

Business Call to Action Annual Forum 2014

24 September 2014

11:45 – 13:00 - 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, 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 invite-only 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.

THIS SESSION WILL BE LIVESTREAMED VIA THE BCTA CHANNEL ON BUSINESS FIGHTS POVERTY
<http://bcta.businessfightspoverty.org/>

For more information on Business Call to Action and the Forum, email: tatiana.bessarabova@undp.org

¹ <http://stuarthart.com/blog/2011/03/is-it-time-to-take-the-green-leap.html>

² Ibid.