



newsletter

expanding horizons, building partnerships

Summer 2007

What can Dutch business managers do for you?

In the past few months Share People has doubled its workforce (12 employees). We started to work as partner in the ICCO-alliance (ICCO, Oikocredit, Kerk-in-Actie, Prisma, Edukans and Share People) and we have moved to a larger office. The Share People Ambassadors network now spans as far as the National Government, since 2006 participant Jacqueline Cramer recently became Minister of Environment.

To make things happen

It seems that everything is going very well (and it is!), although much more work is needed. Business growth needs continuous management, coordination and financial planning. Share People is a foundation with a mission. This mission needs to be communicated to all stake-holders and to you. We need to get together with many organisations and business partners. We then have to report to the Ministry of Foreign Affairs with regards to our plans and the results we are looking for. We have to be careful to not get trapped in a web of bureaucracy and not being able to make things happen.

Achieve a breakthrough

Therefore we are glad that we are also a social enterprise. We are of additional value to (1) Dutch Companies, (2) Business oriented NGO's and SME's and (3) Dutch Managers and Professionals. Our programme offers us, Share People, the opportunity to meet managers from renowned consultancy firms who help us to focus on our business. Within a very short time managers from outside our organisation can put their finger on the problem and achieve a breakthrough.

Also in need for a breakthrough? Call (+31 30 880 1563) or mail us (info@sharepeople.nl).

If you want to know how others experienced Share People in the past few months, please read this Newsletter.

Cosmas Blaauw, director Share People

Submit your businessplan to fight poverty with profit!

The BiD Challenge 2007 is opened

The third edition of the Business in Development (BiD) Challenge has started at **April 2nd 2007** and challenges **everyone** to write a business plan for an enterprise in a developing country. The BiD Challenge 2007 edition will have: more prizes, more investors and up to seven BiD Challenges in developing countries!

This year participants can win up to €20.000, with a total of €240.000 in prize money!

The BiD Challenge 2007 is open to entrepreneurs with a business proposal for a new, or the expansion of an existing enterprise in a developing country. The investment need lies between € 5.000,- and € 500.000,- and the plan should be profitable within 3 years.

Share People: Supporting Partner of the BiD Challenge!

Share People offers partners of the BiD Challenge added services like Coach Visits or Counter Visits (from the foreign partner to the Netherlands). Share People encourages entrepreneurs to submit their business plan to the BiD Challenge. Not only because of the prize money and the network of investors, but also because Share People will include BiD Challenge entrepreneurs in its programmes, where knowledge and experience are locally exchanged to improve the businesses of these entrepreneurs.

Maarten de Jong, BiD Network

The BiD Challenge adapts itself to the limited access to financial and non-financial means for Small and Medium sized Enterprises (SMEs) in developing countries. By participating in the BiD Challenge entrepreneurs can not only win prize money, they are also exposed to an international network of investors, companies and organisations and receive personal coaching from business experts in writing a professional business plan. The BiD Challenge is supported by 30 different partners among which NCD0, ICCO, the Dutch Ministry of Foreign Affairs and Share People.



Finalists of the BiD Challenge 2006

Registration
deadline:
31st of May!

For more information see www.bidnetwork.org

Share People meets expectations Philippine partners

Results of cases, November 2006

During the Group Exchange in the Philippines last November, our participants worked on three cases;

Buy Fair Trade

The Philippine Fair Trade organisation APFTI asked Share People to share thoughts on how their supply of products can be matched better to meet the demand. Milou Halbesma and Mariëlle van der Velde concluded that APFTI was communicating: 'Fair Trade is good' (awareness) instead of 'Buy Fair Trade' (action). Milou, Mariëlle and Arnello did the initial work for a new strategy. They also gave advice about opening a pilot-store and bringing a few Fair Trade basic products onto the market. Back in the Netherlands Milou and Mariëlle supported APFTI from a distance. Arnello M. Astilleo, Philippine case owner: 'Our case was not clear. The team helped us clarify many of the complicated and interlocking issues and agendas that the stakeholders have in relation to the case studies. The team was able to provide us with a concrete framework on how to go about our efforts at developing the local fair trade market.'

Citronella as alternative income generator

To save the forest for communities living in and around the forests the NGO 'Philippine Federation for Environmental Concern' (PFEC) develops

alternative income sources. Citronella oil (base product for mosquito repellent, soap and perfume) is such an alternative income source. PFEC asked Share People's advice in the field of quality and sales of citronella oil. Sandy van Klei, Ali Al Hadaui and Joost Wiebenga and the Philippine counterparts Rodelia Albotra and Kathleen Ramilo renewed the business plan. They also made some recommendations on the marketing strategy and a new organisation structure. Kathleen M. Ramilo, Philippine case owner: 'The field visit accomplished the goals that were set and the people who were assigned to us highly met up with the requirements. The Dutch team was very open and flexible. It was really great and a pleasure working with them.'



Participants Sandy, Joost, Ali and the Philippine team proudly present the soap bars made of citronella



Participant Kar Leon Cheng is helping a hand

An investment model for muscovado sucre

Cooperation Kamahari offers farmers training in entrepreneurial competence and the development of new products. Because of the better margins and the upcoming closure of the current sugar factory, Kamahari initiated a new kind of cane sugar factory called muscovado. Kar Leon Cheng, Christian Baumgarten, Liesbeth Brackel and the Philippine Deborah Sabarre and her staff developed an investment model to realise an independent muscovado company. At the moment Kamahari is looking for investors and the Dutch give advice from a distance about the investment and business plan.

Deborah Sabarre, Philippine case owner: 'The Dutch team's affirmation of our work helped validate our assumptions, and this convinced us to believe that it's a project we can do successfully.'

How to make an Indian community kitchen for streetchildren profitable?



wants to commercialize the sales of the meals and asked Kornelieke to write the business plan. Together with Victor Vreeken (Operations Manager at DSM) Kornelieke took on this challenge.

'I always wanted to make my knowledge available for a development project, but only on a temporary basis, because I like the fulltime job I have. Whilst participating in the Group Exchange India 2006 offered by Share People, I was impressed by the impact of the exchange on the local organisation as well as on myself. The Individual Exchange was a different kind of experience. The mission was clear and we were free to tackle problems in our own way.

During her visit with Share People to Butterflies in Delhi (India) last September, Kornelieke Buchel (HR Manager Corus) was touched by the 'Community Kitchen' project. Community Kitchen is initiated to educate streetchildren in cooking and serving, to learn a profession for a better future. Butterflies

EVENTUALLY WE CONTRIBUTED BY PROVIDING PEOPLE WITH COST & BENEFIT ANALYSES, ACQUISITION POLICY AND THEIR MARKETING AND SALES STRATEGY. THE STAFF OF BUTTERFLIES WAS VERY MOTIVATED, THOUGH THEIR LACK OF SPECIFIC KNOWLEDGE SLOWED THEM DOWN. OUR WAY OF ANALYSING WAS AN EYE OPENER FOR THEM.

We saw that they began to develop their skills and strived together to make the kitchen successful. Though the knife cuts both ways, we achieved a lot of insights as well. Our MBA studies lacked subjects like corporate social responsibility and entrepreneurship at the bottom of the economical pyramid (BoP), also this is something

we do not encounter in our daily work. This exchange has filled that gap and broadened our horizons. We are more self-assured, since we have seen that our experience and knowledge is applicable and useful under various circumstances. The feeling that the results depend on our input, and our capacity to probe deep into the Indian culture, made it really exciting.'



'Weed' from Kenya

Vanessa Bertels and Maaïke Koorman are product designers. The first two months of 2007 they have worked for Dutch Design in Development (DDiD) in Kisumu, a city located on the border of Lake Victoria in Kenya. They were working with Hyacinth Crafts, an organisation which makes products of the water hyacinth. The water hyacinth is a small



Stool



Booklets

water plant with beautiful purple flowers, which grows in vast amounts in Lake Victoria. These plants grow as fast as weed. 'The water hyacinth has a very bad image. It is been seen as a plague, which constipates the water ducts of the surrounding villages and suffocates the other plants', according to Maaïke. 'But at the same

time it is wonderful material to work with. It is elastic and looks great.' The designers also see opportunities to use the water hyacinth in combination with other materials, like papyrus or cane, or to strengthen it with glue or rubber for industrial purposes. The project has produced a few beautiful products made from the water hyacinth as well out of other local materials. At the moment Maaïke and Vanessa are selling these products in the Netherlands. Find out more on www.ddid.nl

• 'Fabrics of the World' project

Dutch Design in Development (DDiD) now have a unique cooperation with 'Fabrics of the World'. This May the product developers Mariëlle Leenders, Hannah Bonjer and Mitzy Theelen will travel to Bangladesh, Nepal and Mali, by appointment of Strawberries Fabrics. There they will design and develop three fabric collections in cooperation with the producers of the textile companies Kumudini, Kalamandiri and l'Union des Artisans de Bandiagara. These collections will be shown on the Ethical Fashion Fair in Paris. Els Visser, director of Strawberries Fabrics strives to give the local producers access to the European market. Find out more on www.ddid.nl

TNO offers knowledge for development cooperation

TNO (a Dutch knowledge company with more than 4300 employees, see www.TNO.nl) offers its innovative knowledge to solve questions from developing countries together with their partners. In the next two years TNO will invest 1.6 million Euros in this initiative. Share People takes care of educating and training the 'Flying Innovation Team'. This TNO team is responsible for the accomplishment of the projects and will therefore go on a preparatory journey to India under the guidance of Jeroen Klomp (Share People) from 4 - 13 May 2007. All the partners involved, under whom ICCO partners, will benefit from this intensive preparation. Share People and our partner De Baak will make sure that the projects have an additional value for the employees of TNO as well.

• Next Group Exchange Peru, June 2007

Share People organises a Group Exchange to Peru from June 16 until June 30 2007, with Huancayo as the main destination. The income in Huancayo largely comes from agriculture, the art industry and tourism. Share People will introduce the Dutch participants to the economic potential of this area via four



Potatoes in Peru

business cases, selected by our partners Confianza and SEPAR. One example is the potato chips producer Patcor, who asked Share People to make a SWOT-analysis and to advise them on certification and production increase. The potato industry in Huancayo offers

interesting growth possibilities. The price of potatoes is low, the opportunities have to be found in the surplus of the product. Patcor takes this opportunity and produces biological potatoes.

During the introduction program in Lima the participants learn about the local circumstances by a presentation about social, cultural and political aspects and by visiting a project called 'Movimiento Manuela Ramos', an organisation who sticks up for the rights of poor Peruvian women. Participant of the Group Exchange to Peru 2006, Dick Mooijman, underlines the importance of these visits: 'During the exchange it showed how many doors will be opened when there is understanding and attention for the culture of a nation.'

The exchange offers the local party in Peru a 'mirror', an international network and knowledge that is locally less available. It is instructive plus it underlines the local partner of 2006: 'I was impressed by the analysis of the case and the efforts of the participants to do all the work in a structured time schedule'. From the 16th of June the participants are writing a weblog on www.sharepeople.nl.

Meet our new colleagues

We would like to introduce to you our four new employees, who have started working with Share People since January 2007.



Karin Berwald, Office Manager

Karin has worked as office manager and PA for a national recruitment office and an international investment company. Before that, she has had a variety of jobs, also as an entrepreneur. Like Share People Karin has a passion for streamlining company processes and she strives for a balance between efficiency and a pleasant work environment.



Ilse van Gulik, Programme Manager

Ilse has worked for ICCO, as a Programme Officer for the Latin America department. In between she lived in Brazil, where she worked for a company and helped them to implement their programme on corporate social responsibility. Working for Share People gives her the opportunity to stimulate exchanging knowledge and experience between different cultures.



Peter Klessens, Business Development Manager

Peter has fulfilled several functions in the field of career counseling and account management at Randstad the past 10 years. Since March 2007, he is working for Share People as Business Development Manager and Programme Manager Individual Exchanges. According to Peter, the unique of an exchange is the win-win situation for all parties.



Jeroen Klomp, Business Development Manager

Jeroen has made the decision to work in the development cooperation sector after a number of years independent entrepreneurship in 2002. At ICCO he was coordinator durable cotton for international markets. Since 1 January 2007, Jeroen is working for Share People as Business Development Manager and Programme Manager Tailor Made.

Annual Share People Ambassadors Event

29th of January 2007

About 55 Share People Ambassadors (from Group Exchanges, Individual Exchanges and DDiD) came to visit the annual Ambassadors Event.

Our hostess, Mrs. Ilona Hofstra, opened with 'This evening is yours!'. Whereupon Cosmas Blaauw introduced the new members of the Share People team and presented the strategy and results of Share People. Janny van der Vleuten and Peter van der Pols gave their presentation 'From an idea to a company', telling about their experience with the Business in Development (BiD) Challenge 2006.



Jacqueline Cramer,
Minister of Environment

Jacqueline Cramer, Professor Sustainable Entrepreneurship of Utrecht University (now Minister of Environment), gave her lecture 'Corporate Social Responsibility in developing countries, a problem or an opportunity?'. This presentation shows a positive view on the theme of sustainability in developing countries. Afterwards a lively discussion on the theme arose.

Share People organises this event to introduce our Ambassadors to each other, share existing knowledge and show examples of results, as well as to chat up in an informal way.

Calendar 2007

- Preparatory trip from TNO to India: 4 - 13 May 2007
- Registration deadline BiD Challenge 2007: 31st May 2007
- Group Exchange Peru: 16 - 30 June 2007
- Group Exchange India: 22 September - 6 October 2007
- Group Exchange the Philippines: 10 - 24 November 2007
- Selection winners BiD Challenge 2007: December 2007

for more information look at our website: www.sharepeople.nl