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2012

WORLD BUSINESS AND DEVELOPMENT AWARDS

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The WBDA is run in partnership with:



Ministry of Foreign Affairs of the Netherlands





2012 WORLD BUSINESS AND DEVELOPMENT AWARDS

Following the UN Millennium Declaration in 2000, 189 world leaders adopted the Millennium Development Goals (MDGs): Eight goals that offer a roadmap to put people-centered development at the heart of global, national and local agenda; Eight goals which, if achieved, could end extreme poverty and its root causes.

The World Business and Development Awards (WBDA) are the first global business awards to recognize the crucial role of companies, large and small, in implementing the MDGs. The spirit of the Awards lies in the pursuit of innovative and productive core business practices to sustainable development, which help make the societies where they operate better places to live and better places to work.

The 2012 WBDA attracted 117 applications from 38 countries. The WBDA are given explicitly to organizations delivering inclusive business models: sustainable, commercially-viable business initiatives that expand access for people with low-incomes to goods and services, or improve their livelihoods by engagement in value chains as direct employees, suppliers or distributors, while also generating sales and profit growth.

The objectives of the World Business and Development Awards are to:

- Illustrate the value of links between core business practices and the MDGs
- Promote and inspire business-led initiatives to alleviate poverty and further sustainable development
- Raise awareness of the MDGs in the world business community
- Promote a compelling business case for engagement by sharing best practices and striking new partnerships

2012 marks the 10th year anniversary of the biennial WBDA, run by the International Chamber of Commerce, the United Nations Development Programme (UNDP) and the International Business Leaders Forum (IBLF), this year in partnerships with the Swedish International Development Cooperation Agency, the Netherlands Ministry of Foreign Affairs and the UN Global Compact.



About International Business Leaders Forum (IBLF)

www.iblf.org

IBLF works with business, governments and civil society to enhance the contribution that companies can make to sustainable development. IBLF is an independent, not-for-profit organization supported by over 100 of the world's leading businesses, with an agenda of driving smart, inclusive and responsible growth through leadership, cross-sectoral collaboration and innovation.



"When businesses apply the full force of their core business activities to development challenges and measure their success both by profit and social outcomes, there is no limit to what can be achieved. The World Business and Development Award winners showcase what businesses of all sizes and in all regions can achieve to accelerate progress towards achieving the Millennium Development Goals."

Clare Melford, CEO, International Business Leaders Forum



About International Chamber of Commerce (ICC)

www.iccwbo.org

ICC is the largest, most representative business organization in the world. Its hundreds of thousands of member companies in over 120 countries have interests spanning every sector of private enterprise.



A world network of national committees keeps the ICC International Secretariat in Paris informed about national and regional business priorities. The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies, both international and regional, are kept in touch with the views of international business through ICC.

"As progress towards the Millennium Development Goals comes under threat in the current economic climate, the Awards highlight the critical role of the private sector in stimulating sustainable economic growth and development."

Jean-Guy Carrier, Secretary General, International Chamber of Commerce



About United Nations Development Programme (UNDP)

www.undp.org

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.



"Past Award winners have shown how companies can help boost sustainable growth and development. They can be a tremendous source of innovative and sustainable solutions which help transform people's lives for the better."

Helen Clark, UNDP Administrator



“On behalf of the WBDA International Judging Panel, I congratulate the 2012 winners. These winners are symbolic of the critical role that inclusive business models play in promoting the MDGs across the globe.” Alan Detheridge, Chair of the International Judging Panel.

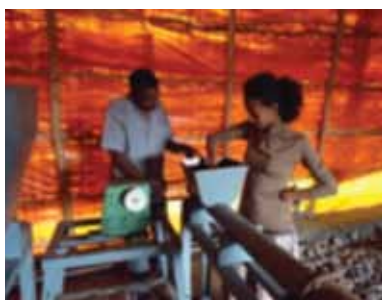
SMALL AND MEDIUM ENTERPRISE WINNERS



Bright Generation Community Foundation, Ghana **Ghana Bamboo Bikes Initiative – www.ghanabamboobikes.org**

The Ghana Bamboo Bikes Initiative designs, develops, and markets bamboo bikes and frames and related products and services. The business addresses problems of climate change, poverty, rural-urban migration and high youth unemployment by creating employment opportunities and sustainable livelihood job skills as bamboo bike builders.

The bamboo bikes are used for a vast number of purposes which include transporting people, moving farm products in village fields, carrying large amounts of goods to market, and distributing medicines. The Initiative has created direct employment opportunities for 10 farmers and 20 bamboo bike builders, and has replicated the business in two other communities.



Dream Light Solid Waste Cleaning and Recycling, Ethiopia

Dream Light focuses on solid waste collection, transportation, recycling and disposing waste properly. It is a company founded by 13 youths who are living in Bahir Dar city.

The main objective of the company is to create a better living environment and job opportunities to vulnerable groups in the community. The company has created 320 job opportunities for vulnerable community members (such as commercial sex workers, street youths and jobless women).

The aim of Dream Light is to use solid waste for energy generation and contribute to the resolution of major societal problems including environmental health problems, unemployment, and other socio-economic problems.



Eight19, United Kingdom **Indigo ‘pay-as-you-go’ solar – www.eight19.com**

Eight19 delivers clean and affordable energy to off-grid rural communities in emerging markets through its Indigo “pay-as-you-go” sustainable solar lighting product. By combining solar and mobile phone technology, Indigo is paid for with scratch-cards through a service model. Users receive eight hours of fume-free lighting for two rooms and mobile phone charging, while cutting their weekly energy spend by 50% or more. Customers can progressively upgrade to larger systems over time, to access more electricity and ultimately reach full home electrification. The “pay-as-you-go” business model is unique in the industry and assists users to earn their way out of poverty.



“Today’s problems cannot be solved by government or business alone. We need to work together – companies, governments, NGOs, knowledge institutions – to promote sustainable development more effectively and efficiently. Business has a vital role to play. Companies are crucial in the fight for sustainable development to reach a sufficient scale and have a major impact. This is why the Netherlands attaches so much importance to working with business and industry in international development.” Ben Knapen, Minister for European Affairs and International Cooperation, Netherlands

Sproxil®, United States

Mobile Product Authentication™ (MPA™) – www.sproxil.com

Sproxil’s Mobile Product Authentication™ (MPA™) allows consumers at all levels of society to verify that a drug is genuine by using a simple, free, mobile phone text message. Manufacturers tag products with tamper-evident, coded labels. Upon purchasing a product, consumers text the code to Sproxil who replies regarding the product’s authenticity and empowering citizens to have healthier, safer lives.

In use since 2010, MPA has been used by more than one in every 200 people in Nigeria. The Nigerian government has acknowledged a reduction of fake medicines and MPA has directly led to criminal arrests for the sale of counterfeit medicines.



ToughStuff, Kenya

ToughStuff – www.toughstuffonline.com

ToughStuff provides high-quality, affordable and durable renewable energy solutions for off-grid communities. The inclusive business model ensures the company is able to reach the people who need its products the most and integrates individuals from local communities as customers and distributors.

ToughStuff works in partnership to recruit, train and support people to become ‘Solar Agents’, who can access hard-to-reach communities. With over 1,000 Agents, this approach benefits all involved: ToughStuff is able to use existing infrastructure and local knowledge, NGOs are able to provide their members with employment opportunities, and everyone is able to enjoy the benefits of clean, renewable energy.



LARGE COMPANY WINNERS

Blue Skies, United Kingdom

Joint Effort Enterprise – www.blueskies.com

Blue Skies specializes in producing fresh-cut fruit and juice products from a network of factories in Ghana, Egypt, South Africa and Brazil. The biggest factory in Ghana employs over 1,500 people and sources fruit from over 100 small to medium sized farms.

Blue Skies believes in “adding value at source” whereby raw materials are processed within the country of origin. By doing this, as much as 70% of the value of the finished product stays within the country of origin, compared to as little as 15% if it is processed outside.

Working within a framework called the ‘Joint Effort Enterprise’ (JEE), they focus on a diverse society, a culture of respect and a drive for profit but not at the expense of all the other strands.





“Innovation in inclusive business lies at the heart of the fight against poverty. It creates income possibilities and builds bridges between business and people living in poverty. Therefore, I am delighted to see that innovation is a common theme for all the WBDA winners.”

Gunilla Carlsson, Minister for International Development Cooperation, Sweden

LARGE COMPANY WINNERS



Grundfos LIFELINK, Denmark **LIFELINK™ – www.grundfoslifelink.com**

Despite many years of international humanitarian and development assistance, millions of people have limited access to a reliable supply of clean, safe water. The Grundfos LIFELINK system offers an innovative solution and maximizes affordability, operational and environmental sustainability and financial integrity. It also offers compatible policies and programmes to promote community development, public health education, job creation and gender empowerment.

Grundfos LIFELINK is part of the Grundfos Group with an annual production of more than 16 million pump units, Grundfos LIFELINK business model relies on including the local communities, flexible integration of stakeholders in the value chain, and technological innovativeness. As a direct result of this model, nearly 100,000 people now enjoy access to safe and clean drinking water.



ITC, India **ITC's Social and Farm Forestry Programmes – www.itcportal.com**

ITC, an Indian diversified conglomerate, developed Social and Farm Forestry Programmes, which provide sustainable livelihoods to rural wasteland owners by helping to convert their wastelands into pulpwood plantations. ITC's R & D developed high-yielding, disease resistant clonal saplings with shorter harvesting cycles. While Farm Forestry focuses on farmers owning wastelands, Social Forestry targets resource-poor tribes and farmers.

Currently the programmes cover over 125,000 Ha and have generated over 56 million person-days of employment. Regenerating green cover on this scale has enabled carbon sequestration making ITC carbon positive for six years, besides improving moisture conservation, groundwater recharge and reducing erosion.



Nestlé, China **The Nescafé Plan: Nestlé's Visionary Coffee Development in Puer, Yunnan – www.nestle.com.cn**

Nestlé China pioneered the development of China's Yunnan province as a viable coffee growing region. The agronomists give on-site, free and demand-driven training and technical assistance to coffee growers, mainly in remote ethnic areas, with the aim of improving farm management, yield, quality and market knowledge. The farmers can directly sell their green coffee to the Buying Station, without the need of middlemen, providing a steady income to and ensuring the added value goes to the local farmers.

Nestlé China currently purchases 8,000 tons of coffee, or about 20% of Yunnan's crop. In 2011, Nestlé introduced The Nescafé Plan, a global initiative which creates value across the coffee supply chain, from farmers to consumers to Nestlé.



“Congratulations to the winners of the World Business and Development Awards, who have demonstrated that inclusive business models can generate tremendous positive impact on communities. The UN Global Compact fully supports sustainable, commercially-viable business initiatives that expand access for low-income people to goods and services, and improve livelihoods while generating growth.”

Georg Kell, Executive Director, UN Global Compact

Unilever, United Kingdom **Unilever Sustainable Living Plan – Smallholder Farmers –** www.unilever.com

The Unilever Sustainable Living Plan engages over 500,000 smallholder farmers in Unilever’s supply network and improves agricultural practices and the quality of farmer livelihoods.

In Kenya, Unilever formed a partnership with Rainforest Alliance and the Dutch Sustainable Trade Initiative. This has enabled around 250,000 Kenyan smallholder farmers to be trained in sustainable practices – half the total in the country.

Unilever is also a key founder of the Novella Partnership to scale up the sustainable production of allanblackia oil while improving livelihoods in Ghana, Tanzania and Nigeria. To date this has benefitted around 11,000 farmers, collectors and processors of seeds.

Unilever is currently evaluating the feasibility of Allanblackia up-scaling via a number of pilot planting programmes in the three countries.



BRAZIL WINNER

Itaú Unibanco S.A, Brazil **Itaú Microcrédito – www.italu.com.br**

Itaú Unibanco’s strategy for financial inclusion embraces first and second-tier microfinance operations. First-tier operations directly serve formal and informal entrepreneurs involved in small-scale production activities and residing in the metropolitan regions of São Paulo, Rio de Janeiro and Porto Alegre. In numbers, Itaú Microcrédito has performed over 35,000 loan operations, equivalent to over R\$ 110 million. Every day around 70 loan officers visit low-income communities in search of clients in need of backing to expand or better structure their small businesses. In second-tier operations, Itaú Unibanco offers technical assistance and finances Microfinance Institutions, preferentially in regions where Itaú Microcredit does not conduct first-tier operations.



**BILT (Ballarpur Industries), India
Empowerment Through Inclusive
Development & Sustainable Plantation
www.biltcsr.com**

BILT promotes sustainable pulpwood farming on over 3,300 acres of unused lands that has assured a steady supply of 5,700 MT of pulpwood to the company and promoted community empowerment of more than 2,100 of the most marginalized farmers.

**Doi Chaang Coffee Company, Canada
www.doichaangcoffee.com**

Operating as a cooperative, the Akha hill tribe farmers of Doi Chang Village have a unique relationship with Doi Chaang Coffee Company, receiving prices for their green beans above those recommended by Fair Trade, and receive 50% of the profits earned by the Canadian company.

**EcoEnterprises Capital Group, LLC,
Costa Rica
EcoEnterprises Fund
www.ecoenterprisesfund.com**

EcoEnterprises Fund is an innovative investment tool to achieve conservation and social impacts by supporting small community-based sustainable businesses in the Americas.

**OSRAM AG, Germany
WE!Hub (Water and Energy Hub)
www.osram.com/offgrid**

WE!Hubs are decentralized water and energy stations that improve the access of people in developing countries to sustainable and affordable modern lighting, water and communication services.

**Simpa Networks, USA
www.simpanetworks.com**

Simpa Networks has developed a secure prepaid payment platform that makes clean energy simple, affordable and investible.

**Small- and Medium-Scale Entrepreneurship
Fundamentals Foundation (SMEFUNDS),
Nigeria
Access to Solar Lighting for the Poor –
End kerosene Generation
<http://www.gosolarAfrica.org>**

GoSolarAfrica is a SMEFUNDS project providing low-cost, clean and safe lighting for low-income households while creatively using applied micro credit energy financing to bring electricity to people in remote villages in Nigeria.

**The Amiran Farmer's Kit, Kenya
Sustainable Agribusiness tool for achieving
food security
www.amirankenya.com**

The Amiran Farmer's Kit is a complete product which has been successfully and sustainably used as a food security and practical education tool and source of livelihoods.

**The Procter & Gamble Company, USA
P&G's Children's Safe Drinking Water
Program
www.pg.com**

Working in partnership with a wide variety of expert partners, P&G's Children's Safe Drinking Water Program has delivered over 4 billion litres of clean water to those people in the developing world who really need it.

**The Ranger Production Company,
United Kingdom
eRanger Motor Cycle Ambulance, Mobile
Clinic Projects
www.eranger.com**

The Ranger Production Company develops, manufactures and supplies an innovative range of eRanger ambulances, mobile clinics, education vehicles and supplementary products, specifically designed to facilitate the delivery of essential health, education and humanitarian programmes to the developing world.

Chaired by **Alan Detheridge**, Associate Director of The Partnering Initiative and a board member of the Synergos Institute, the International Foundation for Education and Self-Help, Management Sciences for Health and the Revenue Watch Institute.

Graham Baxter is a graduate of Oxford and Liverpool Universities, and worked initially as a geologist in the oil and gas sector. From 1986, he worked in a number of commercial roles in BP, before joining BP Solar in 1999. In 2003 he became VP Corporate Responsibility accountable for implementing BP's corporate responsibility framework. After leaving BP in July 2007, Mr. Baxter joined the International Business Leaders Forum. As Senior Adviser, he leads IBLF's programmes on Inclusive Business and Leadership.

Jean-Guy Carrier became Secretary General of the International Chamber of Commerce on 24 January 2011. Prior to joining ICC, Mr. Carrier, who is also Director of Programmes for the ICC Research foundation, held senior positions in business and with international organizations, most notably the World Trade Organization. He is the author of several books and has published numerous articles in national and international media.

Susan Chaffin heads the BCtA Secretariat, a multi-stakeholder platform housed at UNDP which promotes inclusive business. She has extensive experience creating innovative business solutions at the BoP; leveraging more than 20 years in financial and private sector development focusing on international business strategy and value chain analysis. Her sector specialties include financial services, agriculture, healthcare and retail. She has consulted for IFC, USAID, CGAP and the European Investment Fund, and has conducted emerging markets research for Deutsche Bank, Baring Securities in Mexico and Visa International.

Ying Chen is the director of Beijing Rongzhi Institute of Corporate Social Responsibility and also vice president of China Enterprise Confederation (CEC). She organized the launch of the China Business Council for Sustainable Development (CBCSD) in 2002 and became the council's permanent director. Ms. Chen is a former board member of the UN Global Compact (from 2006-2010) and is actively involved in the promotion of corporate social responsibility in China.

Lisa Dreier is the director of Food Security and Development Initiatives at the World Economic Forum USA, where she works to expand public-private collaboration to advance food security, sustainable agriculture, and economic development. Ms. Dreier was formerly at the Earth Institute at Columbia University in concurrent positions as manager of the UN Millennium Project Hunger Task Force and associate director of the Tropical Agriculture Program.

Sameer Hajee is the co-founder and CEO of Nuru Energy, a social enterprise that provides low power electricity and lighting solutions in developing countries that have little or no access to the electricity grid. Nuru Energy was a 2010 UNDP/ICC/IBLF World Business and Development Award winner.

Ted London is a leading expert on the role and impact of market-based strategies on poverty alleviation. He is a Senior Research Fellow at the William Davidson Institute (WDI) and on the faculty at the University of Michigan's Ross School of Business. At WDI Professor London directs the Base of the Pyramid Initiative, a programme that champions innovative ways of thinking about more inclusive forms of capitalism.

Sir Mark Moody-Stuart is Vice Chairman of the UN Global Compact, and Chairman of the Global Compact Foundation, the Innovative Vector Control Consortium and Hermes Equity Ownership Services. He is also a director of Accenture and Saudi Aramco. Sir Mark has over 40 years' experience in the business world, most recently as Chairman of Anglo American, as a non-executive Director of HSBC and Chairman of Royal Dutch Shell.

Jane Nelson is Director of Harvard Kennedy School's Corporate Social Responsibility Initiative and nonresident senior fellow at the Brookings Institution. Ms. Nelson serves on the boards of Newmont Mining Corp, FSG, the World Environment Center, ImagineNations Group, and the Niger Delta Partnership Initiative; and on advisory committees for the Clinton Global Initiative, Rockefeller Foundation's Bellagio Center, Initiative for Global Development, Volans, Instituto Ethos, and UNDP's Growing Inclusive Markets program.

2012 Assessors

| | | | |
|-------------------------------------|-----------------|--|---|
| Naomi Allen | United Kingdom | Leadership for Sustainable Development | Forum for the Future/Middlesex University |
| Tatiana Botelho | Brazil | Masters in Business Administration | Universidade Federal do Rio de Janeiro |
| Heather Dietz | USA | MBA, Sustainability Management | University of California Los Angeles |
| Fareeda Ehtesham | USA | Master of Arts, International Relations | City College of New York |
| Caitlin Davis Fisher | USA | MSc Gender and International Development | London School of Economics and Harvard University |
| Emma Forrest | United Kingdom | BSc (Hons) Human Geography | University of Reading |
| Sarah Gilbert | USA | MS International Affairs | The New School |
| Bethan Harris | United Kingdom | Masters – Leadership for Sustainable Development | Forum for the Future/Middlesex University |
| Hanna-Kaisa Heinonen | Finland | MSc Economics and Business Administration | Turku School of Economics |
| Nisha Kadaba | USA | MSc Environment and Development | University of Edinburgh |
| Katharina Kaesehage | Germany | Master of Science | University of Exeter |
| Jacquelin Kataneksza | Zimbabwe | International Affairs | The New School for Public Engagement |
| Lottie Mew | United Kingdom | BA (Hons) Communications | University of Leeds |
| Maisie Monroe | United Kingdom | MA International Relations | Institut Barcelona d'Etudis Internacionals |
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| Elisa Peter | France | Master's Degree in Public Administration | Harvard University |
| Isabel Sanchez | USA/Philippines | MSc in Development Management | The George Washington University and London School of Economics and Political Science |
| Sonali Sharma | India | Masters in Public Administration | Harvard Kennedy School |
| Natasha Sunderji | Canada | Masters in Public Policy | Harvard Kennedy School |
| Zhuoyan Zhang | China | Masters in Public Policy | Harvard Kennedy School |



CONGRATULATIONS
2012 WORLD BUSINESS
AND DEVELOPMENT
AWARD WINNERS





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