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2010

WORLD BUSINESS AND DEVELOPMENT AWARDS

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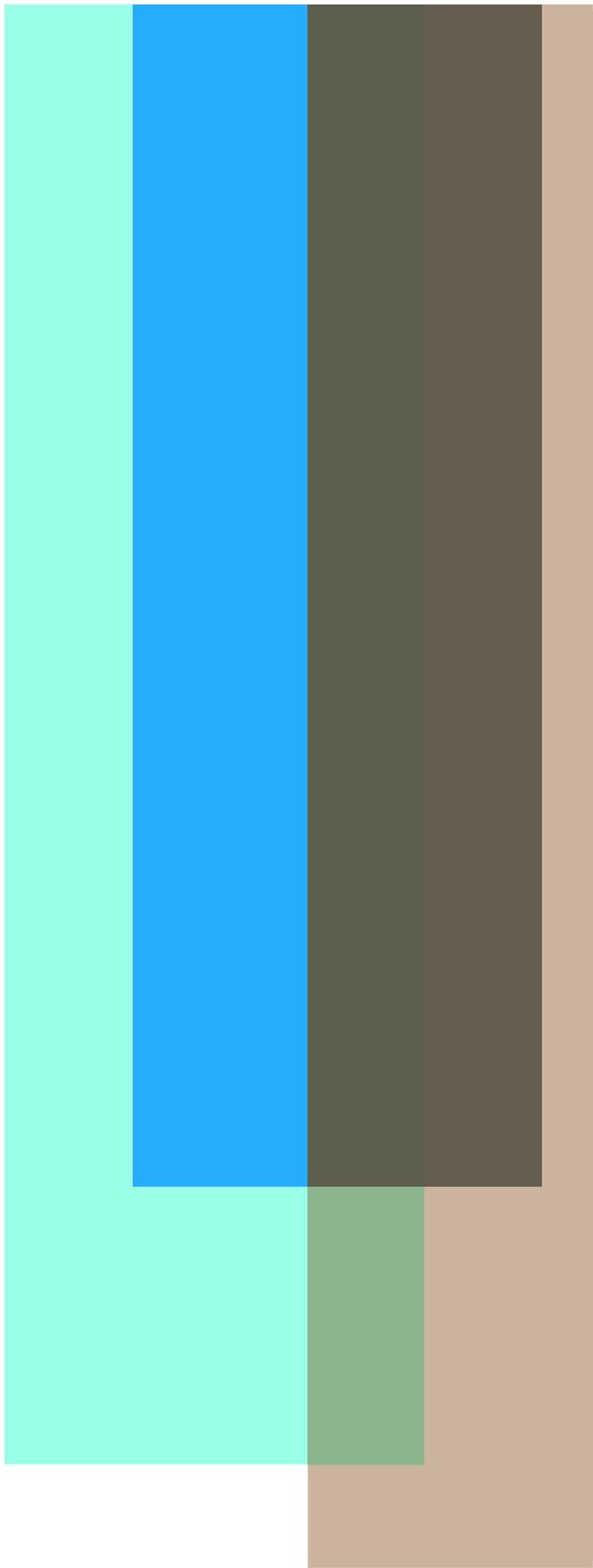
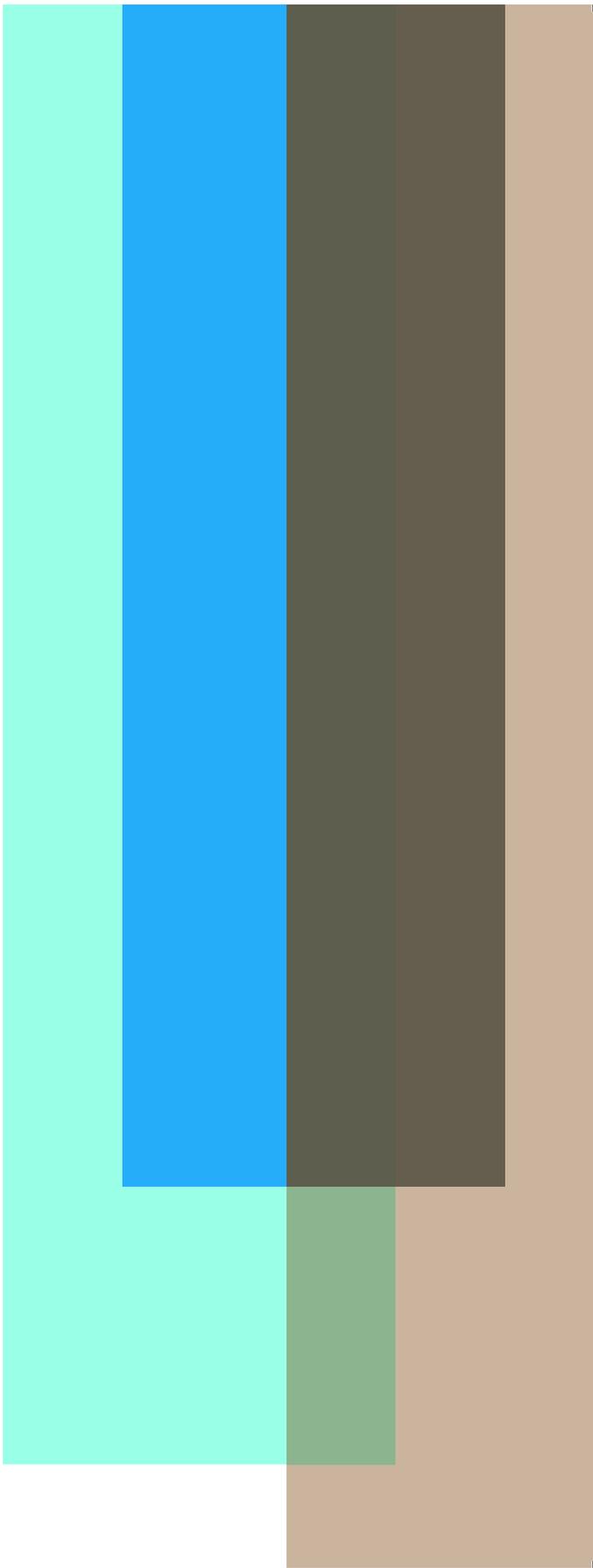
the Swedish International Development Cooperation Agency
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WORLD BUSINESS AND DEVELOPMENT AWARDS



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WELCOME

The International Chamber of Commerce, The International Business Leaders Forum (IBLF) and the United Nations Development Programme (UNDP) are proud to be hosting the 2010 World Business and Development Awards during the week of the high-level Summit on the Millennium Development Goals (MDGs).

We wish to express our appreciation to the Patrons of this year's Awards, President Ellen Johnson Sirleaf of Liberia and Dr. Mo Ibrahim, Chairman and Founder, Mo Ibrahim Foundation, for their commitment and support.

We would also like to thank our sponsors, the US Agency for International Development, the UK Department for International Development, the Swedish International Development Cooperation Agency, the UN Foundation as well as the other organizing partners whose contributions have made the Awards possible this year.

The eight MDGs are the most comprehensive and universally agreed development goals, embodying the international community's pledge to create a better and healthier future for billions of people in developing countries by 2015. They are about substantially reducing poverty and hunger; empowering women; increasing access to the essential services of education, healthcare, clean water and sanitation; reducing the incidence of specified deadly diseases; protecting the environment; and forging strong global partnerships for development.

Over the last decade, significant progress towards the MDGs has been made. But there are significant challenges too, and no single actor can overcome them alone. Meeting the MDGs therefore calls for collaboration between all stakeholders in development.

As the ten winners of the 2010 World Business and Development Awards demonstrate, the private sector plays a role in that effort. Along with previous awardees, they showcase how business can be inclusive, empowering the poor and offering them basic goods, services, and livelihood opportunities. They show that it is possible to create wealth and achieve development goals at the same time.

We hope that these ten winners will encourage national governments and international institutions to promote further involvement of the private sector as part of global efforts to achieve the MDGs by their 2015 deadline.

We also hope that by building awareness in the business community of the MDGs, and sharing best practices of how business can support their achievement, the ten winners can inspire other companies to follow in their footsteps.

Helen Clark, *Administrator, UNDP*
Jean-Guy Carrier, *Acting Secretary General, ICC*
Graham Baxter, *Acting Chief Executive Officer, IBLF*

THE 2010 WORLD BUSINESS AND DEVELOPMENT AWARDS PATRONS AND HONORED GUESTS



Ellen Johnson Sirleaf
President of Liberia

Internationally known as Africa's "Iron Lady," President Ellen Johnson Sirleaf is a leading promoter of peace, justice and democratic rule. She grew up in Liberian capital of Monrovia where she married and had four sons.

President Johnson Sirleaf later moved to the United States where she earned an accounting degree from the Madison College of Business and a Masters Degree in Public Administration from Harvard University's Kennedy School of Government.

In her efforts to bring justice to her people in Liberia, she has spent more than a year in jail at the hands of the military dictatorship of General Samuel Doe and had her life threatened by former President Charles Taylor. She campaigned relentlessly for Taylor's removal from office and played an active and supportive role in the Transitional Government of Liberia as the country prepared for elections in October of 2005.

President Johnson Sirleaf was a presidential candidate in the 1997 Liberia general election where she finished second in the field of 13. Before that, she served for five years as Assistant Administrator and Director of the Regional Bureau for Africa of the United Nations Development Program as Assistant Secretary General of the United Nations and was the first woman to lead the United Nations Development Project for Africa.

She served as the Chairperson of the Governance Reform Commission of the National Transitional Government of Liberia until she resigned in March 2004 to accept the nomination of the Unity Party of Liberia as its Standard Bearer.

In November 2005, President Ellen Johnson Sirleaf was elected President of Liberia and became the first woman to lead an African nation. The Harvard educated and former World Bank economist defeated popular World Class soccer star George Weah with an impressive 59.4 percent of the vote.

President Ellen Johnson Sirleaf in October 2007 was awarded The Presidential Medal of Freedom, the United States highest Civil Award, for her personal courage and unwavering commitment to expand freedom and improve the lives of people in Liberia and across Africa. And in 2010, as the only female and African Head of State, President Ellen Johnson Sirleaf was named by Newsweek Magazine as one of the World Top Ten Leaders.

The following entries were highly commended by the independent, international Judging panel:

Adaptation for Smallholders to Climate Change, Germany

A public private partnership between the British Fairtrade company Cafedirect plc and the German Technical Cooperation (GTZ) to support smallholder farmers develop climate change adaptation strategies.

Feedback Ventures, India

Working to mobilize communities and to improve the socio-economic lives of Indian communities through sustainable total sanitation

Ferrovia, Spain

Working with partners to provide safe water and sanitation to more than 51,000 people in the Tanzania

GAP Regional Directorate, Turkey

A unique program designed to link female entrepreneurs to economic development opportunities by providing training and technical support to launch a new clothing and accessories line.

Promigas, S.A Colombia

Launched Brila, a non-banking finance initiative to grant lines of credit to low income communities to help customers gain access to credit and finance their gas connections in Columbia.

Geoffman Enterprises, Uganda

Provides an alternative source of income to the tobacco farming community in Kampala, Uganda, specifically with the production of red bird eye chili as an alternative source of livelihood

Mahindra and Mahindra, India

Offers innovative farming technologies to increase productivity and enhance rural prosperity.

Schneider Electric, France

Launched In-Diya, a high quality, energy efficient LED based lighting system to provide lighting for people living with no or unreliable electricity in India.

Tata Consultancy Services, India

Integrating various technologies to deliver personal advice and relevant information to farmers as well as primary healthcare to villagers in India.

Toyola Energy Services, Ghana

Providing rural Ghana and Togo with cleaner, healthier, and cost effective means to meet their energy needs.



ROYAL DSM Royal DSM, a world leader in vitamins and nutritional ingredients, is active in helping to achieve the Millennium Development Goals through the creation of innovative and targeted solutions specifically designed to meet the nutritional requirements of those in the developing world.

DSM's Nutrition Improvement Program has been one of the main drivers of this effort, which came about following a call from the United Nations for the private sector to develop business models to address global problems - malnutrition among them - as opposed to providing donations. The Nutrition Improvement Program focuses on food fortification (flour, sugar, oil, rice) in order to provide the consumer with access to a low-cost alternative to food variety and better nutrition.

DSM enjoys an official partnership with the World Food Programme (WFP). To date approximately 2 million people have been reached through this program and the partnership was recently extended to run until 2013 with the aim of dramatically scaling up its efforts to provide micronutrients to at least 80% of WFP's beneficiaries.

WALMART MEXICO AND CENTRAL AMERICA

Walmart Mexico and Central America's Indigenous Product Commercialization Program is one of the first food security programs of its kind in Mexico geared towards impoverished families. The program enables producers living in poverty the opportunity to sell their products in Walmart stores by providing transportation, distribution, logistical and capacity-building support. One hundred percent of all sales of these items, including the profits, are returned to the communities. In 2009, \$1.6 million pesos in sales of indigenous products were made possible by the Program, directly benefiting 2,900 producers and indirectly benefiting their 14,500 family members. As a result of profit reinvestment projects, these families were able to increase their income by 54%.

The company believes that such business practices are good for individuals and for the economy. Leveling the playing field of suppliers and manufacturers bolsters healthy competition and provides an opportunity for disadvantaged Mexicans to improve their quality of life. Walmart Mexico and Central America – together with the Walmart Foundation Mexico – has been successful in addressing both food poverty and women's rights through its Indigenous Product Commercialization Program.



Dr. Mo Ibrahim
Chairman and Founder
Mo Ibrahim Foundation &
Founder of Celtel International

Dr. Ibrahim is a global expert in mobile communications with a distinguished academic and business career. In 1998, Dr. Ibrahim founded Celtel International to build and operate mobile networks in Africa. Celtel became one of Africa's most successful companies with operations in 15 countries, covering more than a third of the continent's population and investing more than US\$750 million in Africa.

The company was sold to MTC Kuwait in 2005 for \$3.4 billion. In 2006 Dr. Ibrahim established the Mo Ibrahim Foundation to support great African leadership. The Foundation focuses on two major initiatives to stimulate debate around, and improve the quality of governance in Africa. The Ibrahim Prize for Achievement in African Leadership recognises and celebrates excellence; and the Ibrahim Index of African Governance provides civil society with a comprehensive and quantifiable tool to promote government accountability.

Dr. Ibrahim is also Founding Chairman of Satya Capital Ltd, an investment company focused on opportunities in Africa. Dr. Ibrahim has been awarded an Honorary Doctorate by the University of London's School of Oriental and African Studies, an Honorary Fellowship Award from London Business School, Honorary Doctorates from the University of Birmingham and DeMontfort University in Leicester. He has also received the Chairman's Award for Lifetime Achievement from the GSM Association in 2007 and the Economists Innovation Award 2007 for Social & Economic Innovation. In 2008, Dr. Ibrahim was presented with the BNP Paribas Prize for Philanthropy, and also listed by TIME magazine as one of the 100 most influential people in the world.

Ms. Helen Clark
Administrator
United Nations Development
Programme, UNDP



Helen Clark became the Administrator of the United Nations Development Programme on 17 April 2009, and is the first woman to lead the organization. She is also the Chair of the United Nations Development Group, a committee consisting of the heads of all UN funds, programmes and departments working on development issues. Prior to her appointment with UNDP, Helen Clark served for nine years as Prime Minister of New Zealand, serving three successive terms from 1999 - 2008. Throughout her tenure as Prime Minister, Helen Clark engaged widely in policy development and advocacy across the international, economic, social and cultural spheres.

Under her leadership, New Zealand achieved significant economic growth, low levels of unemployment, and high levels of investment in education and health, and in the well-being of families and older citizens. She and her government prioritized reconciliation and the settlement of historical grievances with New Zealand's indigenous people and the development of an inclusive multicultural and multi-faith society.

Helen Clark advocated strongly for New Zealand's comprehensive programme on sustainability and for tackling the problems of climate change. Her objectives have been to establish New Zealand as being among the world's leading nations in dealing with these challenges. Helen Clark was also an active leader of her country's foreign relations and policies, engaging in a wide range of international issues. As Prime Minister, Helen Clark was a member of the Council of Women World Leaders, an international network of current and former women presidents and prime ministers whose mission is to mobilize the highest-level women leaders globally for collective action on issues of critical importance to women and equitable development. Helen Clark held ministerial responsibility during her nine years as Prime Minister for New Zealand's intelligence agencies and for the portfolio of arts, culture and heritage. She has seen the promotion of this latter portfolio as important in expressing the unique identity of her nation in a positive way. Helen Clark came to the role of Prime Minister after an extensive parliamentary and ministerial career. First elected to Parliament in 1981, Helen Clark was re-elected to her multicultural Auckland constituency for the tenth time in November 2008. Earlier in her career, she chaired Parliament's Foreign Affairs Committee. Between 1987 and 1990, she was a Minister responsible for first, the portfolios of Conservation and Housing, and then Health and Labour. She was Deputy Prime Minister between August 1989 and November 1990. From that date until December 1993 she served as Deputy Leader of the Opposition, and then as Leader of the Opposition until winning the election in November 1999. Prior to entering the New Zealand Parliament, Helen Clark taught in the Political Studies Department of the University of Auckland. She graduated with a BA in 1971 and an MA with First Class Honours in 1974. She is married to Peter Davis, a Professor at Auckland University.

Rt Hon Mr. Andrew Mitchell MP
Secretary of State
International Development, UK



Andrew Mitchell was appointed Secretary of State for International Development on 12 May 2010. As Shadow Secretary of State for International Development from 2005 to 2010, Andrew Mitchell led his Party's campaign to tackle global poverty.

Andrew Mitchell has seen first-hand the impact that deprivation, conflict and oppression have on the lives of ordinary people around the world. Having served as a UN peacekeeper in Cyprus in the 1970s, he went on to work and travel extensively in Africa and Asia, experiences that have stayed with him throughout his time as an MP. For the last three years Andrew Mitchell has organised Project Umubano, a social action project where approximately 100 volunteers work on a variety of development projects in Rwanda.

Andrew Mitchell was the Member of Parliament for Gedling from 1987 to 1997. During this period he held office as a Government Whip and as Minister for Social Security. He served as a Vice-Chairman of the Conservative Party from 1992 to 1993. Andrew Mitchell has represented Sutton Coldfield in Parliament since 2001.

Dr. Rajiv Shah
Administrator, USAID



Dr. Rajiv Shah was sworn in as the 16th Administrator of the United States Agency for International Development (USAID) on December 31, 2009. USAID, a U.S. Government agency, has provided economic and humanitarian assistance worldwide for almost 50 years.

Previously, Dr. Shah served as Under Secretary for Research, Education and Economics and as Chief Scientist at the U.S. Department of Agriculture, where he was responsible for safe, sustainable, competitive U.S. food and fiber system, as well as strong communities, families, and youth through integrated research, analysis, and education. At USDA, he launched the National Institute of Food and Agriculture, a new scientific institute that elevated the status and funding of agricultural research to be more in line with other major scientific groups. He also produced innovative initiatives in bioenergy, climate, global food security, childhood obesity, and food safety.

Prior to joining the Obama Administration, Shah served as director of Agricultural Development in the Global Development Program at the Bill and Melinda Gates Foundation. In his seven years with the Gates Foundation, Shah served as the Foundation's director of Strategic Opportunities and as deputy director of policy and finance for the Global Health Program. In these roles, he helped develop and launch the foundation's Global Development Program, and helped create both the Alliance for a Green Revolution in Africa, and the International Finance Facility for Immunization-an effort that raised more than \$5 billion for child immunization.

Prior to joining the Gates Foundation in 2001, Shah was the health care policy advisor on the Gore 2000 presidential campaign and a member of Pennsylvania Gov. Ed Rendell's transition committee on health. He is the co-founder of Health Systems Analytics and Project IMPACT for South Asian Americans. In addition, he has served as a policy aide in the British Parliament and worked at the World Health Organization.

Originally from Detroit, Michigan, Shah earned his M.D. from the University of Pennsylvania Medical School and his Master of Science in health economics at the Wharton School of Business. He has attended the London School of Economics, is a graduate of the University of Michigan, and has published articles on health policy and global development. Shah previously served on the boards of the Alliance for a Green Revolution in Africa (AGRA), the Seattle Public Library, and the Seattle Community College District. In 2007, he was named a Young Global Leader by the World Economic Forum. Dr. Shah is married with two children. He lives in Washington, D.C.

NURU ENERGY

Nuru Energy is a for profit social enterprise founded in 2008 and is currently operating in Rwanda, Kenya, and India. Together, Nuru's current countries of operations are home to over 650 million people without electricity who spend up to 40% of their income on ad-hoc solutions, such as kerosene, for lighting.

With seed-funding from the World Bank and help from end users, Nuru Energy designed the Nuru lighting system as an affordable, clean, safe and environmentally sound solution. In addition to providing affordable, clean, and safe lights to people, Nuru Energy offers an income generating activity for rural entrepreneurs. Located in the customers' communities, each entrepreneur sells lights and then charges the customers a small fee to recharge the lights using the Nuru POWERCycle™ pedal generator. The income launches an entrepreneur out of poverty, giving them close to 10 times the average income, while saving customers 90% on lighting costs.

Nuru Energy is developing a number of new products that are designed for the base of the pyramid market, thus providing an off-grid energy platform that is truly affordable for the world's poor.



REUTERS MARKET LIGHT

In rural India, where nearly 60 percent of the working population makes their living from agriculture, farmers receive only 20-25% of the price of their final produce, vis-a-vis 40-50% in the developed world. Reuters Market Light (RML) is the first mobile phone based, easy to use, professional information service specially designed for the Indian farmer community. Launched on October 1, 2007, RML is a pioneering service that brings transparency and fairness to an underserved world market.

The information provided by RML enables farmers to take informed decisions and reduces their production and marketing risk thereby directly enhancing their livelihood. Through sharing, it is estimated to have been used by over a million farmers in over 15,000 villages. Farmers have reaped significant return on their investment achieving up to INR 200,000 (\$4,000) of additional profits, and savings of nearly INR 400,000 (\$8,000) on a service costing only INR 250 (\$5) for three months.





LIFESPRING HOSPITALS

LifeSpring Hospitals is an expanding chain of small maternity hospitals serving low-income women in India. Created in response to the dearth of opportunities available for low-income women to access both affordable and high quality healthcare, LifeSpring specializes in normal and caesarean deliveries, in addition to antenatal and postnatal care, as well as family planning services.

The all-inclusive prices are one third to one half of the prevailing market rates at private hospitals. LifeSpring's specialization in maternal healthcare has allowed the company to significantly drive down costs, while focusing on standardized processes that ensures consistent, high quality clinical care. High asset utilization and throughput mean that resources are used very efficiently. By running the hospital chain as a for-profit (but not profit-maximizing) business, LifeSpring treats women who come to these hospitals as customers demanding dignified maternal care, instead of passive recipients of charity.

LifeSpring Hospitals was started as a proof of concept in 2005. Since then, eight more hospitals have been established. LifeSpring is a social enterprise with a dual goal of fulfilling its social mission while achieving financial sustainability.

NOVARTIS

The Novartis Malaria Initiatives story is one of innovative partnerships spanning two decades and four continents. Novartis and Chinese partners transformed an herbal remedy, used for centuries in traditional Chinese medicine, into an effective modern antimalarial medicine that earned approvals from regulatory agencies in both developed and developing countries. Since 2001, Novartis has delivered over 340 million of its antimalarial treatments, without profit, to more than 60 malaria-endemic countries for public sector use. These treatments, 75% of which are for children, have helped save an estimated 850,000 lives. Since the beginning of its Malaria Initiatives program, Novartis has pioneered access to medicines in the developing world through an innovative not-for-profit distribution concept, coordination of best practice sharing workshops, development of new formulations and capacity building.



More recently, Novartis along with Roll Back Malaria, Vodafone, IBM, and the Tanzanian Ministry of Health and Social Welfare launched a public-private partnership called SMS for Life to help ensure medicines reach patients who need them, particularly in remote areas. Led by Novartis, this initiative helps combat the challenges of stock-outs of therapies and injectables.

The Novartis Malaria Initiatives program proves that increasing access is not just a matter of buying drugs and distributing them, it is about incorporating training, logistics management, other types of technical expertise, and public-private partnerships to ensure long-term health impacts.

Mr. Graham Baxter

Acting CEO
International Business Leaders Forum,
IBLF



Graham is a graduate of Oxford University (MA Geology) and Liverpool University (PhD Oceanography). He worked as a Geologist in the oil and gas exploration industry for 11 years, joining Britoil in Glasgow, Scotland in 1981. In 1986, he transferred to the commercial function in Britoil's Strategic Planning team. He worked in a number of commercial roles in BP's Exploration and Production and also Gas businesses in the UK, before joining BP Solar in February 1999. Following the Solarex / BP Solar merger he moved to Baltimore, USA in July 1999. There, he was initially Chief of Staff, then Vice-President of Solar Solutions leading a small global team developing large-scale rural infrastructure. From February 2003, Graham worked for Communications and External Affairs at BP Group HQ in London, developing a corporate responsibility framework for the organisation. He was appointed Vice-President, Corporate Responsibility in October 2003 - where he was accountable for implementing the corporate responsibility framework, managing international NGO and socially-responsible investment relationships as well as shaping community engagement and investment globally. He was a founding Board member of the Extractive industries Transparency Initiative. He retired from BP in July 2007 and joined IBLF in October 2007.

Since then, Graham has led IBLF's programmes which includes emerging business standards with respect to Human Rights, Corruption, Post-Conflict operations, Employability and Enterprise Development, and Health. The programme also delivers Secretariat support for the Voluntary Principles on Security and Human Rights for the Extractive Industries and the UK Network of the UN Global Compact. Recently, his focus has been on Inclusive Business Models through Business Call to Action, Business Innovation Facility and UK's Department of International Development outreach programme. Graham is also leading the development of new opportunities for leading companies to grow their markets and value chains in emerging economies while at the same time optimising their impact on Development. He is exploring and building new Enterprise Development opportunities focusing on Africa which include Inclusive Business Models and also Bottom of the Pyramid Global Leadership Summit 2010.

Mr. Rajat Kumar Gupta

Chairman
International Chamber of Commerce



Mr. Gupta, an Indian national who resides in the US, held a range of top management posts at McKinsey during his 34 years with the firm. He joined the company in 1973 and rose rapidly through the ranks, assuming leadership of its Scandinavian offices in 1973 and its Chicago office in 1981. In 1994, he was appointed the firm's Managing Director Worldwide, the first Managing Director to be born outside of the US. He was Senior Partner Worldwide from 2003 to 2007.

Mr. Gupta is an independent Director of Procter & Gamble, AMR Corporation, Harman International, Qatar Financial Centre, and a Strategic Advisor to Sberbank. He is also the Chairman of the Board of Genpact and New Silk Route Private Equity.

Mr. Gupta also possesses in-depth knowledge of the United Nations, having served as the UN Secretary-General's Special Advisor on UN Reform. He is on the Board of the Rockefeller Foundation and is active in many non-profit institutions focused on education, health and development, including, Chairman of the Board of the Indian School of Business, Board of Associates of the Harvard Business School, Chairman Emeritus of the Global Fund for AIDS, Tuberculosis and Malaria, Chairman of the Public Health Foundation of India, Chairman of the Advisory Board of the Bill & Melinda Gates Foundation, and Co-Chair of the American India Foundation.

THE WORLD BUSINESS AND DEVELOPMENT AWARDS

The World Business and Development Awards recognize companies that explore new business opportunities and use their core business expertise in a way that contributes both to the Millennium Development Goals, and to their commercial success.

Experience has shown that entrepreneurs and firms that focus on contributing to the MDGs drive innovation, build markets and create new areas for growth. Inclusive business models both produce and reap the benefits of human development.

They build bridges between business and the poor for mutual benefit. The benefits from such models go beyond immediate profits and higher incomes. For business they include driving innovation, building markets and strengthening supply chains. And for the poor they include higher productivity, sustainable earnings and greater access and empowerment.

WBDA objective

By recognizing and rewarding achievement of the private sector in supporting one or more of the MDGs the awards:

- **Illustrate** the value of links between business practices and the MDGs.
- **Promote** 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.

GroFin / SHELL GroFin, in partnership with the Shell Foundation, has developed a business model that has been successfully piloted in Africa and proven to create sustainable employment through the integrated provision of skills and finance to Small and Medium-sized Enterprises (SMEs) The company currently operates in South Africa, Kenya, Tanzania, Uganda, Ghana, Rwanda, Nigeria and Oman.

Unlike traditional financiers, GroFin supports start-up and growing SMEs on the basis of the viability of their business and not on available collateral or track record. Instead, the company addresses the key risks that are responsible for the high failure rate of SMEs: lack of access to finance, and lack of management skills to grow and sustain a business.

The approach is designed to be applied at scale in developing economies and across all sectors. To date, GroFin has supported in excess of 200 businesses across eight countries. Less than 10% of these investments have failed - a testament to the sustainability and scalability of the SME growth sector.



HEINEKEN Heineken has developed a sustainable local supply chain for its local subsidiary in Sierra Leone, Sierra Leone Breweries Ltd that helps local sorghum farmers compete against imported grains. It has the advantage of a shorter supply chain, diversification of sources, the saving of scarce foreign currencies and the stimulation of the local economy. The initiative also had the goal of raising farmers' income derived from sorghum and hence alleviating poverty. Key to its success is a demand-led approach and the identification of stakeholders in the value chain.

The project – supported by the Common Fund For Commodities – introduced better production technologies, facilitated secure access to markets, organized farmers in order to reduce transaction costs and facilitated access to credit. It also introduced best agricultural practices among farmers. As a result, the average income per family has increased and Heineken has adopted an Africa-wide strategy to procure at least 60% of their raw materials from local sources.

THE 2010 WORLD BUSINESS AND DEVELOPMENT AWARDS WINNERS

CEMEX Cemex Productive Centers for Self-employment (PCS) began operations in 2007 and uses an inclusive business model that offer members of a community that are unemployed and/or earning less than 2 minimum wages (10 USD per day) the opportunity to produce construction materials that can be used to build or improve their houses, their communities or to be sold for additional income. Community members contribute their labor, while CEMEX provides the machinery, the technical knowledge and raw materials. After training, community members produce construction materials and are paid with half of what they produce.

Participants can sell their products to CEMEX's supply chain, as well as within their own community.

CEMEX works to foster the creation of social entrepreneurship as sales and distribution channels to cover markets of high marginalization and to promote progressive construction projects in locations with high poverty. More than 3,500 families have benefited from the program, which has generated self employment for over 500 people.



ELI LILLY Recognizing that multidrug-resistant tuberculosis (MDR-TB) cannot be halted by medicine alone; Eli Lilly and Company (Lilly) created the Lilly MDR-TB Partnership in 2003. This public-private initiative mobilizes over 20 partners on five continents to tackle the scourge of TB in all its forms. Lilly is contributing US\$ 120 million in cash, medicines, advocacy tools and technology to focus global resources on prevention, diagnosis and treatment of TB and MDR-TB. An additional US\$ 15 million was given to the Lilly TB Drug Discovery Initiative; a nonprofit with the goal of accelerating the discovery of new drugs to treat TB by bringing together specialists from around the world.

Lilly and its partners work together closely, sharing knowledge, expertise and research in the quest to contain and conquer MDR-TB, a disease that disproportionately affects impoverished populations. The initiatives of the Lilly MDR-TB Partnership all have one thing in common: improved care for some of the world's most vulnerable people, delivered in a manner that is sustainable and builds capacity within the communities where it is needed most.

Innovations that Improve Lives



The Business Call to Action (BCtA) aims to accelerate progress towards the Millennium Development Goals (MDGs) by challenging companies to develop inclusive business models that offer the potential for both commercial success and development impact.

Companies have responded to the BCtA by making commitments to improve the lives and livelihoods of millions of people through business ventures that engage low-income people as consumers, producers, suppliers, and distributors of goods and services.

BCtA's value-added stems from its ability to provide:

- A global leadership platform
- Advice on the development of BCtA initiatives
- Linkages with other key stakeholders

Learn more about the benefits of membership at:
www.BusinessCalltoAction.org

Make a Difference. Join Today.

THE INTERNATIONAL JUDGING PANEL

The winners of the 2010 World Business and Development Awards have been selected by an eminent international panel drawn from business, research, foundation and non-governmental organizations. The panel comprises:

Graham Baxter is Acting Chief Executive Officer, of the International Business Leaders Forum, the non-profit that puts business at the heart of sustainable development. Prior to joining IBLF in 2007 he was Vice President of Corporate Responsibility for BP.

Jean-Guy Carrier became the Acting Secretary General of the International Chamber of Commerce on 27 July 2010. He is also Director of Programmes for the ICC Research Foundation. Prior to joining ICC, Mr. Carrier, an author, publisher and editor with broad international experience, lived and worked in many regions of the world in the course of his international career.

Ying Chen is the Director of Beijing Rong Zhi Institute of Corporate Social Responsibility, and the Director of the Center Office of the Global Compact Network China. She launched the China Business Council for Sustainable Development (CBCSD) in 2002 and became the Council's permanent Director. Ms. Chen is actively involved in promoting social responsibility issues in China.

Lisa Dreier is Director of Public Private Partnerships at the World Economic Forum. Prior to taking up her present appointment, she was Associate Director of the Earth Institute at Columbia University and Task Force Manager of the UN Millennium Project.

Oded Grajew is the Founder and Chair of the Board of Instituto Ethos de Empresas e Responsabilidade Social (Ethos Institute of Business and Social Responsibility) as well as Abrinq Foundation for Children and Adolescents' Rights. He is the originator of Movimento Nossa São Paulo (Our São Paulo Movement) in Brazil and the Founder/Partner of Todos pela Educação (All for Education).

Ted London is a well-known scholar and teacher on Base of the Pyramid issues. London is a Senior Research Fellow at the William Davidson Institute at the University of Michigan. He is also on the faculty at the Stephen M. Ross School of Business at the University of Michigan, where he teaches an MBA course on the topic, "Business Strategies for the Base of the Pyramid".

Jane Nelson is Director of the Corporate Responsibility Initiative, Harvard Kennedy School. She is also Senior Fellow at the Mossavar-Rahmani Center for Business and Government at Harvard Kennedy School.

Judith Rodin has been President of the Rockefeller Foundation since 2005. She was previously President of the University of Pennsylvania, the first woman to lead an Ivy League institution, and Provost of Yale University.

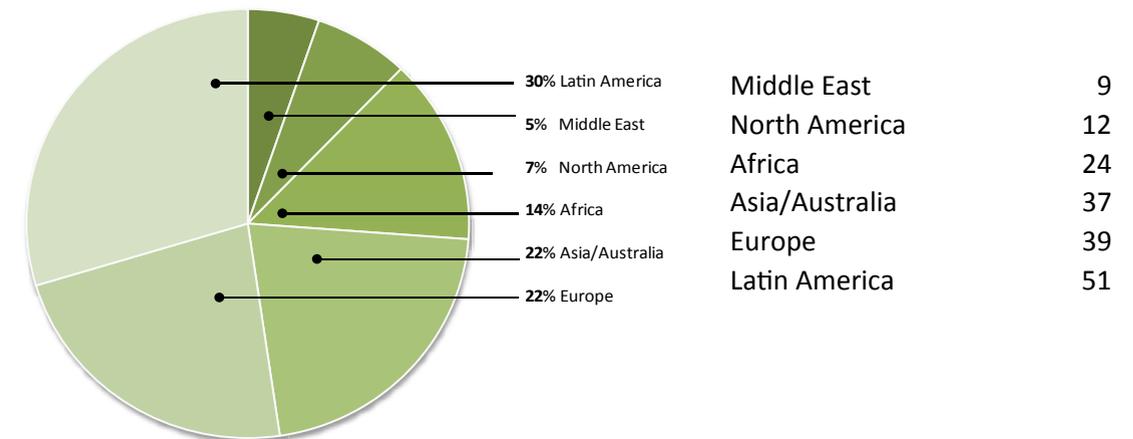
Jason Saul is the CEO of Mission Measurement and a leading expert on strategy and performance measurement in the social sector. He has written and spoken extensively on the topics of corporate social responsibility, nonprofit effectiveness and measuring social impact. He serves on the faculty of Northwestern's Kellogg School of Management as a Lecturer of Social Enterprise. He also teaches at Boston College's Center for Corporate Citizenship.

The work of the International Judging Panel was coordinated by Alan Detheridge. He is 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.

THE 2010 ENTRIES

This year the World Business and Development Awards received a record number of 172 entries from 42 countries.

APPLICATIONS BASED ON REGION



The organizers and the International Judging Panel were impressed by the overall high quality of projects submitted and it was a great challenge to select only 10 winners.

The panel stressed that the 10 winners excel in demonstrating clear linkages between their core business practices and the contribution they make to achieving the MDGs.

The winning entries also exhibited inspiring partnership approaches with a variety of stakeholders while revealing potential for scaling up and replication in the future. The ten winning companies were honored during the World Business and Development Awards ceremony on September 21, 2010, in New York City.