



The World Environment Center is pleased  
to announce an International Environment Forum (IEF) Roundtable on

***“Creating Sustainable Value at the Base of the Pyramid”***

**AGENDA**

***Thursday-Friday, July 5-6, 2007  
Amsterdam, the Netherlands***

---

***The World Environment Center wishes to thank ABN AMRO for generously hosting this event.***

Six years ago, multinational enterprises committed to actively contribute to the realisation of the Millenium Development Goals, the first of those being to “*halve, between 1990 and 2015, the proportion of people whose income is less than \$ 1 a day*”<sup>1</sup>.

Around that time, C.K Pralahad<sup>2</sup> and other authors were affirming that poverty reduction could result from co-creating a market around the needs of the poor. Enabling the poor to become entrepreneurs would be the key to sustainable livelihoods. Practical examples on how successful and profitable some product innovations could become at the base of the economic and social pyramid circulated around the world. Most often, these new products and services succeeded because they were either bypassing traditional intermediaries, or/and enabling transparency and direct access, thus creating the conditions of an accessible market. These findings encouraged other enterprises to engage in business with a population segment that is traditionally left behind as the markets continue to globalize. As a result, classical corporate philanthropy initiatives lost popularity in favour of business approaches having the potential to empower the poor while creating new markets.

Markets at the base of the pyramid are rapidly developing and highly challenging. They also are a great source for experimentation and innovation in sustainable development since resources such as water, energy and transportation can be scarce and expensive in least developed countries. However, markets at the base of the pyramid also bear an emerging sustainability problem. If single-serve packaging is a clear advantage to allow the poor to consume, it also has clear environmental drawbacks.

This Roundtable will address the opportunities, the successes, the failures and the challenges lying ahead the creation of value at the base of the pyramid. The WEC is honoured to welcome the Executive Secretary of the United Nations Capital Development Fund Mr. Richard Weingarten as keynote speaker and to learn from leaders such as ABN AMRO, F.Hoffmann-La Roche, CEMEX and others.

---

<sup>1</sup> <http://www.un.org/millenniumgoals/>

<sup>2</sup> Prahalad, C.K., The fortune at the bottom of the pyramid. Eradicating poverty through profits, Wharton School Publishing, 3<sup>rd</sup> edition, 2006



*ABN AMRO Bank  
Gustav Mahlerlaan 10  
1082 PP Amsterdam  
The Netherlands*

**Thursday, July 5**

**16:00 – 16:30 REGISTRATION**

**16:30 – 16:45 WELCOME**

Ms. Sandra Kingma, Director, ABN AMRO Foundation, and Senior Vice President, Community Investments, ABN AMRO

Dr. Terry F. Yosie, President & CEO, World Environment Center

Self introduction of participants

**16:45 - 19:00 KEYNOTE ADDRESSES and DISCUSSION**

**Mr. Richard Weingarten**

Executive Secretary, United Nations Capital Development Fund

*The UN Record and Perspective - Creating Sustainable Value in Least Developed Countries*

**H.E. Drs. G.A. Ton Boon von Ochssee**

Sustainable Development Ambassador, Ministry of Foreign Affairs, The Netherlands

**19:00 DINNER AT ABN AMRO**



**ABN AMRO Bank**  
Gustav Mahlerlaan 10  
1082 PP Amsterdam  
The Netherlands

**Friday, July 6**

**08:30 – 08:40 INTRODUCTION AND MODERATION**

Dr. Hartmut Leidig, Head of Corporate Department, Environmental Protection & Safety, Boehringer Ingelheim GmbH, and IEF Co-Chair

**08:40– 10:15 INDUSTRY CASE STUDIES – Reconciling Economic Development with Social Needs**

**ABN AMRO**

*Community Engagement and Microfinance Initiatives in India*

Mr. Srinivas Bonam, Assistant Vice President, ABN AMRO Bank India

**F. Hoffmann-La Roche**

*Enabling Access to Healthcare in Least Developed Countries*

Ms. Maria Vigneau, Director, External Relations, HIV/AIDS, Pharmaceutical Division, F. Hoffmann-La Roche

**10:15 – 11:00 BREAK OUT IN DISCUSSION GROUPS**

**11:00 – 12:30 INDUSTRY CASE STUDIES – Developing Sustainable Business Models at the Base of the Economic Pyramid**

**CEMEX**

*Results, Perspective and Sustainability of the Patrimonio Hoy Model*

Mr. Timothy Andrew Stokes, Vice President, EMEA & Asia, Communications and Public Affairs, CEMEX

**Bosch and Siemens Home Appliances**

*Household Energy at the Bottom of the Pyramid: Protos-The Plant-Oil Cooker*

Mr. Samuel C. Shiroff, Director, Protos Market Introduction, Bosch and Siemens Home Appliances

**12:30 – 13:00 BREAK OUT IN DISCUSSION GROUPS**

**13:00 – 14:00 LUNCH**

**14:00 – 15:00 IEF MEMBER ASSEMBLY**



## *“Creating Sustainable Value at the Base of the Pyramid”*

### REGISTRATION FORM

July 5-6, 2007

Amsterdam, THE NETHERLANDS

---

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

#### **Hotel Reservation:**

Arrival date: \_\_\_\_\_

Departure date: \_\_\_\_\_

Special requests: \_\_\_\_\_

#### **Accommodation and Conference:**

**Novotel Amsterdam**  
Europaboulevard 10  
1083 AD Amsterdam  
The Netherlands  
Tel: (+31)20/5411123  
Fax: (+31)20/6462823  
<http://www.novotel.com>

The Novotel Amsterdam Hotel is conveniently located within short distance of ABN AMRO's headquarters.  
The RAI station is within 5 minutes walk of the hotel, with public transport taking you to the city centre and Schiphol Airport within 15 minutes.  
The rooms provide modern comfort, a unique feeling of spaciousness and contemporary decor for business travel.

**Limited accommodations have been arranged at the Novotel Amsterdam** at the price of 150 EUR per night inclusive of VAT, service and breakfast.

Please forward this form via fax or answer by email to Isabelle Sécher **before May 25<sup>th</sup>**. She will handle your hotel arrangements.

Tel: +49 821 598 3563; Fax: +49 821 598 3559; Email [isecher@wec.org](mailto:isecher@wec.org)

Thank you! We look forward to seeing you in Amsterdam!