



ESW provides a series of sustainability learning platforms – Sustainability Strategy Assessment, BoP Readiness Assessment, The Survey of Sustainability (SOS), Sustainable Value Lab, and On-The-Ground Tools.

On-The Ground Tools

Making your BoP and Green Leap projects a profitable reality.

Pursuing and achieving “Beyond Greening” success requires the right people with the right skills using the right processes. Too often, companies set lofty visions and goals for sustainability, only to have them fall apart at the strategy level. ESW has an array of global partners that can step in and work with a company’s key players to turn audacious intentions into profitable solutions that reduce poverty and protect the environment at the same time.

Unleashing competitive imagination.

Unique and disruptive business ideas often lie outside of an organization with “fringe” stakeholders. To discover the next great profitable innovation, companies must therefore extend the firm’s boundaries and tap into the knowledge and perspectives of those who may have little, or no prior connection to them. Listening to and learning from underserved or ignored populations not only brings powerful insight, but can yield transformative results. Dipping into the same well of stakeholders does little to spark corporate imagination or produce the highly prized disruptive innovation. But going to the edge (where few, including your competitors go) and harnessing “radical” perspectives from the outside, will not only build your innovative potential, but build better, more hopeful lives.

Engaging with populations who can help you unleash competitive imagination requires unique skills that ESW has honed for many years. Our global team can help a corporation:

- Engage in deep dialogue with underserved communities and stakeholders with radically different perspectives.
- Co-develop new business opportunities and models embedded in the local, cultural context.
- Create and launch new businesses that generate mutual value for all partners.
- Build a foundation for innovative disruptive, clean technologies.

Co-creating at the Base of the Pyramid (BoP)

ESW has been centrally involved in the development and application of a specific approach to BoP business co-creation that is the foundation for generating competitive imagination—*The BoP Protocol*. This structured business process shows companies how to build

grassroots business partnerships with BoP entrepreneurs and communities in an equitable, beneficial way. Using the BoP Protocol, ESW will show companies how to:

- Become embedded in underserved communities so as to generate truly “indigenous” innovations.
- Co-design sustainable business models that will create new market space.
- Build the capabilities of corporate team members to realize the vast potential of the BoP.



ESW
Enterprise for a
Sustainable World

How do you begin?

It can be a challenging task knowing where and how to begin. Let us help you. Visit our website at e4sw.org or call us at 734-369-8060.