



2008

**WORLD BUSINESS AND
DEVELOPMENT AWARDS**

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WELCOME

The International Chamber of Commerce (ICC), The Prince of Wales International Business Leaders Forum (IBLF) and the United Nations Development Programme (UNDP) are proud to be hosting the 2008 World Business and Development awards, as part of the High-level Event on the Millennium Development Goals (MDGs) convened by the Secretary-General of the United Nations and the President of the General Assembly. We wish to express our grateful thanks to the Patrons of the awards, Her Majesty Queen Rania Al Abdullah of the Hashemite Kingdom of Jordan and His Excellency President Abdoulaye Wade of Senegal, for their commitment and contribution to these awards.

It is our great pleasure to honor 10 private sector initiatives that represent outstanding business activities around the world and to celebrate their vision, innovation and contribution to the MDGs.

The eight MDGs – which range from halving extreme poverty to providing universal primary education and to halting and reversing the spread of AIDS, all by the target date of 2015 – form an agreed vision for a better 21st century agreed to in September 2000 by all countries at the United Nations. Eight years later, the world has made undeniable progress. But, based on current trends, many of the MDGs will not be reached on time.

The 10 winners of the 2008 World Business and Development awards demonstrate that business can both make a significant contribution to development and be commercially successful at the same time. Along with previous Award winners, they will serve as worldwide recognized examples of how the private sector organizations can contribute to the MDGs through their core business activities.

While the private sector is a crucial partner in meeting the MDGs by 2015, their role should be as part of a broader partnership that includes governments, civil society and multilateral organizations, all of which have critical parts to play too. We hope that these powerful examples of success will encourage national governments and international institutions to create policy frameworks to promote further inclusion of the private sector as we redouble efforts to achieve the MDGs.

We hope that building awareness of the MDGs in the business community, and sharing best practices of related core business activities, will inspire other companies to follow in the footsteps of the 10 Award winners that we are celebrating here today.

Guy Sebban *ICC Secretary General*
Adam Leach *IBLF Chief Executive Officer*
Kemal Derviş *UNDP Administrator*

THE 2008 WORLD BUSINESS AND DEVELOPMENT AWARDS PATRONS

Her Majesty Queen
Rania Al Abdullah
of the Hashemite
Kingdom of Jordan



Since her marriage to His Majesty King Abdullah ibn Al Hussein (then Prince), in 1993, Her Majesty Queen Rania Al Abdullah of Jordan has been an outspoken philanthropic advocate and a promoter of advancing health and educational opportunities in Jordan and across the globe.

Queen Rania has a special interest in several core issues: improving the quality of life of the family unit, including protecting children from violence and promoting Early Childhood Development; promoting excellence and innovation in education; and developing income-generating projects as well as advancing best practices in the field of microfinance. She has also been particularly vocal about the importance of cross cultural and interfaith dialogue to foster greater understanding, tolerance and acceptance across the world. Her Majesty is also a strong voice in calling for Women's active role in the workforce, and promoting women's Higher Education by offering multiple scholarships at international universities to female applicants in various disciplines.

Queen Rania is on the Board of Directors of several international organizations such as the World Economic Forum (WEF); the United Nations Foundation (UNF); International Youth Foundation (IYF); the Foundation for International Community Assistance (FINCA); and the GAVI Fund. Her Majesty is UNICEF's first Eminent Advocate for Children and is also the World Health Organization's Patron for Violence Prevention in the Eastern Mediterranean Region.



President
Abdoulaye Wade
of Senegal

His Excellency President Abdoulaye Wade of Senegal is a widely respected global leader who is admired for his work advocating for democracy, human rights and development within Senegal, Africa and throughout the world. President Wade was educated in Senegal and Grenoble, France where he received doctorate degrees in Law and Economics.

In 1974 President Wade founded the Parti Democratique Senegalais (PDS) which ended the single party system in the country and contributed to the liberalization of Senegalese political life. Upon taking office in 2000, one of his first acts as President was to modernize the Senegalese Constitution. In the 2007 elections President Wade was reelected for a second term of President. Today Senegal has a democratic political culture, being part of one of the most successful democratic transitions in Africa.

President Wade has taken historic steps toward the expansion of human rights in Senegal and throughout Africa. He has been the intellectual inspiration and champion of NEPAD, the purpose of which is to promote African Development and to bridge the gap between Africa and the developed world.

President Wade has consistently advocated for the Millennium Development Goals locally and globally. He has opened the Senegalese economy to the world Market, made education one of his primary objectives, taken a strong stance on combating HIV/AIDS and fought for the promotion of women's rights, most recently achieving gender balanced representation in the African Union Commission.

THE WORLD BUSINESS AND DEVELOPMENT AWARDS

Established by the International Chamber of Commerce in 2000, the biennial World Business and Development Awards (WBDA) are the first worldwide business awards to recognize the crucial role of the private sector, large and small, in implementing the Millennium Development Goals (MDGs). The spirit of the awards lies in the pursuit of innovative and productive core business practices to sustainable development and to help make the societies where they operate better places to live and work.

The United Nations has devoted the year 2008 to building a renewed momentum around the MDGs, including special emphasis on the role of business in development through the Business Call to Action. The 2008 World Business and Development Awards is one of the central events this year that recognizes the key contributions of the private sector to development.

The 2008 World Business and Development Awards drew an unprecedented 104 entries from 44 countries in virtually every region of the world, from small- and medium-sized enterprises, multinational corporations and large domestic companies.

WBDA OBJECTIVE

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

- **Raise awareness** among governments and businesses of private sector ability to contribute towards achieving the MDGs through their core business practices.
- **Provide insight** on how companies can successfully contribute towards the MDGs through innovative core business solutions.
- **Encourage action** at country and local levels and create a network of companies and entrepreneurs.

CORE BUSINESS INITIATIVES

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 empowerment.

Altering the perception of the impoverished from customer to drivers of growth is an important step to combating poverty and achieving the MDGs.



photo credits: Smart Communications

BUSINESS CALL TO ACTION

The Business Call to Action is the focal point for mobilizing the effort of business to support the growth in developing countries and contribute to the MDGs. The Business Call to Action challenges companies to find new business opportunities for the 21st century – using companies' core business in a way both contributes to the MDGs and contributes to their success.

There are over 60 businesses signed up to the Business Call to Action. These businesses, many of which are linked to agriculture and food can have a huge potential impact on improving the lives of people in developing countries through increasing investment, creating jobs and increasing skills, and developing goods, technologies and innovations which can encourage growth, and make people's lives better.

Companies that sign up are challenged to develop specific core business initiatives and turn their signatures into concrete action. During the 2008 Awards new business commitments will be made by international companies in support of the MDGs and the International Consortium for the Business Call to Action will be presented.



THE INTERNATIONAL JUDGING PANEL

The winners of the 2008 World Business and Development Awards have been selected by an eminent international panel drawn from business, labor, research and academic organizations and government. The panel comprises:

Rajat Gupta, Panel Chair and Senior Partner Emeritus of McKinsey & Company. Mr. Gupta is Vice-Chairman of the International Chamber of Commerce and independent Director of Goldman Sachs, Procter & Gamble, AMR Corporation, and Qatar Financial Centre. He also holds leadership positions in various not-for-profit institutions, including Chairman of the Global Fund for AIDS, Tuberculosis and Malaria.

Poonam Ahluwalia, Executive Director of the Youth Employment Summit. Mrs. Ahluwalia, is the founder and Executive Director of the Youth Employment Summit (YES) and Managing Director of the YES Academy International in Hyderabad, India.

Lisa Dreier, 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.

Oby Ezekwesili, Vice-President for Africa at the World Bank. Prior to her current appointment, Mrs. Ezekwesili served as Nigeria's Minister of Education and, before that, as Minister for Solid Minerals Development.

Muni Figueres, former Costa Rican Minister for Foreign Trade. Ms. Figueres is also the former external relations advisor of the Inter-American Development Bank, where she was responsible for identifying issues and constituencies of strategic importance to the bank.

Adam Leach, Chief Executive Officer, The Prince of Wales International Business Leaders Forum, the non-profit that puts business at the heart of sustainable development. Mr. Leach joined IBLF from a senior position at Oxfam as Regional Director.

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

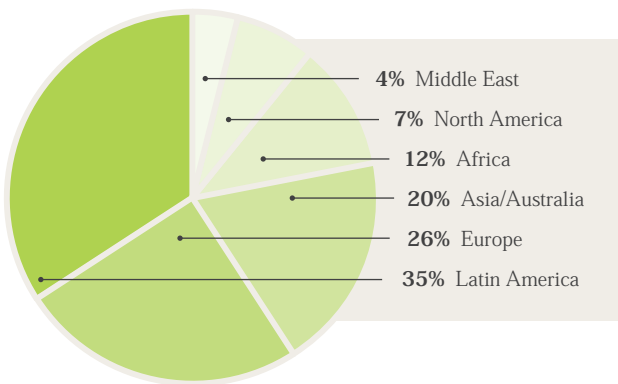
Jeffrey Sachs, Director of the Earth Institute and Quetelet Professor of Sustainable Development, Columbia University. He is also Special Advisor to United Nations Secretary-General Ban Ki-moon.

Guy Sebban, Secretary General of ICC. Prior to joining ICC, he held a variety of leadership positions within international corporations, most recently at Aventis and then as Senior Advisor to the CEO at Vivendi Universal.

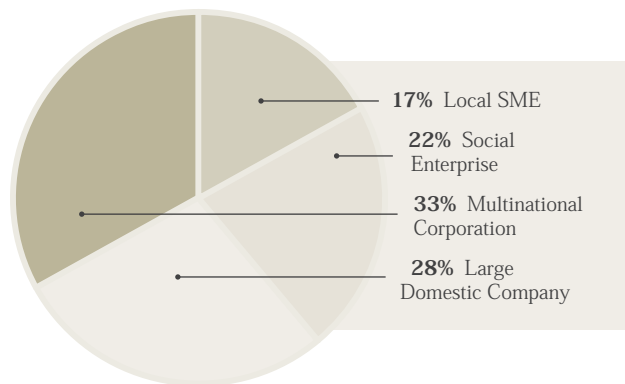
THE 2008 ENTRIES

This year the World Business and Development Awards received a record number of 104 entries from 44 countries.

APPLICATIONS BASED ON REGION



BACKGROUND OF THE 104 APPLICANTS



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 24, 2008, in New York City.

THE 2008 WORLD BUSINESS AND DEVELOPMENT AWARDS WINNERS

3K&A A small Ghanaian, family-owned and run business that has built a profitable soybean processing plant and developed new soy products. Its commercial success has been reliant on the rapid growth and improvement in the local production of raw materials (particularly soybean), made possible by investing in farming techniques, planning and commercial skills. In an area of Ghana where more than 80% of the population had never had access to currency, more than 2,800 farmers are now earning an average income of £531 per agricultural season.



DIAGEO Two decades ago, all the grain for Diageo's breweries in Africa was imported. The imports required precious foreign currency and represented a lost business opportunity for local farmers. Diageo joined a project to develop the cultivation of a beer-friendly variety of sorghum in Nigeria. The project identified a usable sorghum cultivar and trained farmers to grow the crop. Sorghum farmers reported

a 35-50% increase in yield from their land. Today, Diageo breweries in Nigeria source 95% of their grain from local farms, sustaining around 27,000 jobs. Diageo is a signatory to the BCTA.

ENDESA The largest utilities company in Spain, Endesa set out on a plan to make electricity accessible to the poorest part of the population in Brazil. The program is centered around the innovative concept of exchanging recyclable waste for electricity account credits. The two main objectives are to improve recycling and to provide customers with liquidity on their energy accounts, especially low income customers. The program has led to a substantial reduction of losses and unpaid accounts for Endesa and has helped to increase distribution to new customers who were previously unable to access electricity.



HAYGROVE Though winter tourism is a major source of business in the Gambia, much of the profits go to Western-owned tour operators, airlines and hotels. Haygrove identified a willingness amongst high-end tourist hotels and restaurants to switch their purchasing from imported to locally grown produce. However, hotels and restaurants were put off by unreliable supply and poor quality. Haygrove and partners established a project called ‘The Gambia is Good’. The project has had a major impact in connecting the high-end tourism market to the benefit of local agriculture workers, by dramatically improving their horticultural production capacity, both in terms of quality, yield and diversification.

OLAM NIGERIA Nigeria consumes about 5.4 million MT (metric tons) of rice annually while local production only amounts to some 2.3 million MT per year. The remaining 3.1 million MT is imported, making Nigeria the second largest importer of rice in the world. Olam Nigeria, a major rice importer, decided to invest in local production of high quality rice for Nigeria's domestic market. In 2006, USAID/Nigeria entered into partnership with Olam, providing over 10,000 farmers with secure markets, high quality inputs, access to commercial finance, and technical assistance to produce high quality rice. In less than 3 years, the program has improved farm productivity by more than 200% and increased farmer profitability by more than 250%.



SAFARICOM M-PESA is a new Safaricom service in Kenya allowing customers to transfer money and access other mobile banking services using their mobile phone. In the last few years, Africa has recorded the greatest mobile telephony growth in the world. In Kenya alone, there are over 12 million mobile phone subscribers, yet out of 33 million Kenyans, only 3 million operate bank accounts. M-PESA bridges this gap using mobile technology, making money transfer affordable and secure. Within one year, the M-PESA customer base had expanded to 2.7 million subscribers and now Safaricom now adds approximately 200,000 new customers per month to M-PESA. The reliable savings mechanisms and credit services provided by M-PESA have helped poor communities increase income and work their way out of poverty.

SISTEMA SER

The objective of Sistema Ser (SSer) is to improve the lives of those at the bottom of the economic and social pyramid in Argentina by increasing their access to health care. SSer has a self-financed system that provides primary care at low prices. SSer has two components: a nonprofit foundation (Fundacion Ser) and a network of non-exclusive associated providers (for profit). Individuals can join the system by purchasing a card (for about US\$4 a year) that allows a variety of medical services and prescription drugs to be bought at significantly below market rates. To date, SSer has 20,000 members.



SMART COMMUNICATIONS

SMART is the leading wireless services provider in the Philippines. Before SMART introduced low-cost mobile phone subscription in 1994, there were only 1 million landline subscribers and 102,400 mobile phone owners, all of whom belonged to the more affluent social classes. By the end of March 2008, there were 58.9

million mobile phone owners, of whom 31.6 million subscribed to the SMART network. Adhering to its original strategy and riding on the success of a project called 'Smart Load', the company has introduced about 20 other innovative products/services in the span of just over 10 years. These products have revolutionized the telecommunications market in the Philippines, giving the poor access to communication and micro-enterprise opportunities.

SYNGENTA When it comes to feeding the world's growing population, sustainability is one of the greatest challenges facing the world today. Syngenta helps increase sustainable agricultural productivity in order to address these challenges. It provides innovative tools and technologies that help farmers produce more on limited farmland. The tropical sugar beet project is an example of this. The specially developed tropical sugar beet can yield the same quantity of sugar per hectare as cane in half the time. This directly improves the livelihoods of smallholder farmers and their communities in developing countries; helps increase food production; generates employment; protects and improves soils; and ensures more efficient use of precious natural resources, especially water.



ZMQ SOFTWARE SYSTEMS As an innovative software solution provider, ZMQ develops ICT products for new markets in India at the bottom-of-the-pyramid, by successfully reaching out to grass-root, under-privileged, and marginalized communities. On World AIDS Day, 1 December 2005, under the banner "Freedom HIV/AIDS", ZMQ released four

mobile games on HIV/AIDS awareness to reach out to millions of people. It was a pioneering initiative to create awareness of HIV/AIDS within grass-root communities. The objective was to make use of the latest mobile technology to help combat a serious disease. In the span of 15 months, the four games reached 42 million people in India, with a download of 10.3 million game sessions.

The following entries were highly commended by the International Judging Panel:

Cisco (USA)

Bridging the digital divide by providing ICT education in developing countries.

The Consortium of Maya Nut Producers (Guatemala)

Six women's community businesses working to conserve biodiversity and reduce poverty and malnutrition.

Ericsson (Sweden)

An innovative public-private partnership to bring voice and internet communication to the 12 Millennium Villages.

Madagascar Bamboo (Madagascar)

Produces fused bamboo flooring and other products for export markets from sustainable sources.

MEDEP (Nepal)

Creates employment opportunities and income generating activities in rural areas of Nepal.

SABMiller (UK)

Creates opportunities for small-scale, non-commercial farmers to supply the brewer with barley and sorghum.

Sumitomo Chemical (Japan)

Developed a mosquito net that slowly releases insecticide, enabling the net to maintain its efficacy for over five years.

Telefónica Móviles (Peru)

Has established a public-private alliance for the development of telecommunication services in rural areas with high poverty levels.

Unilever (Vietnam)

Runs a 'hand-washing with soap' program educating children and women about basic health and hygiene habits.

WWR Bio Fertilizer (Bangladesh)

A waste recycling project in Dhaka based on a public-private partnership model and carbon financing.

Presented by



International Chamber of Commerce
The world business organization

The International Chamber of Commerce is the voice of world business, championing the global economy as a force for economic growth, job creation and prosperity. ICC activities cover a broad spectrum, from arbitration and dispute resolution to making the case for open trade and the market economy system, business self-regulation, fighting corruption and combating commercial crime. www.iccwbo.org



The International Business Leaders Forum works with business, governments and civil society to enhance the contribution that companies can make to sustainable development. Founded by HRH The Prince of Wales, the IBLF is an independent, not-for-profit organization currently supported by over 100 of the world's leading businesses. www.IBLF.org



United Nations Development Programme is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. Working on the ground in 166 countries, the organization supports national partners to address development challenges and achieve the Millennium Development Goals. www.undp.org

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In association with

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Tracking the Millennium Development Goals: www.mdgmonitor.org

