Business for Development

« Make Poverty History »
IIED Conference
Burnham Beeches, UK, 5-6 December 2005
WBCSD member companies
The poor benefit from the supply of appropriate products and services.

The poor are part of the company’s value chain.

Natural resources:
- Manufacturing / Chemicals / Construction
- Consumer goods and health products
- Enabling technologies

The poor can:
- buy from
- employ
- contract

Poor communities are:
- Suppliers
- Employees
- Distributors
- Retailers

Customers:
- Utilities
- Services (banking)
- Manufacturing / Chemicals / Construction
- Consumer and health products
- Enabling technologies
Benefiting the communities and the companies

Companies

buy from
employ
contract

Poor communities are:

 Suppliers
 Employees
 Distributors
 Retailers

sell to

Customers

Benefits:
- Local knowledge and capabilities
- Reduced operational costs
- Shared risk
- Ability to gain preferential access for government’s contracts
- Fair trade branding

Benefits:
- Income-generating activities
- Capacity building for local SMEs and entrepreneurs
- Know-how and technology transfer
- Improved business environment and investment climate

Benefits:
- Greater access to product and services,
- Greater choice and better quality of products
- Lower prices
- Improved quality of life
- Improved productivity

Benefits:
- New markets
- Growing customer base, market share, brand awareness.
- Position for future growth as community wealth increases
- Transfer product innovations to developed markets

Benefiting the communities and the companies
Development is good for business and business is good for development

Ian Johnson, World Bank, Vice President of Sustainable Development