

4C - Shared resources: Creating useful resources for the BOP **(bottom of the pyramid) market**

What is social business? How can social business create useful resources for the people in the bottom of the pyramid? What kinds of role can the corporate play when dealing with social business? The conference invites Saskia Bruysten, CEO and Strategic director of Grameen Creative Lab (Germany); Sergio Araujo, CSR manager in Coelce (Brazil) and Laure Vincotte, General Manager from GDF SUEZ to discuss and provide with solutions to these questions.

Ms. Bruystens highlighted the fact that social business stands in between NGOs/public sector and the traditional businesses because they aim to solve problems, just like the NGOs but they are also “run on their own steam” as profit seeking businesses, meaning they do not engage in fund raising. Her organization specializes at skill building & training, advisory, implementation services and social business funds.

Some of their projects in promoting social businesses include partnerships with big corporations such as Danone, Adidas etc. as they believe that corporations can play a major role by creating resources for the poor. For example, it assisted BASF Chemical to distribute insecticidal nets in urban areas and sell long-lasting insecticidal nets at an affordable price to the poor in Bangladesh. This provides effective protection against malaria and other insect-borne disease.

Mr. Araujo described his business eCoelce, which is part of the Coelce group, as a system that enables people to submit their waste and earn points from that, which further enables a certain reduction from individuals’ electricity bills. This program is mainly directed to low income individuals, who cannot afford to pay their bills. The phases of the process involve people collecting the waste, then taking it to the collection centers and earning points on their special cards. These points allow the cardholders to reduce their electricity bills. Further the waste is collected, sorted and recycled. The type of waste that can be recycled includes metal, paper, plastic and glass. The location of the collection point of waste is of utmost importance since it ought to be accessible to the customers, which is the low-income portion of the population.

According to **Mrs. Vincotte**, her firm GDF SUEZ aims to promote access to sustainable energy for all, as a way to create shared-value to reduce energy scarcity and thus, fostering economic and social development of isolated towns and regions. It generated 3 levers of action serving a common goal: encourage employee participation as skill sponsorship, establish GDF SUEZ Foundation, and create investment from social entrepreneurs. And also, by considering the needs of the local population as a basis for project sustainability, the company actively cooperates with public authorities and non-governmental organizations to conduct projects. Thus, GDF SUEZ realized its responsibility to act as the world No.1 utility and its “For people, By people” mission.