

Conference

TECHNOLOGIES AND SERVICES FOR THE BASE OF THE PYRAMID.

Challenges and keys to maximize its social impact



November, Thursday 6th 2014

Auditorio Uría Menéndez - Calle del Príncipe de Vergara, 187 - Madrid
9.00 - 17.00 h

Organised by



Collaborators



With the support of



COLLABORATORS

CODESPA FOUNDATION

CODESPA Foundation is a non-profit organisation which has been working for 29 years in international cooperation for development. CODESPA trusts in the human capacity for building a more equal and fair world by providing opportunities to people so that, through their work, they can develop their capacities and be the protagonists of their own development. CODESPA has managed around 1000 projects in 33 countries of Latin America, the Middle East, Africa and Asia, and has contributed to the improvement of the living conditions of millions of people. It currently has 14 national and international delegations.



SPANISH AGENCY FOR INTERNATIONAL DEVELOPMENT COOPERATION (AECID)

The **Spanish Agency for International Development Cooperation (AECID)** is the main management body for Spanish cooperation, which combats poverty and works for sustainable human development. Its Charter states that the agency was created to foster full development, conceived as a fundamental human right, with the fight against poverty as part of the process for building this right. To this end, the Agency follows the guidelines of the 4th Master Plan, in accordance with the international agenda of the Millennium Development Goals and with a focus on three crosscutting axes: gender perspective, environmental quality and respect for cultural diversity.



IESE BUSINESS SCHOOL

IESE Business School IESE Business School is one of internationally renowned companies founded in 1958 with the mission to develop leaders who have a deep and lasting impact on business and society through professionalism and spirit of service. For 50-year history, 38,500 alumni from 100 countries have attended classes to experience IESE: a transformative impact on personal and professional level. Participants say that this experience has changed their view of business management and the way they lead their teams. This is demonstrated by the high degree of linkage they have with the school through the Association of Members. Today, IESE has campuses in Barcelona, Madrid and New York, and offices in Munich and Sao Paulo. In addition, the school has several partnerships with other universities and prestigious business schools like Harvard Business School, Stanford, MIT and University of Michigan.





FORÉTICA

Forética [www.foretica.org] is the leading association of companies and CSR professionals in Spain and Latin America. Its mission is to promote a culture of ethical management and social responsibility by providing the knowledge and tools to successfully develop a competitive and sustainable business model. Its membership comprises more than 200 companies and organisations. Forética is actively engaged at the main forums on responsible business at the national and international level. It is a member of the Board of CSR Europe and a member of the Forum Empresa network in the Americas. It is also a member of the European Responsible Investment Forum, Eurosif an Organizational Stakeholder of the Global Reporting Initiative, and a member of the Academy of Business in Society. It owns the Standard SGE 21, which implements and certifies socially responsible management and has over 100 certified companies in Spain and Latin America.



BUSINESS FIGHTS POVERTY

Business Fights Poverty (BFP) [www.businessfightspovetry.org] is the world's largest community of business and international development professionals, working to harness business for social impact. Across our platforms, we connect over 20,000 people across 200 countries and territories, including more than 14,000 members of our core online community. 60% of our members are from business, and the rest from NGOs, Donor Agencies and Academia.

We focus on advancing the knowledge of and connectivity between individuals – raising awareness of the latest research and on-the-ground innovations, deepening understanding of what works, strengthening technical skills to develop and deliver innovations, and creating opportunities to identify and connect with delivery and financing partners. We reduce the transaction costs of searching for and sharing knowledge, as well as of finding partners. Ultimately, our goal is to help strengthen the ecosystem for businesses fighting poverty, so that it is more common for those developing profitable innovations with social impact to succeed at scale.



PROFESOR URÍA FOUNDATION

Profesor Uría Foundation has the aim of promoting a fairer, more supportive and tolerant society by using Law as a tool both to harness social harmony and to protect vulnerable collectives.

Created in memory of Professor Rodrigo Uría and economically supported by Uría Menéndez, the Foundation actively promotes voluntary work. By its commitment and with the support of the third sector organizations, Profesor Uría Foundation seeks to benefit the needier collective of society. The Foundation's activities are developed in four main areas: Free legal assessment (pro bono), Law Educational programs, social action projects and culture promotion.

INTRODUCTION

In recent years, innovative inclusive economic development strategies have been explored by development agencies, NGOs and business sector. This path has led to the consideration of the poorest and most vulnerable population, the so-called Base of the Pyramid (BoP), as a huge collective with capacity to generate economic dynamics and assume a role as customers and consumers able to acquire goods and services that satisfactorily fulfill their needs.

However, when working with this population, a different concept from the traditional way of doing 'business' should be applied. It has to find a balance between the economic and the social dimensions. And if this balance is to contribute to reducing poverty and improving the quality of life it has to be done with a solution that is economically viable and sustainable over time.

Thus, the different characteristics between developed markets and markets the Base of the Pyramid require innovation and business efficiency. From there, they begin to develop technologies and services specifically tailored for the Base of the Pyramid.

Technologies and services for the Base of the Pyramid can help alleviate poverty in communities. In addition to responding to a specific need, the acquisition of these products should lead to an optimization of their production activities and achieve greater social and economic impact.

BoP products in many different sectors such as health, water and sanitation, energy, education, agriculture and livestock open therefore a different, innovative and strategic alliance window between development organizations and the public and private sectors and constitute a powerful tool to help achieve the objectives of combating poverty.

The present conference has the aim of providing a learning and discussion forum around the challenges, key elements and experiences that have followed these types of strategies, for those organizations that are likely to implement them.

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La “Base de la Pirámide” (BdP) es el segmento de población compuesto por más de 4.000 millones de personas que viven con menos de 7 dólares al día.

ABOUT THE CONFERENCE

Objectives

- To spread the concept of market development in technologies and services adapted to the Base of the Pyramid, as a strategy for social innovation in poverty alleviation.
- To explore real experiences that have put into practice innovations in technologies and services for the Base of the Pyramid, and discuss their challenges and learnings.
- To exchange ideas about barriers and solutions throughout the different phases of the market development process related to technologies and services for the Base of the Pyramid: design and adaptation of the product/service; product production and distribution; promotion and creation of demand.
- To analyze and discuss the challenges of this approach and how to maximize the social impact.



Participants

This conference is designed for organizations and companies who are implementers or potential implementers of market development strategies related to products and services for the Base of the Pyramid.

- Private sector companies, big and small enterprises
- Public administration and cooperation agencies
- Non-Governmental Organizations and development cooperation organizations
- Development cooperation professionals and students

PROGRAM

REGISTRATION AND DOCUMENTATION

8:45-9:15

OPENING SPEECH

9:15-9:30

PALABRAS A CARGO DE:

- *Representative of the Spanish Cooperation Agency (Agencia Española de Cooperación al Desarrollo – AECID)*
- *Manuel Herrando Prat de la Riva, President of Fundación CODESPA*

PLENARY SPEECH

Market development for technologies and services for the base of the pyramid. Challenges and keys to maximize its social impact

9:30-10:00

In the present conference, we aim to go through the basic pillars of the market development of technologies and services for the Base of the Pyramid.

We will start by drawing the common characteristics of these products to later go on deeper into the different phases of the development of their markets where the challenge is to make a technology or service accessible to the Base of the Pyramid in an efficient and sustainable way.

We will focus in how to maximize the social impact generated by both the product, once it is accessible, and by the process itself of creating an inclusive market in which products and services for the Base of the Pyramid would operate.

SPEAKER:

- *María Jesús Pérez, Director of the Department of Research and Social Innovation of Fundación CODESPA.*

PANEL 1. DESIGN OF TECHNOLOGIES AND SERVICES FOR THE BASE OF THE PYRAMID. How to succeed in the product/ service design?

10:00-11:00

When we aim to bring closer a certain technology or service to the Base of the Pyramid we can ask ourselves, how do we succeed in the product or service design? Should it be based on demand? How do we avoid imposing products that may not properly fulfil the needs of the Base of the Pyramid in the midterm?

One of the first mistakes of this type of projects comes from a pre-conception of what the need of the community is and how it must be solved. However, designing a product that can really fit into a community requires a deep and comprehensive knowledge of their culture, customs and dynamics.

In panel 1 we will learn how to face the adaptation and design process of products for the Base of the Pyramid through two practical examples.

SPEAKERS:

- *Sean Mc Donald, CEO FrontlineSMS and FrontlineCloud.*
- *Borja Monreal, CODESPA Angola Manager.*

Moderated by GIZ: *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*

COFFEE & NETWORKING

11:00 – 11:30

Breakfast served

PANEL 2. MODELS WHICH BRING PRODUCTS OR SERVICES CLOSER TO THE BASE OF THE PYRAMID. How to achieve a sustainable, efficient model with social impact

11:30-12:45

The market development approach is based on the premise that the underprivileged population demands a range of products and services which, if they were accessible, would lead to an alleviation of their poverty and/or allow an increased performance of their productive activities. Low-income population is thus considered as a consumer or potential consumer of goods and services. However, in contexts of poverty, in most of the cases, these products or services are not present in the environment; they are not available or are inadequate.

On the other hand, the market development approach understands that underprivileged population also plays a role as provider of products or services even being this their livelihood and income generation. However these products or services are commonly in a disadvantaged situation in their access to market.

In panel 2 we will expound practical examples on how to create better conditions for target population to access these markets. Hence, the Bottom of the Pyramid becomes a free and active subject to decide which goods are beneficial while visualizing a much wider way of their capacity to be the protagonists of their own development.

SPEAKERS:

- *Sergi Condoner, Public Affaris & Communication Director at Equatorial Coca-Cola Bottling Company*
- *Julio Eisman, Executive Director of Fundación ACCIONA Microenergía.*
- *David Estrada, Senior Development Manager of KickStart-International.*

Moderated by Miguel Ángel Martínez de la Riva, Chief of Empresa y Desarrollo Unit, Departament of Sectorial Cooperación of AECID.

PANEL 3. THE IMPORTANCE OF DEVELOPING DEMAND. Challenges and Learnings

12:45-13:45

What is the perception of a community towards a specific technology or service that is aimed to be brought closer to the Base of the Pyramid? Is a product attractive and immediately demanded (by the community)? or is it not demanded at first and, the community is not even aware of its importance?

When the population ignores or is not aware of the benefits of a product or service, they may have some kind of resistance to change (mistrust, fear of risks, etc.).

The present panel aims to analyze barriers and feasible solutions for these market imperfections affecting the demand of a technology or service adapted to the Base of the Pyramid.

SPEAKER:

- *Richard Rose, Market Development Advisor, IDE Bangladesh.*

Moderated by *Inés Vázquez, CODESPA Vietnam Manager.*

NETWORKING & COCKTAIL

13:45 – 15:15

Lunch served

PANEL 4. THE 3 'C' OF STRATEGIC PARTNERSHIPS. Complementarity, corresponsability and cooperation

15:15-16:00

When it comes to making a product accessible for low income communities, many areas of knowledge and expertise are to be combined in order to be successful along the different phases and conditions; from the adaptation of the original idea of a product, the need to create a supply model or to promote demand, up to the need to know the local context, habits, local regulations, etc. This highlights the importance of creating strategic partnerships across all the process involved in the design and market development of technologies and services adapted to the Base of the Pyramid.

Which stakeholders should be involved in developing technology markets and low cost services for the BoP? How do we build partnerships with these stakeholders?

At an international level, the debate is not anymore whether or not the private sector is a necessary stakeholder to achieve the objective of fighting poverty but how to maximize strategic partnership as a social innovation tool.

In the present panel, we will analyze these elements at hand with the German Agency of Cooperation (GIZ) who have great expertise in this field.

SPEAKER:

- *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*

Moderated by *Tomás Sercovich, Director of External Relations of FORÉTICA.*

PANEL 5. ROUND TABLE. CHALLENGES FOR CREATING ECONOMICAL BENEFITS TOGETHER WITH SOCIAL BENEFITS.

16:00-17:00

Strategies that aim to make accessible technologies and services to the Base of the Pyramid seek to achieve social impact and economical sustainability at the same time. It is important for stakeholders, enterprises, development organizations which play a role in this chain to be able to measure impact and with this information, to modify their business and strategic models if needed. It is all about going beyond conformism and about building a more holistic view which gives value to their business and the societies where they are located. However it is not always easy to reconcile economic benefits with the social or environmental ones.

To debate this triple bottom line, we will sit down together with two NGOs, a prestigious academy and a forward thinking enterprise.

SPEAKERS:

- *Carolina Torres, Director of sustainability, environment and energy projects in Gas Natural Fenosa Engineering.*
- *International Development Enterprises (iDE)*
- *Carlos Mataix, Director of Centro de Innovación en Tecnología para el Desarrollo Humano of Politécnica University of Madrid (itdUPM).*

Moderated by *Joan Fontrodona, professor of Bussines Ethics of IESE Business School.*



CONFIRMATIONS AND CONTACT

To confirm,
please email innovación@codespa.org or click on

www.codespa.org/aprende

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