

Message from the Secretariat

The Business Call to Action (BCtA) has kicked off the year in full swing!

January started off with a bang as we launched our Results Reporting Framework to guide BCtA companies as they track progress against commitments. After many months of work, we officially unveiled the Framework and web-enabled Reporting Tool during our January 13 webinar on results reporting with Jason Saul from Mission Measurement and Adrian Ristow of The Coca-Cola Company. Thanks to all who were able to join the webinar!

The coming months promise to get even busier as we organize and participate in activities around the globe. During the first half of 2011, BCtA will host workshops in India, China, Indonesia, South Africa, and Brazil with the aim to rally business support for inclusive business approaches to development. These workshops will not only enable us to highlight the work of our member companies, but they will help us to better understand the barriers faced by companies in specific markets and contribute to the dialogue on effective solutions to these challenges.

These workshops signify a new direction for BCtA and will provide our members with more opportunity to engage around inclusive business.

Sincerely,

Natalie Africa
Programme Manager, Business Call to Action Secretariat

Champion's Circle: An Interview with Mo Ibrahim



The Business Call to Action (BCtA) launches its new Champion's Circle series of videos with an interview with one of Africa's leading businessmen – Dr. Mo Ibrahim. As the founder of Celtel, a telecommunications company that spans over 15 African countries with more than \$750 million in investments, Dr. Ibrahim is an advocate for corporate governance and inclusive business. **Watch Video.**

Recent News

Indian Green Energy Company to Create 25,000 Jobs and Boost Clean Energy Access in Ghana

Abellon CleanEnergy, a sustainable energy company based in India, joined the Business Call to Action (BCtA)... **Read More**

Companies Identify Top Three Challenges, Solutions to Inclusive Business Growth at London Workshop

More than 35 participants from leading corporations and international organizations gathered at Barclays.... **Read More**

Mission Measurement, Coca-Cola Share Insights on Measuring Results of Pro-Poor Business

Jason Saul, CEO of Mission Measurement, and Adrian Ristow, Project Director for Micro Distribution at The Coca-Cola Company... **Read More**

News Briefs

BCtA Launches Results Reporting Framework

USAID Joins BCtA Partnership

BCtA Welcomes Rhys

To Read

Where Aid Meets Profit: The Business Call to Action

The Winter 2011 issue of Public Diplomacy, a University of Southern California publication, featured an article by Natalie Africa on the role of business in development.

The traditional business of development aid has evolved considerably from its post-colonial "official development assistance" model dominated by developed country actors largely driven by bilateral and political interests, into one where a myriad of actors operate on different levels. These actors include new donors from emerging markets and a host of regional... **Read More**