Higher profitability	Jobs and income	Increased tax revenues (SMME)
Wider market share	Increased market access	Improved social services
Lower operating costs	Enhanced human dignity	Increased GDP
New consumers	Access, innovation and technology	More support for infrastructure
Better brand of products	Better access to credits	Improved business climate
Ease of doing business due to better relations with government & communities	Better living conditions as a result of the above points	

Requirements for companies

Change of mindset: Open to collaborate with new markets

High understanding & knowledge of local / informal markets

Market research, Resources/Investment

Innovation and “thinking out of the box”

Proper calculation on Return on Investment (ROI)

Patience

Proper Risk Management

Communication management with partners



Pillars of Activities

Jointly with
SPSF: Promoting
inclusive
business within
SADC

Tools to assist
companies in
implementing
and assessing
inclusive
business

Multi-
stakeholder
processes to
create an
enabling
environment



B4D
Barometer

B4D Toolkit

Tools

B4D
Charter

SADC-B4D
Certification

