

# PRESS RELEASE



United Nations Development Programme

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## **LAUNCH OF THE REPORT ‘CREATING VALUE FOR ALL: STRATEGIES FOR DOING BUSINESS WITH THE POOR’**

*Thursday, July 24<sup>th</sup> 2008 from 08.00 am at the Stanley Sarova Hotel in Nairobi*-Over a billion people do not have access to drinking water, 1.6 billion do not have access to electricity and 5.4 billion have no access to the Internet. Yet the poor have a largely unexploited potential as consumers, producers, innovators and entrepreneurs. *Creating Value for All* showcases 50 examples of local and international companies successfully integrating the poor into their business models to create wealth, spur growth and spark social change. Moreover, the report offers tools for businesses interested in more inclusive markets, which will be discussed in more detail at the subsequent workshop.

As UNDP Administrator Kemal Dervis writes, “The power of poor people to benefit from market activity lies in their ability to participate in markets and take advantage of market opportunities. Business models that include the poor require broad support and offer gains for all.”

*Creating Value for All* highlights five strategies that private businesses have successfully used to overcome the most common obstacles to doing business with the poor:

- adapt products and services;
- invest in infrastructure or training to remove constraints;
- leverage the strengths of the poor to increase labour and management pool and expand local knowledge;
- work with similarly-minded businesses, non-profit organizations or public service providers
- engage in policy dialogue with governments.

*For Further Information contact*

*Mr. Stefan Engels, UNDP –Kenya Tel [stefan.engels@undp.org](mailto:stefan.engels@undp.org)*

*Ms. Jemaiyo Chabeda, UNDP Kenya Communications office, Tel 254-723727779*

*Email: [jemaiyo.chabeda@undp.org](mailto:jemaiyo.chabeda@undp.org)*

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