On September 24, the Business Call to Action will hold its Fifth Annual Forum in New York City. The forum will take place in conjunction with the 69th Session of the United Nations General Assembly and the Secretary-General’s United Nations Climate Summit.

**Overview of the Event**

This invitation-only event will bring together chief executives from prominent Business Call to Action member companies as well as senior representatives from governments, bilateral donors, civil society and the United Nations. As the deadline for the Millennium Development Goals (MDGs) approaches, the forum will focus on sustaining the momentum of inclusive business in the post-2015 development agenda, particularly in light of pressing issues such as climate change.

The day-long event will offer an opportunity to showcase innovative work, engage in peer-to-peer knowledge exchange, network and establish linkages with other leaders in the field. The agenda will consist of a breakfast session, three plenary sessions in the morning and two thematic breakout sessions in the afternoon, followed by a closing reception. Expected outcomes include: enhanced knowledge among inclusive business practitioners in areas such as impact measurement and business model innovation; emerging partnerships between businesses and public-sector stakeholders; and increased visibility of member companies through global media coverage.
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>7:30 – 8:00am</td>
<td>Registration</td>
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<td>8:00 – 8:05am</td>
<td>Opening remarks:&lt;br&gt;Magdy Martínez-Solimán, Director, ad interim, Bureau for Policy and Programme Support, UN Development Programme (UNDP)</td>
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<td>8:05 – 9:30am</td>
<td>Breakfast Session:&lt;br&gt;How to Strengthen Partnerships with Business to Deliver the SDGs?&lt;br&gt;&lt;br&gt;Speakers:&lt;br&gt;- Chair: Stuart Hart, Professor Emeritus of Management at Cornell University’s Johnson Graduate School of Management&lt;br&gt;- Magdy Martínez-Solimán, Director, ad interim, Bureau for Policy and Programme Support, UN Development Programme (UNDP)&lt;br&gt;- Sam Worthington, President and CEO, InterAction&lt;br&gt;- Mark Devadason Group Head of Sustainability, Standard Chartered&lt;br&gt;- Allan Pamba, Vice-President, East Africa, GSK&lt;br&gt;- Louise Kantrow, ICC Permanent Representative to the United Nations</td>
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<td>9:30 – 10:00am</td>
<td>Break</td>
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<td>10:00 – 10:15am</td>
<td>BCtA Presentation and Announcement of New Member Commitments:&lt;br&gt;Subathirai Sivakumaran, Team Lead, Business Call to Action (BCtA)</td>
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<td>10:15 – 11:45am</td>
<td>Plenary Session I:&lt;br&gt;Commemorating the Milestones of Inclusive Business&lt;br&gt;&lt;br&gt;Speakers:&lt;br&gt;- Eriko Ishikawa, Global Program Manager, Inclusive Business Models, International Finance Corporation (IFC)&lt;br&gt;- Lena Ingelstam, Director of Partnerships and Innovations, Swedish International Development Cooperation Agency (SIDA)&lt;br&gt;- Martha Herrera, Corporate Social Responsibility and Community Development Director, CEMEX&lt;br&gt;- Grace Waitho, Head of Operations, Phillips Healthcare Services Limited&lt;br&gt;- Peter White, Chief Operating Officer, World Business Council for Sustainable Development (WBCSD)&lt;br&gt;- Moderator: Sahba Sobhani, Acting Programme Manager, Business Call to Action (BCtA)</td>
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<td>11:45am – 12:00pm</td>
<td>Break</td>
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<tr>
<td>12:00pm – 1:30pm</td>
<td>Plenary Session II:&lt;br&gt;Inclusive Business, Climate Change and Green Leap&lt;br&gt;&lt;br&gt;Speakers:</td>
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### Plenary Session III: Catalyzing Public-Private Partnerships for Inclusive Business at the Country Level

**Speakers:**

- Opening remarks: Ricardo Michel, Director, Center for Transformational Partnerships, United States Agency for International Development (USAID)
- Mark Joaquin Ruiz, Co-founder & Managing Director, Hapinoy
- Willie J. Uy, President & Chief Executive Officer, Phinma Property Holdings Corp.
- Moderator: Rapa Lopa, Executive Director, Philippine Business for Social Progress (PBSP)
- Closing remarks: Marcos Neto, Cluster Leader, Innovations and Development Alliances, UN Development Programme (UNDP)

### Breakout Session I:

**Fostering High-Impact Business to Business Partnerships**

**Speakers:**

- David Auerbach, Co-Founder, Sanergy
- Márcio Campos, CEO, PagPop
- Eduardo Puig de la Bellacasa, Corporate Director of Sustainability, Telefónica
- Suneet Singh Tuli, DataWind Ltd.
- Mert Basar, Chief Marketing Officer, TTNET
- Moderator: Adrian Hodges, Director, Adrian Hodges Advisory Ltd.

### Breakout Session II:

**Creating Value through Measuring Impact**

**Speakers:**

- Subathirai Sivakumaran, Team Lead, Business Call to Action (BCtA)
- Parag Gupta, CEO, Waste Capital Partners
- Shaffi Mather, Co-Founder, Ziqitza Healthcare Limited (ZHL) and Founder, MUrgency
- Moderator: Caroline Ashley, Editor, Practitioner Hub on Inclusive Business/Results Director, DFID Impact Programme

### Concluding Remarks & Reception:

Keynote remarks by Georg Kell, Executive Director, UN Global Compact
Breakfast Session:
Partnering for Impact: How to Strengthen Partnerships with Business to Deliver the SDGs?

The Post-2015 development agenda, which aims to re-focus and re-energize stakeholders around a new set of shared global development priorities, reaches an important milestone in September 2014, when the one year countdown begins to the adoption of new Sustainable Development Goals (SDGs).

With the draft SDGs, targets and indicators taking shape through the work of the Open Working Group, this session will focus on the practicalities of how the new development agenda can best be delivered. Although responsibility for implementing the SDGs will ultimately fall to national governments, it is now recognized that the challenges are too great and too systemic for any one sector to tackle alone. A step change will be required in the way governments, businesses and development organizations to mobilize and align resources, unlock innovation and deliver sustainable solutions.

The session marks the launch of a new report by Business Action for Africa, The Harvard Kennedy School Corporate Social Responsibility Initiative and The Partnering Initiative, which analyses a wide range of partnerships addressing systemic challenges to identify key barriers and enablers for achieving sustainable impact at scale, alongside key take-aways for businesses and policy makers as they consider the means of implementation for the SDGs. Panellists will reflect on lessons learned from existing partnership practice aimed at tackling systemic issues, and identify opportunities to increase impact going forward.

This session is organized by the Business Fights Poverty, Business Action for Africa, The Partnering Initiative and Harvard Kennedy School Corporate Social Responsibility Initiative.

Plenary Session I:
Commemorating the Milestones of Inclusive Business

We are now at a milestone in the development of inclusive business: as it gains momentum, inclusive models are being embedded within companies across many sectors and geographies. Mounting evidence of success is providing an inspiration for others to tap into the huge potential of inclusive business to deliver even greater impacts, with the ultimate goal of reducing poverty.

This session will introduce new Business Call to Action member initiatives as well as celebrate the achievements of existing members. It will serve as a platform for sharing best practices on embedding inclusive business practices into company value chains and lessons learned on working with low-income communities. The session will also feature public-sector leaders who have made support for inclusive business central to their private-sector engagement strategies – creating opportunities for discussions around how to establish an enabling environment for inclusive business.

Plenary Session II:
Inclusive Business, Climate Change and Green Leap

In the past decade, two exciting new commercial developments have burst onto the global scene. One revolves around the commercialization of new green technology; the other around better serving and including the poor at the base of the income pyramid. The challenge is to figure out how to bring these two worlds together to enable a global "Green Leap," as Professor Stuart Hart put it.1 Widespread availability of emerging clean technologies—including distributed generation of renewable energy, biofuels, point-of-use water purification,

1 http://stuartlhart.com/blog/2011/03/is-it-time-to-take-the-green-leap.html
Biomaterials, wireless information technology, and sustainable agriculture—will contribute to resolving many of the world’s global environmental and social challenges.\(^2\)

In conjunction with the United Nations Climate Summit, this session seeks to highlight BCTA members’ inspiring inclusive, green business innovations that help to mitigate climate change and reduce environmental degradation, while also improving the quality of life for bottom-of-the-pyramid markets in developing countries. The discussion will focus on how these innovations can be brought to scale and what role governments and donors can play to encourage this.

**Plenary Session III:**
**Catalyzing Public-Private Partnerships for Inclusive Business at the Country Level**

This session will feature the Business Call to Action’s work in strengthening the enabling environment for inclusive business through public-private collaboration and mechanisms to support private sector commitments to address development issues, with a focus on the Philippines.

The Philippine economic landscape is showing stability and remarkable economic growth rate at more than 6% in 2012. But the strong economic performance, which is gaining recognition and confidence from the global community and the private sector, is not translating into a reduction in poverty and unemployment. This disparate development has led to the adoption of an “inclusive growth” agenda by the Philippine government with the aim to have all segments of the population participating in the country's positive economic development. However, the practice of inclusive business in the Philippines is still in its infancy.

This session also presents the story of several leading companies in their efforts to achieve business success while also alleviating poverty in the Philippines: Phinma Property Holdings Corp’s socialized housing projects, Kennemer Foods’ integration of smallholder farmers into the cocoa supply chain, and Hapinoy’s efforts to train small business owners, are all excellent examples of growing inclusive businesses.

**Breakout Sessions:**
**Creating Value through Measuring Impact**

As more companies are integrating inclusive business practices into their core business strategies, we are seeing a rising number of companies and development organizations who are interested in using impact measurement to create value for both business and society. Companies that measure results are able to refine their business practices, benchmark achievements against peers, and communicate their value to key stakeholders more effectively.

Business Call to Action will launch its flagship report on the progress of inclusive businesses during this session and present key findings from the research focusing on the achievements, challenges, opportunities, and lessons learned from the initiatives of BCTA members. This session will also focus on how some of the member companies are measuring social and operational results of their inclusive business initiatives. Representatives from these leading member companies will share their experiences in conducting real-time data collection and discuss how it can help improve the ways they manage their businesses.

**Fostering High-Impact Business to Business Partnerships**

\(^2\) Ibid.
Business-to-business (B2B) describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. This session seeks to highlight inspiring inclusive business innovations and in particular the way that businesses connect with other businesses to improve the quality of life for bottom-of-the-pyramid markets in developing countries.

About the Business Call to Action

Launched at the United Nations in 2008, the Business Call to Action challenges companies to develop inclusive business models that offer the potential for development impact along with commercial success. In more than 50 countries, 100 companies have responded to the BCtA by making commitments to improve the lives and livelihoods of millions of people through commercially viable business ventures that engage low-income people as consumers, producers, distributors, and suppliers of goods and services.

This unique multilateral partnership is supported by the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency, the UK Department for International Development, the United States Agency for International Development, the United Nations Global Compact; the BCtA is hosted by the United Nations Development Programme.

Business Call to Action Partners

Event Supporting Partners