




BUSINESS *for*  
MILLENNIUM  
*development*



# Grow your business to eliminate poverty

**The concept is simple.  
Inclusive business means doing business with those who are poor, for mutual benefit.**

No matter the size or scope of your organisation, you have the potential to actively include very low-income communities into your value chain. Importantly, this is not a charity donation, but by undertaking everyday business in a strategic way your company can alleviate poverty. As a result, your company is exposed to emerging marketplace opportunities, innovation and growth.

## **Inclusive Business Benefits**

Over 300 companies worldwide, such as Vodafone, Unilever, Coca Cola and Walmart, are taking up the inclusive business challenge and are now experiencing:

Business growth in new and emerging markets that were previously untapped.

Generation of new ideas, innovation and product development.

Deeper engagement of staff, with increased morale and enthusiasm through direct involvement in projects that break the cycle of poverty.

Enhanced reputation as pioneers providing vital opportunities for the world's poor.



“As a result of Business for Millennium Development's pioneering work this is the first time there has been a co-ordinated approach between the private sector and grassroots Papua New Guinea.”

*Peter Botten,  
Managing Director Oil Search Ltd*



## Case Study

# Southern Highlands Produce

Australia's first inclusive business will deploy the core services of Amalpack, Goodman Fielder and Agility Logistics to create sustainable income-earning opportunities for poor farmers in Papua New Guinea (PNG).

Company executives, at the invitation of Business for Millennium Development (B4MD), met with some of the poorest and most remote communities in the highlands of PNG in 2009. Witnessing their plight firsthand, the companies and the communities imagined together what it would look like to co-create a commercial value chain, providing jobs, income and an avenue out of poverty.

The US\$15 billion LNG pipeline project in the Southern Highlands of PNG employs thousands of people in work camps across the region. The team concluded that sourcing food for these camps directly from the PNG highlands would boost incomes by giving local farmers the opportunity to move from subsistence farming to a sustainable cash income.

B4MD facilitated a business plan to equip farmers to supply produce to the LNG work camps.

Oil Search are brokering connections for produce to be procured by the work camps

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Goodman Fielder will provide technical advice and supply agricultural training and equipment

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Amalpack will supply packaging

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Agility will provide transport of the goods to the camps

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“BHP Billiton supports small and medium sized businesses near our operations, thereby creating further employment opportunities and fostering the development of local entrepreneurs.”

*Marius Kloppers, Chief Executive Office,  
BHP Billiton*



# Building Inclusive Businesses

Business for Millennium Development (B4MD) is an independent Australian based not-for-profit organisation that encourages and facilitates inclusive business activities that contribute to the Millennium Development Goals.

Our Board of Directors and members represent many of Australia and the world's largest companies including IBM, National Australia Bank, Nestle, Oil Search, Telstra and Visy.

We help our members build commercially viable, scalable business enterprises focused on Poverty Reduction.

## Leadership & Innovation

B4MD raises awareness and provides market insights (both geographic and industry) on inclusive business opportunities in developing countries for industry leaders through events, workshops, sharing best practice, and evidenced based research.



“Business for Millennium Development encourages Australian businesses to connect with developing communities in poorer nations – not in a philanthropic way, but in a sustainable, business focused way.”

*Simon McKeon,  
B4MD Chairman & Australian of the Year 2011*

## New Connections & Intelligence

We generate new connections and ideas for innovative commercial opportunities to reduce poverty through our network of contacts in business, government and NGOs. We also conduct unique business missions to the developing world.

## New Project Opportunities

We work together with companies on the development of new inclusive businesses, building project consortia, coordinating feasibility studies and facilitating business planning.

Call to arrange a workshop with one of our inclusive business experts on +61 3 9008 9030 or, **visit: [b4md.com.au](http://b4md.com.au)**

Founding Partners





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“To provide rapid improvement for the poor we need a system... that (has) a twin mission: making profits and also improving lives of those who don't fully benefit from today's market forces.”

*Bill Gates,  
Founder Microsoft*



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