

## SI@BOP CONCLUDING REMARKS

---

SI@BOP at  
Helsinki School of Economics  
September 26-27, 2008

## WHAT ISSUES CALL FOR ATTENTION IN THE FUTURE OF BOP PRACTICE AND RESEARCH?

---

## IMPACTS OF BOP BUSINESS

- Assessing the sustainability impacts of BOP business
  - Little has been done to actually measure the poverty alleviating impacts of BOP business in a holistic fashion
  - At the present BOP research and practice relies on cases and analogies
  - Systematic empirical analysis needed on social and ecological sustainability impacts
- Governance of the sustainability impacts of BOP business
  - BOP approach has gained a lot of momentum
  - It may have huge benefits, but it also poses great risks to ecological sustainability
  - Which governance mechanisms can address these?

## INCLUDING THE LOW-INCOME USERS

- "Deep listening" of and "deep dialogue" with users is emphasized the BOP literature and praxis, but it is difficult to find thick descriptions of how these are applied in practice
- To what extent are the poor included in the product and service development processes?

## WELLBEING AT THE BOP

---

- Does BOP business contribute to wellbeing?
- BOP discussion is predominantly concentrated on income poverty and its reduction
- Wellbeing is not about income alone
- How can we better understand the concept of wellbeing in underprivileged contexts?
- Application of the capabilities approach (by Amartya Sen and Martha Nussbaum) will be explored further in HSE's *Wellbeing at the Base of the Pyramid* seminar on Dec. 15 with Professor Martha Nussbaum as the keynote speaker