

Innovations that Improve Lives



Photo Credit: Royal DSM Nutrition Improvement Programme

What is the Business Call to Action?

Around the globe, business investments are a powerful driver for economic and social change. These investments have the potential to realize commercial success while also helping people escape from poverty.

The **Business Call to Action (BCtA)** encourages companies to develop innovative new business models that meet the **Millennium Development Goals (MDGs)** by providing jobs, contributing to environmental sustainability, addressing healthcare challenges in developing countries, and creating opportunities for women.

The BCtA global leadership platform is supported by the **Australian Agency for International Development**, the **Dutch Ministry of Foreign Affairs**, the **Swedish International Development Cooperation Agency**, the **UK Department for International Development**, the **US Agency for International Development**, the **United Nations Development Programme**, the **United Nations Global Compact**, and the **Clinton Global Initiative**.

The Companies

Worldwide, **83 companies** have responded to the BCtA by making commitments to improve the lives and livelihoods of millions through commercially-viable business ventures that engage low-income people as consumers, producers, suppliers, and distributors of goods and services.

BCtA member initiatives include pledges to provide access to financial services for more than **59 million people**, promote improved health outcomes for **60 million people**, and enhance access to energy for **89 million low-income households**.

Why Join?

By joining BCtA, a company benefits from:

- A global leadership platform on which to demonstrate a genuine commitment to eradicate poverty and support the MDGs.
- Technical expertise and knowledge on inclusive business models and how to go about incorporating these models in core business activities.
- Partner networks with donor organizations for building partnerships.
- Validation and dissemination of the results of company actions in national, regional and international fora, including the UN.

How Can I Join?

The BCtA invites business to seize the opportunity to make that difference. There is no membership fee; companies are simply asked to submit an application via the BCtA website at:

www.BusinessCallToAction.org.

- Initiatives must show that they are:
- Able to generate economic and development benefits;
- Clearly linked to the company's core business;
- Incorporate a fresh approach to business for the company; and,
- Generate measurable results.

Limited technical support is provided by the BCtA Secretariat and its partners to help a company identify and develop appropriate company initiatives.

Celebrating 24 New Member Companies

AJINOMOTO

Ajinomoto - offering essential nutrients for children and mothers to combat malnutrition in Ghana



Aravind Eye Care System - rolling out online learning for eye care professionals



Babajob - empowering informal sector job seekers in India



ClickMedix - deploying technology enabled community health workers to deliver cost-effective health care in India



Drishtee Skill Development Center - providing livelihood skill development in rural India



DSM - providing nutritious meals in low income communities of Indonesia



Envirofit International - distribution of clean cooking technology through a partnership in Kenya



EMPOWER Pragati Vocational & Staffing - providing skill development for disadvantaged youth in India



FINO PayTech - increasing access to financial services for the under-banked in India through a mobile platform



FirstRand Bank - extending financial inclusion through branchless banking in urban India



Global Easy Water Products - providing affordable micro-irrigation systems for smallholder farmers in India



Hippocampus Learning Centres - scaling stimulating early education programs in rural India



Ikea - promoting sustainable cotton farming in India and Pakistan



L'Occitane en Provence - developing a more sustainable value chain for shea nut butter with women's cooperatives in Burkina Faso



Mahindra Rural Housing Finance - providing home loans to the underserved rural consumer in India



MicroVentures Incorporated (Hapinoy) - extending medical products and services to low-income Filipinos



Novartis - providing access to affordable medicine and health education in India



PharmaSecure - helping patients to better manage their health conditions through technology in India and Nigeria



PUPA - serving Brazilian pre schoolers with stimulating educational training



Ryohin Keikaku (MUJI) - developing the capacity of handicraft producers in low income countries



Shree Kamdhenu Electronics - improving the efficiency of milk cooperatives in rural India



Banco Santander Brasil - extending financial services to low-income communities in Brazil



TTNET - increasing internet literacy among low-income communities of Turkey



Ziqitza Health Care Limited - expanding ambulance services for all across India