

# ENHANCING VALUE THROUGH INCLUSIVE BUSINESS STRATEGIES

NEW YORK 21.09.2011

## AGENDA

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**8:00 - 8:30 AM**

**Registration, Networking and Breakfast**

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**8:30 - 8:35 AM**

**Welcome Remarks**

*Amanda Gardiner, Acting Programme Manager, Business Call to Action*

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**8:35 - 8:45 AM**

**Opening Address**

*Sigrid Kaag, Assistant Secretary-General and Assistant Administrator,  
UN Development Programme (UNDP)*

- Introduce the agenda and overall goals of the meeting
  - Provide a strategic overview about UNDP's support for inclusive business approaches
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**8:45 - 9:00 AM**

**Business Call to Action Member Commitments**

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**9:00 - 10:00 AM**

**High Level Panel Discussion: Encouraging, Expanding and Scaling Up  
Inclusive Business in Support of the MDGs**

- *Georg Kell, Executive Director, UN Global Compact*
- *Ted London, Director of the Base of the Pyramid Initiative, University of Michigan Ross School of Business*
- *Christine Montenegro McGrath, Vice President of Sustainability and Latina Cohorts, Kraft Foods*

Discussion will be moderated by Jane Nelson, Director, Harvard University's CSR Initiative

Business leaders and experts provide their perspectives on how companies are achieving business goals, development impact, and scale through inclusive business. Followed by Q & A.

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**10:00 -11:35**

**Interactive Discussion Sessions**

**Plugging In: Opportunities for Scaling Business Innovations**

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**Leadership:** How can firms create a culture in which inclusive business can thrive? Does support for inclusive business have to be driven from the executive suite? Can change be driven from the ground up?

Topic facilitator: *Graham Baxter, Director at International Business Leaders Forum*

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**Business to Business Partnerships:** How can firms build business to business partnerships? What is the role of the Business Call to Action in catalyzing these relationships? How can donors and others support these types of alliances?

Topic facilitator: *Gib Bulloch, Executive Director at Accenture Development Partnerships (ADP) and Chris Jurgens, Director of International Programs at ADP*

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**Enabling Technologies:** How can technology support inclusive business growth? Are there specific technology gaps that companies are facing? What solutions exist to bridge that gap?

Topic facilitator: *Brian Cayce, Principal at Gray Ghost Ventures, and Ramona Liberoff, Executive Vice President of Marketing, Strategy and Planning at Movirtu*

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**Market Analysis and Research:** What are the market trends at the base of the pyramid? Is there a formula for making inclusive business models work?

Topic facilitator: *Neil Ghosh, Director, SNV-USA*

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**11:35 -11:50**

**Feedback Session**

Interactive Discussion Session topic facilitators will provide key insights from small group discussions.

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**11:50 -12:00**

**The Way Forward**

*Amanda Gardiner, Acting Programme Manager,  
Business Call to Action*

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