

CARE and Corporate Social Responsibility



Defending dignity. Fighting poverty.

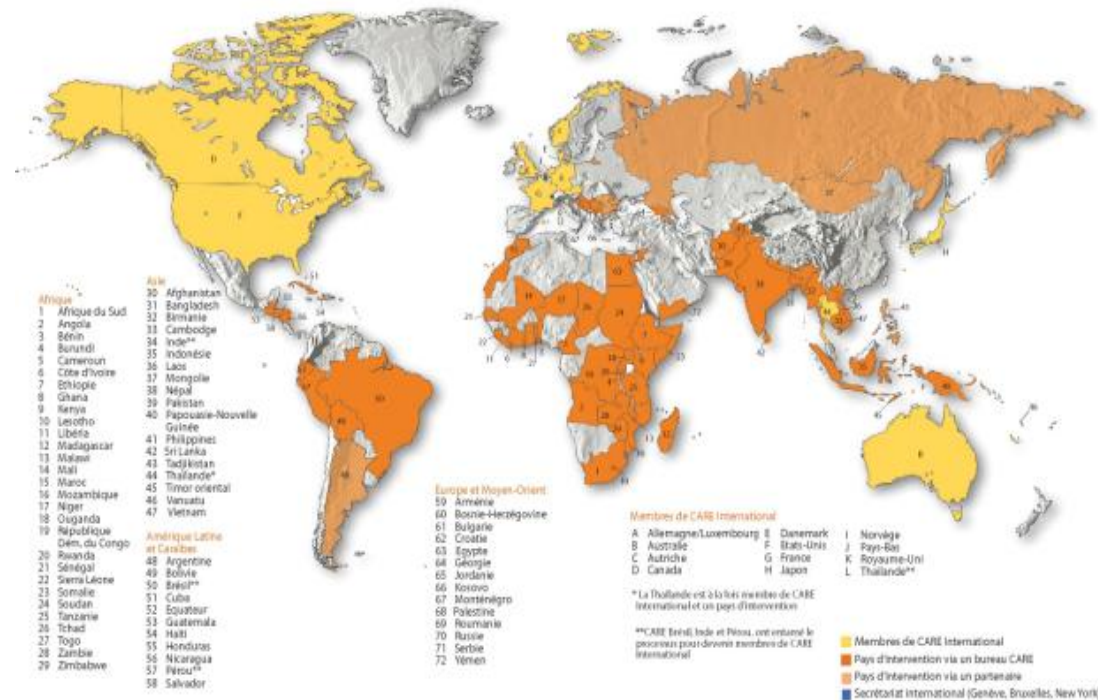


WHO WE ARE

CARE – An Overview

- Global emergency response and development organization
- Created in 1946, 60 plus years
- Network of 12 national members
- Operates in 70 countries
- 1000 projects, 14,500 staff
 - over 95% nationals.
- 50 million plus beneficiaries each year
- We seek transformational changes
- Partnerships with multiple stakeholders
- **90% resources support program activities.**

CARE offices in the world



Our Impact Groups

Marginalized **women & girls**



Extreme poor people in **rural areas**



Marginalized groups in **urban areas**

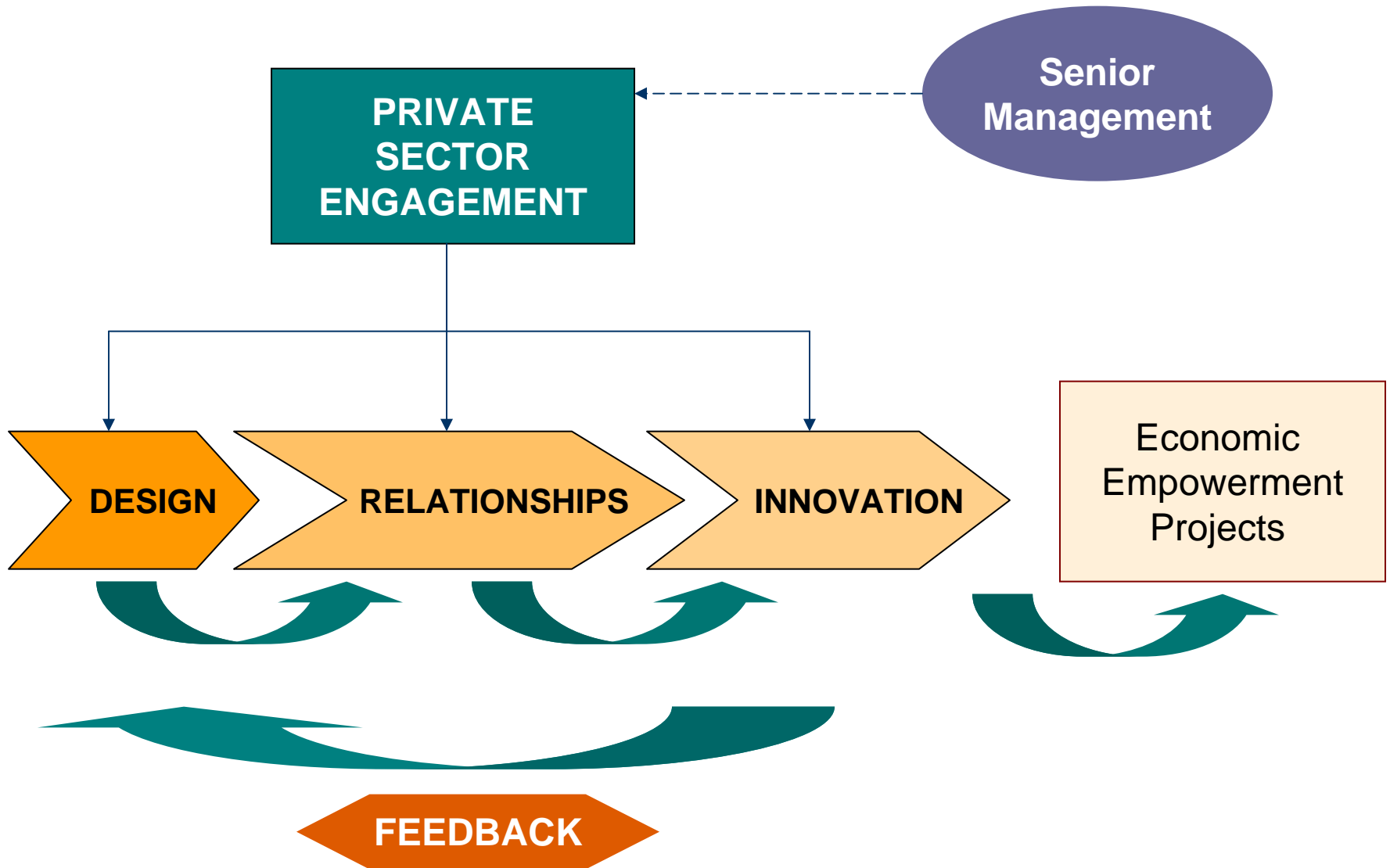
Climate change and disaster vulnerable poor

How do we do it? CARE's Mission

CARE Bangladesh amplifies the voices of the poor and marginalized in ways that *influence* public opinion, development practice, and policy at all levels.

This happens as *knowledge* drawn from our grassroots and global *experience* is channeled through purposeful *relationships* with civil society, government, and **the private sector**.

Private Sector Engagement Team at CARE



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CARE & the Private Sector

Why Does CARE Bangladesh Engage with the Private Sector?

- Private Sector Engagement is a **core component** of CARE Bangladesh's development strategy

- **Successful partnerships yield:**

- **Scale:** Private sector makes multiplier effects happen!!!
- **Sustainability:** Impacts continue without CARE
- **Innovation:** New technologies and new development experiences
- **Skills:** Access to a rich repository of expertise
- **Access to resources:** Sustainable investment opportunities
- **Advocacy:** Influence important public and private sector policies and institutions

Private Sector and Development: Ways to Engage

- ***Inclusive Supply Chains & Markets***

- Incorporating the poor in supply chains
- Increasing income of poor as producers, traders, service providers, wage-earners
- Access to profitable markets for poor



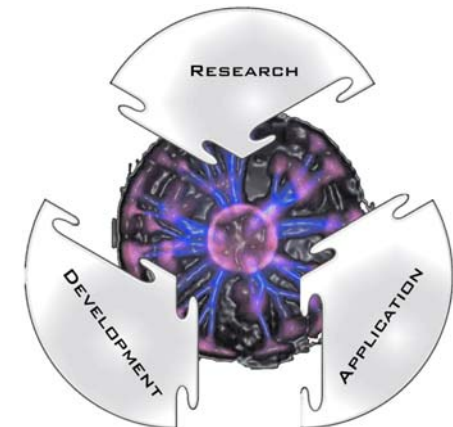
- ***Pro-Poor Investments & Business Models***

- Bringing services to the doorsteps of the poor
- Reaching out to BoP consumers with products-of-need
- Developing social enterprises



- ***Responsible Business & Research***

- Promoting and enforcing CSR in companies
- Working with government and market actors for a business enabling environment
- Building business and development acumen through academic research partnerships



CARE's PSE Experience: EXAMPLES...

Inclusive Supply Chains & Markets

- > 5000+ BoP consumers reached through
- > 1500 poor women sales agents



Pro-Poor Investments & Business Models

- Health training & services to 500 rug workers and their communities



Responsible Business & Research

- > 25 strategically selected companies
- > Inclusive business & partnership brokerage training



The Rural Sales Program (RSP): Purpose

- Poor women empowerment through income and employment
- Develop rural enterprises through strategic linkages with companies
- Creating access to **products and services of need** for rural households
 - Impacts on healthy living, agriculture and livelihoods, standard of living, communication, etc

RSP: History and Development

2005



Income generation activity for women with single partnership

2006-2007



Rural distribution with multiple companies

2007-2008



Multiple companies with development of HUBs and service persons

2008-2009



Multiple support service development for local enterprise development & economic growth

2010-2011

Creation of a new social enterprise

Mutual Relationships: Sharing Roles

CARE' Roles

- > Selection of sales women
- > Provide sales training
- > Monitoring sales performance
- > Sustainable enterprise development

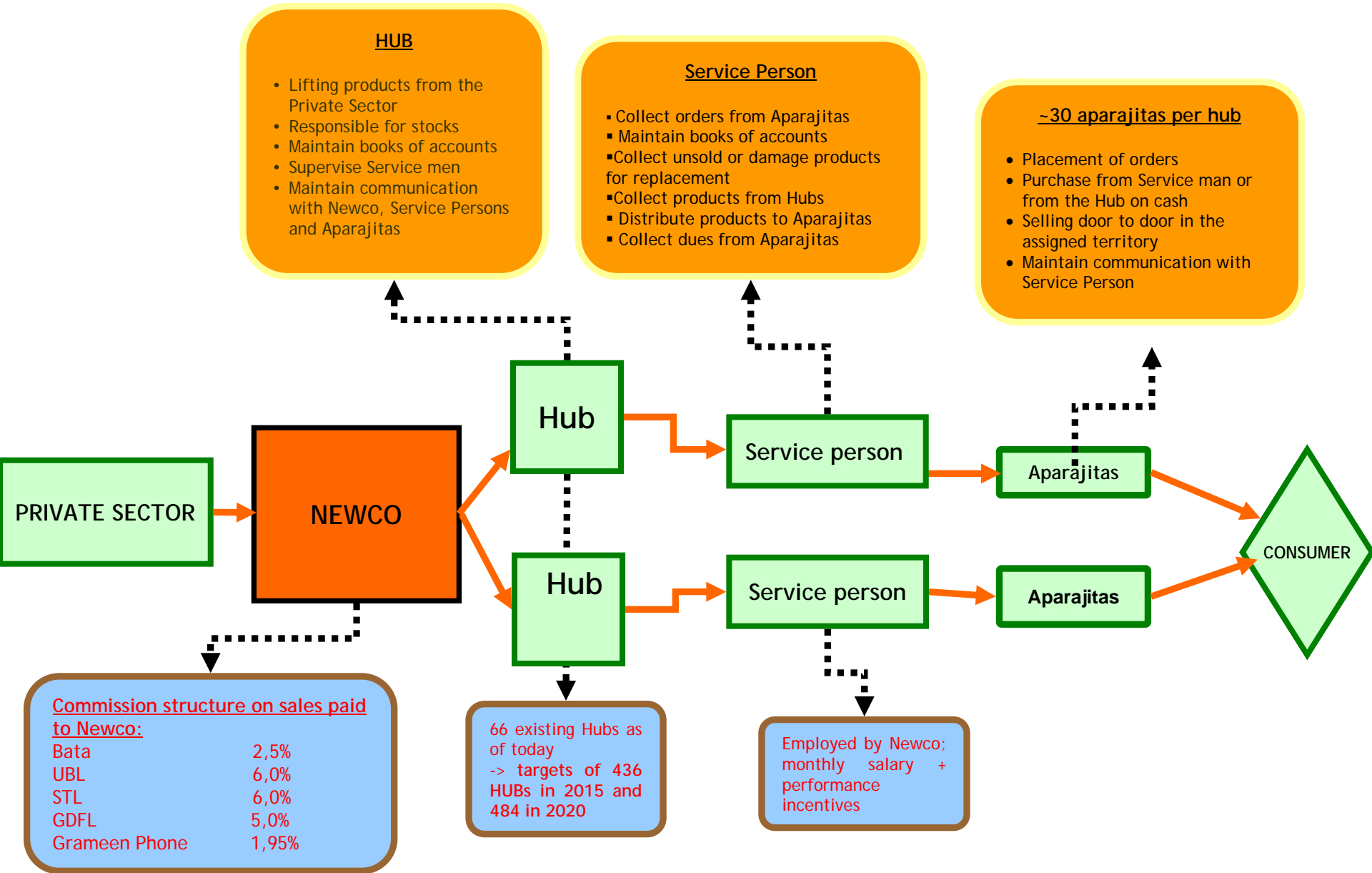
Partners' Roles

- > Contribution to costs based on sales
- > Provide commission on sales to women
- > Provide sales & promo-materials
- > Absorb women distributors

**RURAL
SALES
PROGRAM**

A partnered initiative to Empower under-privileged rural women

Operations of Newco : Business for all !!!



Business Impacts

**Sales Women Earnings
(Avg per Month)**

Year	USD
2005	6.57
2007	9.78
2009	14.60
2010	17.52

Company Sales

Company	2008 (USD)	2009 (USD)	% Change
BATA	210,989	291,970	38
Unilever	94,151	583,941	500
Square	65,402	87,591	33
Others	-	145,985	-

Service Person Earning USD 29.20/65.70 per month
HUB earnings USD 4,379.66 monthly turnover

Social Impacts

Measure social impact across three key stakeholders

1. Business associates (women network and hubs)
2. Consumers
3. Society in general (impact on key industries like agriculture and education)

<i>Expected Social Impacts</i>	<i>No. of People Impacted</i>
<i>Extreme poor women receive sustainable and dignified employment as rural sales agents</i>	2,000+
<i>Average monthly incomes of poor women</i>	USD 18
<i>Enterprises developed</i>	66
<i>Alternate employment generated – service persons</i>	132
<i>rural household getting access to more quality products,</i>	2 million
<i>farmers and entrepreneurs getting access to more profitable markets and information for their initiatives</i>	10,000

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What We Offer

Challenges and Issues for CARE

- **Recent financial turmoil, lack of trust on luxury market and huge interest on BOP market**
- **How do we manage this traffic globally in a coordinated way?**
- **Interest on Social Enterprise (we must have the chance to fail)**
- **Understanding at all level**
- **Sector focus**
- **Legal rights issue (COLI Model)**
- **Resource sharing**
- **Capacity development (training for CO professionals)**

Challenges faced by PS & How we add value

- **Lack of credible partner**
 - To effect Win-Win situation!
- **Partner** for transformational change in society
 - Partner of choice!
 - We are leaders in innovating best practices with companies
- **On-the-surface understanding of CSR**
 - What does responsible business mean?
 - How can it become a core business strategy?
- **Experience in building understanding** of CSR and responsible business
- **High costs and challenges of accessing BoP markets**
 - Companies often unaware of untapped BoP markets
 - Don't know how to access these market
- **On the ground presence for decades**
 - Access to BoP consumers

Challenges faced by PS & How we add value

- **Lack of sustainable business models**

- Business growth and social benefits cannot sustain

- **Sustainable business models** for greater profitability

- Competitive and comparative advantages
- Based on **integrity and solidarity with the poor**
- **Bottom up Innovation**

- **Difficulties in availing a business enabling environment**

- Lack of relationships with actors in business environment

- **Relationships** conducive to doing business

- Government, Civil Society, Communities

- **Measuring social, environmental and economic impact of doing business**

- What tools to use to gauge results from CSR activity?

- **Impact measurement tool**

- Gains to BOTH business and society

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Thank You!!!