

WIN FROM PHILANTHROPY TO BUSINESS GAIN

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.

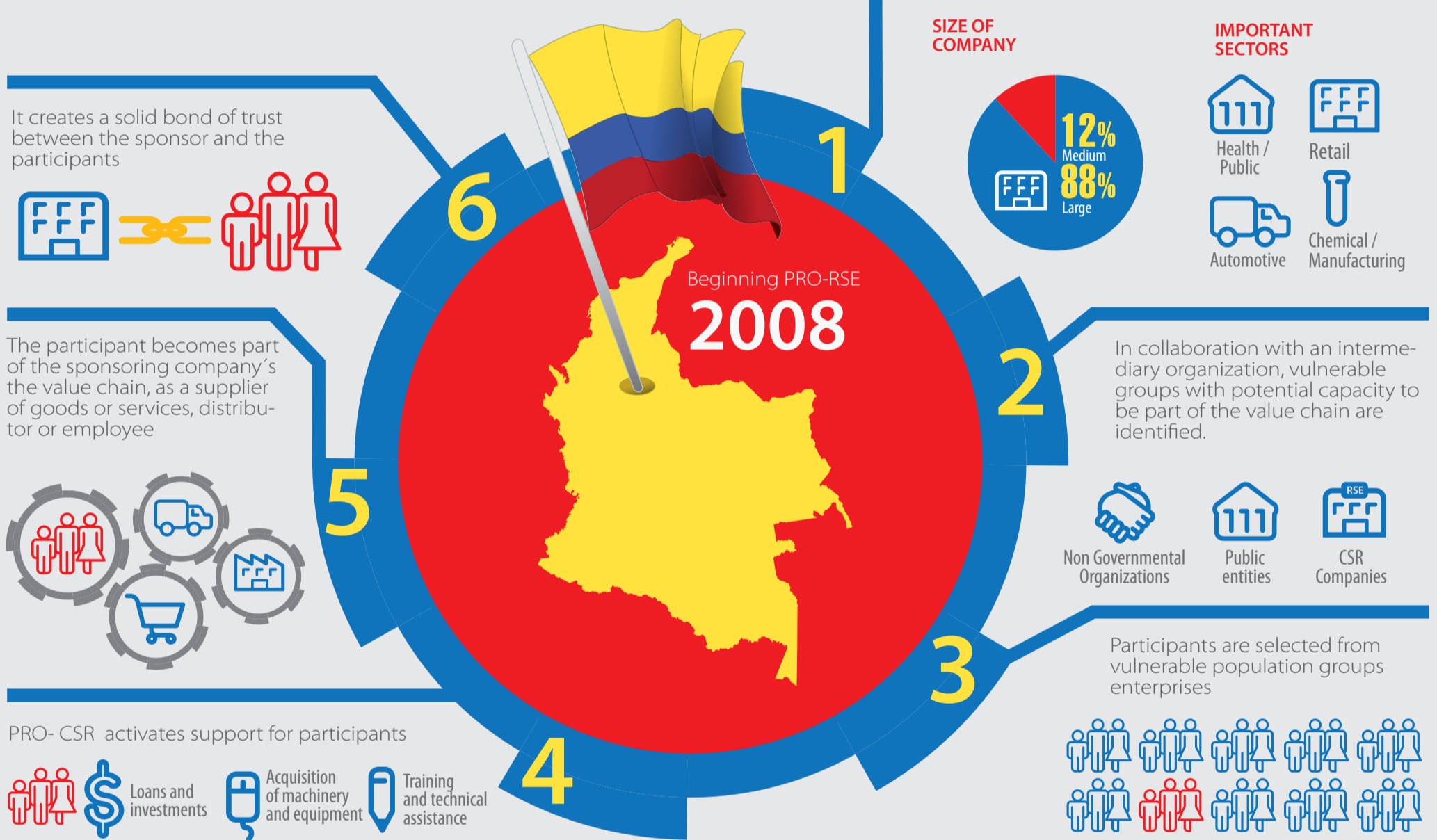
PRO-RSE IN NUMBERS

\$ us \$1,2M

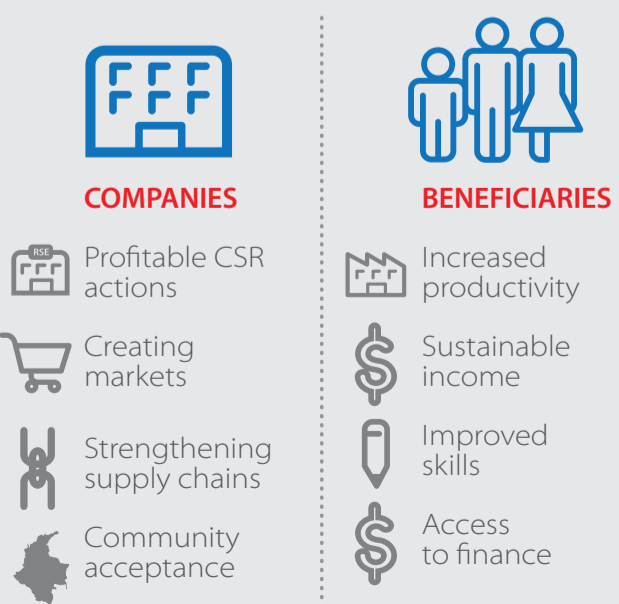
10 Departments of Colombia

420 Families in vulnerable conditions

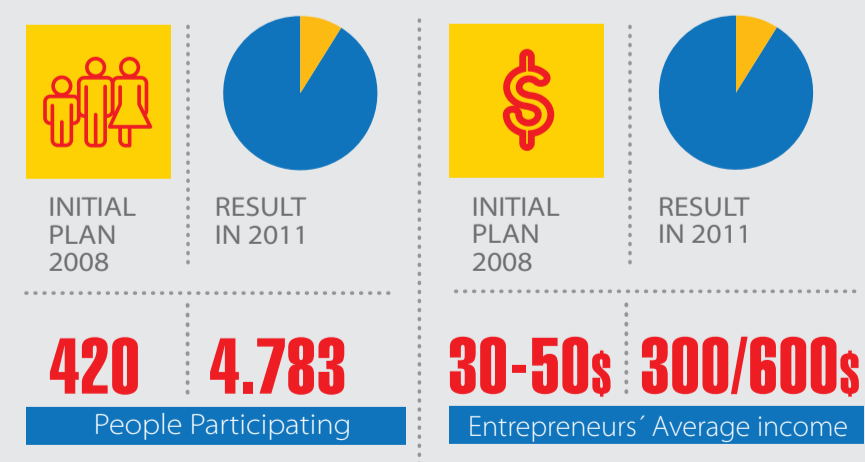
EXPERIMENTING WITH INCLUSIVE BUSINESS MODELS



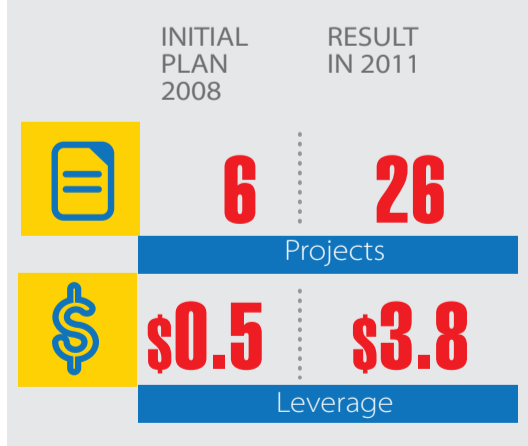
INCENTIVES TO PARTICIPATE IN PRO-CSR



BENEFITS TO PARTICIPANTS



THE PROGRAM



Year 2014 **5.000** BENEFICIARIES

MIF
Multilateral Investment Fund
Member of the IDB Group

ANDI

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