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## **Social Innovation and Social Development**

**TransAtlantic Business Ethics Conference**  
**October 23-25, 2014,**  
**Mendoza College of Business,**  
**University of Notre Dame**

### **Bottom of the Pyramid (BoP) approach**

**BoP serves communities in the base of the world's income pyramid, but follows profit making as primary goal.**

**Social developments requires going beyond the logic of the market because not every need of the poor can be transformed into marketable demand.**

## The Economy of Communion (EoU)



**Chiara Lubich**

Origin: the **culture of fraternity** practised in the community of Trento in the 1940s.

Building **relationship** based upon **communion** and the culture of **giving**.

## Sao Paulo, Brazil in 1991

Increase contributions to the poor through **creation of businesses** - run by people that share the ethos of Focolare - according to **social** and **environmental principles**.

**Profit shared** in three parts: (1) reinvestment in the business, (2) give to the poor, (3) sustain projects for creation of new ethos of sharing.



# SEKEM



**Ibrahim Abouleish**

Vision: restore and maintain the **vitality** of the **soil** and **food** as well as the **biodiversity** of nature through **sustainable, organic agriculture** and to support social and cultural development in Egypt.

## Islam and Anthroposophy

Biodynamic farms, medicinal herbs and medicines, organic cotton products, medical center, school based on Waldorf pedagogy, community school for children from disadvantaged groups, vocational training center, Heliopolis University



## Aravind Eye Care System

3950 beds, five hospitals, examines 2 million patients annually, 47 % reduced prices based on ability to pay.

270.000 surgeries were performed, 59 % at low or no charge



„Dr. V”  
G. Venkataswamy

## Provide eye care to the poorest of the poor to eradicate reversible blindness

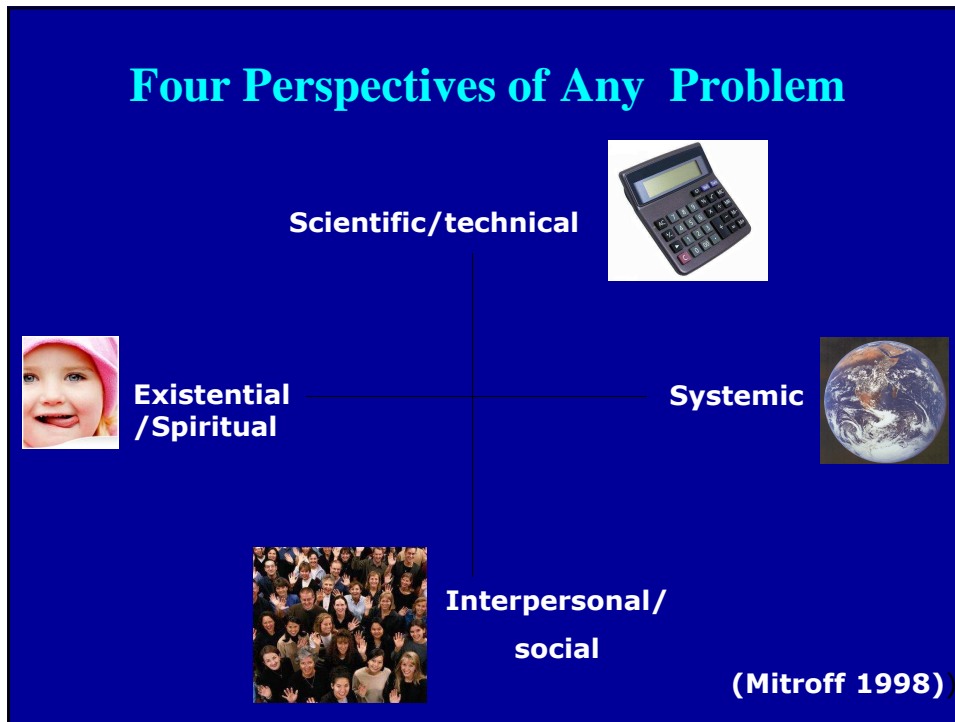


Highly specialized workforce using standardized management and clinical care processes.

Constant search to improve the quality of care and to increase the capacity (inspired by McDonald's fast-food model )



## Four Perspectives of Any Problem



	Inspiration	Vision	Means	Outcome
Economy of Communion	Christian love, spirituality of unity	serving the poor and the needy	Building relationships based on a culture of giving, solidarity and sharing	restoring dignity of persons and communities
SEKEM	Anthroposophy & Islam	restoring and maintaining the vitality of the soil and the biodiversity of nature	sustainable, organic agricultural methods	catalyzing social and cultural development
Aravind	Aurobindo's philosophy of human interconnectedness	eye care as public good	individuals paying for services according to their means	new social contract for the common good