

Negocios Inclusivos en la Base de la Pirámide.

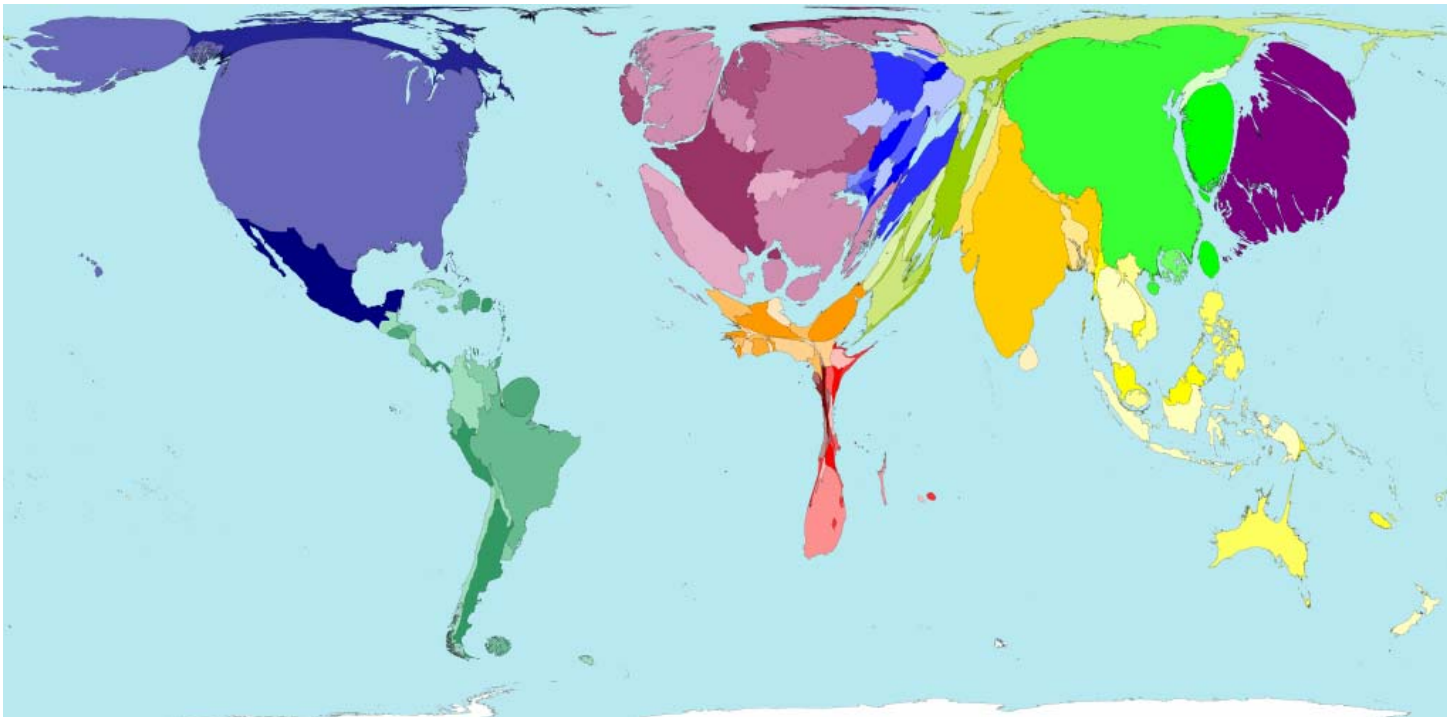
Sesión de Trabajo. **Innovación y alianzas para el desarrollo**

Construyendo un marco de reflexión sobre innovación, alianzas y desarrollo.

Bilbao. 28 de marzo de 2014

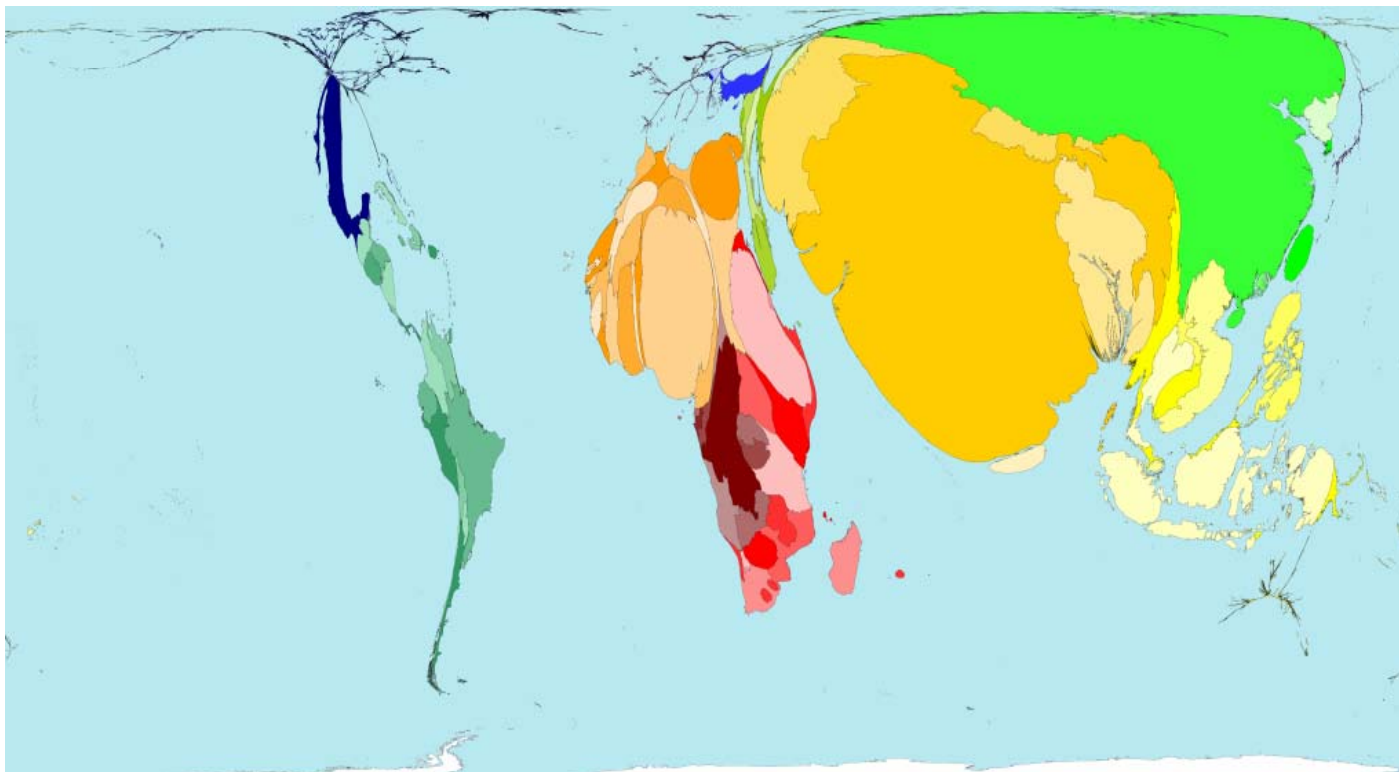
Private Sector business-as-usual vision

Proportion of global population, adjusting GDP to local purchasing power.



BOP potential market

Proportion of global population living with less than 2 USD per day



30 segundos para presentarse:



**Amasar-cocer-entregar
panes variados:**

Innovación Social,
4º sector

+ empresa social

+ RSE

+ Internacionalización BdP

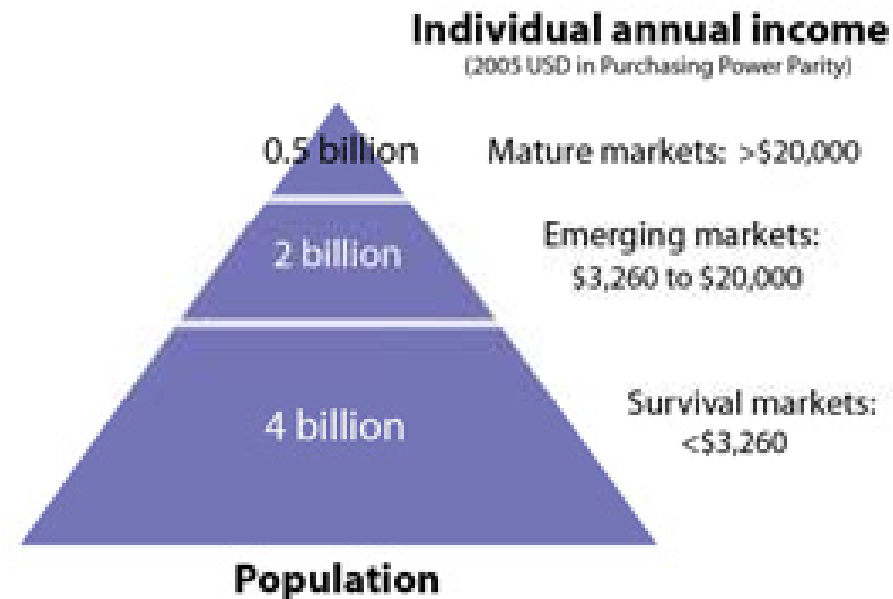
+ Finanzas Sociales

Obradores:

Innobasque y otros entornos.

What is the Bottom of the Pyramid?

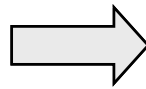
The World Economic Pyramid



Most companies focus on mature and emerging markets, while the huge market of 4 billion people living on less than \$3,260 a year goes largely untapped.

World Resources Institute

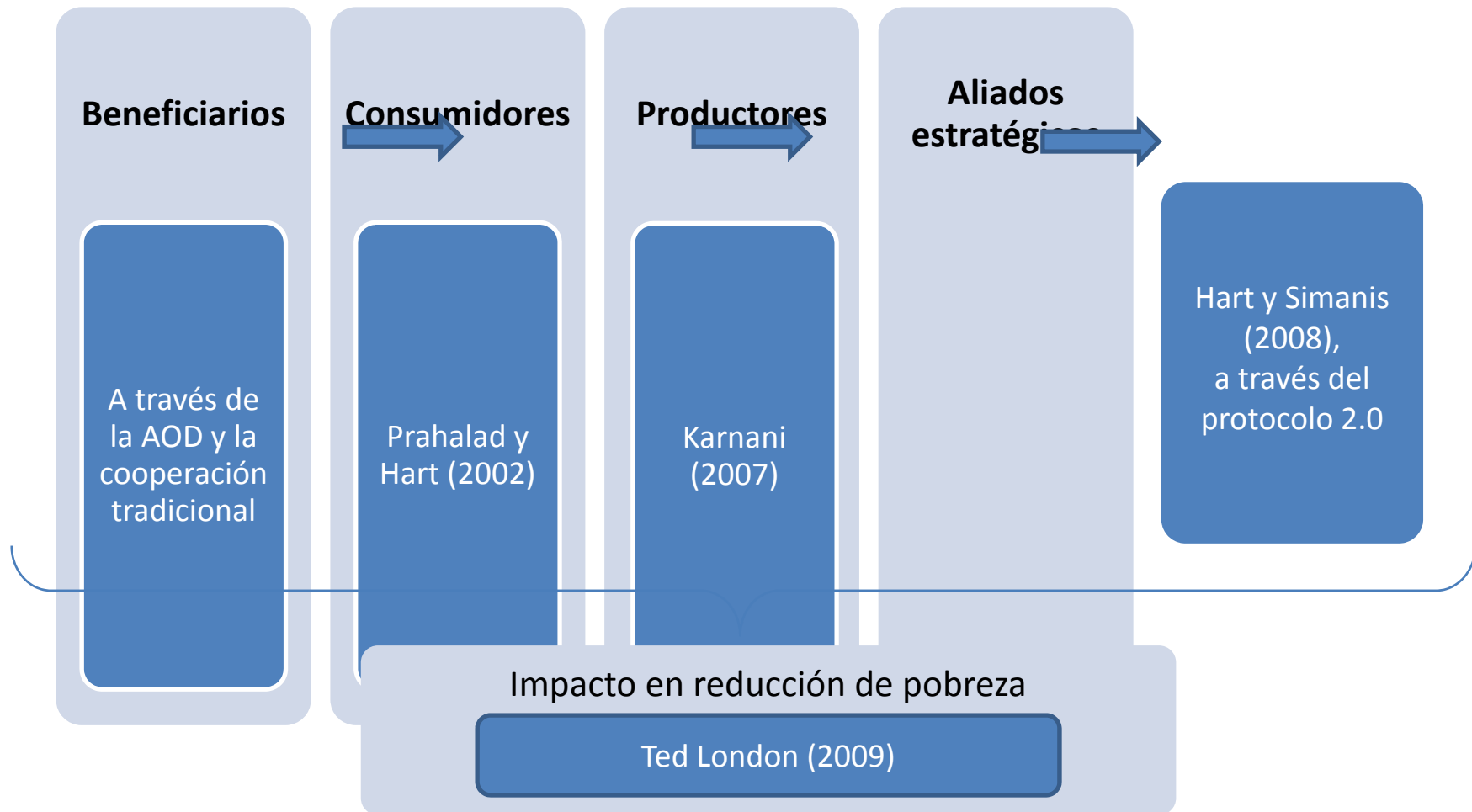
BoP 1.0 (visión "C.K. Prahalad")
BoP as consumer and producer
Identifying and exploiting opportunities
Efficiency and leverage on internal resources
Listening
Margin price decrease
Use of existing distribution channels
Trading agreements in collaboration with NGOs
"Selling to the poor"



BoP 2.0 (visión "Stuart Hart")
BoP as a partner
Co-creation of opportunities.
Innovation with internal and external resources
Dialogue and participation
Margin price adaptation
Design of innovative distribution channels
Trading agreements in partnership with NGOs
"Co-creating with the poors"

Source: Base of the Pyramid Protocol, 2nd Edition

Concepción de la BdP en varias corrientes académicas



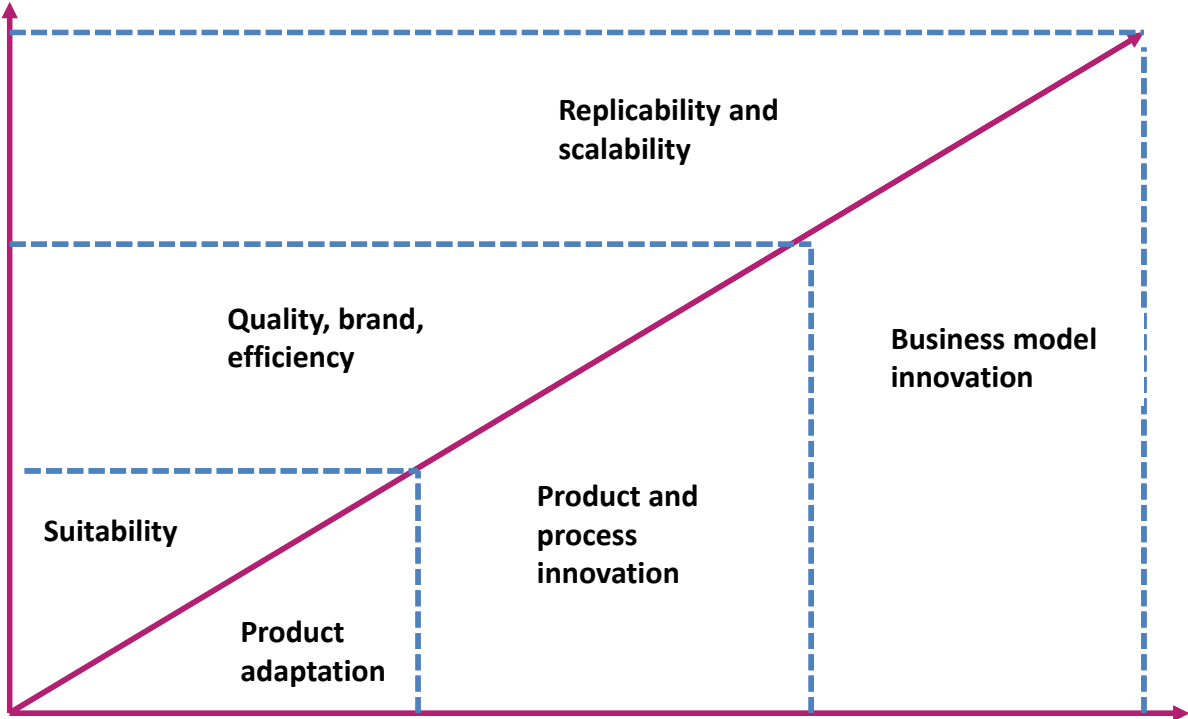
PLAN DE ACCIÓN DE LA DINÁMICA DE CUARTO SECTOR

Para promover una dinámica de generación de valor social y económico en Euskadi, a través de un **modo innovador de hacer negocios** encaminado a superar los grandes retos sociales de forma sostenible, **INNOBASQUE** propone actuar sobre **4 ámbitos críticos** en el desarrollo empresarial:



Results







Understanding of BoP and social integration



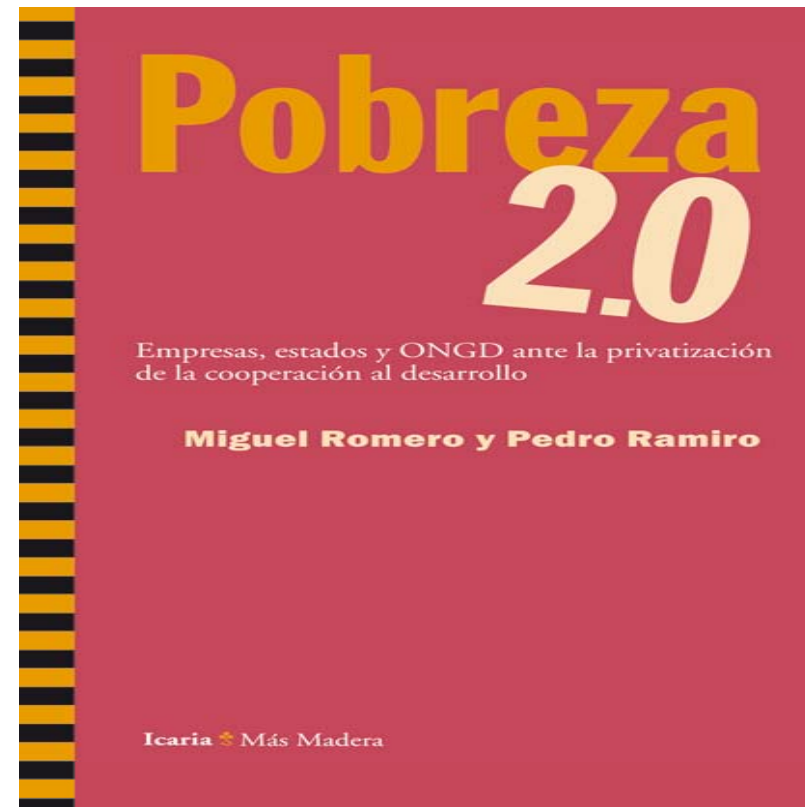
Type of innovation

CUARTO SECTOR : BASE DE LA PIRÁMIDE

Becas Global Training - BdP

 <p>anesvad por el derecho a la salud</p>  <p>ALERT-INDIA Association For Leprosy Education, Rehabilitation and Treatment - India</p>	 <p>HBIO</p> <p>LAST MILE for BoP</p>	 <p>CIU CENTRO DE INNOVACIÓN URKIDE</p>  <p>Universidad Católica DAMASO A. LARRAÑAGA • URUGUAY</p>	 <p>UnLtd ★</p> <p>GLOBAL SOCIAL ENTREPRENEURSHIP NETWORK</p>
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GOBIERNO VASCO PROGRAMA **GLOBAL LEHIAN**



Professor Stuart Hart

“Driving Innovation from the Base of the Pyramid”

<http://www.cornell.edu/video/driving-innovation-from-the-base-of-the-pyramid>