

What is the Business Call to Action?

Around the globe, business investments are a powerful driver for economic and social change. These investments have the potential to realize commercial success while also helping people escape from poverty.

The Business Call to Action (BCtA) encourages companies to develop innovative new business models that meet the Millennium Development Goals (MDGs) by providing jobs, contributing to environmental sustainability, addressing healthcare challenges in developing countries, and creating opportunities for women.

BCtA is working with many of the world's biggest companies to transform the way business is conducted, while improving the lives of poor people



and contributing to sustainable growth. The initiative is supported by the United Nations Development Programme, the United Nations Global Compact, the British Government, the Australian Government, the Clinton Global Initiative, and the International Business Leaders Forum.

The Companies

Since the BCtA's launch in 2008, companies such as The Coca-Cola Company, Ericsson, Diageo, Microsoft, Cadbury, Anglo American and many more have responded to the Call to Action. These companies are implementing initiatives that seek to provide the world's poor with access to financial services and technology; a place within a company's supply chain; education and training; and new business opportunities.

BCtA also welcomes regional and national companies committed to achieving innovative development solutions through their core business activities.

Contact the BCtA Secretariat

Amanda.gardiner@undp.org
BCtA Secretariat
One United Nations Plaza, DC1- 2384
New York, NY 10017
Tel: +1 212 906 5695
www.businesscalltoaction.org

Why Join?

By joining BCtA, a company benefits from:

- A global leadership platform on which to demonstrate a genuine commitment to eradicate poverty and support the MDGs.
- Technical expertise and knowledge on inclusive business models and how to go about incorporating these models in core business activities.
- Partner networks with donor organizations for building partnerships.
- Validation and dissemination of the results of company actions in national, regional and international fora including the UN.

How Can I Join?

The BCtA invites business to seize the opportunity to make that difference. There is no membership fee; companies are simply asked to submit an application via the BCtA website at: www.businesscalltoaction.org.

Initiatives must show that they are:

- Able to generate economic and development benefits;
- Clearly linked to the company's core business;
- Incorporate a fresh approach to business for the company; and,
- Generate measurable results.

Limited technical support is provided by the BCtA Secretariat and its partners to help a company identify and develop appropriate company initiatives.