**2nd BoP Global Network Summit 2015**

***“Sustainable Entrepreneurship***

***From The Bottom Up”***

**July 16 and 17, 2015  
Burlington, Vermont**

The Base of the Pyramid (BoP) is a socio-economic designation for the more than 4 billion people living on less than $8 a day. It is also a business strategy that focuses on products, services and enterprises to serve this demographic in a way that is culturally sensitive, environmentally sustainable and economically profitable.

There are tremendous benefits to companies who begin focusing on the poor as business partners and innovators, as well as, value-demanding consumers. Companies who choose to serve these new markets will join a unique group of bold visionaries that not only embrace a new brand of corporate social responsibility, but will also experience a new mode of growth and profitability.

As we witness growing inequality and accelerating environmental degradation around the world, commercial attention in the years ahead will inevitably come to focus more on breakthrough and disruptive innovations that directly confront these challenges. The time is now for entrepreneurs and innovative corporations to take the “Green Leap”— the harnessing of technological and business model innovations to create new growth platforms that regenerate the environment and lift the poor—while simultaneously generating financial returns.

Increasingly, competitive advantage will hinge on innovations incubated at the base of the pyramid (BoP)—the ability to create tomorrow’s sustainable enterprises from the bottom up, by commercializing new, disruptive technologies through innovative business models focused on the underserved at the base of the world income pyramid. Ultimately, some of these innovations will also have the potential to “trickle up” to (and transform) the top of the pyramid through reverse innovation.

**About 2015 Summit**



[Enterprise for a Sustainable World (ESW)](http://www.e4sw.org/) and The University of Vermont, in collaboration with the BoP Global Network Labs from around the world, are organizing the second BoP Global Network Summit. The event will be held **July 16th and 17st, 2015** at The University of Vermont (UVM) [Davis Center](http://www.uvm.edu/~davis/) in Burlington, Vermont - USA.

The 2015 event will build on the 1st BoP Global Network Summit: "Pushing the Boundaries of BoP" held in 2013 in Cajamar - Brazil (Sponsored by Natura, IBM, Tetra Pak, Novelis, Sebrae and Avina), which brought together corporate innovators, academics, entrepreneurs, community leaders, students, and BoP Global Lab leaders from more than 16 countries.

The 2015 Summit's main objective will be to present and discuss real-life BoP business initiatives being implemented by entrepreneurs and corporate innovators that are driving sustainable innovation from the bottom up. In partnership with the University of Vermont's new Sustainable Entrepreneurship MBA Program, the Summit will seek to engage leading edge examples of bottom-up innovation from around the world, including those right here at home in the US.

The 2nd BoP Global Summit has been designed to first provoke, then discuss, and finally, act. Accordingly, each segment starts with the “plenary provocation” to challenge and stimulate creative thinking, followed by breakout sessions geared toward building networks, action agendas and new initiatives.

As a result the BoP Global Network Summit will enable participants to share experiences, to explore emerging BoP opportunities, to delve deeper into key challenges through focused workshops, and learn from top academics and practitioners in the field. The Summit will also bring together the BoP Global Network Lab leaders representing more than 20 countries from around the world along with experts such as Dr. Stuart Hart, Dr. Sanjay Sharma, Dr. Willy Cats-Baril, and Dr. Ted London.

The event will also provide participants the opportunity to visit Burlington, Vermont, one of America's most beautiful and liveliest small cities and the home to some of the pioneers in sustainable business such as Ben & Jerry's, Keurig Green Mountain (formerly Green Mountain Coffee Roasters), and Seventh Generation.

**Speakers and Contributors**

Coming soon….

Create an innovative and dynamic page. Pictures and bios should be linked to the speaker’s names on all sessions.

**Summit Schedule**

The 2nd BoP Global Summit has been designed to first provoke, then discuss, and finally, act. Accordingly, each segment starts with the "plenary provocation" to challenge and stimulate creative thinking, followed by breakout sessions geared toward building networks, action agendas and new initiatives.

| **Thursday, July 16, 2015** |  | |
| --- | --- | --- |
| **DAY 1: MORNING** |  | |
| 8:30 a.m. | Opening Session | |
| 9:00 a.m. | Plenary Provocation I: BoP Innovation: Where Will the Disruptive and Leapfrog Technologies Come From? | |
| 10:00 a.m. | BoP Lab Pitches | |
| 10:30 a.m. | Break | |
| 11:00 a.m. | Breakout Session I: Meet the BoP Labs | |
| 12:15 p.m. | Lunch | |
| **DAY 1: AFTERNOON** |  | |
| 1:30 p.m. | Plenary Provocation II: Can BoP Business Logic Be Applied to the Developed World? | |
| 2:30 p.m. | Break | |
| 3:00 p.m. | Breakout Session II: BoP Challenges | |
| 4:30 p.m. | Plenary Briefings | |
| 5:00 p.m. | Adjourn | |
| **Friday, July 17, 2015** | |  |
| **DAY 2: MORNING** | |  |
| 8:30 a.m. | | Opening Session |
| 8:45 a.m. | | Plenary Provocation III: Beyond Silos: Systems Thinking for BoP Sustainability |
| 9:45 a.m. | | Break |
| 10:15 a.m. | | Breakout Session III: Domain 1 Breakout Session III: Domain 1 |
| 12:00 p.m. | | Lunch |
| **DAY 2: AFTERNOON** | |  |
| 1:30 p.m. | | Breakout Session IV: Domain 2 |
| 3:15 p.m. | | Break |
| 3:30 p.m. | | Consolidate Learnings and Actions Next Steps |
| 4:00 p.m. | | Closing |

**Program Descriptions:**

***DAY 1: July 16th***

07:30 am *Registration and Breakfast*

08:30 am **Opening Session**

Welcome from University of Vermont*,*

*Thomas Sullivan, President, University of Vermont <Invited>*

*Sanjay Sharma, Dean, School of Business*

Welcome from the BoP Global Network*,*

*Andrea Shpak and Fernando Casado*

Summit Agenda*,*

*Priya Dasgupta*

09:00 am **Plenary Provocation I: BoP Innovation: Where Will the Disruptive and Leapfrog Technologies Come From?**

Framing Presentation and Moderator**,** *Stuart Hart, UVM and ESW*

*Significant attention has been paid to the challenges of business model innovation, co-creation, and organizational innovation in facilitating BoP business venturing. Less attention has been paid to where the technologies and innovations that drive such ventures come from and how they might be best developed. This session focuses on the three primary sources of new technology for driving inclusive and sustainable business development and how they are best driven from the bottom up.*

* + - **Exponential Technology** - High end science and technology (3D printing, state of the art solar). Focus on BoP challenge in bringing those solutions to the BoP space and co-creating. *Panelist: Steven Kotler, Singularity University*
    - **Shelf Technology** – Exploiting existing, unutilized technology in corporations and universities. Green leap technology bank. BoP challenge in adapting and creating an appropriate business model) *Panelist: Stuart Hart*
    - **Indigenous Technology** - grass root technologies coming from the communities (Honeybee Network, etc.).BoP challenging in creating a viable commercial model around it. *Panelist: Anil Gupta, Honeybee Network*

10:00 am **BoP** **Lab Pitches**

Elevator Pitches to help participants select breakout sessions to follow

10:30 am Break and Networking/Speed Dating

11:00 am **Breakout Session I**: **Meet the** **BoP Labs**

*TED talk format: Focus on the single most important thing each lab is doing in addressing BoP issues to make a difference in the world. Describe competency and capability to address the BoP challenge and stimulate a productive discussion with the potential for action and follow up with interested participants.*

12:15 pm *Lunch*

01:30 pm **Plenary Provocation II: Can BoP Business Logic Be Applied to the Developed World?**

Framing Presentation and Moderator**:** William Cats-Baril*, University of Vermont*

Significant attention has been paid to the challenges of building successful BoP businesses in the impoverished rural areas and megacity slums of the developing world. Comparatively little attention, however, has been paid to how innovation from the bottom up might create opportunity and better serve the growing underclass in the US, Europe and other parts of the Rich World. This session focuses on some innovative new “homegrown” models from Vermont and the US, with potential for applicability around the world.

Panelists:

*Joe Fusco*, *Casella and Good Will Industries of Northern New England*

*Norman Christopher, Seeds of Promise, Grand Rapids, MI*

*David Egner, New Economy Initiative for Southeast Michigan <Invited>*

02:30 pm *Break and Networking/Speed dating*

03:00 pm **Working Groups I: BoP Challenges**

*-* Room 1: Filling the Donut Hole in Finance: Bridging the Pioneer Gap

*Brian Chossek,*

*Shekar Narasimhan, Papillon Capital*

*Michael deSa, Edrich LLC*

*-* Room 2: BoP Impact Assessment: Measuring Mutual Value

*Heather Esper, William Davidson Institute*

*-* Room 3: Scaling BoP Ventures: Learning from Failure

*Christina Gradl, Founder and Managing Director of Endeva*

*Olivier Kayser, Founder and Managing Director of Hystra*

*Valerie Budinich*

*-* Room 4: The Corporate Challenge: Purpose and Mindset

*Vijay Sathe, Professor of Management, The Peter F. Drucker and Masatoshi Ito Graduate School of Management.*

*Urs Jager, Dr. Associate Professor at the INCAE Business School of Costa Rica*

- Room 5: Roadmap to 2050: Integrating BoP into Corporate Sustainability *Vision*

*Filippo Veglio, WBCSD;*

*Natura*

04:30 pm Plenary Briefings

**05:00 pm Adjourn**

***DAY 2: July 17th***

*08:00 am Registration and Breakfast*

08:30 am **Opening Session**

Agenda and Introduction, *Andrea Shpak and Willy Cats-Baril*

08:45 am **Plenary Provocation III: Beyond Silos: Systems Thinking for BoP Sustainability**

Framing Presentation and Moderator:*Sanjay Sharma, University of Vermont*

Special Guest: *Peter Senge, MIT* <Invited>

*Most BoP ventures to date have been focused on the sectors and industries that define business at the top of the pyramid: water, energy, transportation, telecommunications, food, housing, health, and education, to name just a few. Yet increasingly we see that the world’s challenges, particularly those at the base of the pyramid, do not fit neatly into traditional sectoral or industry compartments. Instead, they cross boundaries and require broader ecosystems of partners to succeed. This session focuses on the challenges and opportunities of systems thinking, boundary spanning, ecosystems and interconnections in creating and scaling BoP innovations.*

Panelists:

*Iqbal Z. Quadir, Founder, Grameen Phone; Legatum Center at MIT*

*Jac Geurts, Tilburg University*

*Ted London, Base of the Pyramid Initiative, William Davidson Institute*

09:45 am Break and Networking or Speed dating

10:15 am **Working Groups II: Domain 1**  
  
*-* Room 1*:* Food & Agriculture: Linking Supply Chains with Product Innovation

*Session Sponsor: PepsiCo*

*Organizing Partner: Don Seville, Sustainable Food Lab*

*-* Room 2*:* Materials: Creating Closed Loops

Session Sponsors: Novelis and Interface

*Organizing Partner: John Gardner and Brooke Beadle, Novelis <Invited>*

*-* Room 3*:* Mobility: Entrepreneurship for Tomorrow’s Sustainable Infrastructure

*Session Sponsor: Ford <Invited>*

*Organizing Partner: Susan Zielinski, University of Michigan*

*-* Room 4*:* Habitat: Housing for Everyone

*Session Sponsor: CEMEX*

*Organizing Partner: Christian Sarkar, The $300 House*

12:00 pm Lunch

01:30 pm **Working Groups III: Domain 2**

*-* Room 1: Health: Inclusive Models for the Future

*Session Sponsor:* Novo Nordisk

*Organizing Partner*: Helen McGuire, PATH

*-* Room 2: BoP Finance: Structuring Partnerships to Enhance Returns

*Session Sponsor:*

*Organizing Partner*: CJ Fonzi, Dalberg

*-* Room 3: Digital Economy: Driving BoP Innovation

*Session Sponsor:* Qualcomm <Invited>

Organizer: Chris Locke, Caribou Digital

*-* Room 4: Water & Sanitation: Toward 21st Century Infrastructure

*Session Sponsor:* HaloSource <Invited>

*Organizing Partner*: Cynthia Koenig, Wello

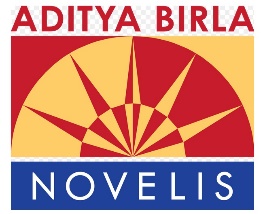
03:15 pm Break and Networking

03:30 pm Consolidate Learnings and Actions

Next steps

04:00 pm Closing

**Sponsors**

**Diamond Sponsors**

**Working Sessions Sponsors**

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**Partners and Collaborators**

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**Organizers:**



**How to Sponsor:**

* **As a corporate sponsor –**

***Be part of this breakthrough, global event. Position your company as a visionary leader.***

As a corporate sponsor of this event, you will be a visionary supporter of sustainable and innovative BoP enterprises globally . This is a transformative event that will create worldwide attention for the companies involved. It will be the second BoP Global Summit that will bring together real-life BoP initiatives, groundbreaking entrepreneurs, and corporate leaders alongwith the world’s leading experts in sustainable business and BoP enterpreneurship.

To help make this Summit—and the BoP Global Network—a reality, we are seeking lead corporate sponsors interested in supporting the event at the following levels:

**Sponsorship levels:**

|  |  |  |
| --- | --- | --- |
| **DIAMOND** | **GOLD** | **WORKING SESSION** |
| $ 35,000 | $15,000 | $5,000 |

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**Registration**



**Register Online**

Registration link coming soon, if you have any questions, please contact Conference and Event Services at (802) 656-5665 or at [ConferenceRegistration@uvm.edu](mailto:ConferenceRegistration@uvm.edu).

**Conference Registration Fees**

Conference registration fees coming soon.

**Cancellation/Refund Policy**

All cancellations must be made in writing via mail, fax, or e-mail to UVM Conference and Event Services. Cancellations postmarked by July 10th, 2015 will receive a refund minus a cancellation fee. There will be no refunds after July 10th, 2015. Below is the information you will need in order to send in your written notice.

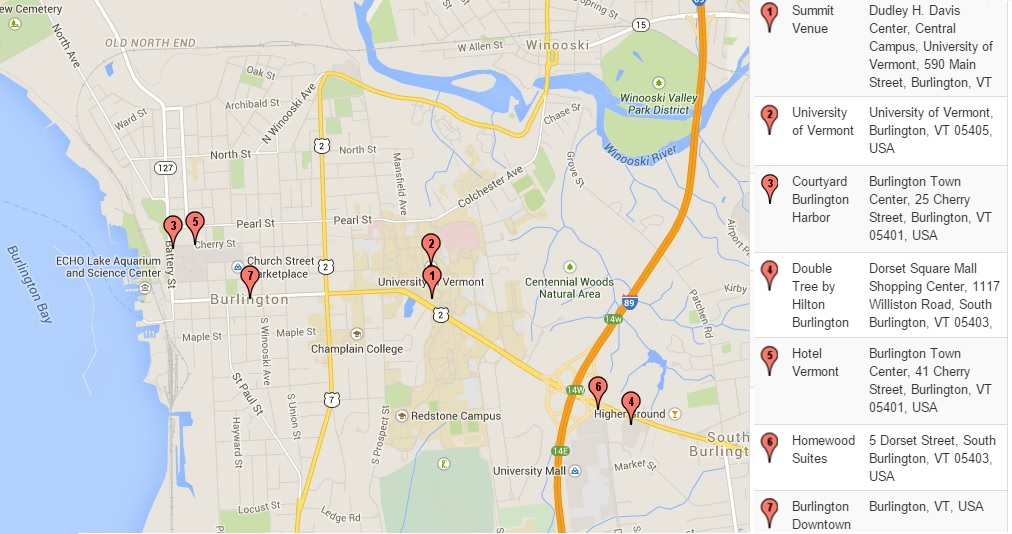
**Mail:**

Attention: Registration Team  
University of Vermont, Conference and Event Services  
The Villa, 220 Colchester Avenue  
Burlington, VT 05405-0306  
E-Mail: ConferenceRegistration@uvm.edu  
Fax: (802) 656-9910

**Travel and Lodging**

**Map of Burlington, Vermont with reference of Hotels and Summit Venue**

*Map must be interative. Add discount rate for each hotel*



**3 - Courtyard Burlington Harbor Hotel by Marriott**

25 Cherry Street, Burlington, VT (1.4 miles from summit venue)  
Phone: 1-802-864-4700 (Reservations by phone reference 'BoP Conference' for summit rates)  
Reservations: <http://cwp.marriott.com/btvdt/bopconferenceuvm/>  
Cut off date: June 15, 2015

**4 - DoubleTree Hotel**

1117 Williston Road, South Burlington, VT (1.5 miles from summit venue)  
Phone: 1-802-658-0250  
Reservations: <http://doubletree.hilton.com/en/dt/groups/personalized/B/BTVDTDT-BOP-20150714/index.jhtml?WT.mc_id=POG>  
Cut off date: June 14, 2015

**5 - Hotel Vermont**

41 Cherry Street, Burlington, VT (1.2 miles from summit venue)   
Reservations: 1-802-651-0080 (Reference 'University of Vermont (UVM) School of Business' for summit rates)   
Cut off date: June 15, 2015

**6 - Homewood Suites by Hilton Burlington**

5 Dorset Street, South Burlington, VT (1.4 miles from summit venue)  
Phone: 1-802-578-7321  
Reservations: www.burlingtonvt.homewoodsuites.com (under 'Add special rate codes' enter 'UVM' in 'Group code' for summit rates)  
Cut off date: June 15, 2015

**7 - Lake Champlain Regional Chamber of Commerce**

Looking for a bed & breakfast, campground or different hotel? Please visit the [Lake Champlain Regional Chamber of Commerce](http://www.vermont.org/visitors/where-stay) for additional lodging options.

**University Heights at The University of Vermont**



30 University Heights  
Burlington, Vermont 05405

University Heights is a five minute walk (0.2 miles) to the Davis Center where the majority of the conference is being held, and 2.5 miles from Burlington International Airport (BTV).

Each air conditioned room in University Heights comes furnished with two single twin extra-long beds. Rooms will have either one or two beds depending upon occupancy. Beds will be made prior to your arrival. The bedding and linen package includes: one mattress pad and pillow cover, one fitted sheet and one flat sheet, one blanket, one pillow and one pillowcase. You will also be provided with the following bathroom amenities: two towels, one washcloth, one disposable cup, and one bar of soap per person. All rooms are equipped with network and television access points, but rooms are not furnished with a computer or television. There is no charge for access should guests bring their own devices. Telephones are accessible on each residential floor for free local calling. Individual rooms do not have telephones.

**Traveling to Burlington, Vermont**

In order to assist with travel planning, please keep in mind the following:

* Burlington International Airport (BTV) is 10 minutes from campus.
* Burlington VT is approximately a 2-hour drive from Montreal, Canada.
* Burlington, VT, is a three-hour drive from both Boston and Albany, New York

Find out what airlines fly into Burlington, VT. Check the [Burlington International Airport website](http://www.burlingtonintlairport.com/).

**Burlington and Dudley H. Davis Center**

**About Burlington, VT**



Burlington is the largest city in the U.S. state of Vermont and is on the shores of Lake Champlain and loacted between the Airdrondack and Green Mountains. Burlington lies 45 miles south of the U.S.-Canadian (Vermont-Quebec) border and 94 miles south of Montreal. Burlington had a population of 42,417 at the 2010 census. The city is the hub of the Burlington-South Burlington metropolitan area, consisting of the three northwestern Vermont counties of Chittenden, Franklin and Grand Isle and encompassing the cities of Burlington, South Burlington, and Winooski; the towns of Colchester, Essex, and Williston; and the village of Essex Junction. For more information, please visit [burlingtonvt.gov](http://www.burlingtonvt.gov/).

**About Dudley H. Davis Center (Conference Location)**



The Davis Center is nothing if not conscientious. The building originated from a strong sense of shared values and a common ground:

* Every step of the building process was thoughtful of the environment. But we know that building green is merely the first step to being green.
* We're committed to building an ethos that fosters social justice for all. From the artwork to gender-neutral bathrooms, this is everyone's space.
* Space was planned around enriching the academic experience at UVM. We're all about theory to practice.

For more information, please visit the [Dudley H. Davis Center](http://www.uvm.edu/~davis/) website.

**Vermont Attractions, Activities, and Special Events**

These are some links to Vermont's best attractions.

[The Lake Champlain of Vermont Chamber of Commerce](http://www.vermont.org/) - Lake Champlain region is an inspiring backdrop for both work and relaxation. Burlington is consistently ranked in the top ten for best places to live, visit, work and do business--take a look around and find out why!

[Church Street Market Place](http://www.churchstmarketplace.com/) - Church Street has everything from shoping, dining, clubs, and special events. For more information on all of the great activities please click on this site.

[The ECHO Center](http://www.echovermont.org/index.html) - Located at Burlington on Lake Champlain, the ECHO center is Vermont's newest attraction. ECHO stands for Ecology, Culture, History and Opportunity.

[The Vermont Teddy Bear Factory](http://www.vermontteddybear.com/Default.aspx?bhcp=1) - In Shelburne the Vermont Teddy Bear Factory has the finest bears made around. Take a tour and see for yourself!

[Shelburne Farms](http://www.shelburnefarms.org/) - 1,400 acre working farm, National Historic Landmark and a non-profit environmental education center, Shelburne Farms is fun for all ages.

[Kennedy Brothers Factory Marketplace](http://www.kennedybrothers.com/) - Kennedy Brothers has a Crafts Center and an Antique Center. They also have pure maple syrup, maple sugar and cheddar cheese for great Vermont gift's. Be sure to visit the Scoop Shop as well.

[Vermont Living](http://www.vtliving.com/index2.shtml) - For a full list of events and activities to do in Vermont, please visit www.vermontliving.com.

[Enjoy Burlington](http://www.enjoyburlington.com/) - The mission of the Burlington Parks and Recreation Department is to enhance quality of life of all the citizens of Burlington and for the visitors in our community.

[The Chazy Reef on Isle La Motte](http://www.ilmpt.org/ilmpt/Welcome_to_Isle_La_Motte_Preservation_Trust.html) - In the northwestern corner of Vermont on Isle La Motte, the northernmost island of Lake Champlain, is a remarkable natural phenomenon: the Chazy Reef formation.

[Vermont Cheese Council](http://www.vtcheese.com/) - The Vermont Cheese Council is dedicated to the production and advancement of Vermont cheese.

[Magic Hat](http://www.magichat.net/) - Click here to visit the Magic Hat Brewery website.

[Ben & Jerry's Homemade Ice Cream](http://www.benjerry.com/) - Click here to visit the Ben & Jerry's home page.

[Trains Around Vermont](http://www.rails-vt.com/) - Click here to visit the Trains Around Vermont website.

[Lake Champlain Chocolate Factory](http://www.lakechamplainchocolates.com/VisitUs.aspx) - The growing team at Lake Champlain Chocolates continues with the highest standards of chocolate-making Jim began with twenty years ago, and still uses only the freshest, natural ingredients.

[Dakin Farms](http://www.dakinfarm.com/) - See how Vermont's finest specialty foods are made, including Smoked Hams, pure Vermont maple syrup, cheddar cheese, as well as a variety of other specialty foods.

**Contact Information**

### Conference Content Questions

Please contact Andrea Shpak for any questions regarding the content of the conference.   
Phone: (734) 657-7839, Email: [andrea.shpak@e4sw.org](mailto:andrea.shpak@e4sw.org)

### Registration Questions

Please contact Conference and Event Services for any registration questions or changes.   
Phone: (802) 656-5665, Email: [ConferenceRegistration@uvm.edu](mailto:ConferenceRegistration@uvm.edu)