



**Asia-Pacific
Economic Cooperation**

2015/SOM3/IEG/DIA/003

Session: 1

UNDP's Business Call to Action

Submitted by: United Nations Development Programme



APEC
PHILIPPINES
2 0 1 5

**Public Private Dialogue on Inclusive Business
Cebu, Philippines
27 August 2015**

APEC 2015 3rd Senior Officials Meeting (SOM3)
Public-Private Dialogue on Inclusive Business



*Empowered lives.
Resilient nations.*

A dark blue square with the words 'BUSINESS CALL TO ACTION' in white, bold, sans-serif capital letters. 'BUSINESS' and 'CALL TO' are in a smaller font size than 'ACTION', which is the largest and most prominent word.

**BUSINESS
CALL TO
ACTION**

By Titon Mitra
UNDP Country Director

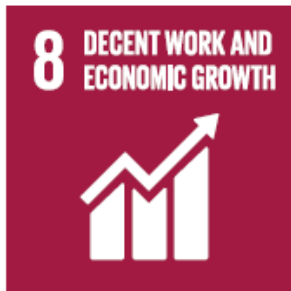
Cebu City
27 August 2015

The Sustainable Development Goals (SDGs)



Empowered lives.
Resilient nations.

End extreme poverty. Fight inequality & injustice. Fix climate change.





*Empowered lives.
Resilient nations.*

What is the Business Call to Action (BCtA)?

- Launched in 2008 at the United Nations
- Challenges companies to develop innovative business models for both commercial success and development impact.
- 108 leading companies worldwide already committed to improve the lives and livelihoods of millions through commercially-viable business ventures

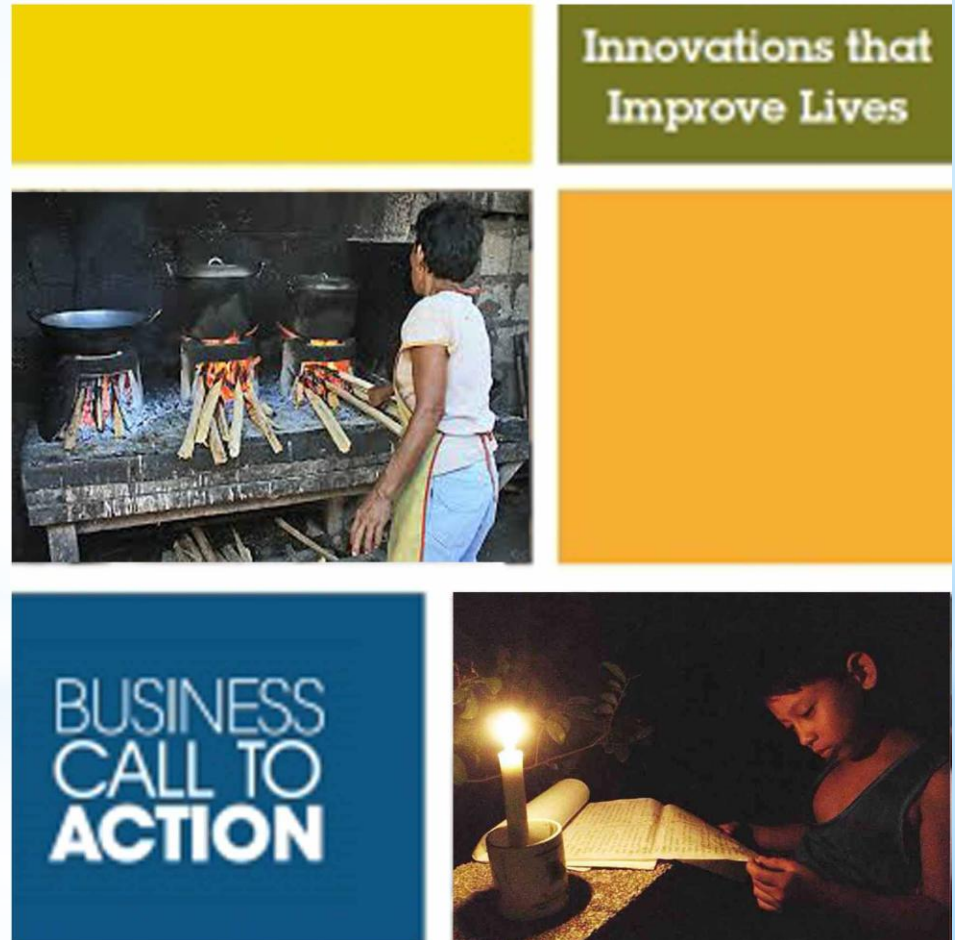


BCtA in Action: Innovations that Improve Lives



*Empowered lives.
Resilient nations.*

- More than 1.4 billion people (18 % of the global population) have no access to electricity
- Nearly 3 billion (40% of the global population) rely on biomass for their cooking needs.



BCtA in Action: Innovations that Improve Lives



*Empowered lives.
Resilient nations.*



Affordable lighting and
phone charging products



Impacting
the lives of
2 million
people
over 20
countries



BCtA in Action: Innovations that Improve Lives



Community development
through energy access
with solar powered home
systems

Provide 50,000 off-grid
rural homes with solar
power by 2020



BCtA in Action: Innovations that Improve Lives



Decentralized energy solutions to underserved households and institutions

Expanding operations to impact 1 million lives while reducing CO2 emissions by 100,000 tonnes by 2017





*Empowered lives.
Resilient nations.*

BCtA in Action: Innovations that Improve Lives

MUJI
無印良品

Supporting low-income artisans in transitional and post-conflict regions in Cambodia, Kenya and Kyrgyzstan

An 8% increase in production and 1.3 million dollars of revenue from eco-friendly job opportunities



BCtA in Action: Innovations that Improve Lives



Sompo Japan
Nipponkoa

Provided
insurance to
4,300 rice
farmers in
Thailand in
2014

Typhoon *insurance* to enhance
resilience of 30,000 small farmers
in Southeast Asia by 2025



Why join the BCtA?



*Empowered lives.
Resilient nations.*

There is no cost to join and members benefit from access to:



A high-visibility leadership platform



**A
Community
of Practice**



**Support for
Initiative
Development**



**Impact
Measurement
Services**

BCtA in Action: Innovations that Improve Lives



Sustainable housing solutions to
Mexican communities

Building
homes and
measuring
social
impact





*Empowered lives.
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How to join the BCtA?

To be eligible, businesses must:

- Demonstrate potential for both financial returns and economic/ social returns
- Represent a new approach to business
- Be able to generate measurable results
- Have financing in place.

Submit online application form to the BCtA Secretariat.

Email: BCtA.Secretariat@undp.org
Web: www.BusinessCalltoAction.org
Tel: +1 212 906 5695

Inclusive Business Framework



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Thank you!!!

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End extreme poverty. Fight inequality & injustice. Fix climate change.

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE AND JUSTICE 	17 PARTNERSHIPS FOR THE GOALS 	SUSTAINABLE DEVELOPMENT GOALS 

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UKaid
From The British people



SWEDEN



International Finance Corporation
WORLD BANK GROUP



IDB



USAID
FROM THE AMERICAN PEOPLE



Ministry of Foreign Affairs



UNDP
Empowering People. Redefining Possibilities.



THE GLOBAL COMPACT



MINISTRY FOR FOREIGN AFFAIRS OF FINLAND

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Reshaping worlds.



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FOR PEOPLE AND PLANET

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Reshaping Markets.