

# BUSINESS CALL TO **ACTION**



 HM Government



**Prime Minister Gordon Brown**

Welcome to the Business Call to Action – a landmark opportunity for global business leaders to come together to develop new and innovative ways to spread growth, prosperity and opportunity across the world.

Today we are facing a development emergency – and to get the Millennium Development Goals back on track, we need the support and expertise of global business.

If we are to meet our goals, this year must be a year of action, and the Business Call to Action, far from being a one-off event, is part of a wider push to build momentum. Next month, European leaders will meet in Brussels to discuss what more they can do to drive progress; in July, the G8 will agree new measures on health workers, malaria and food prices; and in September at the United Nations, governments, businesses, NGOs and faith groups will come together at a historic meeting to agree what more has to be done to accelerate action on the Millennium Development Goals.

Only by working together to forge a new and far-sighted coalition for change can we meet our goals by 2015 – goals that each of you as global business leaders will be pivotal in helping to achieve.



**Mr Kemal Derviş, United Nations Development Programme Administrator**

The year 2008 should mark a turning point in progress towards achieving the Millennium Development Goals (MDGs). More than halfway to the 2015 target date, many countries remain off track. Achieving the MDGs requires a global partnership: we need to harness all our energies and better translate our pledges into concrete actions that tackle extreme poverty. This requires strong government leadership with sound strategies that encourage private sector investment. It also entails financial and technical support from the international community.

On 25 September, the UN Secretary-General and the President of the General Assembly will convene a UN Summit on the MDGs. The event will bring together world leaders, civil society and the private sector to strengthen the accountability of all parties towards achieving the MDGs and to bolster the global partnership for development.

In the race to achieve the MDGs, one of the greatest untapped resources is the private sector. Businesses are engines of growth and sustainable development. They have the potential to help improve the lives of people through innovation, investment and the creation of decent jobs, while leveraging their core business expertise and realizing commercial success.

The Business Call to Action aims to spark a competition: it challenges companies to explore new business opportunities that make ending poverty part of their day-to-day business. This initiative is part of a process and a commitment that will continue until the MDGs are met to ensure a more prosperous world.

## Business Call to Action

In July 2007 Prime Minister Gordon Brown, speaking alongside UN Secretary General Ban Ki-moon, called for a new global partnership to address a growing development emergency: the shortfall in progress towards delivering the Millennium Development Goals (MDGs), particularly in sub-Saharan Africa. This is a global Call to Action that cannot be achieved by governments alone, and where the private sector has a unique transformational role.

The Business Call to Action is the focal point for mobilising the efforts of big business to support growth in developing countries and contribute to the MDGs.

Businesses are an engine of growth and development with the potential to have a huge impact on improving the lives of people in developing countries through increasing investment and skills, creating jobs and developing goods, technologies and innovations.

This is not about philanthropy. The Business Call to Action challenges companies to find new business opportunities for the 21st century – using company's core business in a way that both contributes to the MDGs and contributes to their success.

The Business Call to Action is not a one off event. It is part of a major campaign to speed up progress on the MDGs during 2008 – drawing on the power of businesses, governments, NGOs, faith groups, and citizens.

## Beyond May 6...

The May 6 event follows on from the UN Summit last July and World Economic Forum in Davos where companies pledged to support the MDG Year of Action. It is a key moment on the way to the UN high-level meeting on 25 September which will bring together world leaders, civil society and the private sector. There will also be an opportunity for some companies to showcase core businesses initiatives at the World Business and Development Awards in New York on September 24.

CEOs and Chairmen have been invited to sign up to the Business Call to Action Declaration at the event on May 6 alongside the 21 companies who signed up on July 31 2007. By signing the Declaration, CEOs and Chairman are committing their company to take action through their core business in a transformative and scalable manner that will enhance growth and help meet the MDGs. An international process will be established to take forward the work of the Business Call to Action and track progress on initiatives.

The Business Call to Action welcomes concrete initiatives that might achieve one or more of the following:

- **Generate significant new employment opportunities** in developing countries;
- **Improve the quality of supply chains**, helping local businesses to diversify, and/or become internationally competitive;
- **Include innovations and/or technologies** which make it easier for individuals and businesses to make a living.

In preparation for the September 25 UN high-level meeting contact will be made with companies who have signed up to the Declaration. If you have further questions on becoming involved, please contact the email address below.

**[enquiries@business-call-to-action.com](mailto:enquiries@business-call-to-action.com)**

## Business Call to Action Declaration

At the Millennium Summit in 2000 the world declared it would spare no effort to achieve the seven key Millennium Development Goals.

There has been some progress. But seven years later and half way to 2015, the world is not on track to meet that commitment.

We have just seven years to go – a few short years to make the difference for millions of people on our planet between grinding poverty and the opportunity to learn, be healthy and make enough to support their families.

We need urgent action to meet this development emergency if the world is to get back on track.

With will we know we can make the difference. We can build on the progress that has been made on every continent when the right policies have been combined with sufficient resources.

But we need to go further. We need to mobilise all our efforts. The eighth Millennium pledge was that we would “develop a global partnership for development”. The time has come for us all to live up to that promise. We believe we now need an international effort that harnesses the power of everyone: the private sector, individuals, consumers, faith groups, cities, civil society organisations, as well as governments, north and south, to work together to achieve the Millennium Development Goals.

We believe now is the time to act, not talk. We know what needs to be done and the urgency of doing it.

So today, as leaders from the private sector, we declare our commitment to meet this development emergency. We commit to action and because the scale of the challenge means no one acting alone can achieve the difference we need, we call on all parties, including the private sector, governments, civil society and faith groups to play their part. It is only by acting together in a genuine partnership that we can succeed.

We urge the convening of a UN meeting in 2008 that brings together heads of government with leaders from the private sector, civil society and faith, to review progress made in the preceding 12 months and accelerate action.

The Business Call to Action Declaration was launched with the following 21 companies on 31 July 2007:

- Cynthia Carroll, Chief Executive, **Anglo American plc**
- Riley Bechtel, Chairman and Chief Executive Officer, **The Bechtel Corporation**
- Gunter Thielen, Chairman and Chief Executive Officer, **Bertelsmann AG**
- John T. Chambers, Chairman and Chief Executive Officer, **Cisco Systems**
- Chuck Prince, Chairman and Chief Executive Officer, **Citigroup**
- Nicky Oppenheimer, Chairman, **De Beers Group**
- Paul Walsh, Chief Executive Officer, **Diageo**
- Frederick W. Smith, Chairman, President and Chief Executive Officer, **FedEx**
- Jeff Immelt, Chief Executive Officer, **GE**
- Lloyd Blankfein, Chairman and Chief Executive Officer, **The Goldman Sachs Group Inc.**
- Dr. Eric Schmidt, Chief Executive Officer and Chairman of the Executive Committee, **Google Inc.**
- Bernard Arnault, Chairman, **LVMH**
- Ian E. L. Davis, Worldwide Managing Director, **McKinsey & Company, Inc.**
- Bill Gates, Chairman, **Microsoft**
- Indra Nooyi, President and Chief Executive Officer, **PepsiCo Inc.**
- Sir Niall Fitzgerald, Chairman, **Reuters Group plc**
- Graham Mackay, Chief Executive, **SABMiller**
- Ratan Tata, Chairman, **The Tata Group**
- Patrick Cescau, Group Chief Executive, **Unilever PLC/Unilever N.V.**
- Arun Sarin, Chief Executive Officer, **Vodafone**
- H. Lee Scott Jr, President and Chief Executive Officer, **Wal-Mart Stores, Inc.**

The following companies expressed their support for the Business Call to Action Declaration at Davos in January 2008 and will formally sign up to the Declaration on May 6:

- Neville Isdell, Chairman and Chief Executive Officer, **The Coca-Cola Company**
- Stefan Oschmann, President, Human Health, Europe, Middle East, Africa, Canada, **Merck & Co**
- Peter Sands, Group Chief Executive, **Standard Chartered**

## The following are a selection of core business initiatives being carried out by companies as part of the Business Call to Action:

### Vodafone

Vodafone has launched its breakthrough mobile money transfer service in Kenya, Afghanistan and Tanzania, with plans to launch in India in within a year where it could reach over 40 million customers. Vodafone are also exploring new markets in Sub-Saharan Africa and Central Asia.

Vodafone is developing the M-PESA platform to support a range of new services including the receiving of international remittances, salary payments, merchant services and bill payments.



### Sumitomo Chemical Company

Sumitomo Chemical Company will expand local production of bednets from East to West Africa, through a new production facility in Nigeria, expected to generate 5000 jobs.

By increasing bednet availability in the region, this initiative could potentially save 400,000 lives from malaria over the next five years. Sumitomo Chemical Company will also explore the possibilities of opening sewing and logistics facilities in the neighbouring countries, such as the Central African Republic, Cameroon, Niger, Benin, Ghana and Guinea.



### SABMiller

Based on its experiences in African markets, SABMiller has successfully transferred a business model it developed in Uganda to India. In 2008 it expects to double the amount of barley it sources from local farmers in Rajasthan from 7090 mega tonnes to an expected 15000 mega tonnes. This will directly benefit 6000 small-scale farmers who have become part of the company's supply chain.

### Reuters

Reuters Market Light (RML) is a service that delivers localised personalised commercial information to farmers in India via SMS to mobile phones in the subscriber's local language, enabling them to

make better business decisions and enhance their incomes. In some cases, RML has enabled farmers to make decisions that have given them an additional profit of up to £3000 on their initial investment of £2.19 for a 3-month RML subscription.

Reuters Market Light intends expand the scheme throughout India where it is expected to reach several million farmers in the next 4 years. Once the business model, technology and partnerships are firmly established, Reuters will also explore potential roll-out to other developing markets in Africa, South America and Asia..

### Microsoft

Microsoft will open four new Microsoft Innovation Centres in Rwanda, Nigeria, Uganda and Morocco which will each year provide an estimated 6000 businessmen and women with access to the technology they need to start up businesses or further their careers. These facilities will help people with great ideas to figure out how to turn them into products or new businesses.



## Diageo

Diageo will develop the cultivation of sorghum for brewing in Cameroon, identifying suitable strains, training farmers, providing finance and developing storage and transport infrastructure. They will provide a sustainable market for local grain, substituting as much as possible of the 16 000 tonnes that Diageo currently imports. The project is expected to benefit around 10 000 people, raising agricultural standards, yields and farm incomes.

## Coca-Cola

Coca-Cola and its bottling partners are investing in the expansion and upgrading of their Manual Distribution Centres to generate more jobs, incomes and enterprise in local economies - currently 1800 of these independently run businesses directly employ 7500 people and generate revenue in local economies of up to US\$ 0.5 billion.



The lessons learned in a pilot in Tanzania will be applied across Coca-Cola's Africa distribution network. By 2010 Coca-Cola in Africa aims to:

- Create between 1300 and 2000 new independent distribution businesses
- Create between 5300 and 8400 new jobs
- Generate new revenue in local economies of between US\$ 320 million and US\$ 520 million.

## Citi

Citi has developed a ground-breaking remittance solution, "Remit As You Earn (RAYE)": an innovative, simple, secure and cost-effective means of sending money overseas. As well as launching the RAYE service to its own UK-based employees later this year, Citi is currently in discussion with major public and private sector organisations in the UK in rolling out the RAYE service, which could provide their employees with savings of around 50% compared to the average transaction charge from other UK providers.

*The organisers do not endorse these companies or their services.*

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