



MDG I: ERADICATE EXTREME POVERTY AND HUNGER

Targets:

1. Halve between 1990 and 2015, the proportion of people whose income is less than US\$1 a day.
2. Halve, between 1990 and 2015, the proportion of people who suffer from hunger.

Progress:

Number of people living on less than US\$1 a day:

1990 - 1.25 billion

2004 - 980 million (641 million in the Asia Pacific)

At the current rate, 780 million people will remain on less than \$1 a day by 2015, falling short of the target of 625 million.

Percentage of children living in developing countries who are underweight:

1990 - 33%

2005 - 27% (44% in the Asia Pacific)

At the current rate, 23% of children in developing countries will still be underweight by 2015, falling short of the target of 16.5%.

Businesses can contribute to MDG 1 by:

- **Stimulating community development**
Source materials locally and provide local access to your products
- **Provide employment and wages**
Recruit locally and provide living wages
- **Stimulate local agricultural production**
Raise the productivity of crops and livestock to fight against hunger
- **Fight malnutrition**
Provide nutrition education and nutrient supplementation and fortification
- **Provide support for micro entrepreneurs**
Provide access to micro-finance and micro-insurance to stimulate small businesses

Primer questions:

- Can you develop new product and service offerings that benefit poor communities?
- Can you extend the distribution reach of existing products that will benefit the poor?
- How many people do you or your direct suppliers employ who formerly earned less than the equivalent of \$2 a day?
- Can you provide affordable farming inputs that increase the productivity and sustainability of impoverished rural farmers?
- Could you work together with other companies, the host government and development bodies to develop a better local supply base for your business?
- Can you participate in public-private partnerships to increase access to clean water, energy and telecommunications?
- Can you develop banking and insurance products for the poor including micro-finance and mobile banking?
- Can you improve the efficiency with which poor people move and access goods and markets?
- Can you volunteer staff to undertake short-term secondments to share their business expertise with low-income communities?



MDG 2: ACHIEVE UNIVERSAL PRIMARY EDUCATION

Target:

Ensure that children everywhere, boys and girls alike, will be able to complete a full course of primary schooling by 2015.

Progress:

Net enrolment ratio in primary education in developing regions:

1990 - 80%

2004/5 - 88 % (94% in Asia Pacific in 2005)

At the current rate, around 94% of children in developing regions will be able to complete primary schooling by 2015.

Asia Pacific is expected to maintain 94%.

Businesses can contribute to MDG 2 by:

■ Saying no to child labour

Ensure that you directly or indirectly (through your supply chain) employ no child labour, which stands in the way of universal primary education.

■ Stimulate primary education

Investments in education lead to improved economic performance in the long term. Young people are the key to more stable and prosperous economies and are the employees, customers and leaders of the future.

Primer questions:

- Can you support the education of your employee's families?
- Can you engage with governments through public-private partnerships for the supply of educational infrastructure?
- Can you offer adult education and skills training for your staff and suppliers in order to build capacity?
- Can you provide training, scholarships or apprenticeships to local communities to secure a low-cost local workforce for the future?
- Can you help bridge the 'digital divide' by providing scaled down PC and Internet services for the poor?



MDG 3: PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

Target:

Equal share of women in wage employment in the non-agricultural sector.

Progress:

Percentage of woman employees in paid non-agricultural employment:

1990 – 36%

2005 – 39%

At the current rate, 41% of women will be employed in non-agricultural work by 2015.

Businesses can contribute to MDG 3 by:

■ **Tackling gender discrimination**

Advocate to change discriminatory social norms and disincentives towards women

■ **Empowering women**

The wellbeing and survival of poor households depends on the productive contributions of female members as these households are often headed or maintained by women

Primer questions:

- Have you explored opportunities to work with micro-enterprises run by women in your company's supply chain?
- Can you contract local women to sell and distribute your products?
- What are women entrepreneurs doing in your markets? How can you contribute to encourage their involvement?
- Can you strengthen women's economic capacity as entrepreneurs, employees and producers?
- Can you contribute to women's enterprise development by providing training in basic skills such as management, bookkeeping and accounting, business planning, marketing, distribution and quality control?



MDG 4: REDUCE CHILD MORTALITY

Target:

Reduce by two thirds the under-five mortality rate between 1990 and 2015.

Progress:

Under-five mortality rate per 1,000 live births in developing regions:

1990 – 106

2005 – 83 (140 for the Asia Pacific)

At the current rate, the target will be achieved by 2015 globally although none of the poorest regions of the developing world are individually on track and Asia Pacific is moving too slowly to achieve this vital goal.

Businesses can contribute to MDG 4 by:

■ Playing a key role in establishing strong health systems

Provide community health workers, facilities with essential newborn care that are easily accessible, a good referral system, immunisation programs, supervision and support

■ Promoting health education

Education, especially for girls and mothers, is essential in the reduction of child mortality

Primer questions:

- Can you develop new products that combat nutritional deficiencies and are affordable to low-income families?
- Can you provide affordable diagnostic tools for early detection of illness?
- Can you prioritise research and development efforts around diseases that disproportionately affect poor communities?
- Can you provide affordable infant vaccinations?
- Can you support programs to improve child nutrition?



MDG 5: IMPROVE MATERNAL HEALTH

Target:

Reduce by three-quarters the maternal mortality rate between 1990 and 2015.

Progress:

Percentage of births in developing countries attended by skilled healthcare personnel:

1990 – 43%

2005 – 57%

Evidence indicates that improvements have been limited to countries with lower levels of mortality. Countries with high maternal mortality are experiencing stagnation or even reversals.

Asia Pacific accounts for half of the total 500,000 women who die each year as a result of pregnancy and birth, with many more left disabled or chronically ill.

Women comprise the majority of the workforce in labour-intensive manufacturing industries such as apparel, footwear, toys, electronics, food processing and house-wares. Therefore, business in these sectors, whose supply chains extend into developing countries, can have a major impact on improving the health of these women through health education, access and nutrition.

Businesses can contribute to MDG 5 by:

■ Playing a key role in establishing strong health systems

In addition to contraception, women need access to a broad range of services. The primary means of preventing maternal deaths is to provide rapid access to emergency obstetrical care

■ Promote health education

Greater access to family planning can help reduce the maternal mortality rate by reducing the number of pregnancies

Primer questions:

- Can you provide affordable reproductive health products?
- Can you improve working conditions and occupational health for women in your supply chain or workplace?
- Can you develop new products that combat nutritional deficiencies in women?
- Can you provide educational resources on mothering?



MDG 6: COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

Targets:

1. Halt and begin to reverse the spread of HIV/AIDS by 2015.
2. Halt and begin to reverse the incidence of malaria and other major disease by 2015.

Progress:

HIV prevalence has levelled off in the developing world, but deaths from AIDS continue to rise in sub-Saharan Africa. HIV incidence in the Asia Pacific is lower at 0.3% than other regions such as sub-Saharan Africa at 6.2%. However, that still equates to 6 million people.

Malaria-control efforts are paying off, but additional effort is needed. Asia Pacific accounts for around 38% of the global malaria incidence.

Although the rate of tuberculosis infection is slowing globally, the number of new cases is still rising, not declining. Prevalence in Asia Pacific is 524 cases per 100,000.

Businesses can contribute to MDG 6 by:

■ **Providing health education**

The education of young people merits the highest priority in a world afflicted by HIV/AIDS, because education is the most effective – and the most cost effective – means of prevention.

■ **Improving access to medicine**

Improve availability by making medicines affordable.

Primer questions:

- Have you implemented a workforce HIV/AIDS programmes focused on education, prevention, treatment and care?
- Have you joined the Asia Pacific Business Coalition on AIDS?
- Can you run campaigns for HIV/AIDS awareness in collaboration with emerging market governments?
- Can you prioritise product development and research around diseases that disproportionately affect poor communities?
- Can you provide affordable reproductive health products?



MDG 7: ENSURE ENVIRONMENTAL SUSTAINABILITY

Targets:

1. Integrate the principles of sustainable development into country policies and programs and reverse the loss of environmental resources.
2. Halve the proportion of people without access to safe drinking water by 2015.
3. To have achieved a significant improvement in the lives of at least 100 million slum dwellers by 2020.

Progress:

Environment: Growing greenhouse gas emissions continue to outpace advances in sustainable energy technologies. An increasing proportion of poor in the Asia Pacific region are poor because they are living in areas where the environment is under stress.

Water: In 1990, 35% of the population of developing regions had access to basic sanitation and clean water. By 2004, that figure climbed to 50%.

If the trend continues, the world is likely to miss the target by almost 600 million people.

Slums: Urban dwellers are predicted to expand from 3.2 billion to 5 billion by 2030. In 2005, one out of three urban dwellers was living in slum conditions, lacking the basic conditions of decent housing such as adequate sanitation, improved water supply, durable housing or adequate living space.

The rapid expansion of urban areas will make it challenging to improve living conditions quickly enough to meet the target.

Business can contribute to MDG 7 by:

■ Reducing environmental impact

Make production processes as clean as possible by investing in product and process innovation.

■ Improving living conditions

Provide clean water and sanitation to slum dwellers.

Primer questions:

- Can you support community-level environmental initiatives?
- Can you support efforts to develop renewable energy sources, especially in rural communities?



MDG 8: DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

The eighth goal is essentially a commitment between rich and poor countries to work together to achieve the first seven goals. The private sector is an integral part of that partnership.

Target:

Develop an open, rule-based, predictable, non-discriminatory trading and financial system which includes a commitment to good governance, development and poverty reduction – both nationally and internationally.

Business can contribute to MDG 8 by:

■ Contributing to the global partnership

Continue to grow your business in emerging markets and work with the Federal Government for the liberalisation of trade. The World Bank estimates that full liberalisation of trade could increase growth, enough to lift 300 million more people out of poverty by 2015

■ Creating local capacity

Ensure long-term sustainable development of emerging markets through infrastructure development and the transfer of knowledge and technologies

Primer questions:

- Has your company committed to the UN Global Compact?
- Does your company have policies to tackle bribery, corruption and money laundering with compliance mechanisms?
- Have you ensured that the procurement of goods from the Asia Pacific does not involve human rights abuses which affect the poor?
- Could you cooperate with local think tanks to understand and communicate the value you create for the local economy?
- How confident are you in your ability to understand local politics? Could you 'outsource' intelligence on your political concerns to local people?
- What do local people in government, the media and the grass roots think about your operations?
- How much do you know about how your host country is changing? Do you have a migration plan to deal with these changes?
- Can you assist the local government to integrate principles of good governance within their policies and operations?
- Can you engage with governments and international finance organisations to provide financing for large development projects – particularly infrastructure?