

Growing Sustainable Business (GSB)

The project is focusing on income generating activities that target women and youth.



What is GSB doing:

The Growing Sustainable Business initiative (GSB) facilitates enterprise solutions to poverty in advancement of the Millennium Development Goals. GSB engages the private sector in strategic partnerships and innovative business models that contribute to core business activities and local economic development.

The GSB program was started in Mozambique in 2007 in direct cooperation with the country's national investment promotion agency - Centro de Promoção de Investimento (CPI - Investment Promotion Center) - as the vehicle to facilitate partnerships within the private sector to support the development of commercially viable business investments that have a positive impact on poverty reduction.

How is this being achieved:

 GSB's role is to identify pro-poor investment opportunities, develop innovative business models, broker partnerships between key stakeholders, and market projects to both local and international investors. It offers direct support through financing of market studies and technical assistance.

In Mozambique, focus in 2010 will be on assistance for the development of integrated value chains in market sectors that offer the prospect of sustainable growth and transition to higher value added and better remunerated forms of employment. Priority is given to commodity products that are characterized by high labor intensity.

Currently GSB is in the process of supporting key value chains that will have impact on poverty reduction in two of the three focus regions of UNDP support in Mozambique. One is in the horticulture value chain in Nampula, the other in the fisheries sector in Gaza.

GSB will conduct market studies based on the request of local development agencies to support

projects that will strengthen the capacity of small scale entrepreneurs/farmers/associations and link them to viable markets.



Why:

UNDP recognizes the key role of the private sector in poverty reduction by creating jobs and wealth, providing much needed goods and services, and addressing important social issues.

MDGs supported:

GSB contributes to [MDG 1](#)

 by working towards the provision of increased incomes for local communities, and by focusing on income generating activities that target women and youth. It also contributes to [MDG 3](#)

 in promoting the empowerment of women by creating jobs in sectors that traditionally involve women.

Who are involved?

- Centro de Promoção de Investimento (CPI ? Investment Promotion Center)
- Local economic development agencies
- Global Compact Mozambique (Local network currently latent, but reconvening in 2010)
- business associations
- bi-lateral donors
- private sector
- NGO?s.

Location:

National

Results:

2007

(Budget approx \$100,000)

- **Pagalata**

(waste recycling company): Waste recycling project supported to expand operations (waste collection and processing capacity) in greater Maputo area. The company generated around 150 jobs (direct/indirect) in 2007;

- **Women First**

: International Relief Development (IRD) micro-entrepreneurship and rural distribution program called 'Women First' <http://www.ird-dc.org/what/programs/womenfirst.html> in Zambézia province supported.

2009

 (Budget \$160,000)

- **Business Plans**

 of 7 project proposals from young entrepreneurs were submitted to financial institutions for financing;

- In collaboration with Centro de Promocao de Investimentos (CPI), Forum Empresarial Para O Meio Ambiente (FEMA), the International Finance Corporation (IFC), and the Netherlands Development Organization (SNV), the

UNDP Growing Inclusive Markets report

was successfully launched. The purpose of the seminar was to launch the report and take this opportunity to promote GSB/Inclusive Business/Bottom of Pyramid concepts and practices in Mozambique, as well as to facilitate the linkages and networking among the key stakeholders. It was attended by government, private sector, and interested NGOs.

2010:

- A Global Compact meeting with national entrepreneurs organized

Duration:

Started January 2007 ? December 2007; project in period of transition: 2008 ? 2009

Full activities resumed January 2010 ongoing until December 2011

**Project code: **

61754

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Related documents:

[Global Compact meeting: UNDP encourages private sector in pro-poor business](#)
 - 19 November 2010

 UNDP's Private Sector Strategy 'Promoting Inclusive Market Development' (September 2007, 310 KB)

 http://www.undp.org/partners/business/resources/strategy_paper_PS_UNDP.pdf

 'Creating Value for All: Strategies for Doing Business with the Poor?'

 <http://www.growinginclusivemarkets.com/publications/>

 ?Unleashing Entrepreneurship: Making Business Work for the Poor?

 <http://www.undp.org/cpsd/report/index.html>

Related websites:

 [Centro de Promoção de Investimento](#)

[UNDP and the Private Sector](#)

[UN Global Compact](#)
