



ABOUT US

The Business Call to Action was initiated in July, 2007 when UK Prime Minister Gordon Brown, together with the UN Secretary-General Ban Ki-moon, called on the private sector to take a greater role in the international community's efforts to ensure that the Millennium Development Goals (MDGs) are attained by 2015.

The overall goal of the BCtA is to accelerate progress towards the MDGs by encouraging companies operating or trading with developing countries to adapt their business models and core business expertise to help improve the lives of people through innovation, investment and the creation of decent jobs while realizing commercial success.

The BCtA's added value stems from its ability to:

- i) influence companies to undertake initiatives that offer real development potential along with commercial success, and
- ii) recognize, validate and disseminate meaningful results.

Having a viable business initiative widely promoted and even replicated can yield tremendous benefits for a company's reputation and market value.

Over the next five years, BCTA Company initiatives are expected to create thousands of jobs and benefit millions of poor people in all parts of the world. The initiatives will enable poor people to access information, finance and business expertise, and to create new businesses and employment opportunities.

OUR PARTNERS:

Australian Government
www.usaid.gov.au

The Clinton Global Initiative
www.clintonglobalinitiative.org

UK Government, Department for International Development
www.dfid.gov.uk

International Business Leaders Forum
www.iblf.org

UNDP
www.undp.org

UN Global Compact
www.unglobalcompact.org



UPCOMING EVENTS



MEET THE NEW
BCTA SECRETARIAT

Update on BCtA South Africa-Cape Town Event (World Economic Forum) June 11, 2009



Arun Kashyap Senior Advisor, UNDP and Lord Malloch Brown

Jane Nelson, Director, Business Leadership and Strategy IBLF



More than 60 business leaders participated in the recent Cape Town Event held during the World Economic Forum on June 11th. The event provided a valuable update on the progress of a number of BCtA initiatives. Hosted by the BCtA partners, the event was moderated by Tumi Makgabo, a well-known journalist in South Africa and former CNN anchor. The discussions also focused on companies eager to tap in to the economic potential of new and transformative markets.



Cheick Diarra, Chairman, Microsoft Africa

Compelling video clips which highlighted progress on BCtA initiatives were shared by the Coca-Cola Company, Diageo, SAB Miller, Standard Chartered and Vodaphone. Acknowledging the changing economic landscape, representatives from a number of new companies also announced plans to develop initiatives under the BCtA.

There was also an opportunity for new companies to interact and for an active question and answer session about the initiative. It is clear that the business sector has a vital voice and role to play in the implementation of the MDGs.

Recommendations and outcomes included:

- The need to continue to foster and to promote private-private sector partnerships
- A number of new signatories for the BCtA and support from governments in Rwanda and Uganda
- The desire to explore financing options as part of the BCtA initiative.



NOTE FROM THE PROGRAMME MANAGER

The BCtA is an exciting initiative that provides companies from around the world with an opportunity to innovate and make a difference in their markets. By inviting companies to find creative ways to support the Millennium Development Goals, millions of people around the world can have access to social and economic opportunity and local markets can literally be transformed.

Since the launch of BCtA in 2007, close to 80 companies have shown their readiness to sign up to the initiative. They have adopted business models that support, for example:

- Job creation and entrepreneurship in supply and distribution channels
- Access to finance for small enterprises
- Expansion of mobile telephony services
- Local production and sourcing of goods

The winning ingredients to these initiatives are that they are not one-off, they are linked to the core business of the company concerned, and they build local capacity and skills. This clearly provides a win-win solution for business, communities, customers and investors. I believe in the enormous potential that exists for the private sector to use its innovative capacity to help eradicate poverty.

The BCtA Secretariat aims to provide global and local knowledge platforms through which successful company initiatives can be meaningfully showcased, disseminated and replicated. We look forward to growing the range and origin of companies in the BCtA in the coming months and providing a unique and interactive channel for our business partners.

For further information contact us at:

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[Meet the New BCtA Secretariat](#) [Home](#)

UPCOMING EVENTS

Business Call to Action Panel on the MDGs

What is the Responsibility of Business for Development and Human Rights? The Business Call to Action on the MDGs

Hosted by the Center for Human Rights at Columbia University, with kind support from the Coca-Cola Company. The discussion and panel will be held from 5pm - 6:30pm on Monday, September 21st at the Lerner Center at Columbia University.

Panelists will include:

Douglas Alexander, *Secretary of State*, UK Department of International Development
Ray Offenheiser, *President and CEO*, Oxfam America

Clyde Tuggle, *Senior VP, Public Affairs and Communication*, The Coca-Cola Company

Henry Jackelen, *Director*, Private Sector Development, UNDP

For more information, email secretariat@bcta-initiative.org

UN Leadership Forum on Climate Change

The United Nations Leadership Forum on Climate Change will host a luncheon and working group meeting on Climate Change for Heads of State and CEOs on September 22, 2009 at the United Nations. A number of companies will participate and share their expertise and experience on key challenges including those related to sustainable enterprise and decent work.

BCtA Workshop in New York City

The BCtA will hold a workshop on September 24th from 9am to 1pm for companies interested in sharing progress on their BCtA initiatives and deepening their engagement with other BCtA participants. The workshop will also focus on opportunities and challenges for capturing learning and sharing success. For more information on the agenda, please email: secretariat@bcta-initiative.org.

Clinton Global Initiative Meeting

A number of BCtA companies will participate in the upcoming Clinton Global Initiative (CGI) focused on creating partnerships and sharing commitments to action in areas affecting women and girls, human capital, innovation, infrastructure and finance. See www.clintonglobalinitiative.org for more details.

Meet the new BCtA Secretariat



Natalie Africa – BCTA Programme Manager

Natalie was recently appointed as the Programme Manager for the BCtA Secretariat, where she is responsible for coordinating and expanding the BCtA activities. Natalie joined the BCtA from the International Finance Corporation (IFC) where she innovated and ran projects aimed at promoting women in business through access to finance, business training and supply chain opportunities.

Before IFC Natalie worked in structured trade and finance at Absa Bank, and also served as a diplomat with the South African Foreign Service. Natalie has also spent several years working on women's development issues in the non-profit sector. Natalie holds an MA in International Relations from the Graduate Institute of International Studies in Geneva and a BA in History from the University of Lyon III, France.



Amanda Gardiner – BCTA Programme Specialist

Amanda manages business outreach efforts for the Business Call to Action Secretariat. Before joining the BCtA, Amanda was a Director at the International Business Leaders Forum where she led the Economic Prosperity Programme, working with multinational companies to promote inclusive business models and improve responsible business practices in developing countries. She also managed the Secretariat for the Voluntary Principles on Security & Human Rights,

a partnership between business, government and NGOs. Amanda was previously a consultant for UNESCO, the European Cultural Foundation and the City Literary Institute, focusing on the role of culture and the arts in development. She has also worked in the Europe & Middle East policy division of the US Committee for Refugees and Immigrants. She holds an MA from Georgetown University's School of Foreign Service (Washington, DC).



Juliett M. Lubega – Programme Associate

Juliett is responsible for all financial and administrative duties for the BCtA. Juliet joins the BCtA from Kenya bringing over 10 years of experience working in Africa with international non-governmental organisations including 6 years with UNDP. She holds a Bachelor's Degree in Business Administration, a Higher Diploma in Information Systems and a Diploma in Financial Management.

New Signatories:

We are pleased to report that a number of new companies representing a number of industry sectors from France, South Africa, USA, and Cameroon and Pakistan have signed the BCtA Declaration. The Secretariat is currently reviewing and strengthening guidance materials for companies who are developing BCtA initiatives. These will be available on the website and shared with BCtA signatories soon.