

## **CABE Forum - Sustainable Business in the Developing World**

**Date:** Wednesday 23 June 6.15 for 6.30pm start

**Venue:** Cass Business School, 106 Bunhill Row, London EC1Y 8TZ

Refreshments will be served after the event and contributions would be welcomed towards the cost of the event. Please RSVP to [Jayne Payne](#).

**Chair:** Revd Dr Richard Higginson, CABE Trustee, Director Faith in Business Ridley Hall

**Panellists:** Shona Passfield (CMS), Tom Sanderson (Five Talents), Sally Reith (Shared Interest), Jyoti Banerjee (Kiteblue) and Andrew Tanswell (Tough Stuff).

One of the World Economic Forum's initiatives is '[Redesigning Business Value: A Roadmap for Sustainable Consumption](#)' and the 5 requirements to enable this

- **Innovation:** Sustainability is an enabler of innovation and should be at the core of the design of products and services and the development of new business models and platforms.
- **Collaboration:** New forms of collaboration between business partners, along entire value chains, and with key stakeholder groups will be needed.
- **Investment:** To catalyse a prosperous future, business needs to look beyond short-term pressures and focus on investment for the long term, working to build understanding among investors of the value at stake in long-term planning.
- **Values:** To become relevant in shaping a better future for society, new values-based frameworks are needed to align behaviour in more productive and innovative ways.
- **Leadership:** As business leaders, we choose to lead from the front, because we see that the cost of inaction to our businesses far outweighs the cost of action.

Many businesses have accepted the need for corporate social responsibility in addition to the drive for growth and profitability; indeed it was the subject of CABE's Hugh Kay Lecture delivered by Barclays CEO John Varley last November. However, it is debatable whether such practices are sufficiently sustaining and far reaching in parts of the developing world where the need is greatest.

The aim of CABE's forum on '*Sustainable Business in the Developing World*' is to share some exciting current initiatives, to debate and discuss opportunities where we as Christians leading in the economy can get involved or take a lead, to challenge and be challenged!

Speakers:

**Sally Reith, South East Supporter Relations Officer, [Shared Interest](#)**

Shared Interest has grown in just 20 years to become a thriving, successful lending co-operative, with a share capital of over £26m, lending money to 101 Fair Trade businesses in 36 countries across the globe.

**Vision:** We see a world where Shared Interest provides finance to disadvantaged communities to enable them to trade their way out of poverty.

**Mission:** Our mission is to provide financial services and business support to make livelihoods and living standards better for disadvantaged communities in some of world's poorest countries.

We work with people who share our commitment to fair and just trade. Together we take and share risk, because we value the difference that sustainable trade takes.

We seek to satisfy the needs of producers as they work their way out of poverty and to meet the aspirations of our investors and donors to support them in achieving this aim.

Sally Reith biog: "As the South East Supporter Relations Officer for Shared Interest my role is to increase our number of investors so that we can lend more money to fair trade businesses in the developing world. After finishing a Masters in Social Development at the University of Sussex I joined Shared Interest in November 2008. Having spent some time volunteering in Tanzania I became interested in the concept of giving a helping hand rather than a hand out, something I feel fair trade has at its heart. Through my role I hope to continue raising interest and investment in Shared Interest and having visited South Africa with our charitable arm, Shared Interest Foundation, I see the real demand for what we do and the duty we have to continue to meet this demand."

### **Andrew Tanswell, Business Leader, [Tough Stuff](#)**

**Andrew Tanswell**, is a social entrepreneur ; the CEO and Founder of ToughStuff and a Partner of Shaftesbury Partnership.

Andrew founded the award winning ToughStuff, a social enterprise, which aims to lift millions of people out of poverty by providing very affordable solar-powered products for low-income people in the developing world. This triple-bottom-line business is bringing about a reduction of poverty, a significant reduction in CO<sub>2</sub>, removal of the environmental damage of discarded batteries, enhanced health and increased micro enterprise employment  
[www.toughstuffonline.org](http://www.toughstuffonline.org)

Andrew was one of the winners of the 2009 [Global Social Business Incubator](#) for Social Entrepreneurs sponsored by the Skoll Foundation.

Past experience includes international relief and development with Medair in Iraq and Somalia. He was also the first Executive Director of Micah Challenge. As a social entrepreneur he is convinced that enterprise based solutions to lift people out of poverty is vital.

### **Tom Sanderson, UK Director [Five Talents](#)**

**Five Talents exists to fight poverty, create jobs, transform lives**

We do this by supporting micro-finance initiatives in developing countries - providing loan capital and training.

Microfinance initiatives support small businesses. Through training and small loans, Five Talents helps to establish and nurture small businesses. Training in business skills combines with loans for stock, equipment, raw materials, land, premises etc. (to help establish grocers, hairdressers, bakers, brick-makers, shoe-repairers) This tackles poverty bottom up. Each business builds economic independence for the individual entrepreneur, their families and the families of those they employ. Employment and independence bring dignity. Five Talents creates jobs to fight poverty.

Microenterprise development is an efficient and effective method for fighting poverty and raising entrepreneurs in developing countries. By contrast, top-down grant programmes often lead to dependency. Micro-loans programmes maintain ownership and responsibility with the entrepreneur significantly enhancing the success rate. Since the loan capital is constantly

revolving to other entrepreneurs, it is an extremely cost-effective method of micro-enterprise development.

**Jyoti Banerjee – Director, [KiteBlue Ltd](#)**

Jyoti is a specialist in helping technology companies (particularly software companies) develop and improve their business strategies. I operate in two main areas of work: consultancy on strategy in business software markets, and public engagement on the interface of business with technology. I do this work as a director of KiteBlue Limited, based in England. KiteBlue – “Informed and strategic comment on the interface between technology and business strategy”

“As a director of Agitavi Research, I am involved in creating and distributing resources that help drive software entrepreneurship and better software business management practices. For more information on this, please see [www.agitavi.com](http://www.agitavi.com).

I am a co-founder of M Institute, a not-for-profit membership organisation that acts as a think tank for leaders of medium-sized organisations, and lobbies for them in public settings. See [www.m-institute.org](http://www.m-institute.org).

I also work with Ibex International, a social venture fund that invests in ethical businesses in Third World settings.

I am a member of the international council of Interserve, a faith-based charity operating in 40 countries in Asia and the Middle East.”

**Shona Passfield, trustee [CMS](#), [Five Talents](#)**

Shona is Managing Director of her own marketing company which provides high level strategic consultancy to a range of leading UK businesses. She has been able to apply her strategic planning skills to engage with the work of CMS in Business as Mission. Shona has been appointed to the Board of Magi Enterprises, CMS’s Business as Mission initiative in Asia. Shona also supports the work of CMS Africa with their Business as Mission strategy and in providing training in business planning skills. She regularly travels to both Asia and Africa in support of CMS’s work.

CMS is committed to evangelistic mission, working to see our world transformed by the love of Jesus.