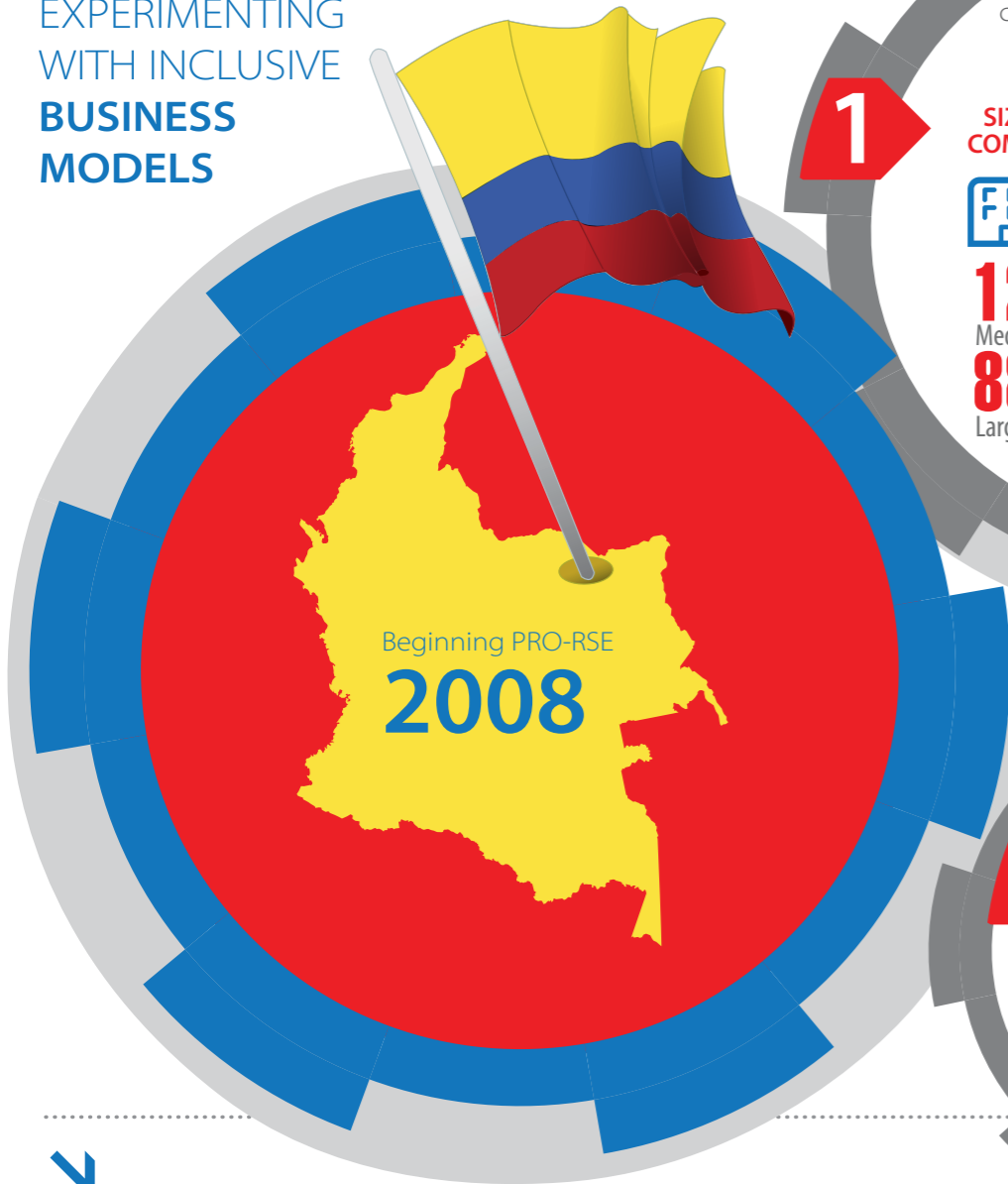


# WIN GAIN

## FROM PHILANTHROPY TO BUSINESS

### EXPERIMENTING WITH INCLUSIVE BUSINESS MODELS



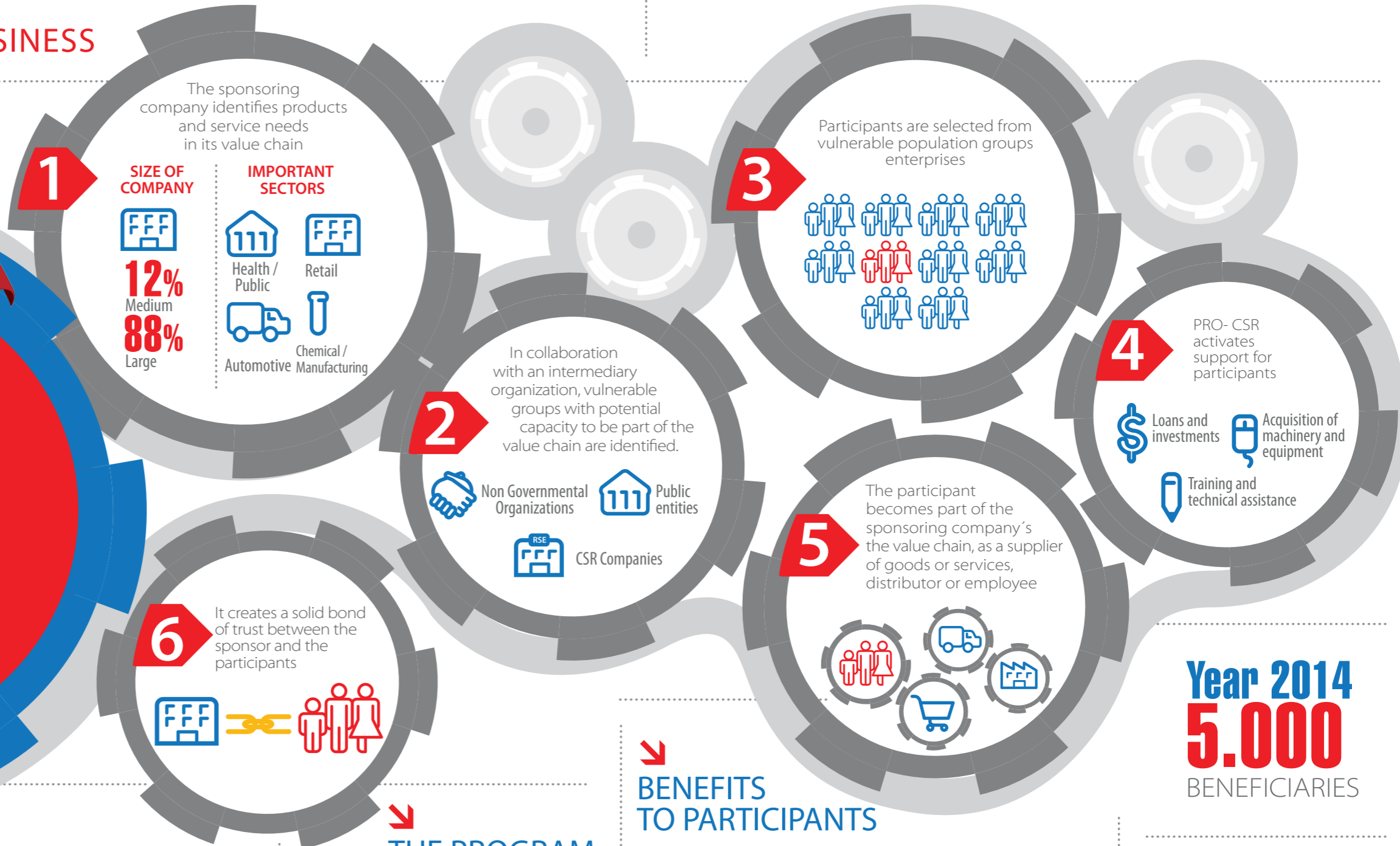
Inclusive businesses are a key tool for improving the lives of the nearly 20 million people living below the poverty line in Colombia. The PRO-RSE 2008 program, driven by the MIF's Social Entrepreneurship Program and the National Business Association of Colombia, was created with the aim to experiment with and promote ways for vulnerable people who have chosen to support themselves with their own businesses to become active participants in the national economy.

## PRO-RSE IN NUMBERS

**US \$1,2M**

**10** Departments of Colombia

**420** Families in vulnerable conditions



### INCENTIVES TO PARTICIPATE IN PRO-CSR

- COMPANIES**
- Profitable CSR actions
  - Creating markets
  - Strengthening supply chains
  - Community acceptance

- BENEFICIARIES**
- Increased productivity
  - Sustainable income
  - Improved skills
  - Access to finance

### THE PROGRAM

	INITIAL PLAN 2008	RESULT IN 2011
Projects	6	26
Leverage	\$0.5	\$3.8

### BENEFITS TO PARTICIPANTS

	INITIAL PLAN 2008	RESULT IN 2011
People Participating	420	4.783
Entrepreneurs' Average income	30-50s	300/600s

**Year 2014**  
**5.000**  
BENEFICIARIES

**MIN**  
Multilateral Investment Fund  
Member of the IDB Group

**ANDI**

For more information visit:  
[www.andi.com.co](http://www.andi.com.co)  
[www.fomin.org](http://www.fomin.org)  
CONTACT | Marie Christine Ternent  
(CHRISTINET@iadb.org)