

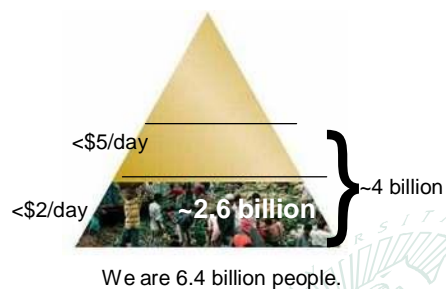
WELCOME TO THE SUSTAINABLE INNOVATIONS AT THE BASE OF THE PYRAMID –CONFERENCE!

SI@BOP at Helsinki School of Economics,
September 26-27, 2008
Prof. Minna Halme



HSE THE BASE OF THE PYRAMID (BOP) IDEA

- Poverty is a global problem – new solutions needed
- New products, services and business models to address the needs of poor and underserved people
- Market-based approaches can be at least a partial solution to poverty alleviation
- BOP business can create mutual value for both the community and the enterprise
- Underserved markets are a source of innovation
- Cooperation & partnerships



\$-figures: Purchasing power parity in USD. Figures are indicative and vary between countries

BACKGROUND OF THE CONFERENCE

- Preparation work at the Greening of the Industry Network 2006 & 2007
- Special issue in GMI journal and edited book
- Aim: getting multiple voices heard and sustainability aspects on board
- SI@BOP Conference is a continuum to these



Presentation name and author - 9/30/2008

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AIMS OF THE SI@BOP CONFERENCE

- Address social, business and technological innovations that could alleviate poverty in economically feasible ways
- Explore the sustainability impacts of BOP innovations
 - Social, environmental & economic
- Bring together actors from multiple sectors of society and ask what different actors can do for poverty alleviation with the BOP approach?
 - Businesses, NGOs, public sector and academia
 - Partnerships & cooperation

Presentation name and author - 9/30/2008

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SI@BOP CONTENTS

- 6 plenary sessions exploring
 - Business approaches: Corporations, SMEs, local
 - Designing for and with the BOP users
 - Experiences at the BOP
 - Inclusive markets
 - Microfinance and insurance
 - Sustainability challenges
- 3 interactive workshops & summarizing panel

We appreciate your input!

PRACTICAL ISSUES

- Limited number of copies of the book available at 50% discount
- Authors can get their copy at the reception desk
- Conference practicalities
 - Key HSE persons during the conference
 - Lunches
 - Dinner
 - UNDP Press Conference on Growing Inclusive Markets at 10:30 today in Istuntosali (in HSE Main Building)