



RECOMMENDATIONS

Cornell Global Forum on
Sustainable Enterprise

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Global Forum in Brief

Convening the world's leading intrapreneurs, entrepreneurs, change agents, and financiers seeking to incubate, and commercialize "clean technologies" at the Base of the Income Pyramid (BOP)".

June 1-3, 2009 - New York



Cornell Global Forum Participants

- Delegates, nearly 100 from 20 countries
 - 11 Facilitators, 11 technical advisors and 11 assistant
 - 120 Cornell Alumni and Friends
 - 10 staff
 - 1000 attendees at closing session (sold out)
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Two shades of Clean Tech

Institutionally
Aligned

Green Giant

Centralised
Large scale
Remote
Capital intensive
Centrally planned
Standardised
Top down
Big footprint

Solar farms
Big wind
Nuclear
Clean Coal
Water plants

Little Green

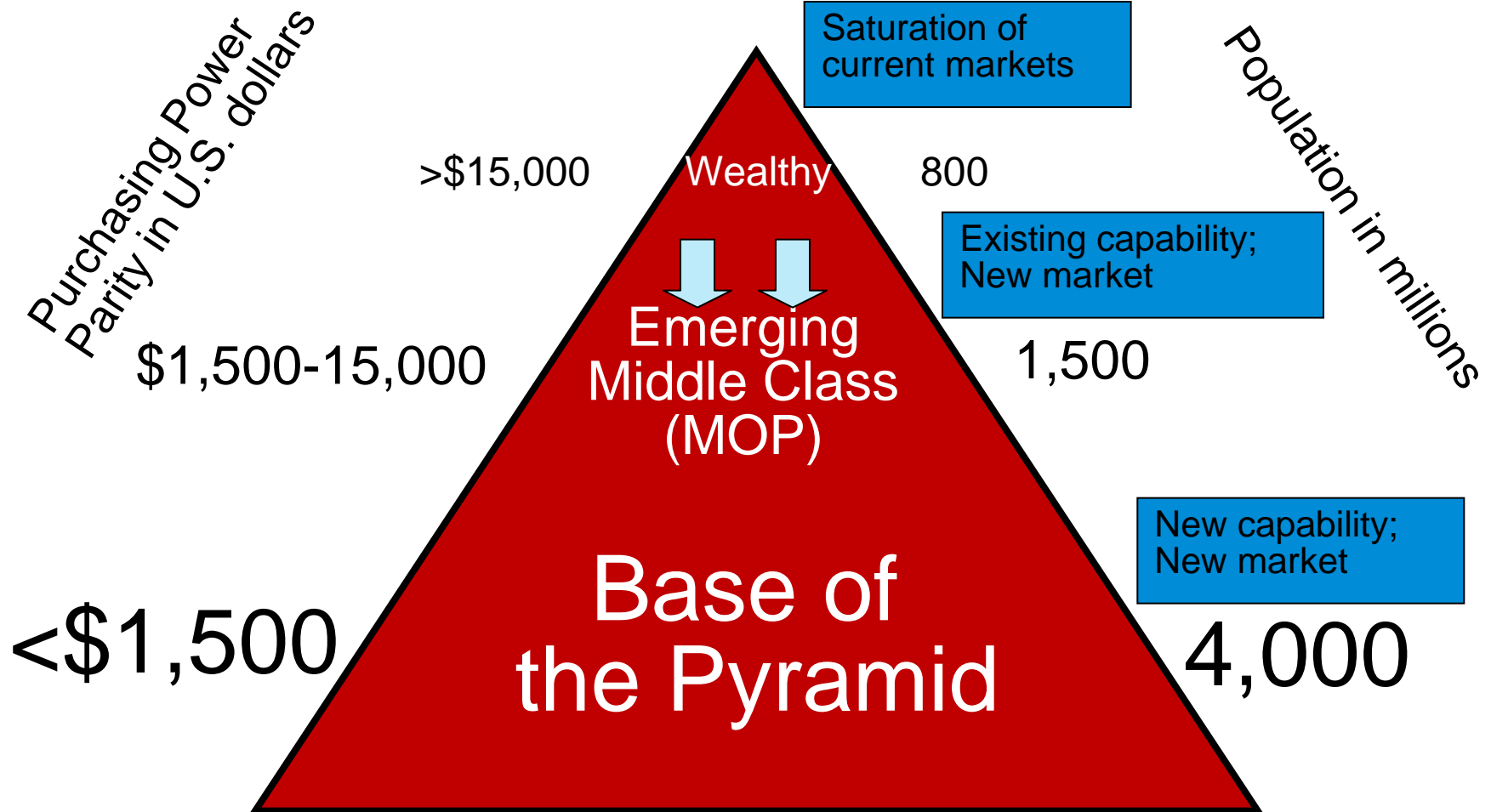
Distributed
Small scale
On-site
Labour intensive
Self-organising
Localised
Bottom up
Small foot print

Decentralised
solar
Small wind
Small hydro
Point of use water

Disruptively
Innovative

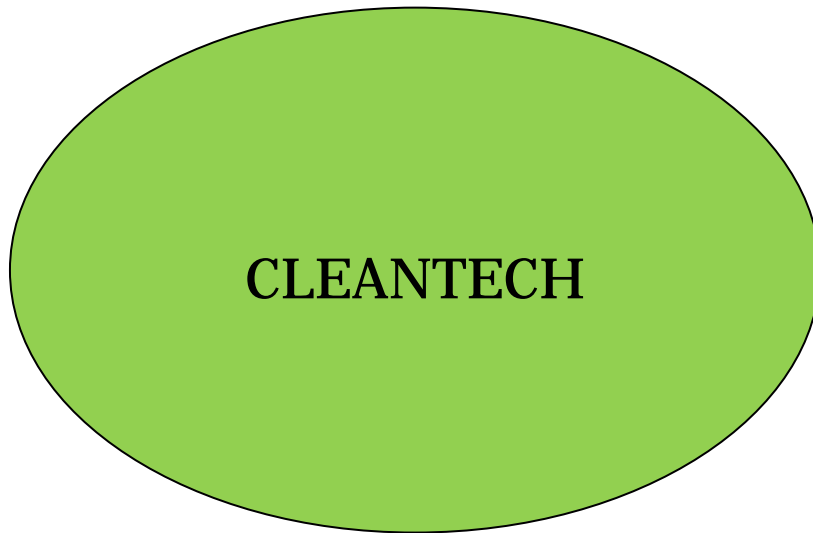


The Global Income Pyramid

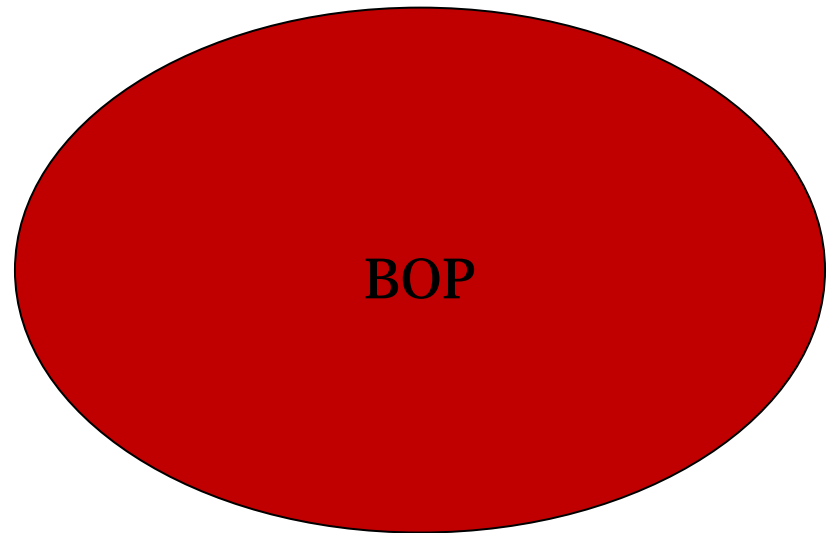




Two separate worlds



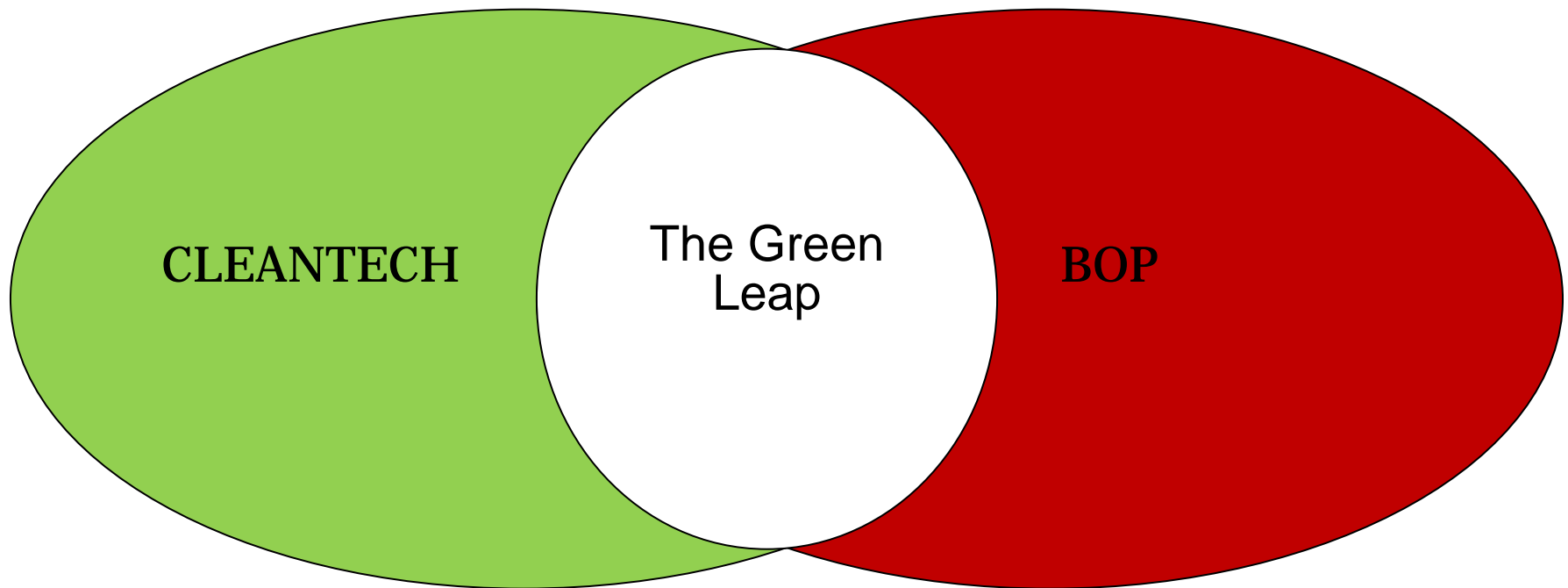
Technology focused
Environment as driver
Base of the Pyramid?



Distribution focused
Poverty as driver
Environment?



The Great Convergence

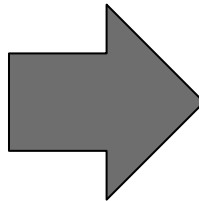




Initiatives

- 11 task teams within:

- Renewable Energy
- Distributed Generation
- Biomaterials
- Biofuels
- Water 1-3
- Sustainable materials
- Food/Agriculture
- Nutrition/Health
- Convergence



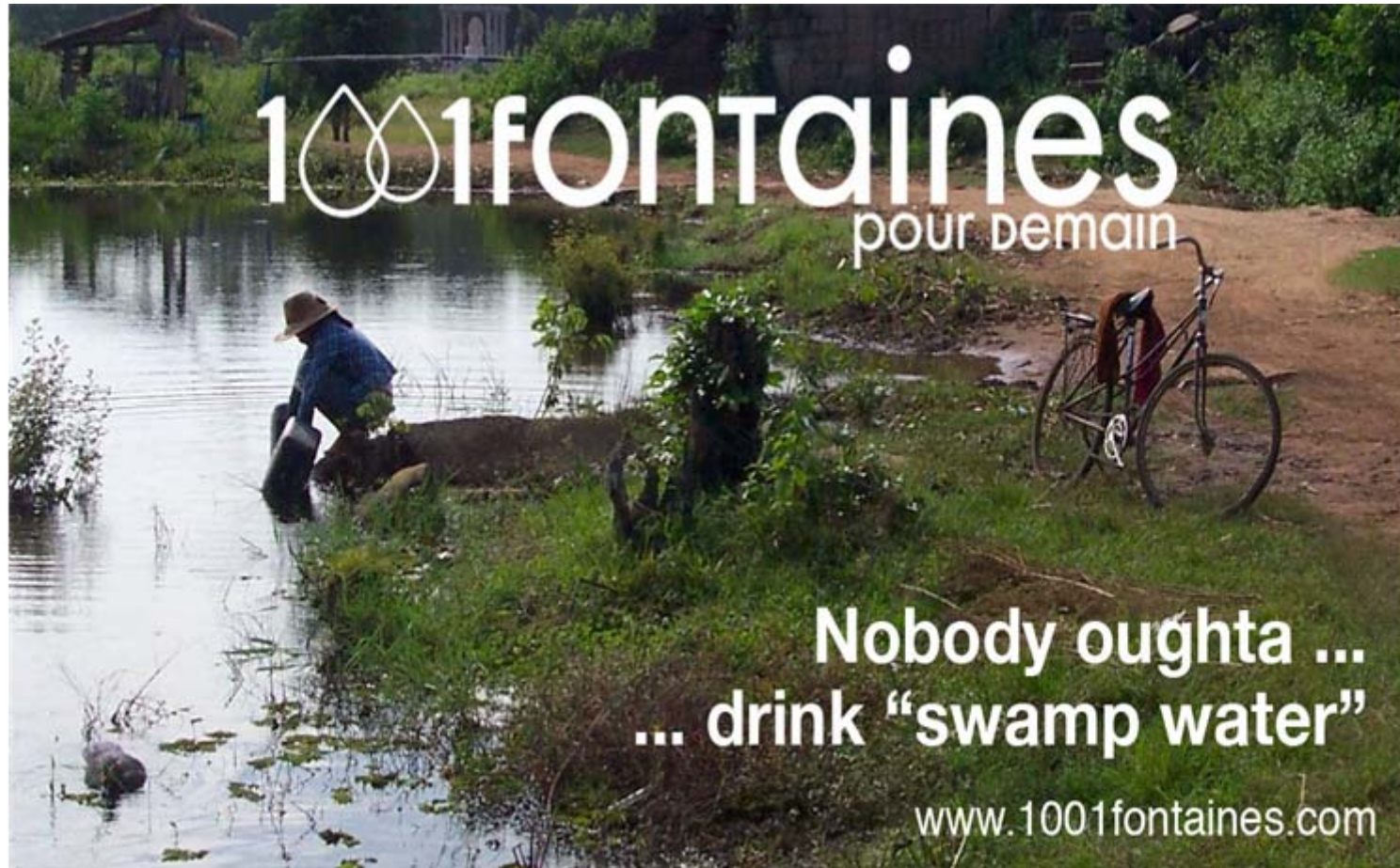
Examples of initiatives

Mapping of existing practices in water and energy consumption

An advisory service where MBA students advise on the convergence

An overview of convergence methodology, and compilation of insights in a "BOP-wikipedia"

A partnership between Nike, Natura and others on lifecycle thinking in materials and business models

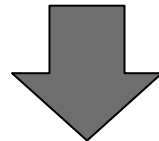




Water III: Initiative

To grow the 1001 Fontaines initiative
from 20.000 users in 2009 to 10 mill
users in 2015.

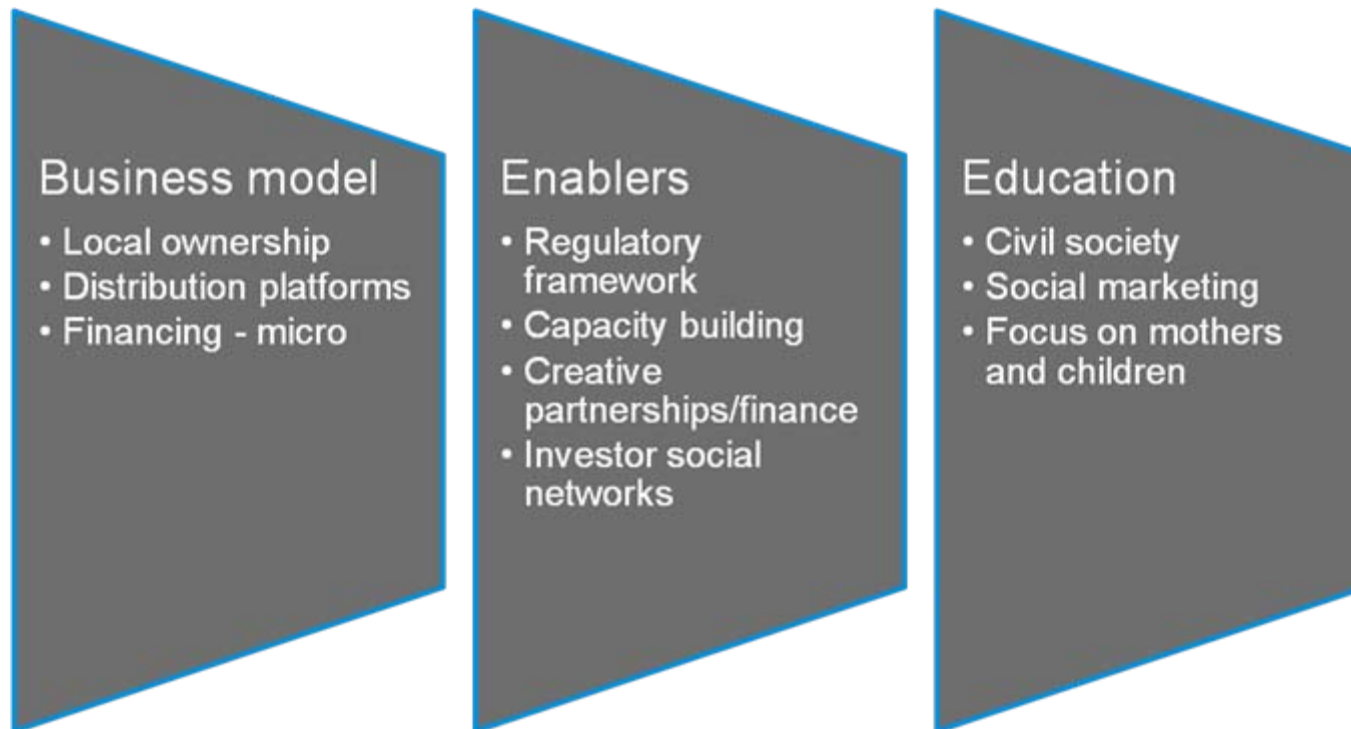
What does it take?



Challenge is not in technology, but in
creating demand and an environment
that enables thousands of small
businesses to supply clean water at BOP



Initiative: an integrated approach



All task team members signed up to take this further and IDB will finance concept development.



General recommendations

- Engage with marginalised groups in mutual business partnerships
 - Build long term relations of trust with BoP communities.
 - Creatively marry company technologies with capabilities in BoP communities through a process of co-creation.
 - Evolve the business model from the ground up.
 - Build enabling support structures.
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