



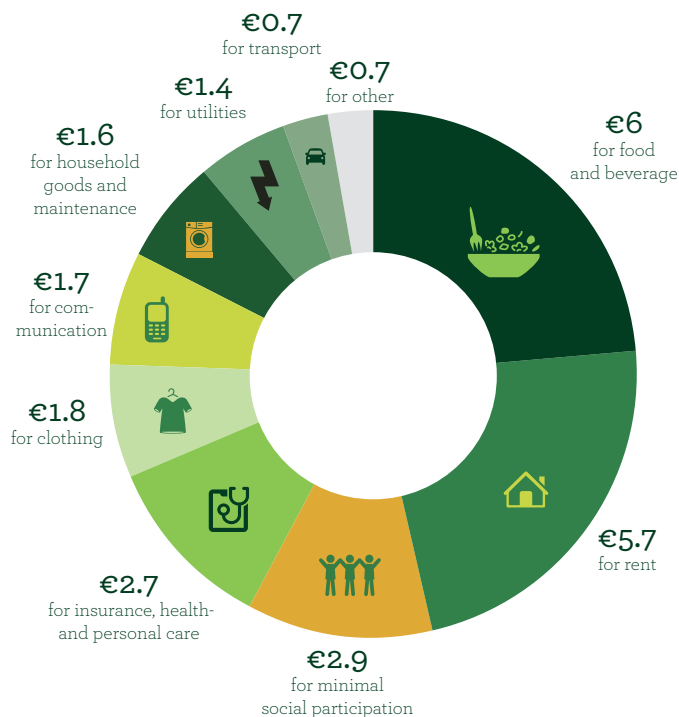
10.3% of the Dutch\* and 16,7% of Europeans live in poverty\*\*

19,4% OF THE DUTCH STRUGGLE TO MAKE ENDS MEET EVERY MONTH  
ANNUAL SPENDING OF €5.8 BILLION\*



# "Business & Poverty"

Shaping the wallet of the future:  
a better future for all



## Objectives

- Create a platform of 10 to 15 leading businesses operating in complementary sectors
- Organise a combination of joint workshops and individual innovation trajectories
- Test at least 30 market solutions in the first 3 years
- Scale - or be ready to scale - at least 50% of solutions by January 2017

Your company can be amongst the future leaders in the field of shared value creation.

- "Business & Poverty" requires commitment and buy-in from top management in your business.
- The key contact for this program should be a senior manager with P&L responsibility.
- The program consists of:
  - 2 CEO meetings/year
  - Minimum 2 workshops or seminars on a dedicated topic
  - Minimum 1 individual innovation trajectory per business.

Important challenges in society can and should be tackled in an entrepreneurial way. The real challenge is to generate shared value: creating sustainable social impact that grows your business.

## Poverty

Poverty is a serious and wide-reaching problem. It affects 10.3% of the population (CBS 2014). The annual spending of this group is an estimated € 5.8 billion (CBS 2015). Poverty not only affects buying power and material well-being. It also has serious effects on psychosocial behaviour. This leads to chronic stress, uncertainty, social exclusion and reduced mental capabilities.

The problem of poverty is complicated by market access and pricing structures. Businesses are a key factor in developing successful solutions, responding to the needs of the poor.

The poor tend to pay more for services and goods than the rest of the population.

(\*) SCP & CBS 2014, 2015  
(\*\*) Eurostat, 2015

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Companies that genuinely engage with the complexities of the lower income household wallet are securing future revenue.



## Business Challenge

There is a huge, structural business opportunity present. Are you ignoring it? Or is your current business model ill-fitted to successfully address the market of the poor? Be at the forefront of tomorrow's market and learn from other sectors.

A mind shift towards creating shared and social value is needed. Corporations should stand at the helm of this evolution. Governments and civic organisations cannot solve the problem of poverty alone.

Businesses can make a positive societal impact on the lives of the poor at an unusually large scale, while gearing up their organisations for the future with innovative solutions and market approaches.

## Business Solution

“Business & Poverty” is about businesses stepping up to the challenge of developing structural and impactful solutions.

### Joint learning

Our experts will lead you through a series of workshops and seminars, exploring the possibilities of new methods and business approaches to allow you to:

- Understand the mechanisms of poverty
- Find ethical and beneficial ways of accessing the low-income households with your products and services
- Lead your company and your people into an era of shared value creation.

### Individual Innovative Trajectories

We develop, design and experiment with new business models and services, propose new partnerships and approaches.

Within that framework, co-creation and experience-sharing are crucial. Testing and scaling will ultimately lead to learnings and service roll outs with big societal impact.

## Business & Poverty

Initiated by i-propeller and New Foresight (NL) in partnership with Action Tank Entreprise et Pauvreté (Fr)



We are a strategic consultancy that facilitates sustainable market transformations. We address the global challenges of our time by developing innovative strategies and driving implementation.



We are convinced that important challenges in society should and can be tackled in an entrepreneurial way. As a consultancy, we promote shared value and social business innovation. We design new strategies, business models, products and services that respond to societal demands.



Action Tank has successfully organised collaborations and is running active programs in the French market, with key players such as Danone, Schneider, Renault.